



STRATEGIC PLAN REQUEST FOR PROPOSALS

**Proposal Due Date:
Friday, June 26, 2026
5:00pm**

Issued by:

**City of Berkley
3338 Coolidge Hwy
Berkley, MI 48072**



REQUEST FOR PROPOSALS (RFP) FOR STRATEGIC PLAN

INTENT

The information contained in this Request for Proposals (RFP) is provided to give prospective responders background for completing their responses to this request. In reviewing proposals, consideration will be given to qualifications, experience, breadth of services, responsiveness, and quality, in addition to fees.

The City of Berkley is seeking an experienced consultant to perform professional services to assist and support City staff in the development of an organizational strategic plan to guide the City. The selected firm(s) will be one(s) whose services are judged to best serve the interests of the City of Berkley when costs, depth of experience, breadth of services, responsiveness, quality and delivery are considered.

The City of Berkley provides equal employment opportunities to all individuals and does not discriminate in its employment or any other programs or activities based on race, color, religion, sex, sexual orientation, gender identity or expression, national origin, age, genetic information, height, weight, disability, veteran status, familial status, marital status or any other reason, that is unrelated to the person's ability to perform the duties of a particular job or position, in accordance with applicable federal and state laws. We provide reasonable accommodation for qualified individuals with a disability, if requested.

The City of Berkley reserves the right to accept or reject any or all proposals, waive irregularities, and to accept the proposals either on an entire or individual basis that is in the best interest of the City. The City of Berkley accepts no responsibility for any expense incurred by the respondent in the preparation and presentation of a proposal. Such expenses shall be borne exclusively by the respondent. The City of Berkley reserves the right to request additional data, discussion and/or a presentation of the proposal.

BACKGROUND

The City of Berkley, population 15,149, is roughly 2.62 square miles in area and located in Oakland County, Michigan. A thriving community known for its small-town appeal, Berkley is located within close proximity to major entertainment, business, and healthcare amenities. The city is built out, but in recent years, it has seen an uptick in residential and non-residential redevelopment. As the City welcomes new residents and businesses, it remains centered around a core vision and mission. Berkley strives to be a 21st-century community, rooted in strong neighborhoods and a walkable design, supported by a caring community that helps every resident, business, and visitor flourish. The City strives to enhance its economic vitality and strengthen its economic corridors. The City of Berkley: "Small City - Big Impact!"

Throughout 2024 and 2025, Berkley department directors and City Council worked together to clearly define priority areas and objectives of the City, creating the City's first Strategic Framework. The Strategic Framework functions as a roadmap for the City of Berkley, defining City goals and how to achieve them. The current strategic framework will guide the City of Berkley through 2027.

OBJECTIVES

The City of Berkley is seeking an outside consultant to facilitate the update of the City's strategic plan. The primary objectives are:

- To assess the current strategic position of the City.
- To engage with residents, staff, and key stakeholders to understand their vision for the City.
- To create a clear and actionable strategic plan outlining priorities, objectives, and action items to guide the City in smart decision-making.
- To develop a strategy for implementation, tracking, and performance measurement.

SCOPE OF WORK

The selected consulting firm will be responsible for conducting a comprehensive strategic planning process which culminates in a proposed strategic plan, tailored to the unique priorities and objectives of the City of Berkley. The selected firm will be expected to:

1. Assess the current strategic position of the City:
 - a. Review the City's current guiding Strategic Framework.
 - b. Review the Master Plan.
 - c. Review the Parks and Recreation Master Plan.
 - d. Review the Economic Development Strategy.
2. Facilitate stakeholder engagement:
 - a. Create and implement a comprehensive community engagement plan.
 - b. Facilitate discussions with community partners, local businesses, elected officials, staff, and other key stakeholders to gather diverse perspectives.
 - c. Conduct a statistically valid community survey.
3. Develop a draft strategic plan:
 - a. Identify priorities, objectives, key initiatives, and action plans.
 - b. Present the draft strategic plan to the leadership team and City Council for feedback and revisions.
4. Develop a final comprehensive strategic plan:

- a. Incorporate feedback from City Council, staff, residents, and other key stakeholders to develop a comprehensive strategic plan for the City of Berkley.
 - b. Utilize data to evaluate Berkley's current position, set goals, and establish accountability practices to achieve the strategic plan.
5. Provide guidance on the implementation and monitoring of the strategic plan:
- a. Establish a timeline outlining when the proposed strategies of the strategic plan should be started and completed.
 - b. Identify individuals who will take responsibility for key projects, initiatives, and/or objectives, and strategies to make sure they are addressed.
 - c. Establish a plan for tracking and reporting progress of the strategic plan.
 - d. Recommend methods for periodic review and evaluation to ensure its long-term viability and relevance.
 - e. Establish performance metrics and an evaluation framework.

PROPOSAL FORMAT

Proposals should be prepared simply and economically by providing a straightforward, concise description of the responder's ability to fulfill the needs of the City of Berkley. To be considered, each firm must submit a response to the RFP in the following format. Each response to the RFP must remain valid for at least ninety (90) days from the due date indicated on the cover page of this document.

When responding to this RFP, please include the following information:

- 1) Cover Letter;
- 2) Firm Background and Qualifications;
- 3) Relevant Experience (with examples of similar projects);
- 4) Project Approach and Methodology;
- 5) Proposed Work Plan and Timeline;
- 6) Team Members and Roles; and
- 7) Cost Proposal
- 8) Completion of required forms provided by the City of Berkley:
 - a) [Non-Discrimination Affidavit](#)
 - b) [Vendor References](#)
 - c) [Non-Collusive Affidavit](#)
 - d) [Conflict of Interest Disclosure Form](#)
 - e) [Hold Harmless and Indemnity Form](#)

f) [Iran Business Relationship Affidavit](#)

REVIEW AND SELECTION

All submissions or parts thereof become public records of the City of Berkley and are subject to the Michigan Freedom of Information Act. Responses to the RFP will be reviewed by the City staff, with a final recommendation made to the City Council. All proposals submitted may be subject to clarifications and further negotiation. All agreements resulting from negotiations shall be documented and included as part of the final Professional Services Agreement.

Selection of a firm will be made at the sole discretion of the City Council, which reserves the right to accept or reject any and all proposals. The City will evaluate the proposals based upon a firm's ability to provide the service required, qualifications of personnel assigned, compatibility of submission with items requested, reference analysis from other communities, and past experience of the firm or individual with the City of Berkley and/or similar units of local government.

The evaluation will be based on the criteria described above and an evaluation of the following:

1. Experience and Qualifications;
2. Demonstrated understanding of the scope of services being requested; and
3. Cost for Services as outlined.

QUESTIONS PERTAINING TO REQUEST FOR PROPOSALS

All questions regarding this RFP shall be submitted via email on or before June 15, 2026 and should be addressed to cvanvleck@berkleymi.gov. Should any respondent be in doubt as to the true meaning of any portion of this RFP, or should the respondent find any ambiguity, inconsistency or omission therein, the respondent shall make an emailed request for an official interpretation or correction.

SUBMISSION

All responses to this RFP are due and must be emailed to the City Manager on or before June 26, 2026 at 5 p.m. Responses must be clearly marked: "RFP for Strategic Plan" and show the respondent's name and address. Proposals should be emailed to the attention of:

Crystal VanVleck
City Manager
cvanvleck@berkleymi.gov
3338 Coolidge Hwy
Berkley, MI 48072

All proposals will be opened on the due date, and no immediate decision will be rendered.

CONTRACT INSURANCE REQUIREMENTS

During the contract period, the consultant shall provide and maintain, at their own expense, all insurance set forth in the Professional Services Agreement.

DISCLOSURES

Under the Freedom of Information Act (Public Act 442 of 1976 as amended), the City is obligated to permit review of its files if requested by others. All information in a respondent's proposal is subject to disclosure under this provision. This act also provides for a complete disclosure of contracts and attachments thereto.

COST LIABILITY

The City assumes no responsibility or liability for costs incurred by the consultant prior to the execution of a Professional Services Agreement. The liability of the City is limited to the terms and conditions outlined in the Agreement. By submitting a proposal, the respondent agrees to bear all costs incurred or related to the preparation, submission, and selection process for the proposal.

AWARD PROTEST

All proposal protests must be in writing and filed with the City Clerk within five (5) business days of the award action. The respondent must clearly state the reasons for the protest. The protest shall be reviewed by the City Manager or designee, whose decision shall be final.

RESERVATION OF RIGHTS

1. The City reserves the right in its sole and absolute discretion to accept or reject any or all RFP responses, in whole or in part, with or without cause.
2. The City reserves the right to waive, or not to waive, informalities or irregularities in the RFP process, and to accept or further negotiate cost, terms, or conditions of any proposal determined by the City to be in the best interests of the City even though not the lowest fee proposal.
3. The City reserves the right to request additional information from any or all respondents. The City reserves the right not to consider any proposal which it determines to be unresponsive and deficient in any of the information requested within the RFP.
4. The City reserves the right to disqualify Firms that fail to respond to any requirements outlined in the RFP document.