

Montgomery Community Media

www.mymcmedia.org

Request for Proposals (RFP)

Strategic Planning Consultant

RFP Release Date: August 5, 2026

Proposal Deadline – August 31, 2026

1. Introduction

Montgomery Community Media (MCM) is seeking proposals from qualified consulting firms or independent consultants to facilitate the development of a strategic plan for the consolidation of key community media operations in Montgomery County.

MCM is Montgomery County's nonprofit community media organization, providing local journalism, public access television, media training and career development.

This work will be conducted in partnership with MCM and other Public, Education, and Government (PEG) channel partners to assess current operations, identify opportunities for consolidation, and develop a roadmap that includes recommendations for modernization to create a more sustainable community media system in Montgomery County.

This project is funded through the Montgomery County FY26 Nonprofit Strategic Planning Grant Program.

2. Project Objective

Engage an experienced consultant to develop a shared vision and plan for the future of community media in Montgomery County, that will:

1. Strengthen community media services for Montgomery County residents.
2. Provide recommendations for a consolidated community media operating and governance framework.
3. Establish an implementation roadmap and timeline to guide the transition to a consolidated community media system.

3. Scope of Work

- Facilitate strategic planning engagement with MCM leadership, PEG channel partners, and other key stakeholders (e.g. interviews, focus groups surveys, facilitated discussions)

- Prepare a strategic plan including an executive summary, situation analysis, strategic priorities, goals, implementation roadmap, governance recommendations, risk assessment, and recommendations for collaboration and consolidation.
- Include a work plan with timelines, responsible parties, stakeholder roles, performance measures, data collection recommendations, and implementation budget considerations where applicable.

4. Deliverables

- Project Work Plan and Timeline
- Stakeholder Engagement Plan
- Facilitation of stakeholder meetings and strategic planning sessions
- Draft Strategic Plan
- Incorporate findings of Community Media Landscape Assessment* into plan
- Final Strategic Plan
- Executive presentation of final recommendations to MCM leadership

**The Community Media Landscape Assessment, an environmental scan including funding trends, legal and regulatory issues affecting PEGs, cable franchise revenue declines, and consolidation models, will be conducted separately by a contracted legal and financial consultant.*

5. Consultant Qualifications

- Strategic planning for nonprofit organizations.
- Organizational change management and governance.
- Facilitation of strategic planning processes with multiple stakeholder groups.
- Demonstrated experience working with Public, Educational, and Government (PEG) access organizations or comparable community media organizations.
- Knowledge of the PEG media ecosystem, including governance models, cable franchise funding, public access operations, local government relationships, and the challenges facing community media.
- Experience working with Montgomery County organizations or Maryland nonprofit organizations is preferred but not required.

6. Proposal Requirements

Proposals shall include:

- Cover Letter
- Firm Overview
- Relevant Experience, Key Personnel and Resumes

- Description of Proposed Methodology
- Proposed Workplan (Five-Month Timeline)
- Three References
- Sample Strategic Planning Project
- Proposed Fee Schedule

7. Evaluation Criteria

- Relevant Strategic Planning Experience – 20%
- Experience with PEG and Community Media Organizations – 20%
- Proposed Methodology and Project Approach – 20%
- Qualifications of Project Team – 20%
- Alignment with MCM's Mission and Values* - 10%
- Cost Proposal – 10%

**Alignment with MCM's Mission and Values - Demonstrated understanding of MCM's mission; experience using inclusive, equitable, and accessible practices to engage stakeholders and support community-centered planning.*

MCM may conduct interviews with one or more finalists before making a final selection.

Evaluation Summary

Proposals will be evaluated on relevant strategic planning experience, demonstrated PEG/community media expertise, project methodology, understanding of the project objectives, qualifications of the proposed team, and cost.

8. Anticipated Timeline

- RFP Issued – August 5, 2026
- Questions Due – August 12, 2026
- Responses Posted – August 14, 2026
- Proposal Deadline – August 31, 2026
- Interviews (if necessary) – Early September 2026
- Consultant Selected – Mid to Late September 2026
- Project Begins – October 2026
- Project Completion – TBD

9. Proposal Submission

Proposals shall be submitted electronically to:

Jasmine N. White
Chief Executive Officer

Montgomery Community Media

JWhite@mymcmmedia.org

Subject Line: COMPANY NAME Strategic Planning Proposal

10. Questions

Questions regarding this RFP shall be submitted via email to Jasmine N. White by the deadline listed above. Responses to substantive questions will be shared with all known interested proposers.

11. Budget

The maximum budget for this project is not to exceed \$24,000. The proposal should include all costs associated with completion of the project.

12. Additional Information

Appendix A – Background Information

Montgomery Community Media (MCM) is the county's nonprofit community media organization serving Montgomery County residents through local journalism, public access television, media education, and civic engagement programming.

This engagement runs concurrently with the Legal and Financial Consultant work and provides specialized strategic planning expertise to inform MCM's final strategic plan.

Reservation of Rights

Montgomery Community Media reserves the right to reject any or all proposals, request additional information, negotiate with the selected proposer, waive minor informalities, or cancel this solicitation if it is determined to be in the best interest of the organization.

RFP Process

This process is conducted through a fair and open competitive process consistent with the requirements of the Montgomery County FY26 Nonprofit Strategic Planning Grant Program.

Proposal Checklist

- Cover Letter
- Firm Overview
- Relevant Experience, Project Team and Resumes
- PEG/Community Media Experience
- Project Methodology
- Project Timeline
- Three References
- Cost Proposal (not to exceed \$24,000)
- Disclosure of Conflicts of Interest