



## MEMORANDUM

**To:** CMAP Board

**From:** Bill Barnes, Deputy of Regional Plan Implementation

**Date:** November 1, 2024

**Subject:** Authorization to enter into contract C25-0076 with KerrSmith Design as a result of RFP 333 for Regional Vision: Scenario Planning for a term up to 24-months with three, one-year optional renewals, in an amount not to exceed \$300,000

**Action Requested:** Approval

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### Purpose

The Chicago Metropolitan Agency for Planning (CMAP) is seeking to enter into a contract with a consultant to support the scenario planning activities of an innovative Regional Vision.

### Background

CMAP is pursuing a new approach to its federal and state planning responsibilities that will influence regional action. The focal point will be a more nimble, macro-level Regional Vision that guides policy change and implementation over the next 8 to 10 years — with future activities tailored to issues in transportation, climate, and the regional economy. It will mark a significant departure from existing planning-as-usual models. Doing so offers a chance to think differently about how CMAP works with stakeholders on multi-year strategic initiatives. The “big picture” Regional Vision will set the policy guidance to inspire and unify efforts on issues of regional concern. Its focus will be clear, unequivocal statements of “what” we must do together and “why” it matters to our residents.

To support development of this new Regional Vision, CMAP is seeking to enter a contract with a highly qualified, creative vendor to shape and advance scenario planning activities that will prepare the region for future uncertainty.

These activities are critical to the execution of a new approach that CMAP is pursuing to inspire and organize widespread action on issues of regional significance. They will also mark an evolution in CMAP’s practice of analyzing multiple, alternative futures and preparing the region to seize opportunities and avert challenges in the face of uncertainty. The scenario planning activities will help the agency produce a consensus-based, visionary plan to achieve

northeastern Illinois’ macro-level goals and aspirations as the region moves toward the year 2060.

In partnership with CMAP, the successful consultant will develop a limited number of plausible futures based on today’s best understanding of the most important trends, opportunities, and threats anticipated to shape the future of the Chicago metropolitan region. These plausible futures will inform key components of the Regional Vision, including the development of “Grand Challenges,” the evaluation and refinement of robust regional strategies, and public engagement on the region’s values and priorities. The consultant will provide subject matter expertise and augment existing CMAP staff capacity to execute key scenario planning tasks, including the development of an appropriate methodology, the development and deployment of a related stakeholder engagement strategy (including with CMAP boards and committees), and quantitative analytical support for priority trends.

### Procurement process

A Request for Proposals (RFP) was circulated and posted on the CMAP website, CMAP hosted a non-mandatory virtual pre-bid meeting to provide an overview of the RFP and answer consultant questions.

The key dates were as follows:

RFP Advertisement/Release	Wednesday, September 18, 2024
Pre-bid Meeting (optional)	Wednesday, September 26, 2024, at 1:00pm Central Time
Deadline for Questions	Wednesday, October 2, 2024, by 3:00pm Central Time
Submission deadline	Wednesday, October 16, 2024, by 3:00pm Central Time

There were 34 attendees that joined the pre-bid meeting, representing 25 unique consulting firms and CMAP received 11 submissions. Of these submissions, CMAP deemed 10 proposals to be valid and complete for review.

Proposals were reviewed by CMAP staff, who scored each proposal independently based on the evaluation criteria included in **Attachment 1**.

Following consideration of the proposals, the evaluation panel determined that five proposers should be interviewed. Interviews were conducted on October 22, 2024, with proposers making a presentation of their proposal and responding to previously determined questions posed by the evaluation panel. The evaluation panel used the information from the interview to finalize their scoresheets.

### Evaluation

The evaluation scores for each proposal are included in **Attachment 2**.

Following consideration of the proposals, the evaluation panel determined that KerrSmith Design represented the strongest overall submittal based on the evaluation criteria. The approach proposed by KerrSmith reflected a high level of project understanding, with an emphasis on using foresight methodologies, systems mapping, and plausible futures to investigate a broad range of regional issues in the face of uncertainty. KerrSmith also

demonstrated strong qualifications and significant experience in designing and executing scenario planning activities to support regional planning activities. KerrSmith's innovative and creative uses of engagement and planning tools to align stakeholders, leaders, and other partners in shared understandings of the future was also a strength.

Besides KerrSmith, the evaluation panel interviewed four additional proposal teams:

- ICF Incorporated, LLC (with Blue Door Strategy & Research)
- Cambridge Systematics (with Cascadia Partners LLC and Lauten Consulting)
- High Street Consulting Group (with EBP US, Inc., Morreale Communications and Cempel ITC)
- SB Friedman Development Advisors LLC (with All Together, Parametrix and Skidmore, Owings and Merrill LLP)

Each of these proposal teams demonstrated a considerable level of project understanding and thoughtful approaches to address the tasks identified in the RFP. However, the evaluation panel ultimately determined KerrSmith's expertise and experience with foresight methodologies most closely aligned with the needs of the project.

Five firms were not selected for an interview with the evaluation panel:

- SCB (with Arcadis US, Inc., HR&A Advisors, Inc., Center for Neighborhood Technology and MUSE Community + Design)
- AECOM
- Future iQ (with MKSK and RSG)
- Fourth Economy Consulting, Inc. (with Estolano Advisors)
- Lamar Johnson Collaborative

The proposed activities identified in the bids submitted by those firms not selected for interviews generally did not demonstrate a satisfactory level of project understanding. Additionally, evidence of firm expertise and project experience did not clearly demonstrate familiarity and capability with the visionary scenario planning activities anticipated for the project.

### **Recommendation for contractor selection**

The evaluation panel recommends entering into a contract with KerrSmith Design for a term of up to 24-months, with three one-year renewal options in an amount not to exceed \$300,000, being the price proposal rounded to the nearest thousand. The board authorization request includes an additional 10% increase for a total authorization of \$330,000.

Attachment 1: Evaluation criteria

Attachment 2: Evaluation scores