



501 South Water Street | Elizabeth City, NC 27909

Request for Proposal
Diversity, Equity and Inclusion Consultant
Questions and Answers

Q1: How many “key community partners” does VEC expect to participate in this assessment; what are some types of partners you think should participate?

We estimate 5-10. Examples of key community partners are the City, County, ECSU, MACU, Coast Guard, Sentara, etc.

Q2: What sample size do you expect to have for this survey?

In seeking statistical significance, we estimate we need approximately 1000 survey responses.

Q3: Do you envision the DEI survey to be a different deliverable than the community assessment and audit?

We envision the survey is a critical component of gauging the community’s feelings and thus is necessary to complete the assessment and audit.

Q4: Do you have a set of questions or ideas developed for the survey? Are there any specific things that should be included in the case study?

We do not have any set questions or specific things to be included. We are looking for our DEI Partner to lead the survey development based on their expertise and experience with our input.

Q5: How would you like the DEI survey to be disseminated?

We are open to suggestions however, we have a mailing list of approximately 250 business partners (small business owners, lodging properties, community leaders, etc) and a separate list of approximately 12,000 consumers, however they are not all locals. We would work very closely with some of our partner community organizations such as the Chamber, United Way, the City, etc. to help get the word out locally for the survey.

Q6: What is your ideal timeline for receiving the final report for survey findings?

Ideally as soon as is reasonably possible while still ensuring a solid and statistically significant report. Our community remains in a crisis, and we believe this project is an initial step to leading us forward.

Q7: Has the city conducted any climate studies in the past to better understand stakeholder perception? Do you have some illustrative DEI goals or ideal DEI metrics for inclusion into the current 3-5 year strategic plan?

We have never completed anything in the DEI space, so do not have any baseline perceptions, goals or metrics in mind. We plan to revisit our strategic plan with the findings of this assessment as a guide. Please provide your best recommendations.

Q8: How many Board meetings do you anticipate the consultant would attend? Are you expecting the consultant to attend in person, virtually, or a hybrid approach?

This is difficult to estimate, we cannot quantify how many we'll need until the assessment is completed. For the sake of budgeting, let's say attend 3-4 Board meetings. Other consulting would be to participate in monthly or bi-monthly meetings with our PR firm and Advertising agency, and possibly review and provide guidance on proposed creative programs. In addition, we believe we will need some consulting hours to help facilitate some of the Action Items. Please provide your best estimate to allow for a reasonable pool of consulting hours. A hybrid approach should suffice, allowing for in-person attendance at critical junctures, while managing travel time and expenses.

Q9: Are you anticipating that the entire assessment would be conducted in person, virtually, or a hybrid approach?

Hybrid.

Q10: How is internal DEI learning taking place within the Visit Elizabeth City team?

The internal team has participated in a variety of available online webinars over the course of the past year, however there is not a formal program in place.

Q11: Are you expecting the consultant to review any of your HR policies and provide recommendations based on the findings?

Reviewing the VEC HR policies is not a primary concern at the moment. We acknowledge a wide, holistic approach would be best, but with a very small team we need to prioritize our resources. The community assessment and tourism recommendations are more critical for the current climate.

Q12: Will you share the names or departments of stakeholders who have expressed the most frustration?

During our kick-off meeting with our DEI partner, yes.