

**TOWN/BOROUGH  
OF  
NAUGATUCK,  
CONNECTICUT**

**REQUEST FOR  
QUALIFICATIONS (RFQ)  
FOR A  
STRATEGIC PLAN**

Issued JULY 30, 2012

## **TOWN/BOROUGH of NAUGATUCK, CONNECTICUT REQUEST FOR QUALIFICATIONS (RFQ) FOR A STRATEGIC PLAN**

The Town/Borough of Naugatuck is seeking a qualified person or firm to contract for consulting services to guide a town wide Strategic Planning process. **The deadline for submittals is 10:00 a.m. August 17, 2012.**

### **ABOUT NAUGATUCK**

The Town of Naugatuck was incorporated in 1844, and the Borough was incorporated in 1893. In 1895, the Town and Borough Governments were consolidated by an act of the Connecticut General Assembly.

Naugatuck encompasses a land area of 16.2 square miles and is located in north-central New Haven County, approximately five miles south of Waterbury, 15 miles northwest of New Haven, 25 miles north of Bridgeport, And 33 miles southwest of Hartford. Major roadways, including Connecticut Routes 8 and 63, the Merritt Parkway, and Interstates 84, 91 and 95 traverse Naugatuck or are readily accessible.

Naugatuck is a residential community with a diverse commercial and industrial base. Naugatuck's population increased from 30,989 in 2000 to 31,862 in 2010, according to the U.S. Census. The housing distribution in Naugatuck is predominantly single -family detached, but there are a substantial number of condominiums as well as an inventory of low-density multi-family units. Naugatuck has 3.027.5 acres, or 14% of Naugatuck's total land area, designated as open space.

Naugatuck remains an important manufacturing center. Traditional industries include chemicals, plastics, dairy products, surgical supplies, data processing equipment and health care products. Small manufacturers with 25-100 employees have been one of Naugatuck's strengths.

Naugatuck operates under a Mayor-Board of Burgesses form of government. The Mayor and the nine members of the Board of Burgesses are elected. The Board of Finance is appointed by the Mayor and approved by the Board of Burgesses. The Board of Finance and the Board of Mayor and Burgesses share policy-making for financial affairs.

Naugatuck's 2012-2013 Adopted Budget totals \$107,595,763. The Board of Education allocation is \$58,082,076 and the Town allocation is \$49,513,687.

### **WHAT NAUGATUCK IS LOOKING FOR**

Naugatuck is seeking sealed proposals from qualified persons or firms to contract for consulting services to guide a Strategic Planning process for the Town/Borough. Consultants are invited to submit a proposal which includes an outline of their experience and qualifications in performing work directly related to the services required.

Strategic planning determines where an organization is going over the next few years or more and how it's going to get there. A Strategic Plan is intended to help the Town/Borough direct its efforts and resources toward a clearly defined vision for its future. The plan should include benchmarks for milestones that measure the Town/Borough's efforts along the way.

Naugatuck is interested in having this plan completed proactively and transparently with community acceptance. The process should allow for both active and passive involvement ensuring diverse and extensive community participation.

While the details of the strategic planning process are to be determined and negotiated with the chosen consultant, a four step process to be considered may include:

- 1) Setting Direction (Scan and Vision)
- 2) Focusing Efforts (Goals and Priorities)
- 3) Implementation (Town Wide/Department Plans)
- 4) Reporting (Progress)

A strategic plan is a "living document" and should undergo periodic review and adjustment to reflect progress towards achievement of goals and/or modifications of goals. As a process and eventual working document, the Naugatuck Strategic Planning process and final document should provide a plan with 5, 10 and 20 year horizons to address the following issues:

- \* Evaluate existing and future public facilities and services; priorities, phasing; help identify how Naugatuck's resources should be allocated and how to maintain customer service levels.
- \* Serve as a way to organize and prioritize Naugatuck initiatives and resources to achieve specific goals within a specific period of time, e.g., 3-5 year timeframe in the short term, and 6-20 year timeframe in the long term, with specific performance measures.
- \* Chart an effective, considered, and innovative course of action for Naugatuck's future, setting priorities and maximizing innovative opportunities.
- \* Identify and analyze potential partnerships with other entities such as public/public and public/private.
- \* Plan for fiscal sustainability.
- \* Encourage engagement and spark the interest and excitement of active/passive residents, business and property owners, Town/Borough officials/ administration and staff, and others in the future potential of Naugatuck.

**SUBMIT QUALIFICATIONS TO:**

Wendy Hozer  
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