

RFP No.: 25-005: Strategic Plan Update Consulting Services

Questions and Answers

1. Does MCWPA have a ballpark budget for this project?

The Agency has \$160,000 in the approved budget for the project, which includes consultant and staff time.

2. Did MCWRA use a consultant to facilitate the February 2025 strategic planning workshop.

Yes, the Agency used a consultant for that workshop.

3. Is there a specific budget amount set for this project; or, if not, can you share a rough order of magnitude estimate that Monterey County Water Resources Agency is anticipating?

The Agency has \$160,000 in the approved budget for the project, which includes consultant and staff time.

4. To what degree is environmental justice, diversity, equity, and inclusion a priority for the agency? These concepts are not referenced in the RFP or the 2020 Strategic Plan, but are foundational to our team's approach to strategic planning.

Environmental justice, diversity, equity, and inclusion are important considerations for the Agency and are reflected in our commitment to sustainable water resource management that serves present and future generations. While not explicitly outlined in the 2020 Strategic Plan, these principles are incorporated through equitable decision-making, regulatory compliance, stakeholder engagement, and actions that minimize disproportionate impacts from flooding and water management activities. The Agency remains committed to conducting its work with integrity and ensuring its actions benefit the diverse communities it serves.

5. Does MCWRA have a preference for in-person, virtual, or hybrid engagement; or are you open to a blended approach?

The Agency would like to utilize the most effective and efficient platform to complete the project successfully and therefore, are open to a blended approach of in-person, virtual, and hybrid engagements.

6. Who does Monterey County Water consider to be its primary interested parties (i.e., “stakeholders” in the RFP); does this include customers, their community partners, or strictly state and local public agency staff and elected officials?

The Agency’s stakeholders are diverse, including agricultural groups, cities, environmental/conservation groups, the public, and regional bodies, focusing on water supply, quality, flood control, and sustainability for the community’s needs.

7. Does the agency already have relationships with these interested parties, or are you anticipating that the Strategic Planning consultant will help you identify and build those relationships?

The Agency has relationships with the interested parties described above in question and answer #6 but is also open to building additional relationships in the community to ensure successful engagement.

8. The proposed timeline seems quite tight, especially compared to the 2020 strategic plan, which appears to have occurred over 15-18 months. What time pressure is the agency balancing, and how committed are you to the proposed timeline?

The Agency’s first strategic plan was adopted in December of 2020, covering a five-year period through the end of this year, and the Agency’s goal is to have an updated Strategic Plan in place in early 2027. The 2020 Strategic Plan was the first for the Agency, and its development required more effort than what is anticipated in the project described in this RFP, which is to evaluate and update the existing plan, as necessary. RFP responses are required to include a schedule which will be part of the selection consideration.

9. Will a formal public comment period be necessary on the draft strategic plan, prior to finalization?

The Agency does not anticipate a formal public comment period after the draft plan is released but will take public comments at the various workshops and Board of Director’s meetings, for consideration.

10. For the final product, how much emphasis is Monterey County Water placing on the final presentation "look and feel" of the strategic plan, versus its content? i.e., are you envisioning:
- a. a traditional, internally facing report focusing on content, with minimal to moderate graphic design elements (like the 2020 plan),
 - b. something more publicly-facing, with higher design components,
 - c. a fully web-based plan with significant design elements,
 - d. or something else?

The Agency values the robust engagement and development process that will support valuable content for this critical project. The Strategic Plan content needs to be presented professionally while also successful in navigating the complexities associated with the both the Agency and water resource management in California. Additionally, the Implementation and Performance Measurement Framework should consider formats that are easily understood and usable by Agency staff and one that produces output reports that are clear and robust enough for the public.