



**Request for Proposals  
Small Business Disaster Recovery Tabletop Exercise Facilitation**

**Proposals Due by 4:00 PM, August 26, 2019**

The Tampa Bay Regional Planning Council (TBRPC) is seeking qualified firms to conduct a small business disaster recovery tabletop exercise.

**Background**

The Tampa Bay Regional Planning Council is an association of local governments and gubernatorial representatives whose mission is to serve the citizens and member governments of the Tampa Bay Area, consisting of Citrus, Hernando, Hillsborough, Manatee, Pasco and Pinellas Counties, by providing a forum to foster communication, coordination, and collaboration in identifying and addressing issues and needs regionally.

About 40 percent of small businesses that close during an emergency never reopen, and more businesses eventually fail. The Tampa Bay Regional Planning Council is conducting a tabletop exercise to improve communications between emergency managers and small businesses before, during and after a major storm event. The tabletop exercise will be a single day event bringing several dozen participants in emergency management and small business community members together to work through a simulation of what happens when a major hurricane strikes the Tampa Bay area, as seen in the operation of a simulated Emergency Operations Center, and what happens after the storm passes and reconstruction begins. Participants will work through a series of problems focused on the overlapping issues faced by both small business and emergency managers.

As such, the overall project will combine professional services in audiovisual production, meteorological forecasting, and storm damage assessment and modeling to support the work of a steering committee of emergency management professionals and a half-day tabletop exercise. That exercise will be set in a simulated Emergency Operations Center with selected participants roleplaying the events of a major hurricane striking the Tampa Bay Area with particular emphasis on small business recovery from hurricane impacts.

The **selected consultant** will develop the interactive exercise, and lead those participants through

the scenario of events and unscripted decisions that will educate participants in the intersection of emergency management and small business recovery needs. Finally, the consultant will produce educational materials based on the tabletop exercise for further outreach to the small business community.

**This RFP is offered to consultants who will provide support services to the steering committee, conduct the tabletop exercise, and prepare educational materials.** Consultant is not responsible for meeting logistics (place, food and beverage, coordination with meeting space management). There is a simultaneously issued RFP for audiovisual services; RFP respondents may elect to submit a combined proposal for both the tabletop exercise and audiovisual services. Other tasks will be fulfilled by TBRPC and its regional partners.

#### **The Tampa Bay Regional Planning Council's Goal:**

The Tampa Bay region wishes to strengthen the resiliency of small businesses to major hurricanes by:

1. Increasing the understanding of small business and business organizations of how local governments respond to hurricanes and how recovery proceeds; and
2. Increasing the understanding of emergency managers of the problems facing small businesses in a major hurricane, leading to improvements in communication between local governments and the business community.

The following Scope of Services provides a framework for proposing firms to use in addressing the RFP.

#### **Scope of Services:**

**The successful proposal shall include a description of how the proposing firm will, at minimum:**

1. Provide advice to TBRPC staff and/or the steering committee on the most productive interactive activities for the tabletop exercise and how those activities should be facilitated. The steering committee will not meet more than five times before the tabletop exercise, and specific examples of support include (but not exclusively) exchange of ideas about the interaction activities, coordination regarding tabletop logistics and the types of after-action outreach the Council may continue.
2. Integrate audiovisual materials into the tabletop exercise, including feedback to audiovisual producers on included materials.
3. Prepare Tabletop Exercise Briefing book, a script of everything that will take place during the exercise and specify how the exercise will be conducted.

4. Conduct and facilitate the tabletop exercise for a combined audience of participants representing both emergency managers and small business owners and organizations. Facilitation may require the purchase of equipment which TBRPC may opt to purchase or rent. Any equipment or other rental costs must be specified as separate costs from the contract amount under this RFP.
5. Prepare PowerPoint slideshow and sample educational brochure for a business community audience summarizing the key findings of the tabletop exercise, and provide supporting graphics as separate files for TBRPC's unlimited future use.

### Deliverables

Proposals should include proposed deliverables and itemized costs for the activities listed in the scope of services.

### Proposals

The scope, timeline, and deliverables will be finalized after consultant selection. Proposals should include a draft scope that includes activities, timeframes and deliverables in a manner that can be included, as negotiated, in the subsequent contract. Proposing firms may submit a combined proposal covering tabletop exercise facilitation services and the audiovisual RFP being made available simultaneously with this RFP, with total costs **not to exceed** the combined sum allocated under both RFPs (\$110,000).

Proposals will be evaluated by TBRPC using the following rubric:

| Category  | Category Percent of Total Evaluation |
|---|--------------------------------------|
| Proposer's Understanding of the project need  | 20%                                  |
| Proposer's Approach to providing the services, including procedures/techniques                    | 20%                                  |
| Proposer's Probability of Success, detailed and logical work plan and project management approach | 20%                                  |
| Qualifications of Key Personnel   | 20%                                  |
| Cost Effectiveness/Value for Money  | 20%                                  |
| Total   | 100%                                 |

### Timeline

TBRPC may elect to interview the top ranked firms, in which case interviews will take place in early September, 2019. TBRPC would like to select a consultant at its September 9, 2019 Council

meeting with a commencement date of September 13, 2019. Proposers are encouraged to propose a project timeline incorporating an April target date for the tabletop exercise with a target completion date of October 1, 2020 or before.

### **Anticipated Budget**

TBRPC anticipates the budget for this Request to be **no more than \$40,000**. TBRPC will provide staff assistance to the project. Examples of staff involvement are meetings with stakeholders, economic and demographic analyses and the like. Proposals should be cognizant of the budget constraints and indicate how they will leverage the use of staff resources to augment the study.

### **Documentation**

1. Firm's experience in emergency management and in emergency management exercises;
2. Credentials of principals and key staff;
3. References; and
4. Contract will be fixed fee; however, general information related to cost structure in the form of wages, multipliers and other expenses should be included.

### **Submittal**

Provide a signed (scanned and emailed is acceptable) cover letter that indicates the proposing entity's authorized representative. If the proposal is a team approach, please provide a commitment letter from any sub-consultants.

Proposals (not including cover letter(s)) should not exceed 30 pages. Selected firms will be required to provide proof of insurance and other usual and customary documentation upon contract execution.

Parties intending to submit a Proposal should register their contact information with Ms. Wren Krahl, via email at [wren@tbrpc.org](mailto:wren@tbrpc.org). You will be contacted with any updates. All questions to Ms. Krahl must be received via email by 4 p.m. August 7, 2019. TBRPC reserves the right to reject any and all proposals at its sole discretion.

Proposals should be submitted in PDF format via electronic mail by **4:00 p.m. August 26, 2019**, to Wren Krahl ([wren@tbrpc.org](mailto:wren@tbrpc.org)), Deputy Executive Director, 4000 Gateway Centre Blvd., Suite 100, Pinellas Park, FL 33782.