

Request for Proposal: Moon Township Economic Development Marketing Strategy

## REQUEST FOR PROPOSAL

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**TO: INTERESTED CONSULTANTS**

**FROM: TOWNSHIP OF MOON**

**PROJECT: MOON TOWNSHIP ECONOMIC DEVELOPMENT MARKETING STRATEGY**

**DATE: JULY 2, 2018**

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### SUMMARY

The Board of Supervisors of Moon Township, Allegheny County, Pennsylvania is seeking the services of a consultant (or team of consultants) for a one-time, fixed fee contract to perform certain professional services (consulting) work to complete a strategic economic planning process which will guide our community's economic development marketing efforts over the next five years. The selected firm will work with a Township leadership team for the development of the strategy.

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**The RFP deadline is Friday, August 3, 2018 at 11:00 AM ET.**

You are invited to submit your qualifications for providing professional services as described in the Request for Proposal (RFP). Submit six (6) paper copies and one (1) electronic version (Adobe PDF) of the RFP to the Township Manager's Office at the Moon Township Municipal Building, 1000 Beaver Grade Road, Moon Township, PA 15108, no later than Friday, August 3, 2018 at 11:00 AM ET. The proposal should be addressed to:

Jeffrey Ziegler, Assistant Manager  
Attn: Moon Township Economic Development Marketing Strategy Project  
Township of Moon  
1000 Beaver Grade Road  
Moon Township, PA 15108  
412.262.1700  
jziegler@moontwp.us

## Request for Proposal: Moon Township Economic Development Marketing Strategy

Bids will be publicly opened and read aloud at approximately 11:00 AM ET on August 3, 2018, at the Township office.

### **COMMUNITY BACKGROUND**

Part of the Pittsburgh Metro Area, the Township of Moon is located 12 miles northwest of Pittsburgh, Pa. and adjacent to the Pittsburgh International Airport. The Township is a Second Class Township governed by a five-member Board of Supervisors.

Founded in 1788, Moon Township carries the distinction of being the first township established in Allegheny County. The Township evolved from a farm-based community to a prominent business and residential area covering 24.2 square miles with over 25,000 residents. It is home to several national corporations, including Chevron, Eaton, FedEx Ground, Calgon Carbon, Nova Chemicals, ServiceLink and McKesson, as well as several military installations including the U.S. Air Force 911<sup>th</sup> Airlift Wing and the U.S. Army Reserve 316<sup>th</sup> Sustainment Command. Highly-ranked Moon Area School District and nationally-recognized Robert Morris University provide opportunities for a lifetime of learning.

### **PROJECT DESCRIPTION**

#### **Background**

Moon Township has experienced decades of success, from high quality housing to excellent recreational amenities and desirable corporate employment centers. However, as the community moves forward, resident and business needs, desires and preferences are evolving along with demographic shifts and regional factors. Specifically, the Township is feeling the effects of competition for businesses from communities in and around Allegheny County. Although Moon continues to be a desirable location, commercial real estate vacancy rates are reported to hover above 20 percent.

To provide for a sustainable economic future, the Board of Supervisors seeks to attract large businesses and corporations to locate within the Township. This approach has found favor with property owners who, in a community survey, overwhelmingly affirmed the idea of increasing the local tax base by encouraging additional business development.

The Township adopted an updated Comprehensive Plan on June 3, 2015 (Appendix A). The plan provides a thorough analysis of the community including: transportation, existing and future land use, civic amenities and community facilities.

In 2017, the Township hired an agency to conduct a market analysis and offer zoning recommendations (Appendix B). Prior to responding to this RFP, consultants should review this document to prevent any duplication of research.

### **Purpose and Objectives**

The purpose of this project is to develop a strategy to attract new businesses to the Township. The strategy should complement the Township's Comprehensive Plan which set forth a long-range vision and goals for the community. The main objectives of the economic development marketing plan are to:

- Assess where Moon Township stands as a place for business;
- Recommend optimal target industries and companies; and
- Provide actionable recommendations to strengthen the desirability of Moon Township as a business location, along with estimated cost to complete each task.

The identification of market gaps and opportunities will be critical to target potential economic opportunities and provide the basis for attracting them. The economic development marketing strategy will recommend additional or alternative business development initiatives and include implementation strategies. The results of this study will guide the Township's economic development marketing efforts.

### **SCOPE OF SERVICES**

Moon Township seeks assistance from a qualified firm or team to prepare the economic development marketing strategy described in this RFP. The following scope of work prescribes the work program and specific deliverables. The consultant/consulting team will submit suggestions on how the scope of work can be enhanced and/or amended, plus additional details of approach, methods, etc. for carrying out the prescribed work.

### **SCOPE OF WORK AND DELIVERABLES**

#### **Scope of Work**

The economic development marketing plan should provide a five-year strategy to provide for sustainable economic growth, as well as valuable data about the community and region that can be used to target potential industry and businesses for locating to the Township. A general scope of work should include:

1. Coordination with the Moon Township Marketing Committee to establish project goals, obtain feedback and guidance, and review interim deliverables.
2. A socio-economic trend analysis that includes a series of data tables comparatively illustrating demographic trends for Moon Township, Allegheny County, and the Pittsburgh Metropolitan Statistical Area (MSA). Specifically, socio-economic trends associated with population, households, educational attainment and age cohorts will

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be analyzed. Additionally, it will analyze income distribution, home ownership rates and tenure (own vs. rent), and consumer expenditures estimates. Demographic data will be displayed for 2010 and 2020 (projected).

3. An industry trend analysis that examines the current labor market and industry trends within the MSA to include current and projected industry and occupational employment. The examination of projected industry and occupational employment data will provide insight into the types and quantity of residential, retail, hospitality, office, and university related opportunities.

The industry trend analysis will also include the following metrics for the County, MSA, and Pennsylvania, down to the three-digit NAICS level:

- Top six industry sectors by employment (absolute and percentage)
  - Top six sectors by average number of new jobs created
  - Top six sectors by average monthly earnings
4. A real estate market trend analysis focused on the availability of commercial space for lease. This task is to gain an understanding of local supply, demand, occupancy and pricing factors for office space. Using a variety of primary and secondary resources, the consultant will examine competitive supply within the township and identify prospective opportunities and challenges.
  5. A SWOT analysis to determine internal and external factors that may be favorable and unfavorable to our purpose objectives;
  6. An inventory of current Federal, State, County and Township incentive and lending programs;
  7. Input gathered from sessions with citizens, local businesses, local elected officials, public school officials and other leaders and key partners to identify and understand the Township's resources and to develop those resources to accommodate business growth within our community.
  8. Prepare and submit monthly status reports for the Township project manager.
  9. Evaluate a broad range of marketing strategies and make recommendations for achievable action steps.
  10. Hold at least two public meetings, which includes one at the conclusion of the analysis report.

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### Deliverables

Deliverables must include the following:

- Brief status/progress reports emailed to the Moon Township Project Manager on a monthly basis;
- A draft of the economic development marketing strategy submitted for review and comment;
- An executive summary suitable for publication that details the conclusion of the market analysis; and
- A complete and approved economic development marketing strategy that would include initiatives with implementation strategies for the Township. The consultant will be responsible for designing and formatting the document, as well as providing the plan so that it can be preserved in paper, electronic, and web-based formats. Six (6) paper copies and one (1) electronic version (Adobe PDF) must be provided to the Township.

### SUBMISSION REQUIREMENTS

The submissions must include the following information:

*A. Cover letter including:*

- A statement identifying that the submission is in response to the Moon Township Economic Development Marketing Strategy Request for Proposal;
- The consulting firm's name, mailing address, and nearest office location; and
- Identification of the contact person for the consulting firm, including all contact information.

*B. Approach to Scope of Services*

The consultant will prepare a proposed scope of services, detailing the work tasks and deliverables and how the consultant will approach the work outlined in the Scope of Services. Work is expected to be concluded within six months from the time of contract signing.

The consultant will provide a summary outline of the steps/tasks to be undertaken as part of the project plan. The outline should include the significant events or milestones to be achieved and the estimated dates they will be completed. Include a statement on the expectations for the efforts of the Township staff assisting the firm with the project.

The scope of services provided in this RFP serves as a guide and may be improved upon by the consultant. The approach should also clearly note any consultant suggestions for how the scope of work can be enhanced.

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*C. Qualifications*

Responses to the RFP must demonstrate the full range of skill and experience necessary to perform the work that is outline in the Scope of Work. To best express their qualifications for the project, the consultant should provide:

- A brief history of the consulting firm, no longer than 1 page;
- Personnel assignments and individual work experience;
- Resumes of the personnel assigned to this project;
- Examples of recent work that are similar in nature;
- Proposed work schedule;
- Statement of readiness demonstrating the ability to meet project deadlines, staff availability, etc.; and
- At least three references with contact information for recent and relevant work.

*D. Submission Requirements*

Submit six (6) paper copies and one (1) electronic version (Adobe PDF) in a sealed envelope to:

Jeffrey Ziegler  
Attn: Moon Township Economic Development Marketing Strategy  
Township of Moon  
1000 Beaver Grade Road  
Moon Township, PA 15108

Completed submissions must be received by Friday, August 3, 2018 at 11:00 AM ET. Bids will be publicly opened and read aloud at approximately 11:00 AM ET on August 3, 2018, at the Township office.

Any questions on the RFP should be directed to Jeffrey Ziegler at 412.262.1700 or [jziegler@moontwp.us](mailto:jziegler@moontwp.us).

**SELECTION CRITERIA**

The proposals will be evaluated and a consultant(s) will be selected based on the following criteria:

- Relevant qualifications and recent experience of the consultant(s) in developing economic development strategies and meeting the objectives outlined herein;
- Understanding of the Scope of Work and the objectives of the project;
- Qualifications and experience of the consultant and assigned personnel, including any sub-consultants, and staff;
- Ability to carry out and manage the project, and to meet the expected project timeline/completion schedule; and

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- Creative and innovative suggestions submitted to enhance and/or amend the scope of work to carry out the project.

### **SELECTION PROCEDURES**

The Moon Township Marketing Committee and Township staff will review the submissions and will determine a short list of consultants. The short-listed consultants may be asked to make a short presentation to the selection group and/or the Board of Supervisors. The Township staff will take a prioritized short list with their recommendation to the Moon Township Board of Supervisors for their review and action.

It is anticipated that the consultant will begin within one month after the RFP deadline. A notice to proceed will be issued as soon as possible thereafter.

Moon Township is not liable for any costs incurred by individuals/firms in preparing submissions or participating in the selection process. These costs are the sole responsibility of the individuals/firms submitting the proposal. Moon Township reserves the right to reject any or all submissions, to negotiate separately with competing contractors, and /or to make no award.

### **COMPLETION SCHEDULE/TIMELINE**

It is expected the consultant will complete its tasks and present relevant reports, products and materials outlined in the Scope of Work and Reporting Requirements within six months of the contract being awarded.

**Appendix A: Moon Township Comprehensive Plan (2015)**

**Appendix B: Moon Township Market Analysis (2017)**