

# **REQUEST FOR PROPOSALS (RFP)**

**for  
Professional Services  
For Community Strategic Planning Services  
For the City of Tillamook  
In  
Tillamook County, Oregon**

**December 26, 2013**  
(Corrected Page 4 – December 30, 2013)

**Responses Due  
January 23, 2014  
2:00 PM**

**CONTACT:  
PAUL WYNTERGREEN  
503-842-2472, ext. 3460  
pwyntergreen@tillamookor.gov**

**SUBMIT RESPONSES TO:**

**PAUL WYNTERGREEN  
CITY MANAGER  
210 LAUREL AVENUE  
TILLAMOOK, OR 97141**

## 1.0 REQUEST

Sealed responses marked "Request for Proposals for Community Strategic Planning Services" will be accepted by the City of Tillamook, 210 Laurel Avenue, Tillamook, OR 97141, attn: Paul Wyntergreen, or by hand delivery to Paul Wyntergreen, City Manager, 210 Laurel Avenue, Tillamook, until 2:00 p.m. local time, January 23, 2014.

This request is part of an Oregon Coastal Management Program Technical Assistance Grant (TA), received by the City from the Department of Land Conservation and Development (DLCDD), for the coordination of the programs and plans of a variety of organizations interested in the revitalization of Tillamook's town center/waterfront area (please see attached aerial). Consultant/facilitation services would develop a prioritized action plan that is based on a community-wide strategic process. There are numerous organizations and general plans in place for this area already, but they are not coordinated or prioritized and, due to impending State projects, there is an overwhelming need for synchronization.

This consultant would facilitate cooperative workshops with all relevant organizations and the general public, laying out the various plans that are already in place and strategically assembling them into an action plan that places emphasis where it will do the most good at the optimal time and can be agreed to by the participating organizations.

In order to have a consultant qualified to deliver an immediately usable action plan, the City is interested in your firm's responses to the following questions:

What experience does your firm possess in relation to community facilitation of planning processes involving mixed private, non-profit, and public organizations?

How would your firm approach coordinating with the wide variety of organizations and interests to come up with consensus on a product that can be implemented immediately?

What types of grant-funded projects has your firm participated in the past?

How does your firm anticipate handling the scheduling in order to meet the timelines outlined below?

How would your firm use technology to keep information flowing?

How will your firm optimize staffing and responsiveness for the benefit of the City?

What additional benefits will your firm bring to the City over and above those contemplated by this request?

Creative, workable, and efficient approaches to the above questions will receive significant weighting in the rating and ranking process described below. The City will be comparing the range and depth of services being offered in contrast to the rate to be billed for those services in order to increase the economic efficiency of services provided. The City has also imposed a not-to-exceed budget amount of \$8,500.

Anticipated Notice of Award should be mailed by February 5<sup>th</sup>, 2014 with contract refinement to be prepared the following week. The successful response will be used as the basis for a subsequent Personal Services contract. The City Manager will be the local contact for the Firm and will facilitate the Firm's interaction with the City, as it performs contractual services. Anticipated start date is February 24, 2014.

Consultant would accomplish the stakeholder identification and outreach with staff in February/March, as well begin the compilation of relevant plans. This work would probably result in workshops being held in April through the Spring with compilation consuming the summer and adoption(s) occurring in the Fall of 2014. End of grant is targeted for December 31<sup>st</sup>, 2014.

## **2.0 BACKGROUND**

With the recent addition of a new industrial facility in the downtown as an anchor, the impending ODOT Highway 101/6 project scheduled for 2015 and other substantial investments programmed for the Town Center area, there is a looming need for coordination of time, energy, and resources to maximize the community's efforts at recreating a vital and thriving mixed-use core to the City. There are numerous organizations and general plans in place for this area already, but they are not coordinated or prioritized.

Additionally, the City has recently been awarded a TGM grant for a Waterfront Plan in the historic estuarine birthplace of the community. This specific area plan is to be completed by June 2015. An affiliated Waterfront/Core area grant has also been recommended for Enhance-It funding for streetscape improvements that will tie State construction work with local projects on the cross-streets in 2016.

While the TGM grant and Enhance-It funding have some overlap with other existing plans, they cover smaller more specific areas and do not have the focus on multi-organizational coordination and prioritization that this proposal for an allied action plan in the broader central business district brings. Without such a symbiotic approach, there is a strong chance that many good intentions will be squandered on unconnected, and potentially diametrically opposed, smaller projects. The short timeline necessitates immediate action to ensure that all essential visions and plan elements can be either accomplished before or incorporated into the impending planning/design/construction tasks.

This Technical Assistance grant project will help develop a prioritized action plan for the revitalization of Tillamook's town center/waterfront area that is based on a community-wide strategic process that combines the visions of the various stakeholders into a single-document that will guide immediate implementation and development. The results of this planning effort can be used as an Action Plan for all parties thereby cementing partnerships, incorporated into Specific Area Plans as an informative document, and referenced into the City's forthcoming update of its Economic Element, which will be using the recently adopted regional EOA as a basis.

There are several stakeholder organizations and general plans in place for this area already:

Urban Renewal Agency (UR Plan)	Tillamook Revitalization Association
Pioneer Museum	Private Businesses
Service Groups	Property Owners
City (Comp Plan/Town Center Plan)	Tillamook People's Utility District
County	Tillamook Estuary Partnership
Tillamook Chamber of Commerce	Tillamook Creamery Association
Tillamook Economic Development Council	Tillamook Futures Council
The Confederated Tribes of Grand Ronde	

Hopefully, those bodies will provide their plans and visions as related to the Waterfront/Core area. The Tillamook Revitalization Association has agreed to host the workshops and related events. The overall guidance and advice for these stakeholders and the consultants would be provided by the City's Associations Committee whose primary mission is to serve as a coordinator and clearinghouse for economic development and other mutually beneficial partnerships.

In affiliated initiatives, Sheri Stuart of Oregon Main Street has already done a kick-off presentation in December and a group of citizens who attended that meeting has expressed an interest in pursuing that format further. The Oregon Main Street program will serve as an educational resource to inform the various stakeholders as to the possibilities available through coordinated actions.

Through additional assistance from the DLCD/ODOT Transportation Growth Management program, parking consultants from Rick Williams Consulting are presenting a workshop on Parking Management in downtown Tillamook on January 28<sup>th</sup>, 2014.

Additionally, an Environmental subcommittee set up by DLCD will be launched simultaneously with the facilitation process to examine how the TA grant could improve water quality, stormwater management, and habitat function in the subject area. This subcommittee will be made up of ODOT & DEQ's Regional Solutions Team members, DLCD's regional representative & Water Quality specialist, and City staff and would commence a code audit to look for beneficial code-related or other design changes that could be recommended as part of the Plan.

### **3.0 DESCRIPTION OF SERVICES**

The firm shall provide a full scope of services offered as outlined in this RFP. The responding firm may propose alternative components or solutions not identified in this document.

The scope of the project would include:

- 1) Negotiate contract between City and Consultant;
- 2) Using the above list as a starting point, Consultant works with staff to identify stakeholders and conduct an outreach effort to attract those who have not been identified (including an active Citizen Involvement component for the general public);

- 3) Consultant gathers plans from all stakeholders and condenses key objectives and action items into bullet points with any timelines and funding sources that may exist;
- 4) At three workshops or more, Consultant presents array of existing plans, objectives, timing concerns, and funding sources to all interested parties and conducts a series of brainstorming sessions that focus down from the shaping a of common vision to elimination-of-redundancies/melding-of-efforts to strategic prioritization/coordination and structure for ongoing implementation; and
- 5) Consultant will compile the results of the workshops and the Environmental subcommittee's recommendations into an Action Plan that is ready for adoption by the City and any other party that also wishes to do so.

## **4.0 RFP EVALUATION CONSIDERATIONS**

All responses will be judged based on the following criteria, with the evaluation weighted as indicated:

### **4.1 Category 1 – Qualifications (30%)**

The experience of key personnel assigned to the project with regard to their documented ability to successfully provide the proposed services. The firm shall submit resumes of the key personnel who would perform the described work. Each resume shall reflect the competency of each staff member for the work, noting past experience and expertise of similar scope and complexity.

### **4.2 Category 2 – Resources and Capabilities (40%)**

The Firm shall have the capability to provide quality and responsive services with respect to the following:

- a. Ability to meet the City of Tillamook's needs, including the ability and willingness to work cooperatively with City staff;
- b. Use of current technology;
- c. Clear, creative, workable, and efficient approaches to the questions in Section 1; and
- d. Demonstrated ability to deliver the proposed services for the optimal benefit of the City.

### **4.3 Category 3 – Service pricing (30%)**

The proposed pricing, service rate structure for any additional unanticipated work, and the firm's approach to controlling costs will be evaluated under this category.

## **5.0 INSTRUCTIONS TO FIRMS**

### **5.1 Contact Person**

For questions or clarifications regarding any element of this RFP, the following individual can be contacted:

Paul Wyntergreen, City Manager  
City of Tillamook  
210 Laurel Avenue  
Tillamook, OR 97141

503-842-2472 ext. 3460  
pwyntergreen@tillamookor.gov

## **5.2 Addenda to RFP**

In the event that it is necessary to revise any part of the RFP, addenda will be provided to all vendors who received the initial RFP or subsequently requested a copy. This includes any amendment of dates in the Schedule for Selection Process. Any addenda so issued are to be considered part of the specifications of the RFP. The City is not responsible for any explanation, clarification, interpretation, or approval made or given in any manner except by written addenda issued by the City of Tillamook.

**If RFP holders obtain the RFP from a third party, they must notify Paul Wyntergreen of the City of Tillamook in writing or by email to be on the RFP holders list.**

## **5.3 Firm's Responsibility for response Costs**

The Firm shall be fully responsible for all response development and submittal costs. The City of Tillamook assumes no contractual or financial obligation as a result of the issuance of this RFP, the preparation and submission of a response by a Firm, product demonstration by a Firm, the evaluation of an accepted/rejected response, or the selection of the finalist(s).

## **5.4 Ownership of responses**

All responses and associated materials received shall become the property of the City of Tillamook.

## **5.5 Response Acceptance or Rejection**

The City of Tillamook reserves the right to reject any or all responses, to accept or reject any or all the items in the response, to waive any informality in the responses received, and to award a contract in whole or in part, if it is deemed to be in the best interest of the City of Tillamook. The City of Tillamook reserves the right to negotiate with any firm after responses are opened and the winning response is awarded, if such action is deemed to be in the best interest of the City of Tillamook.

In addition to the factors mentioned above, Firms are cautioned to review carefully all terms, conditions and specifications of the RFP prior to submittal of responses. The Personal Services contract may be awarded strictly on the basis of the Firm's response including the Firm's qualifications as received and without further discussion. Therefore, each response should be

submitted to the City of Tillamook in the most favorable terms from both a cost and qualification standpoint.

**5.6 All responses shall be valid through February 14, 2014.**

**5.7 Withdrawals and Modifications**

Any responses can be withdrawn or modified in writing by contacting Paul Wyntergreen, City of Tillamook, prior to the January 23, 2014, at 2:00 p.m.

**5.8 Contract**

The successful respondent will be expected to enter into a contract with the City of Tillamook. The respondent will be required to maintain Errors and Omissions insurance for the duration of the agreement.

**5.9 Proposed RFP and Contract Schedule**

The City of Tillamook reserves the right to change the schedule or terminate the selection process at any time at the City of Tillamook's sole discretion. Notice thereof will promptly be provided to parties on the City of Tillamook's RFP holders list.

**6.0 FIRM REQUIRED INFORMATION**

The response, which must consist of one unbound and three bound copies with a digital PDF copy, shall also include:

- a. The Firm name, address, FAX, phone number, voice phone number of the Firm and Contact Person for the response.
- b. A description of the Firm;
- c. A list of the names, positions, and responsibilities of each of the Firm's personnel that will be assigned to provide services for the contract;
- d. A copy of brief resumes for the lead persons to be assigned to the City;
- e. The identity of the Firm's manager with corporate responsibility for performance of the services provided; and
- f. The Firm's related experience to perform the range of services requested by this RFP, including clientele reference contacts.

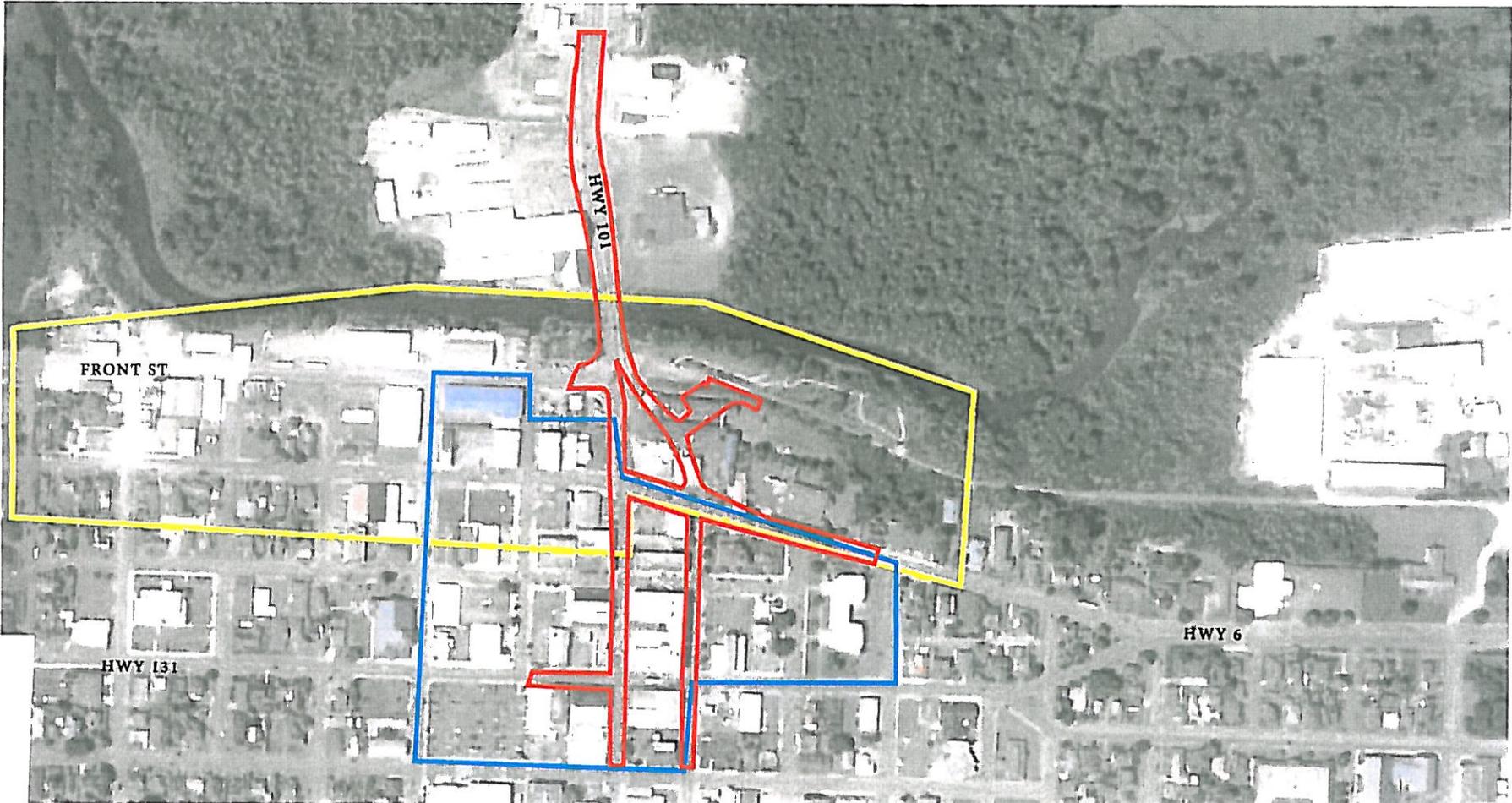
**7.0 COMPLAINTS**

Any respondent who has submitted a response to the City of Tillamook and who is adversely affected by the City of Tillamook's contract award to another respondent has 5 days after issuance of the Notice of Intent to award the contract, to submit a written protest of award to the City of Tillamook. Such right to protest shall conform to the requirements of OAR 137-030-0104(1) and specify the grounds upon which the protest is based.

An adversely affected respondent must exhaust all avenues of administrative review and relief

before seeking judicial review of the City of Tillamook's contract selection. Written concerns must be mailed to:

Paul Wyntergreen, City Manager  
City of Tillamook  
210 Laurel Avenue  
Tillamook, OR 97141



Central Business District. All above areas are included in Urban Renewal District

- ODOT US 101/OR 6 Project Boundaries
- Town Center
- Study Area TGM

50' 100'