



**Request for Proposal (RFP)
Market Trend/Feasibility Study Consultant**

Mountain CAP of WV, Inc., a CDC (Mountain CAP) wishes to hire a consultant to develop a feasibility study for a new business in a three-county region of central West Virginia. The agency is seeking an objective third party consultant to evaluate market trends and develop a feasibility study for a new recycling facility in an underserved rural area.

ABOUT MOUNTAIN CAP OF WV

Mountain CAP of WV, Inc., a CDC is a private, non-profit community action agency, incorporated on April 12, 1965, comprised of many diverse programs. Mountain CAP obtained the designation of Community Development Corporation (CDC) in 2000 and we are proud to have celebrated our 58th anniversary as a CAP this year. Mountain CAP serves customers in Upshur, Webster, and Braxton Counties while many of our programs also reach into numerous additional counties.

Mountain CAP is an active leader and advocate on local, regional, and state levels for positive growth in rural communities of West Virginia. We promote and empower individuals and families for success through a comprehensive approach to education, employment, community health, social involvement, and safe, affordable housing. We create partnerships within our communities to maximize existing resources, improve infrastructures, and encourage long-term economic expansion. We strive to change our communities and enhance their capabilities through human resources, job creation, self-fulfillment and self-sustainment. We work to assess the needs of our communities and then develop and implement plans to address causes and conditions of poverty while attempting to meet individual, family and community needs by building bridges between poverty, economic opportunity, and sustainability.

Vision: Creating inclusive, vibrant communities where all individuals and families are thriving.

Mission: Mountain CAP is building foundations for individuals, families and communities through programs and partnerships that promote family stability and increase economic opportunities.

The Promise of Community Action

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.

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This institution is an equal opportunity provider.



PROJECT OVERVIEW & SCOPE

Mountain CAP received an Appalachian Regional Commission (ARC) POWER Planning Grant to explore the feasibility of this new recycling facility in the region. The goals of this study are

- Evaluate the project's potential; therefore, perceived objectivity is a critical element in the credibility of the study for potential investors and lending institutions.
- Evaluate the business requirements that must be achieved for the venture/project for the long-term success.
- Analyze the current market trends for glass, plastic and other recycled materials not currently collected or processed in the region.
- Highlight key issues, challenges and risks associated to the venture/project operation and viability.
- Determine whether the venture/project is likely to produce the anticipated results.

Mountain CAP desires a thorough report that can inform future decisions related to the project development.

Scope of Work

The scope of the project will extend from initial project review to creation and include:

- Project review with Mountain CAP stakeholders to discuss background and direction. Stakeholders to include agency staff, board members, city and county officials, representatives from regional development agencies, educational institutions, regional manufacturing industries, and community members. The initial meeting may take place in person or via the Zoom platform.
- Review and analyze market trends locally and regionally
- Facilitate discussions, develop and administer surveys, and/or interview key stakeholders to generate enough data to fully assess the feasibility of the project.
- Evaluate data collected and prepare a written report of the findings and recommendations in the form of a feasibility study
- Present study findings and recommendations to Mountain CAP and stakeholders in person or via the Zoom Platform.

PROPOSAL REQUIREMENTS

Professional History & Contact Information

Please provide a brief professional history along with the following information:

- Contact person
- Title
- Company name and address
- Company website
- Direct telephone / mobile phone

- Proposal must contain the signature of a duly authorized agent of the company submitting the proposal

Project Staffing

Include relevant experience of key staff, and management personnel. Describe the qualifications and relevant experience of the individual(s) that would be assigned to this project by providing biographies of those staff members.

Project Summary & Approach

Vendors should provide a brief overview of their engagement strategy and approach to the scope of work and management of the project, including a timeline for completion and an estimate of the time required of staff and stakeholders in the process.

Itemized Pricing

Proposals must include an estimated cost for all work related to the tasks and deliverables outlined in the scope of work. A total estimate for deliverables is required. Proposals should clearly outline how time spent and cost overruns would be handled, including how the designer or agency alerts the client and negotiates unanticipated changes or delays.

All expenses for respondent's preparation and participation in the RFP process, including, but not limited to, interviews, document preparation, communications, presentations, and demonstrations, are entirely the responsibility of the respondent and will not be billable to Mountain CAP.

The feasibility study and raw data collected shall become the property of Mountain CAP of WV. Inc.

References and Work Samples

Please include a sample that demonstrates technical and creative execution for similar projects.

Provide two current references for which you have performed work similar in size and scope. For each reference, include the following:

- Organization name and address
- Type of organization
- User contact(s)
- Title(s) of user contact(s)
- Direct telephone number(s) and email address(es) of user contacts
- Description and approach to project
- Sample of work completed for project, including previous logo and final logo

PROPOSAL EVALUATION AND SUBMISSION

This is an open competitive process for all qualified consultants and firms. Proposals will be evaluated, the award of the contract resulting from this RFP will be based upon the most responsive vendor whose offer will be most advantageous to Mountain CAP in terms of scope and value as specified in this RFP. Mountain CAP reserves the right to reject any or all proposals, or any portion thereof, as deemed to be in the best interest of Mountain CAP including:

- Reject any and all offers and discontinue this RFP process without obligation or liability to any potential respondent
- Accept other than the lowest price offered
- Award a contract based on initial offers received, without discussion or requests for best and final offers

The proposal submitted in response to the RFP shall remain firm and **valid for a period of ninety (90) days** from the proposal due date.

Mountain CAP will negotiate contract terms upon selection. All contracts are subject to review by Mountain CAP’s senior management and the project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

All deliverables must be in PDF format and emailed with “RFP Feasibility Project” in the subject line by the deadlines in the schedule below to the following individual:

Kathy McMurray
 Executive Director
 Mountain CAP of WV, Inc.
kmcmurray@mountaincapwv.org

| Event | Date |
|--|--------------------------|
| RFP Distribution to Vendor | December 18, 2023 |
| Proposal Due Date | January 22, 2024 |
| Target Date for Review of Proposals | January 29, 2024 |
| Potential Discussions with Candidates | Week of February 5, 2024 |
| Anticipated Decision and Selection of Vendor | February 9, 2024 |
| Anticipated Commencement Date of Work | February 19, 2024 |
| Desired Completion Date | May 17, 2024 or Prior |

Scheduled dates will be adhered to as closely as possible but may change without prior notice to applicants. This does not include proposal due date.

Questions?

We welcome any questions prior to the RFP submittal. Any questions regarding this proposal or project may be emailed to Kathy McMurray at kmcmurray@mountaincapwv.org until January 15, 2024. All questions will be answered by email within two business days. A detailed grant project scope is available for viewing in the Mountain CAP office located at 26 N. Kanawha Street, Suite 201, Buckhannon, WV upon request.