

REQUEST FOR PROPOSALS
Woodstock Community Visioning
Village & Town of Woodstock, Vermont
November 9, 2018

PROJECT SUMMARY

In 2006 over two hundred citizens of Woodstock engaged in a community visioning process facilitated by the Vermont Council on Rural Development. The experience forged a stronger community identity and gave us goals to strive toward.

For the last year a small group of interested residents, including representatives from local nonprofits and municipal boards, has been discussing the need for another visioning process. We propose to convene community leaders and all interested citizens once again, to take stock of our progress and renew our commitment to making Woodstock a more welcoming, cohesive and resilient community.

CONTEXT AND BACKGROUND

The last comprehensive Community Visioning for Woodstock was completed in 2006 together with the Vermont Council on Rural Development (VCRD). This was a valuable process for us and concluded with 4 major task forces focused on Town/Village Merger, Walking and Biking Trails, East End and Defining Community Identity.

In 2018 there have been many organizations in our community who have agreed another process would be helpful for our next 10 years. From February to March, 2018 there were two Community Visioning sessions held at the Optimist Center which were very well attended and received. Because of the success of those meetings we held a follow-on meeting at the Town Hall to move the conversation forward. This led to a revisit from VCRD in May 2018, which allowed us to have a conversation together and build momentum for a future visioning process. The photos and notes from these meetings are included below in Supporting Documents.

This Community Visioning process follows several projects funded by the Woodstock Economic Development Commission which have focused on identified community issues. Those studies addressed housing, the layout of the downtown corridor and improving the East End. They are valuable resources, but they were not put in context of the larger community's vision for its future.

The goal of this visioning project is to give an opportunity for the community gather and discuss the direction and concerns in our community and energize people to get involved and working on important issues. We will work with a facilitator who can come to our community and help us better understand our future and the ways we want to grow and develop together. The process may include community conversations, individual meetings, or other methods to identify main community goals and develop a plan to put those goals into action.

SUPPORTING DOCUMENTS

This study shall build upon existing planning materials and other documents. To gain a full understanding of project dynamics and to make full use of previously completed analyses, the consultant shall review the following documents:

- Woodstock Community Visit with Vermont Council on Rural Development, 2006 *
- Vermont Council on Rural Development 12-Year Revisit to Woodstock, 2018 *
- Woodstock Community Brainstorming Meetings, 2018 ([photos](#), [spreadsheet](#))
- Woodstock Town Plan, 2016 *
- Two Rivers-Ottawaquechee Regional Commission - East Central Vermont: What We Want, 2015 *

* These documents are available in a [Dropbox](#).

SPECIFIC REQUIREMENTS

A. DELIVERABLES

- *Preparation* - Create a plan for developing community buy-in to encourage engagement leading up to the community conversation(s)
- *Information Sessions* – Coordinate outreach of existing efforts prior to community conversations
- *Community Forum(s)* - Work with community members to establish goals
- *Visioning Goals* - Synthesize clear goals from community engagement
- *Ongoing Leadership* - Create plan for ongoing supporting of visioning goals
- *Future Plan* - Create task forces that can work on those goals together with partnership with local organizations who will own those improvements

B. TOPICS TO BE CONSIDERED MIGHT INCLUDE

- What are opportunities in our community and how can we leverage them?
- What are issues of concern in the community and how can they be addressed?
- What are major trends we should be aware of and take advantage of as a community?
- What are ways we can better support young people, diversity and families?
- What are ways we can better leverage major community institutions like the Marsh Billings Rockefeller National Park, the Woodstock Foundation, Billings Farm and the Woodstock Inn?
- What are the creative ways we can engage with second home owners?

C. SERVICE AREA

- This community visioning process will focus on Woodstock with an understanding that our community interacts closely with towns in the Woodstock Union High School district including Barnard, Pomfret, Bridgewater, and Reading.

COMMUNITY SUPPORT

As part of the proposal the Consultant may suggest opportunities for community members and groups to gather information and provide assistance. The Ottauquechee Health Foundation, Sustainable Woodstock, Norman Williams Public Library, North Universalist Chapel Society, the Marsh Billings Rockefeller National Park and Optimist Center have experience in community meetings around community visioning and are available for support. The facilitator should indicate in their proposal anticipated need for a community liaison.

PROJECT DELIVERABLES

The Facilitator selected to work with us is free to develop specific methodology as it deems appropriate. However, the final document should, at a minimum, include the six deliverables listed above.

PROJECT TIMELINE

Proposers should include an anticipated timeline of project deliverables. From date of contract award (anticipated to be January 2019), the community visioning process must be completed within six months with at least three months of follow up support provided thereafter.

COMPENSATION

The contract amount for the proposed work shall not exceed a maximum of \$25,000 for project completion, including all expenses. Contract amount should include implementation and a minimum of three months of support following the community visioning process.

PROPOSAL EVALUATION

Proposals will be evaluated considering, but not limited to, these criteria:

1. Relevant experience and successful past performance by the respondent on similar projects
2. Experience of qualified personnel assigned to the project
3. Understanding of scope of work and responsiveness to RFP
4. Identification of sources for data collection
5. Ability to meet timeline
6. Amount of work to be accomplished within budget amount if respondent proposes adjustments to the scope of work provided in the RFP

SUBMISSION

Proposals must be submitted electronically in PDF format by December 15, 2018 to:

Sally Miller, Community Visioning Steering Committee

Town Hall, Woodstock VT 05091

smiller@townofwoodstock.org

All materials created in response to this RFP and for the Woodstock Community Visioning shall be the property of the Town of Woodstock and the Woodstock Economic Development Commission.

COMMUNITY VISIONING STEERING COMMITTEE

Sally Miller, Economic Development Coordinator

Geraldine Fowler, North Universalist Chapel Society

Travis Hellstrom, Optimist Center

Tayo Kirchhof, Ottauquechee Health Foundation

Amanda Merk, Norman Williams Public Library

Christina Marts, Marsh Billings Rockefeller National Park

Alita Wilson, Pentangle Arts

Statement of Support

The undersigned fully support this request for proposal. We believe it will be a powerful asset and process for our community. Furthermore, we are committed to communicating with those who we represent and encouraging strong community stakeholder engagement in future events included in this proposal. We feel confident that our organizations will guarantee and provide strong community involvement in this process.

Geraldine Fowler, North Universalist Chapel Society
Tayo Kirchof, Ottauquechee Health Foundation
Amanda Merk, Norman Williams Public Library
Travis Hellstrom, Optimist Center
Sally Miller, Woodstock Planning Commission
Christina Marts, Marsh Billings Rockefeller National Historical Park
Alita Wilson, Pentangle Arts
Garon Smail, Principal WUHS
Jason Drebitko, Green Mountain Foundation
Mary MacVey, Community Member
Kathleen Dolan, Artistree
Marie Cole, Artistree
Deanna Jones, Thompson Senior Center
Jeffrey Kahn, Unicorn
Alison Clarkson, Vermont State Senator
Ron Miller, Community Member
Beth Finlayson, Woodstock Chamber of Commerce
Pieter Bohlen, Change the World Kids and Sustainable Woodstock
Jordan Engel, Bookstock
Barbara Barry, Community Member
Liza Deignan, Ellaway Property Services
Jill Davies, Woodstock Select Board
Anne Macksoud, Community Member
T Belisle, Haystack Needle
Luis Bango, WUHSMS