



CITY OF EDMONDS

121 5th Avenue North, Edmonds WA 98020

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DEVELOPMENT SERVICES DEPARTMENT • PLANNING DIVISION

Request for Proposals

Public Engagement for 2022 Tree Code Amendment Project

SUMMARY

The City of Edmonds seeks professional assistance to develop a public engagement strategy, provide professional facilitation, synthesize public feedback, and make suggestions on amendments to the City's tree code, Edmonds Community Development Code (ECDC) 23.10 based on public feedback. To be considered for this project, interested firms must submit a proposal by **4:00 pm on November 11, 16th, 2022.**

BACKGROUND

The City of Edmonds (pop. 42,470) is in Snohomish County, 15 miles north of Seattle and 18 miles south of Everett, and is bordered by the cities of Shoreline, Mountlake Terrace, Lynnwood, and the Puget Sound coast. For more information, see the City's [website](#).¹

Edmonds' tree code, [Chapter 23.10 ECDC](#)² was adopted in 2021 to primarily protect trees with development and to achieve [Urban Forestry Management Plan](#)³ Goal 1A. It was recognized that limitations on property owner tree removals could be considered at a future date. The scope of the 2022 Tree Code Amendment Project is to develop ECDC 23.10 code amendments that limit property owner tree removals and to further clarify and simplify the existing code with minor code amendments.

BUDGET

The budget for this project is \$30,000.

GENERAL SCOPE OF WORK

The successful firm will, in consultation with the City, develop and implement a public engagement strategy related to amendments to the tree code. Special consideration must be given on how to reach residents, stakeholder/special interest groups, and to be very broad, including households of all income levels. Possible outreach methods may include:

- Online and/or physical surveys
- Virtual and/or in-person Open Houses

¹ <https://www.edmondswa.gov/>

² <https://www.codepublishing.com/WA/Edmonds/#!/Edmonds23/Edmonds2310.html#23.10>

³ https://cdn5-hosted.civiclive.com/UserFiles/Servers/Server_16494932/File/Government/Departments/Development%20Services/Planning%20Division/Plans%20Long%20Range%20Planning/UFMP/EdmondsWA%20UFMP%202019_MidResolution.pdf

- Social media outreach and recommended project webpage content consistent with the City’s project webpages
- Press releases to be routed to the City’s Public Information Officer
- Facilitated stakeholder meetings
- Development of information material and graphics
- Materials for translation to multiple languages

Project deliverables include:

- Project overview - identifies project tasks, team, timeline with key milestones, partners, etc.
- Equitable engagement checklist – outlines equitable engagement strategies to reach underrepresented communities
- Survey results
- Synthesized lists of issues generated from stakeholder meetings
- Numerical quotas of respondents and participants
- Electronic files of informational materials, graphics and other materials

KEY TASKS

Key tasks involve:

- cursory review of ECDC 23.10 to become familiar with the project for the purpose of developing a public engagement strategy and materials
- Review of the draft Edmonds Equitable Engagement Framework process
- Review of the Urban Forest Management Plan
- Review of the 2021 Canopy Assessment Report findings
- Review of related codes: ECDC 23.40 (critical areas), 20.75.40 (Conservation Subdivision Design), etc.
- Biweekly check-ins (usually by phone or online) with the City’s project manager
- Stakeholder/special interest group meeting facilitation with summarized comments and synthesized lists of tree code-related issues identified by stakeholders
- Two to four presentations at public meetings about tree code-related public engagement, using graphics that help the public understand key points.

TIMELINE

The project is expected to begin in mid-November 2022, upon execution of a contract, and to end circa June 2023.

CITY RESOURCES

The City will contribute its expertise, relevant documents, and historical knowledge about the issues to be addressed. The project manager, with input as needed from the Planning Division, will provide information, support, and 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 facilitation skills, experience in assessing/promoting social equity, as well as familiarity with tree ordinances and urban forestry expertise. Prior experience in working with small to mid-size cities will be useful. (NOTE: The consultant team may include sub-consultants that provide specific assistance.)

CRITERIA

The City will use the following criteria in evaluating each response to the RFP:

<i>Criteria</i>	<i>Points</i>
Project Approach	0-30
Clarity and responsiveness to City's RFP	0-15
Team's tree ordinance and urban forestry/expertise	0-15
Team's public engagement and facilitation/expertise	0-15
Team's social equity experience/expertise	0-15
Experience working with similar communities	0-5
References and past performance	0-5
MAXIMUM POINTS	100

SUBMITTALS

One electronic copy of the proposal shall be submitted via email to devserv.admin@edmondswa.gov or via a flash drive delivered to the City of Edmonds, Development Services Administrative Assistant, 121- 5th Ave North, Edmonds, WA 98020-3145. The deadline for proposals for this project is **November 11, 16th, 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 proposal. Proposals should be limited to the equivalent of 12 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.) Content shall be formatted as follows:

1. Cover letter/Executive Summary (max. 2 pages): Show the address, email, and telephone number of the respondent's office from which the project will be managed. Describe your interest in assisting the City and commitment to provide the services described in the General Scope of Work.
2. Project Team: Describe each team member's relevant experience and qualifications related to this project and identify who will be the project manager/principal contact with the City.
3. Approach: Describe your approach to this project and key factors, including timeline, to be considered.
4. References/Past Performance: Provide reference information for no more than three (3) relevant projects with similar scope and size:
 - a. Description of project, location, and status
 - b. Project results and challenges
 - c. Identify the project manager for each and describe the professional services provided by each member on the consultant team for each project
 - d. Project initial budget, final cost, and end date (if applicable)

- e. References (name, title, address, phone number and email)
5. Disclosure of Conflict of Interest: Disclose any potential conflict of interest due to any other clients, contracts, or property interests regarding private development of any property within the City of Edmonds.

SELECTION PROCESS

The Consultant must have demonstrated experience in establishing and amending municipal tree ordinances. After review of the submitted proposals, the City may, at its discretion, schedule interviews with one or more firms. During the selection process, the City may choose to contact officials from other jurisdictions regarding the Consultant and their prior work experience and their ability to successfully complete the scope of services.

The City intends to enter into an agreement with the Consultant who provides a proposal that, in the opinion of the City, best meets all the below listed evaluation criteria as determined by the City's selection committee. Upon selection of a Consultant, the City intends to enter into an agreement using its standard Professional Services Agreement to secure the Consultant's services. The City of Edmonds reserves the right to reject any or all qualification packages received, and to waive any irregularities or information in the evaluation process. The final selection is the sole decision of the City of Edmonds, and the respondents to this formal request have no appeal rights or procedures guaranteed to them.

FINAL SCOPE OF WORK

The final scope of work will be developed with the top candidate for this project as part of a standard 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, the same email address as above. 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_rfq_s.

REMINDERS

General

Any firm failing to submit information in accordance with the procedures set forth in the RFP 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 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 based on disability, in all 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.