



Request for Proposals (RFP)

Facilitation Services

West Virginia Chapter of the American Planning Association (APA)

Contact: Chad Webb, Professional Development Committee Chair, WV Chapter of the APA

Phone: (304) 896-9488

Email: chad.webb@cityofcharleston.org

Deadline for Submittal: November 8, 2024, send all RFP materials to email listed.

Purpose/Objectives

The West Virginia Chapter of the American Planning Association (APA) is looking for a well-qualified individual or group to produce a series of citizen education modules in 2024 for the chapter to distribute to various state and local partners in West Virginia.

Background

The West Virginia Chapter of the APA is a small organization (approximately 60 members) that has been awarded a generous grant to pursue a top-of-mind goal. This goal is to broadly expand the familiarity with the general land use planning process to those outside of the planning profession yet are critical volunteers in that same process. West Virginia's planner community is relatively small, but the demand for planning services increases as more and more of West Virginia's coal-impacted communities try to redefine themselves in the 21st century. Additionally, we aim to support both county and municipal officials. It is in the spirit of meeting that need that WVAPA is looking to develop a series of educational modules and supplemental materials that will inform community members who seek to engage in the land use planning process about seven key areas concerning effective land use management at the private citizen and appointed board member levels:

1. Intro/Why do we do land use planning?
2. The Role of the Citizen Planner
3. The Role of the Planning Commission
4. The Importance and Impact of the Comprehensive Plan
5. Survey of Plan Implementation Methods
6. The Role of the Board of Zoning Appeals
7. Findings of Fact and Conclusions of Law

Expectations

Consultants should be experienced in developing educational materials for a target audience of varying educational levels – with a particular focus on the uninitiated in the field. An understanding

of planning is essential. A familiarity with West Virginia is strongly desired, but not required. In the first year of implementation, the modules are expected to be used around 20-25 times and culminate with offering an evaluation that would confer a certification as a "citizen planner". Beyond the written/PowerPoint content, we would also require some form of audio/visual material to be produced to stand alongside the written material so that citizen planners can engage with the material without the need of a dedicated instructor/mediator. Designs for promotional materials would also be appreciated.

There will be no more than three informational meetings with the chapter's volunteers. Competency with online teleconferencing platforms such as Zoom, Skype, or Webex is required.

Submittal Requirements

- 1) Contact information
- 2) Resumes or CV of those working on the project
- 3) Three professional references
- 4) Relevant experience
- 5) Outline budget
- 6) Methodology as to how contractor will achieve the purpose and objectives of the Chapter's RFP – with particular focus on a timeline of execution.
- 7) List any initial questions or concerns (if applicable).

Proposed Budget for Project

Not to exceed \$50,000 including travel expenses.