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## REQUEST FOR PROPOSALS

### EXECUTIVE / ADMINISTRATIVE / PROGRAMMATIC SUPPORT GO VIRGINIA REGION 7 COUNCIL

Request for proposal issued	November 20, 2019
Due date for notification of interest	November 27, 2019 5:00 PM
Questions deadline	December 2, 2019
Due date for proposals	December 11, 2019 5:00 PM
Deliver six hard copies to:	Northern Virginia Regional Commission 3040 Williams Drive, Suite 200 Fairfax, VA 22031

Northern Virginia Regional Commission (NVRC) reserves the right to reject any and all proposals, cancel this solicitation, and to waive any informalities or irregularities in procedure. NVRC does not discriminate against faith-based organizations, or against any other offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by law

NORTHERN VIRGINIA REGIONAL COMMISSION

REQUEST FOR PROPOSALS

EXECUTIVE / ADMINISTRATIVE / PROGRAMMATIC SUPPORT  
GO VIRGINIA REGION 7 COUNCIL

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## **I. INTRODUCTION**

### **A. Purpose of Solicitation**

Northern Virginia Regional Commission (NVRC) is soliciting proposals from qualified individuals or firms to serve as an independent contractor (hereafter referred to as the "Selected Entity") leading the operations of the GO Virginia Region 7 Council. It is expected that this work will require the equivalent of a full-time position. The Statement of Work is detailed below in Section II.

The initial engagement is expected to be coterminous with NVRC's current agreement for serving as Support Organization for the GO Virginia Region 7 Council – that is, through June 30, 2021. The period of engagement may be extended for an additional two years by agreement of the parties.

Although a selection committee may recommend that NVRC contract with one individual or firm that can perform all tasks or use subcontractors for some of the work, NVRC reserves the right to enter into contracts with multiple entities, each focusing on fulfilling different requirements, if this is determined to be in the best interest of NVRC and the Region 7 Council. In either case, one individual or lead will be designated as the executive manager for all the work. For convenience and simplicity, text throughout this RFP refers to selection of one "entity."

The Selected Entity will be responsible for leading the coordination, direction, and implementation of the Council activities in the region. The Council's work is successful due to partnerships formed to support these efforts that represent business, economic development, government, education, non-profits, entrepreneurs, chambers of commerce, and private foundations. The work of the Council and the Selected Entity is guided by the Region 7 Growth & Diversification Plan, as updated in 2019.

The Selected Entity will successfully build and leverage diverse networks of individuals and organizations in the public, private and non-profit sectors that result in stronger cross-region partnerships consistent with the goals of the Region 7 Growth and Diversification Plan. The Selected Entity is expected to be an innovator who can both lead and manage the work of the Council.

Region 7-related outcomes expected include: an increased flow of project investment applications, cross-region scale-ups of successful programs that support a growing economy, successful achievements by funded projects as may be supported through appropriate grants management, and Region 7 Council operational stability.

### **B. Background on GO Virginia**

GO Virginia is the Commonwealth's preeminent economic development initiative. See in Virginia Code: The Virginia Growth and Opportunity Act (§§ 2.2-2484 - 2.2-2490) The mission of GO Virginia is to encourage collaboration among business, education, community organizations, and government in each region to enhance private sector growth and opportunity, economic competitiveness, and alignment of workforce development programs with the needs of the employers, resulting in the creation of higher-paying jobs. GO Virginia is managed within nine regions of Virginia. GO Virginia Region 7 includes the counties of Arlington, Fairfax, Loudoun and Prince William and the Cities of Alexandria, Fairfax, Falls Church, Manassas and Manassas Park and the towns included in the respective counties.

### **C. Relationship of the Parties**

Northern Virginia Regional Commission (NVRC) serves as the Support Organization for the GO Virginia Region 7 Council through agreements with the Council and the Virginia Department of Housing and Community Development. NVRC is a public body created in 1969 whose programs and policies are established by a 24-member Board of Commissioners composed entirely of elected council and board members appointed by the governing bodies of thirteen member localities. NVRC's work covers a wide range of issues of concern to the member governments and the region as a whole.

Selected Entity will be engaged by NVRC as a grant-funded independent contractor assigned to fulfill staffing requirements for the Region 7 GO Virginia Council. The Selected Entity will provide administrative, operational, programmatic and fiscal support, some of which may be in collaboration with other staff of NVRC, or other consultants to NVRC or the Region 7 Council. The Selected Entity reports directly to the Chairman of the Council for GO Virginia Region 7, but is responsible to NVRC for completing certain financial, operational and contractual requirements. Because the Selected Entity's relationship with NVRC will be that of an independent contractor, and not an employee, NVRC will not withhold taxes from payments or provide any fringe benefits. The Selected Entity will be required to provide a completed W-9 to NVRC.

The Region 7 GO Virginia Council establishes its own scope of work, priorities and projects, and is responsible for selection and engagement of its Support Organization (currently, NVRC). The Council and/or a selection committee composed of Council members will advise on evaluating and ranking responses to this solicitation. More information on the Region 7 Council may be found at its website: <https://GOnorthernVA.com>

## **II. STATEMENT OF WORK**

### **A. Project Pipeline Development and Coalition Building**

1. Reviews and executes strategies contained within the current Growth and Diversification Plan as approved by the Regional Council.
2. Develops and cultivates alliances and partnerships with regional stakeholders.
3. Develops and cultivates alliances and partnerships with out-of-region partners that result in increased funding and technical resources for the Region.
4. Ensures increase in the number of projects in the pipeline that align with the objectives of the Region 7 Growth & Diversification Plan.
5. Coordinates communication with and implementation of strategies among constituent groups of GO Virginia with particular focus on those in Region 7, including existing economic development organizations, innovation assets, existing employers, workforce training and educational entities, and non-profit entities.
6. Works in consort with staff and members of the Northern Virginia Regional Commission (NVRC) to maximize the benefit of research and other assets of the NVRC to the needs of Region 7.
7. Adheres to GO Virginia State Board and Virginia Department of Housing and Community Development guidelines.

## **B. Council Operational and Financial Management**

1. Serves as the chief staff position for the Region 7 Council.
2. Assists the Council with the “deep thinking” required to address the economic challenges facing the Region.
3. Develops and oversees the execution of the operational budget and fund management.
4. Coordinates Regional Council meetings ensuring adherence to the Freedom of Information Act (FOIA) and Conflict of Interest Act (COIA) guidelines.
5. In coordination with the staff and other consultants to the Council, oversees the operations including accounting practices, grant administration, project management, as well as tracking and reporting of performance metrics and audit protocols.
6. Finalizes the Region 7 Business Operations Plan and identifies and secures financial resources to ensure its continuity.
7. Bridges opportunities across multiple Regional Councils for competitive grant funds.

## **C. Communication and Outreach**

1. Ensures the design and implementation of an outreach and communication strategy for the Region 7 Council including the use of communication tools such as newsletters, social media, marketing collateral, presentation materials and website.
2. Leads the development of a GO Virginia branding initiative for the Region 7 footprint, to include significant stakeholder engagement in the development process.
3. Builds and maintains relationships with stakeholders including funders, employers, localities, education/workforce entities in northern Virginia as well as other Regional Councils throughout the Commonwealth.
4. Stays attuned to and identifies best practices from other Regions.
5. Establishes and maintains a strong ongoing relationship with the NVRC to realize benefits from its resources and capacity development expertise.
6. Serves as the primary communication channel with the Virginia Department of Housing & Community Development.

### **III. REQUIRED and PREFERRED QUALIFICATIONS**

#### **A. Required Education and Experience of Individual or Lead:**

1. Bachelor's degree
2. 3 – 5 years of experience working in project management and in building regional coalitions and partnerships in the public, private and non-profit sectors
3. Knowledge and experience in identifying grant resources to support community capacity-building
4. Experience with business practices, marketing, providing supervision and managing/tracking results
5. Excellent written and verbal communication skills
6. Advanced computer skills with an array of programs and applications, particularly team-focused collaboration and project management software, including proficiency with website content maintenance; technical proficiency in MS Office products

#### **B. Preferred Education and Experience of Individual or Lead:**

1. Master's Degree or work experience in business, management, urban/regional planning, economic development, or related field
2. Experience in managing grant-funded operations
3. Certifications in non-profit management, facilitation, economic development, asset mapping, coalition building, strategic planning, and other technical skills.
4. Demonstrated ability to build networks and alliances in the private, public and non-profit sectors.

#### **C. Preferred Location of Individual or Firm:**

It is the preference of the Region 7 Council that the Selected Entity be resident in the Region 7 footprint.

#### **D. Other:**

NVRC and the Region 7 Council value participation of Small, Women-owned and Minority-owned (SWaM) Businesses.

## IV. PROPOSAL REQUIREMENTS

### A. General Requirements

#### 1. Advance Submission of Notification of Interest

To assist in the administration of this RFP and to ensure that interested parties receive copies of questions that are asked, along the related answers, individuals or firms interested in submitting a proposal should submit a "Notification of Interest" by November 27, 2019. A blank Notification of Interest Form is provided as Attachment A.

#### 2. Inquiries

Inquiries concerning the Request for Proposals or the proposed engagement must be made in writing and received at NVRC by 5:00 PM on December 2, 2019.

Northern Virginia Regional Commission  
3040 Williams Drive, Suite 200  
Fairfax VA 22031  
Fax: 703-642-5077  
info@novaregion.org

#### 3. Submission; Deadline; Official Time; Consequences of Lateness

To be considered, six hard copies of the proposal must be received at NVRC by 5:00 PM on December 11, 2019. Pages should be numbered and each section should be clearly marked. One of the copies must bear an original signature on the RFP Submission Form.

The NVRC reception console clock will serve as the official source of time. Items will be marked for date and time when received. Proposals received at NVRC after the date and time prescribed shall not be considered, and will be returned unopened.

#### 4. Cost of Preparing and Submitting Proposals Not Reimbursable

Firms/individuals responding to this RFP will not be paid for any costs incurred in the preparation or submission of a proposal, or in appearing before persons participating in the selection process.



## **B. Required Proposal Contents**

### 1. Cover Letter and Table of Contents

The cover letter should serve as an executive summary of the proposal.

### 2. RFP Submission Form

An RFP Submission Form with the original signature of a person authorized to submit the proposal on behalf of the applicant individual or firm must be provided with the technical proposal. A blank RFP Submission Form is provided as Attachment B.

### 3. Technical Proposal

A technical proposal should address the following elements in relation to the Statement of Work detailed in Section II, and the Required and Preferred Qualifications detailed in Section III. Failure to address any of these elements may result in the proposal being deemed nonresponsive and therefore disqualified from consideration.

- a. Understanding of the GO Northern Virginia Council 7 purpose and requirements
- b. Ability to commence work by January 2, 2020.
- c. Qualifications, Experience and Capabilities

This section should describe the individual/firm's:

- \* specific expertise in planning and implementing economic and/or workforce development activities within the Northern Virginia region;
- \* extent of experience in administering Federal, State and local grant and contract funding from a variety of sources;
- \* extent of experience in delivering administrative and support services to a policy board or council.

This section also should identify the lead individual and any proposed subordinate associates or subcontractors, the proposed roles each would assume, and a summary of education/experience for each.

### 4. References

Please use the blank References form provided as Attachment C.

### 5. Nonbinding Price Proposal

A nonbinding price proposal should include the projected hours and rates for the proposed persons/subcontractors per month.

NOTE: NVRC is using a competitive negotiation process in this selection process. The statutory authority for this is provided in the Virginia Public Procurement Act.

Initial selection will be made of two or more offerors deemed to be fully qualified and best suited among those submitting proposals, on the basis of the factors detailed in this RFP – including price, since it is identified as a factor. However, price need not be the sole or primary determining factor in the final selection.

## **V. TIME REQUIREMENTS**

### **A. Proposal Calendar**

The following is a list of key dates for receipt and evaluation of proposals:

Request for proposal issued	November 20, 2019
Due date for notification of interest	November 27, 2019 5:00 PM
Questions deadline	December 2, 2019
Due date for proposals	December 11, 2019 5:00 PM
Oral presentations (if requested)	December 18, 2019
Selection of finalist(s)	December 20, 2019
Expected contract date	January 2, 2020

## **VI. SELECTION OF CONTRACTOR AND EVALUATION PROCEDURES**

### **A. Selection Committee**

Proposals received by the stated deadline will be will be evaluated by a selection committee expected to consist of members of the Region 7 Council. The selection committee will make appropriate recommendations to the Council, which in turn will recommend to NVRC its preferences for conducting contract negotiation.

### **B. Basis for Award**

The selection committee will base its recommendation on overall responsiveness and on the "Evaluation Criteria" set forth below. Additional information may be requested by the selection committee at any time prior to making a final recommendation to the Region 7 Council and NVRC, and may be among other factors considered.

Based on the results of a preliminary evaluation, the highest rated offerors may be invited to make oral presentations. The selection committee will then conduct a final evaluation of the firms.

### **C. Evaluation Criteria**

Evaluation criteria will include the following. Percentages indicate relative importance among these factors.

- a. Understanding the GONoVA requirements (20%)
- b. Ability to commence work no later than January 2, 2020 (10%)
- c. Qualifications and experience of the proposed project lead or team (35%)
- d. References (15%)
- e. Price (10%)
- f. SWAM status (5%)
- g. Location within the GO Virginia Region 7 geographic area (5%)

### **D. Oral Presentations**

During the evaluation process, the selection committee may, at its discretion, request any one or all offerors to make oral presentations. Such presentations will provide each with an opportunity to answer any questions the committee may have on the proposal. Not all offerors may be asked to make oral presentations.

### **E. Recommendation of Selection Committee**

Selection of finalist(s) will be made based on the assessment that one or more proposal(s) is responsive to the solicitation and is most advantageous to NVRC and Regional Council 7, at a fair and reasonable price.

### **F. Contract Development**

Once an entity is selected to enter into contract negotiations, NVRC reserves the right to propose a contract that amends the scope of the RFP or the entity's proposal prior to signing the contract. At the same time, this RFP and the entity's proposal may be incorporated by reference directly into the final contract.

If a satisfactorily proposed contract cannot be negotiated with the highest ranked firm, negotiations will be formally terminated. Negotiations shall then be undertaken with the second most qualified firm and so on.

### **G. Contingency of the Contracts**

Award of contracts to the selected firm is contingent upon:

- the budget and appropriation of funds (if necessary); and
- the successful negotiation of contractual terms agreeable to both parties

Failure to achieve the foregoing will result in no award at this time.

## **H. Right to Reject Proposals**

NVRC reserves the right to reject any or all proposals, or to modify or cancel this solicitation, if it is in the interest of NVRC or the Region 7 Council.

Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposal unless clearly and specifically noted in the proposal submitted and confirmed in the contract between NVRC and the entity selected.

Attachment A: NOTIFICATION OF INTEREST FORM

Submit by November 27, 2019 in advance of proposal due date

Northern Virginia Regional Commission  
3040 Williams Drive, Suite 200  
Fairfax VA 22031  
[info@novaregion.org](mailto:info@novaregion.org)  
703-642-5077 (fax)

I am / we are providing formal notice of interest in responding to Northern Virginia Regional Commission's Request for Proposals for Executive / Administrative / Programmatic Support for the GO Virginia Region 7 Council. The following individual is the lead contact during this proposal process. Copies of material questions that have been asked by all potential offerors, and the related answers, should be sent to the email address below.

Name of  
Individual or  
Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Contact  
Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

ATTACHMENT B: RFP SUBMISSION FORM

Must be returned with proposal

**1. SUBMITTING ENTITY IDENTIFICATION & OWNERSHIP DISCLOSURE**

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Indicate which of the following apply:

- Individual applicant \_\_\_\_\_
- Corporation (specify) \_\_\_\_\_
- Partnership (specify) \_\_\_\_\_
- Sole Proprietor \_\_\_\_\_
- Other (specify) \_\_\_\_\_
  
- Small Business \_\_\_\_\_
- SWaM Certified \_\_\_\_\_

Organized under the laws of the State of \_\_\_\_\_ Year: \_\_\_\_\_

Principal place of business located at:  
Address: \_\_\_\_\_

\_\_\_\_\_

**2. VIRGINIA CONFLICTS OF INTEREST**

This solicitation is subject to the provisions of Section 2.2-3100 et. seq., of the Code of Virginia (1950), as amended, (The Code), the Virginia State and Local Government Conflict of Interests Act.

The Offeror (\_\_\_\_) is (\_\_\_\_) is not aware of any information bearing on existence of any potential conflicts of interest or violation of ethics in public contracting. If yes, explain.

### 3. OTHER INFORMATION

- a. General character of work normally performed by you / your firm:
- b. List the names of subcontractors, if any, you propose to use for this project, including contact person, anticipated role, anticipated level of effort, address, phone number, and email
- c. Is the offeror (or any proposed partnering entity) associated with any member of the GO Northern VA Council?    No  Yes  If yes, please name the member:
- \_\_\_\_\_

- d. Bankruptcy Information: Has the offeror ever been declared bankrupt or filed for protection from creditors under state or federal proceedings?  No  Yes

Elaborate on the response if desired:

- e. Citations or Legal Action: Has the offeror ever received any citations, notices of violation, legal proceedings, disciplinary action, or any pending disciplinary action, from any regulatory bodies or professional organizations? If "Yes", state the name of the regulatory body or professional organization, date and reason for action. If there are no violations, provide a statement of such.

- f. Previous Contracts: Has the offeror or officer or partner ever failed to complete any contract awarded?  No  Yes

If "Yes", state the name of the organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.

**4. CERTIFICATION**

I certify that this offer is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting an offer for the same services, materials, supplies or equipment, and is in all respects fair and without collusion or fraud. I understand that collusive bidding is a violation of State and Federal law and may result in fines, prison sentences and civil damage awards.

I certify the responses to the above representations, certifications and other statements are accurate and complete. I agree to abide by all conditions of the Request for Proposals and certify that I am authorized to sign for the offeror.

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

**Name (Printed)** \_\_\_\_\_

**Title** \_\_\_\_\_



ATTACHMENT C: REFERENCES

Must be returned with proposal

Provide three (3) references, that the individual/firm has provided services to within the past three (3) years. The contact person named should be familiar with the day-to-day management of the contract and be willing to respond to questions regarding the type, level, and quality of service provided.

Reference 1:

Firm/Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Telephone No. \_\_\_\_\_ Email: \_\_\_\_\_  
Date and Type of Service(s) Provided: \_\_\_\_\_  
\_\_\_\_\_

Reference 2:

Firm/Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Telephone No. \_\_\_\_\_ Email: \_\_\_\_\_  
Date and Type of Service(s) Provided: \_\_\_\_\_  
\_\_\_\_\_

Reference 3:

Firm/Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Telephone No. \_\_\_\_\_ Email: \_\_\_\_\_  
Date and Type of Service(s) Provided: \_\_\_\_\_  
\_\_\_\_\_