



Village of Yellow Springs, Ohio

Request for Qualifications

Strategic Planning Services

June 2026



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Strategic Plan Services for The Village of Yellow Springs, Ohio

- **Issue Date:**

June 17, 2026

- **RFQ Submission Due:**

July 29, 2026 by 2:00 P.M. EST

- **Submission Email:**

johnnie.burns@yellowsprings.gov

- **Primary Contacts:**

Johnnie Burns, Village Manager

johnnie.burns@yellowsprings.gov

Elyse Giardullo, Assistant Village Manager

elyse.giardullo@yellowsprings.gov

Introduction

The Village of Yellow Springs is requesting statements of qualification proposals from qualified consultants to provide professional strategic planning services for the facilitation and development of a five (5) year Strategic Plan.

The Village completed a Comprehensive Land Use Plan in 2020, expects completion of an update to a 2018 Housing Study in the weeks ahead, and has 2-year Goals established by Council. Less formally, there are a variety of ongoing plans, initiatives and strategic conversations related to housing, transportation and other significant topics that are not strategically incorporated. We desire to clarify our long-term vision and ensure there are prioritized action plans associated with identified plans, goals and documents. We expect the Strategic Plan to serve as a focused framework to align service and budgetary allocation, guide investments, and improve coordination across identified key initiatives.



Background Information / Community Profile

The Village of Yellow Springs is a community of approximately 3,700 residents located in Greene County, Ohio, within the Dayton metropolitan area. Home to Antioch College and WYSO public radio, the community supports a lively arts scene and a locally focused downtown with independent shops, restaurants, professional offices, and locally owned craft breweries. The Village maintains fourteen parks, including Gaunt Park, which features ball fields and the only municipal swimming pool in Greene County. With a history rooted in civil rights, environmentalism, and progressive civic action, Yellow Springs is a community that seeks to act on its values. What that looks like in terms of policies, plans, and outcomes is our ongoing work.

The Village does not currently have a strategic plan in place, and a clear and concise plan is crucial to enable strategic growth, meaningful employment, excellent service provision and equitable quality of life opportunities. The requested scope of work is outlined below in the RFQ.



Equity Framework

The Village is committed to a planning process that embeds equity as a core principle, ensuring all residents, regardless of race, ethnicity, income, age, disability, housing status, gender identity, sexual orientation, or national origin, have fair and meaningful access to services, decision-making, and community life.

Equity in the Process & Plan

The consulting team must demonstrate the capacity and commitment to:

- Design engagement strategies that proactively reach residents least likely to participate in traditional public processes, including historically underrepresented populations, renters, young adults, and people with disabilities
- Establish measurable equity goals integrated across each priority area
- Develop an implementation framework that assigns clear responsibility for advancing equity goals

Yellow Springs looks to peer Ohio communities, including Oberlin's nationally recognized Social Equity Plan, recipient of the American Planning Association Ohio Chapter's 2025 Norman Krumholz Equity Award, as models for translating intent into measurable action.



Project Goals

The Village of Yellow Springs seeks to engage a qualified consultant to guide the development of a five-year Strategic Plan. This process will include facilitation, stakeholder engagement, and consensus-building to establish a shared long-term vision for the community and a set of near-term priorities.

The resulting plan will include a long-term community vision with a 20+ year horizon, supported by a prioritized, actionable five-year Strategic Plan that guides decision-making, resource allocation, and organizational efforts.

The selected consultant will also develop measurable benchmarks to track progress and include an educational component to support the Village's use of meaningful performance metrics.

Key areas of focus include:

- Evaluating infrastructure maintenance and improvement needs and associated costs
- Addressing community affordability challenges, with a particular focus on housing—identifying needed housing types and appropriate scale
- Advancing measurable equity outcomes, including analysis of demographic trends related to race and age, and ensuring inclusive access to opportunities and services
- Preserving Yellow Springs' small-town character, including valued access to greenspace while planning for responsible and sustainable growth

Scope of Work

The Village of Yellow Springs seeks a qualified consultant to lead a community-wide strategic planning process and develop a five-year Strategic Plan. The consultant will work closely with Village Council and staff, with the Village Manager and Assistant Village Manager serving as the primary point of contact. A Steering Committee of Council and staff will provide project guidance.

The consultant will design and facilitate an inclusive process that engages a broad range of stakeholders and results in a shared vision and clear priorities for the Village.

At a minimum, the Scope of Work should include:

- Reviewing existing plans and identifying needed updates or alignment
- Engaging Council, staff, residents, and key stakeholders
- Incorporating equity considerations throughout engagement, analysis, and plan development
- Establishing a long-term community vision (20+ years) to guide future growth and decision-making
- Developing a prioritized, actionable five-year Strategic Plan aligned with that long-term vision
- Recommending measurable goals and performance metrics

The Village recognizes that there are a variety of approaches and models for developing a strategic plan. The selected firm is expected to recommend and apply a framework that is well-suited to the Village of Yellow Springs and responsive to its current needs and priorities.

Project Budget

The Village Council has expressed a strong commitment to advancing a strategic planning process and recognizes the importance of investing in qualified expertise to support this work. The Village has previously allocated \$75,000 for strategic planning services.

The Village anticipates working collaboratively with the selected consultant to refine the scope of work and establish a final project budget that is aligned with the proposed approach, level of effort, and desired outcomes.

Project Timeframe

The Village anticipates that the selected consultant will complete the project within an approximately ten (10) month timeframe. The proposed schedule should reflect a thoughtful and achievable approach to completing all project elements outlined in the scope of work.

The Village intends to initiate the strategic planning process in the fall of 2026, with a goal of completing the plan by the end of summer 2027.

The Village recognizes that project timelines may vary based on the consultant's approach, level of engagement, and overall scope, and is open to refining the schedule in coordination with the selected firm.

Deliverables

A. Outcome of this process will be a written and presented report summarizing key needs, functions, partnerships, funding and other opportunities, and recommendations for the Village's priorities for a period of 5 years. The plan should clearly provide a work matrix that outlines specific tasks to ensure the desired outcome is met.

B. The plan document should include:

- An executive summary
- A comprehensive, detailed plan that identifies:
- Shared Vision
- Goals
- Objectives
- Strategies
- Responsible parties and roles
- Measures
- Timeline for Outcomes

C. Developing recommendations regarding the implementation of the plan: Included within this phase should be recommendations regarding:

- A five-year proposed budget to implement the plan
- Infrastructure (e.g., organization, staffing, etc.) needed to support the plan's implementation
- Data tracking

Submission Requirements

Prospective consultants are instructed to respond to the RFQ with information as outlined below. Consultants are advised to be succinct in their responses and attach only relevant information. One (1) hard copy of the material, as well as one (1) digital copy are to be received no later than 2:00 P.M. on July 29, 2026. All responses must be clearly marked on the outside of the envelope, **“RFQ Strategic Planning.”** At a minimum, all submittals should include the following:

1. **Company Information**: Name, address phone number, organizational structure, number of professional staff and their specialties that will be assigned to work on this project as well as location of firm’s offices.
2. **Availability**: A brief statement as to the availability of the key personnel of the firm responsible for the project. Ability of the firm to complete the project within the prescribed time frame.
3. **Statement of Qualifications**: Provide a summary of the firm’s background, capabilities, experience and qualifications. Include a synopsis of similar assignments and projects completed by the firm in the last five years with specific emphasis in planning related projects performed in Ohio.
4. **Understanding of Project**: An overview of the consultant’s understanding and approach to the project, including coordination of various stakeholders to build community consensus, projected timeline, and any critical issues/concerns for successfully completing the project.
5. **Examples of Work**: Complete or partial samples of work involving similar types of projects and assignments.
6. **Preliminary Project Timeline & Budget**: Initial thoughts regarding proposed timeframe and cost required to complete all work described in this RFQ. We do not expect a full RFP-style proposal but would like to get your initial impressions of our scope and how much time and money it may take to complete based on your experience.
7. **Equity Approach**: Describe your firm’s experience incorporating equity into strategic planning processes, including examples of inclusive engagement, measurable outcomes, and implementation frameworks.

Again, all submittals must be received **no later than 2:00 P.M. on July 29, 2026**, and should be addressed to:

**Johnnie Burns
Village Manager
Village of Yellow Springs
100 Dayton Street
Yellow Springs, OH 45387**

Calendar of Events

Action	Completion Date
Issue RFQ	June 17, 2026
Deadline for Submitting Qualifications	July 29, 2026
Review of Submissions and Optional Interviews	July 30 – August 14, 2026
Recommendation of Consultancy Firm to Village Council	August 17, 2026

General Terms

- All questions should be submitted via email to the primary contacts listed on Page 1.
- The Village is not responsible for any costs incurred by respondents in preparing their RFQ. All submitted materials become the property of the Village.
- Respondents must disclose any actual or potential conflicts of interest with the Village, its elected officials, or its staff.
- The Village of Yellow Springs is an Equal Opportunity entity and encourages submissions from firms owned by women, people of color, and other historically underrepresented groups.
- All submissions are subject to public record disclosure.

Thank you for your interest in serving and supporting the Yellow Springs community! We look forward to reviewing your qualifications.



Contact Information



Questions and inquiries related to the opportunity should be directed to:

✉ johnnie.burns@yellowsprings.gov

☎ 937-767-3402

🌐 www.yellowsprings.gov

📍 100 Dayton St., Yellow Springs, OH 45387