Liberty Hill EDC Strategic Plan RFQ Addendum

Q: There are two dates for deadlines in the RFQ (December 2 and December 4), which is the correct date for deadline submission.

A: The date that governs for deadline submission is December 2, 2026, at 3 pm. The table under "Schedule of Events" is the correct schedule.

Q: Who is on the selection committee?

A: An Evaluation Committee comprised of LH EDC Executive Director of Strategic Planning, Finance Director, Director of Community Engagement & Communications, and the Director of Planning and Development Services shall review and rank all responses according to qualifications.

Q: Has funding for this project been secured and approved yet? Is it a grant, general budget line item or special allocation? Will funding for marketing continue in future years and if so, at what level?

A: The funding for this project has not been secured yet. It will be a budget amendment based on the awarded proposal. Funding will come from a general budget line item. Any marketing approved for this project will be further discussed during the process to see what funding needs to continue in future years.

Q: What is the budget range for this project?

A: There is currently not a set budget. The Board had previously approved a strategic planning process about a year and a half ago that was just under $30,000. There is an understanding that this is a more extensive process than was previously quoted; however, not all items in the RFQ may be needed based on recent processes the city has undertaken with the City Strategic Plan and the Downtown Master Plan. If a submittal is significantly more than what was previously approved, please explain why to fully understand the details of the proposal and why this would be important to the means of the project.

Q: If the project scope is too broad for the approved budget, are you interested in a reduced proposal that is within your budget range, if so, what are your top priorities/must haves?

A: Yes. There is an understanding that not all items within the proposal may be needed based on what has already been done in the recently adopted City Strategic Plan and the current Downtown Master Plan.

Under "Scope of Services – B. Market & Economic Analysis", many of these items are most likely already to be found and evaluated in the recently adopted City Strategic Plan, the Downtown Master Plan and the LH EDC 2023 Action Plan. Community Engagement is also not foreseen needed at this time.

The top priorities are to have a strategic plan that aligns with the city strategic plan, ensure that there are components to attract primary jobs, ensure the strategies are actionable, measurable and can be achieved, and a clear roadmap outlining timing and responsibilities with performance metrics to track progress. It is very important to keep with the uniqueness of Liberty Hill. It is also an opportunity for the EDC and City to be aligned in the efforts moving forward and ensure the roadmap is bought in by both.

Q: Do you have an existing vendor? Will the existing vendor be bidding on this project? Are you unhappy with them and looking for a new vendor, or is this just a procurement requirement to renew their contract?

A: There is no incumbent vendor for this project. While the Corporation previously engaged a consultant to assist with certain planning-related initiatives, that effort did not include development of an extensive comprehensive strategic plan that followed the adoption of the city strategic plan. Information and data gathered through that prior work may inform the current planning process where applicable.

The Board was very pleased with both the quality of the work performed and the professional relationship established during the previous engagement. However, this solicitation is not being issued for the purpose of renewing or extending a prior contract. The new procurement is intended to identify the most qualified firm to complete the scope of services outlined in the current solicitation.

Should the previous consultant choose to submit a response, it will be evaluated alongside all other submissions using the same criteria and weighting established for this procurement.

Q: Is there a preference for a local vendor?

A: All submittals will be evaluated based on the criteria submitted in the RFQ.

Q: Are consulting firms based outside of Texas (including international firms) eligible to submit? How is in-person availability weighted in scoring, and can it be met through scheduled on-site visits or a local subconsultant?

A: Any and all consulting firms are eligible to submit. Availability to meet in person will be considered in the scoring under “Availability & Commitment”. The consultant team experience, knowledge and reputation will also be weighed in the scoring. Any and all team members should be listed in the proposal.

Q: Are printed copies and digital drives of the proposal actually required or would an electronic submission be sufficient?

A: An electronic submission can be submitted electronically in PDF format no later than December 2, 2026 at 3 pm. Proposals shall be emailed to traci.anderson@libertyhilltx.gov with the subject line "LHEDC Strategic Plan Proposal." Late submissions will not be accepted.

Q: Is the EDC seeking a single firm with all requested economic development, market analysis, and downtown development capabilities, or will it consider a multidisciplinary team with specialized strategic positioning and communications expertise?

A: All options will be considered and reviewed.

Q: What are the principal gaps or priorities the EDC wants this new plan to address beyond the work already completed through the City's strategic planning process?

A: The Liberty Hill EDC intends for this strategic plan to build upon and align with the City's strategic planning efforts while providing a more focused roadmap for economic development initiatives and investments. The City's strategic plan addresses community-wide priorities and municipal service objectives, whereas the EDC's plan will concentrate specifically on economic development strategies, programs, partnerships, and performance measures.