Request for Proposals
Smart Growth America – April 23, 2012

1. Project overview

Smart Growth America seeks a consultant to provide research for a forthcoming position paper about smart growth development’s contribution to the fiscal health of state and local communities.

The report will focus on expenditures and revenues that local governments (and state governments when appropriate) realize from smart growth development as opposed to other types of development.

2. About Smart Growth America

Smart Growth America is the only national organization dedicated to bringing smart growth practices to more communities nationwide.

This project is part of a wider campaign to demonstrate the financial and economic benefits of smart growth development. The final product will be used primarily in advocacy work with state and federal legislators, as well as a product to market Smart Growth America and our message to reporters in the press.

3. Scope of work

Considerable evidence exists to suggest that smart growth development benefits the fiscal health of local governments (and state governments, when the state must bear some costs), especially if measured on a lifecycle basis. The lifecycle cost of providing infrastructure and services to smart growth developments would appear to be favorable compared to sprawl development. Individual examples also imply that smart growth development generates greater tax revenue per public dollar spent. However, gaps exist in the evidence of both these points. We seek assistance to more effectively make this case, particular in a way that can be used for national advocacy.

We anticipate that this project will consist of the following tasks:

1. Review existing research on the fiscal costs and benefits of smart growth development in providing infrastructure (roads, water, sewer, etc.) and services (police and fire, parks, etc.) as compared to sprawl development.

2. Identify selected gaps in this research; work with Smart Growth America to prioritize which gaps to address.

3. Conduct and/or compile research to fill those gaps.

4. Summarize this information in a series of concise, to-the-point statistics and bullet points.
The final deliverable should include bullet points on overall trends, but should also include examples from specific localities around the country. The localities used should cover a range of geographies and sizes, including smaller communities, rural communities, and communities in the South, Midwest, and/or Plains States.

Smart Growth America will provide the contractor with our knowledge of existing research and will work collaboratively with the contractor on identifying the gaps to be filled. Once the contract is successfully completed, Smart Growth America will use this information in producing reports, policy briefs, and other documents in making the case for the fiscal benefits of smart growth to local governments.

5. Deliverables
The proof points resulting from this inquiry should fit comfortably in a single sentence, and should be concise enough to stand alone (as in the example above). The contractor will submit these findings as a series of concise, to-the-point statistics and bullet points. These points should be accompanied by full APA-style citations, all related appendices, and any relevant data sets.

6. Term of contract
This project will begin immediately upon contractor selection. This project will be completed within two months of kickoff.

This contract is non-renewable. However, this report will be the first in a series and successful contractors will be given preference in subsequent consideration processes.

7. Requirements for proposal preparation
A consistent structure in terms of content, information, and documents types simplifies things for the people evaluating the proposals. Therefore, you should request a particular structure for the proposal and provide an exhaustive list of documents you want to receive.

Proposals for this project should include:

- Overview of your organization and explanation of your experience with this type of work
- Examples of similar projects
- Specific steps for each of the three project stages
- Overview of existing research resources
- Overview of what new research, if any, will be done
- Timeline for delivery

8. Evaluation and award process
Proposals will be evaluated on the following criteria: Past experience creating data for general readers; Ability to make convincing economic points; Understanding of smart growth issues; Timeline for delivery; Cost.

9. Schedule
Proposals will be accepted on a rolling basis until the bid is awarded. Interested firms are strongly encouraged to submit their proposals by May 7, 2012.
Questions regarding this RFP and proposal submissions should be directed to Alex Dodds, Online Communications Manager, at adodds@smartgrowthamerica.org or 202-679-6816.