

REQUEST FOR PROPOSALS (RFP)

FOR DEVELOPMENT OF A COUNTY STRATEGIC PLAN

Montgomery County, Alabama

Issue Date: January 12, 2026

Proposal Due Date: February 2, 4:00 p.m.

1. INTRODUCTION

Montgomery County, Alabama (hereinafter referred to as "the County") is soliciting sealed proposals from qualified consulting firms or individuals to assist in the development of a comprehensive Strategic Plan. The County seeks to create a forward-looking, data-informed plan that establishes priorities, goals, and actionable steps to guide County decision-making over the next 5 to 10 years.

2. BACKGROUND

Montgomery County is one of Alabama's most populous and diverse counties, rich in history and positioned for growth. The County government provides a wide array of services to its residents and aims to enhance quality of life, increase operational efficiency, promote economic development, and ensure long-term sustainability. This strategic plan will serve as a roadmap for policy decisions, budgeting, and program implementation.

3. SCOPE OF SERVICES

The selected consultant will be responsible for facilitating and preparing a Strategic Plan that includes, but is not limited to:

- - Environmental Scan: Demographic, economic, infrastructure, and service delivery analysis.
- - Community Engagement: Conducting focus groups, surveys, town halls, and stakeholder interviews.
- - Vision, Mission, and Core Values Review: Facilitating discussions with County leadership and staff.
- - SWOT Analysis: Identifying strengths, weaknesses, opportunities, and threats.
- - Strategic Priorities & Goals: Establishing key areas of focus.
- - Action Plans: Detailed strategies, timelines, responsible departments, and performance indicators.
- - Performance Metrics: Framework for monitoring progress and revisiting goals.

- - Final Report: Deliver a professional, accessible, and visually engaging Strategic Plan document.

4. DELIVERABLES

- - Kick-off meeting with County leadership
- - Public engagement plan and schedule
- - Interim progress reports
- - Draft Strategic Plan
- - Final Strategic Plan document (print-ready and digital formats)
- - Executive summary and presentation materials for public dissemination

5. PROPOSAL REQUIREMENTS

Respondents must submit the following:

1. Cover Letter
2. Project Understanding and Approach
3. Experience and Qualifications – List of similar projects, references, and bios of key personnel
4. Work Plan and Timeline – Detailed timeline with milestones
5. Cost Proposal – Not-to-exceed price, including breakdown of costs
6. Required Forms – Once awarded, successful vendors will be required to register a vendor with the Montgomery County Commission’s Purchasing Department.

Questions Concerning the Bid

Any questions concerning this bid should be emailed to Regina Walker at reginawalker@montgomerycountyal.gov no later than 10:00 a.m. CST on January 19, 2026. Questions will be answered and emailed back to the bidders no later than 4:00 p.m. CST on January 26, 2026.

6. SELECTION CRITERIA

Proposals will be evaluated based on the following:

Criteria	Weight
Relevant Experience	25%
Project Approach and Methodology	25%
Qualifications of Team	15%
Cost Proposal	20%
Timeline and Work Plan	10%
References	5%

7. SUBMISSION INSTRUCTIONS

Submission Deadline: February 2, 2026

Delivery Method: Mail or hand deliver to: Montgomery County Commission , Attn: Regina Walker, 101 S. Lawrence Street, 36014

Contact Information for Inquiries:

Regina Walker

Deputy Administrator

Montgomery County Commission

(334) 313-7216

reginawalker@montgomerycountyal.gov

8. GENERAL CONDITIONS

- - The County reserves the right to reject any or all proposals.
- - This RFP does not commit the County to award a contract or pay costs incurred in the preparation of a proposal.
- - All documents submitted are subject to public disclosure under Alabama's public records laws.