



CITY OF EDMONDS
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Request for Proposals (RFP)

2024 Comprehensive Plan Update

PURPOSE

The purpose of this Request for Proposals is to solicit competitive proposals from qualified consultants to assist the City in the 2022-2024 major periodic update of its Comprehensive Plan for consistency with the Growth Management Act (GMA), Puget Sound Regional Council (PSRC) Vision 2050 Growth Strategy, Snohomish County Countywide Planning Policies, and local policies. The City of Edmonds is seeking a multidisciplinary consultant team (which may be a single firm or a consultant team consisting of individuals and/or firms with specialized expertise) to update the City's Comprehensive Plan. This plan will provide elected and appointed officials, city staff, city residents, and the business and development community with a comprehensive, consistent, and culturally relevant plan to guide the City's decision-making and development over the next 20 years, to the year 2044. The expected timeline for this update is to begin in September 2022 with a completion date of December 2024. To be considered for this project, interested firms must submit a proposal by **4:00 pm on August 5, 2022**.

BACKGROUND

Edmonds is a city of about 42,000 people located in south Snohomish County on the western shores of Puget Sound approximately 14 miles north of Seattle. Situated within the urbanized Puget Sound region, the city encompasses approximately 8.9 square miles (5,700 acres) in area, including 5 lineal miles (26,240 feet) of marine shoreline. Roughly triangular in shape, the city is bounded by Puget Sound on the west; Lynnwood and Mountlake Terrace on the east; unincorporated Snohomish County on the north; and the town of Woodway, unincorporated Snohomish County (the Esperance area), and King County on the south. The City's Comprehensive Plan had its last major update in 2015, with minor amendments in subsequent years. Vision 2050—the recently approved multicounty planning policies for the region—identifies Edmonds as a High-Capacity Transit (HCT) community, with regional expectations for transit-supportive growth.

The last major update to the City's Comprehensive Plan was completed in 2015, although the Shoreline Master Program and Parks, Recreation and Open Space Elements (or chapters) have been updated more recently. A significant focus of the update will be the City's new regional designation as an HCT community.

Areas of focus include residential density; community character; housing affordability and displacement; equity and inclusion; environmental protection and climate change; economic development and mixed-use development opportunities in neighborhoods; City revenues and future service needs; transportation and public realm; and post-pandemic impacts to future housing and commercial development.

The involvement of residents, property owners, business owners, and other stakeholders in developing the 20-year community vision and updating the Comprehensive Plan is critically important. The involvement of historically under-represented communities with Edmonds is particularly important.

SCOPE OF WORK

- Coordinate and support a robust public participation process for this periodic update.
 - Visioning is going will be a major component of this Comprehensive Plan update. The current Comprehensive Plan lacks a strong overall vision statement; therefore, a visioning exercise is critical to guide this- Comprehensive Plan update and articulate the community's needs and priorities for future development. The involvement of historically under-represented communities with Edmonds is particularly important and will require innovative strategies that may be more time intensive than traditional means of engagement. Visioning for specific areas will be necessary as well. A finding of the Waterfront Study (see Preliminary and Related Studies below) included conducting visioning to craft an updated vision for the Downtown Waterfront area to clearly articulate the community's desires around land use and character within the framework of market realities and trends. The future use of the Unocal Property and planning for sea level rise should be special considerations in the visioning.
 - Visioning material should be inspiring and graphically appealing
 - Prepare and produce high quality, illustrative public outreach materials describing facts, findings, analysis, and alternatives for public meetings, open houses, webpage, and hearings.
 - Scenario planning should not be initiated until the visioning phase is substantially completed.
- Prepare presentations and supporting materials to present alongside city staff at public hearings, meetings, and workshops. The purpose of these meetings will be to provide an overview of the update process, present progress updates, receive comments from community, elected official, commission members, and staff, and present the draft and final report and ancillary materials to the Planning Board and City Council. Presentations incorporated into the public participation should include, but not be limited to the following:
 - General Workshops/Open Houses for the public (5 to 8)
 - Public meetings/presentations to Planning Board & City Council (4 to 6)
 - Planning Board public hearing (1 to 2)
 - City Council public hearing (1 to 2)
- Review and update the existing Comprehensive Plan maps and text, and all related documents developed and utilized by the City of Edmonds. (The consultant team will be expected to use the Department of Commerce periodic update checklists to illustrate how Edmonds' existing Comprehensive Plan compares against the latest requirements of GMA.)
- Update the elements and appendices to reflect the past changes and future trends and desired outcomes of the community, ensure internal consistency with other adopted plans, external consistency with Countywide and Regional goals, and eliminate unnecessary redundancies:
 - Comprehensive Plan Purpose and Scope (Vision) – An initial step in updating the comprehensive plan should be a community visioning exercise help the city better understand the community's needs wants, priorities, expectations for future development, and tradeoffs between different policy options.
 - Site and Regional Context – update as necessary
 - General Background – update as necessary
 - Community and Sustainability Element – Consider converting the Community and Sustainability Element into a new climate element that consolidates existing climate policies and the Climate Action Plan and realistically lays the groundwork for achievable climate outcomes for the city.
 - Land Use Element - update as necessary, including the land use capacity analysis and new growth projections, to ensure relevance of existing policies and recommend new policies if gaps are identified to help direct growth and development within the urban centers. New growth projections should be studied in the context of potential mandates for increased density in single-family zones.
 - Housing Element – update element to be consistent with the Countywide Planning Policies, HP 1220, and considering recommendations for the Citizens Housing Commission.
 - Economic Development Element - Review, update, and revise as necessary and incorporate existing plan documents.

- Community Culture and Urban Design Element – Review, update, and revise as necessary. The urban design portion of this element may require particular attention following the community visioning phase of the comprehensive plan update.
- Utilities Element- Review current plans to determine consistency and recommend changes to ensure consistency with other plan elements while paying attention to potential growth and infrastructure needs. Consider potential utility investment and carrying capacity in the context of housing goals. Coordinate with ongoing update to sewer master plan, including modeling infrastructure needs for growth alternatives identified as part of land use element update.
- Capital Facilities Element – The city’s Capital Facilities Plan, of portion of the Capital Facilities Element, is updated annually. Consultant work will include review the Capital Facilities Element to review, update, and revise as necessary, with input from city staff from all relevant departments.
- Transportation Element – The City of Edmonds is contracting separately for the transportation element of the Comprehensive Plan. Selected consultant will must work with the transportation consultant to incorporate the transportation analysis into the EIS and Comprehensive Plan work into the
- Economic Development – Review, update, and revise as necessary and incorporate existing plan documents.
- Appendices – Review, update, incorporate into the plan or eliminate as needed.
- Review the Edmonds Community Development Regulations and draft a memo of recommended and required changes that are consistent with comprehensive plan policies, Department of Ecology requirements, and Department of Commerce guidance. Depending on recommended changes, city staff may finalize the code amendment or add additional services to have the consultant update using in-house services or subcontractors.
- Undertake the primary responsibility for editing and writing a cohesive, comprehensive plan document. This will include editing existing text or drafting new clear, concise text and policies supported by information in existing records, new plans and studies, data analysis, public input, best practices, and successful application in other jurisdictions. Work with city to ensure formatting is compatible with City standards.
- Preparation of an Environmental Impact Statement that summarizes the impacts of the 2024 Comprehensive Plan and potential adjustments to development regulations.

DURATION OF SERVICES

The expected timeline for this update is to begin in September 2022 with a completion date of December 2024.

PROJECT COSTS/BUDGET

The initial budget for this project is \$400,000.

PRELIMINARY AND RELATED STUDIES

The city has initiated some work that will inform the comprehensive plan update including:

- An Equitable Engagement Framework will guide public engagement throughout the Comprehensive Plan update process
- Edmonds Waterfront Issues Study Key Findings and Recommendations – This study was a preliminary review of the city’s waterfront area analyzing the impacts of the effective cancellation of the Edmonds Crossing project (moving the ferry terminal) and removing this key feature from the comprehensive plan. The study includes a number of recommendations, with a key recommendation being establishing a new vision for the waterfront area.
- Climate Action Plan – The city is nearing completion of a Climate Action Plan. The Climate Action Plan may be used to update the Sustainability Element of the Comprehensive Plan or incorporated into a new

Climate Action Element.

- Equity and Climate Gap Analysis – This project reviewed the Comprehensive Plan with an “equity lens” to identify whether/how the Comprehensive Plan encourages equity and identifies gaps and suggestions. The project also reviewed the Comprehensive Plan to identify gaps and updates that should be considered to better address climate change recognizing the City’s goal for net zero carbon emissions by 2050.
- Initial Visioning and Branding – The city has developed some initial mini-survey and conversation guides and developed a mark and tag line for the 2024 Comprehensive Plan update.
- Citizens Housing Commission Recommendations
- Reimagining Neighborhood & Streets- including new street typologies and a public space activation toolkit

CITY RESOURCES

The City will contribute its expertise, relevant documents, and historical knowledge about the issues to be addressed. A small City team, with input as needed from several departments, will provide information, support, possible GIS assistance, and overall guidance for the project. The City will schedule public meeting sessions (whether virtually or in-person) at which the consultant will present information.

QUALIFICATIONS

The ideal consultant team for this project will have strong urban design, environmental planning skills and inclusive outreach expertise. Knowledge of applicable state laws, including the Growth Management Act, is expected. Prior experience in working with small to mid-size cities, government agencies, and tribes will be useful. (NOTE: The consultant team may include subconsultants that provide specific assistance.)

CRITERIA

The City will use the following criteria in evaluating each proposal:

<i>Criteria</i>	<i>Points</i>
Project Approach	0-25
Clarity and responsiveness to City’s RFP	0-15
Team’s environmental experience/expertise	0-15
Team’s urban planning experience/expertise	0-15
Team’s ability to communicate effectively	0-15
WMBE consultant (prime or sub)	0-5
References and past performance	0-5
Experience working with similar communities	0-5
MAXIMUM POINTS	100

SUBMITTALS

Submittal Information

One electronic copy of the proposals shall be submitted via email to devserv.admin@edmondswa.gov. 121- . The deadline for proposals for this project is **August 5, 2022, by 4:00 PM**. Respondents assume the risk of the method of dispatch chosen. The City assumes no responsibility for delays caused by any delivery service. Postmarking by the due date will not substitute for actual receipt of qualifications. Proposals should be limited to the equivalent of 30 pages total, including a cover letter. (Exception: The applicant may include excerpts or links from past work that is not subject to the equivalent of 12 pages total.) The following format and content shall be used:

- A. Cover letter/ executive summary: A cover letter must be submitted with the proposal. The cover letter should indicate the full name and address of the respondent that will perform the services described in this RFP. The proposal must indicate the name and contact information for the individual who will be the senior contact person for this engagement. The cover letter must include identification of any and all sub- consultants. A person authorized to bind the proposer to all commitments made in the proposal must sign the letter. (2 page maximum)
- B. Knowledge of the Edmonds Community – The respondent should furnish a narrative of how the respondent is familiar with Edmonds. The narrative should identify past planning-related experiences in the city and region. (2 page maximum)
- C. Experience and Qualifications – The respondent should clearly state relevant skills and experience in a manner that demonstrates its capability to complete the Scope of Work. If applicable, please highlight projects in which members of your proposed project team have worked together. Consultants should highlight their qualifications and experience (i.e., relevant case histories, including government organization experience with sufficient detail, information and/or access to online demos or examples). Consultants should demonstrate their knowledge of best practices in the process of plan creation. The response should include a list of up to five references/clients including names, addresses, phone numbers, and principal contacts in which the consultant has provided similar planning services. (10 page maximum)
- D. Approach – The respondent shall set forth its overall approach to creating a vision and the technical plans to meet the requirements of the RFP. This should convince the committee that the respondent understands the objectives that the engagement is intended to meet, the nature of the required work and the level of effort necessary to successfully complete the project. The respondent should also set forth a detailed work plan indicating how each task in the scope of work will be accomplished, including an outline of proposed work and a timeline for key milestones and completion of the Scope of Work. (2 page maximum)
- E. Projected Costs/Budget – The respondent should provide a detailed matrix of estimated costs to provide the services. Such costs should be presented in a budget format that itemizes actual expenses for marketing, administration, and creative services. Costs should not exceed the budget of \$400,000. (4 page maximum)
- F. Organization – The respondent should include an organizational chart including all key team members, their resume, and the amount of time each member will spend on this engagement, based on a forty- hour workweek. If the respondent is a “joint venture”, there must be included a clear statement of responsibility associated with each member and/or entity of the joint venture. (10 page maximum)

SELECTION PROCESS

The submitted proposal is the basis from which interested firms will be selected. At the City’s option, following the City staff evaluation of the proposal received, selected firms may be invited to make oral presentations before the City’s evaluation panel. The City’s representative will provide additional details outlining the preferred content of the presentation to each firm or team that is invited to participate. Upon completion of the evaluation, the City’s evaluation panel will determine the most qualified firm based on all materials and information presented.

FINAL SCOPE OF WORK

The final scope of work will be developed with the top candidate for this project as part of a professional services agreement.

QUESTIONS AND UPDATES

Any questions must be submitted by email to the City's administrative specialist for this project at: devserv.admin@edmondswa.gov. Substantive responses to questions will be available to all interested parties. Any updates to the RFP will be posted on the City website: https://www.edmondswa.gov/doing_business/bids_rfp_s_and_rfqs.

REMINDERS

General

Any firm failing to submit information in accordance with the procedures set forth in the RFQ may be subject to disqualification. The City reserves the right to change the qualifications schedule or issue amendments to the RFP at any time. The City reserves the right, at its sole discretion, to waive material irregularities contained in the proposal. The City reserves the right to reject any and all proposals at any time, without penalty. The City reserves the right to refrain from contracting with any respondent. Firms eliminated from further consideration will be notified electronically by the City as soon as practical.

Americans with Disabilities Act (ADA) Information

The City of Edmonds in accordance with Section 504 of the Rehabilitation Act (Section 504) and the Americans with Disabilities Act (ADA), commits to nondiscrimination on the basis of disability, in all of its programs and activities. This material can be made available in an alternate format by emailing Debbie Rothfus at devserv.admin@edmondswa.gov or by calling (425)771-0220.

Title VI Statement

The City of Edmonds, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally- assisted programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 26 will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.