

City of Seattle  
Office of Economic Development (OED)

**Draft “South of Downtown” (SODO) Action Agenda  
Request for Proposals (RFP)**

Proposals due by 5:00 PM on Wednesday, April 2, 2008

**Background and Project Description**

The City of Seattle Office of Economic Development (OED) is requesting consultant proposals to create an action plan that furthers the economic success of Seattle’s “South of Downtown” (SODO) area. The consultant(s) will support OED by facilitating SODO community outreach efforts and by creating an action plan that is consistent with City policies and the needs of SODO businesses.

Consistent with City Council Resolution #31026, the Action Agenda for SODO will create a plan that recommends near-term and long-term solutions to issues regarding transportation, freight mobility, pedestrian safety, and other solutions that support area business and job growth.

The study area for this action agenda is the SODO Business District, which encompasses the northern portion of Seattle’s Duwamish Manufacturing and Industrial Center. The SODO Business District is generally defined as the area north of South Dawson Street, south of Royal Brougham Street, and east of the Duwamish River and west of Interstate 5.

**Budget**

The budget for this study is not to exceed seventy-five thousand dollars and zero cents, (\$75,000.00).

**Please address all inquiries to:**

Roque Deherrera  
City of Seattle  
Office of Economic Development  
700 5th Avenue, Suite 5752  
PO Box 94708  
Seattle WA 98124-4708  
Tel: (206) 684-4538  
Fax: (206) 684-0379  
[roque.deherrera@seattle.gov](mailto:roque.deherrera@seattle.gov)

**Schedule of RFP Selection**

Wednesday, March 19, 2008	Advertise RFP
Wednesday, April 2, 2008	Proposals Due
Friday, April 4, 2008	Final Selection

Please note: The schedule is subject to change. The Office of Economic Development reserves the right to adjust this proposed schedule as needed during the course of the selection process.

## **Submission Requirements**

In response to this RFP, each firm must submit the following information:

1. Description of the consultant team members.
  - a. Identification of the roles and experience of key individuals on the firm's team who will be working on the study or service.
  - b. Description of similar projects worked on, and the individuals' roles and responsibilities. Include references, contact persons, and phone numbers for each project.
2. Project approach.
  - a. Outline and general description of proposed tasks and schedule, limited to five pages, including any changes to the scope of work outlined in this RFP.
  - b. Proposed project schedule.
3. Budget and fee structure.

Submittals should be in 8½" x 11", double-sided format. Please do not fax or e-mail your proposal. Submit four (4) copies of the proposal to:

Attn: Roque Deherrera  
City of Seattle  
Office of Economic Development  
700 5th Avenue, Suite 5752  
PO Box 94708  
Seattle WA 98124-4708

**Proposals must be received prior to 5:00 PM on Wednesday, April 2, 2008.**

Proposals which are late may be rejected without further review.

The City reserves the right to reject any or all submittals and to re-advertise the RFP. The City may reject the proposal of any applicant who fails to comply with any of the requirements listed above. Any RFP submittal that is incomplete, conditional, obscure, or with irregularities of any kind, may be rejected. All applicants will be notified of the selection decision in writing. Any applicant aggrieved of the final selection or the selection process may protest or appeal as described in the protest procedure included in this RFP.

## **Selection Process and Evaluation Criteria**

The following criteria will be used to evaluate responses and final consultant selection:

1. Ability to meet project schedule and budget.
2. Consultant staff team experience.
  - a. Experience with similar community planning or strategic planning projects.
  - b. Experience in SODO area and/or with similar Manufacturing/Industrial Area Plans.
  - c. Expertise in facilitation of community processes.

- d. Overall experience and strengths of proposed staff team members.
- e. Track record for moving project forward, and meeting project schedules and budgets.

3. Specifics of Proposal. The degree to which the consultant proposes to accomplish the scope of work.

While there are no Women and Minority Owned Business Use requirement for this study, the City encourages such participation.

The City reserves the right to obtain clarification of any point in a firm's proposal or to obtain additional information necessary to evaluate a proposal. Failure of a respondent to respond to the City's request for additional information or clarification may result in rejection of the proposal. The City's retention of this right in no way reduces the responsibility of firms to submit clear, complete, and accurate proposals.

Consultant proposals should respond to the scope of work outlined in this document and clearly identify any changes to the scope of work proposed by the consultant firm.

All submittals will be evaluated according to the consultant selection criteria included in this RFP. Submittals will be reviewed by a consultant selection criteria and the final selection of a consultant will be made by the Director of OED.

The final scope of work will be negotiated after a consultant team has been selected. If, during contract negotiations, the Consultant and the City are unable to agree on the scope of work to be performed, the City reserves the right to terminate the negotiations with the selected consultant and initiate contract negotiations with another of the highest ranked teams.

Please note: The City reserves the right to solicit and check references other than those directly provided by the applicant.

### **Scope of Work**

Consultants are expected to complete all work items in this scope of work within the budget limits listed in the Introduction.

#### **1. Review of Past Studies and Plans**

The consultant will review relevant past studies and plans, including but not limited to the Greater Duwamish Manufacturing and Industrial Center Plan, transportation plans, economic studies, and infrastructure and environmental data.

The consultant will familiarize himself or herself with the infrastructure, properties, buildings and proposed development in the SODO Neighborhood

#### **2. Coordinate Communication with Neighborhood Groups and Form an Advisory Committee**

The consultant will facilitate meetings and coordination with: local businesses, government agencies, and neighborhood groups; including but not limited to the SODO

Business Association, Manufacturing and Industrial Council (MIC) of Seattle, the Duwamish Transportation Management Association (TMA), and the SODO Retail Group.

Throughout the contract, consultants will work with a project advisory committee made up of City staff and SODO business representatives. Specific members of this advisory committee will be ultimately selected by the OED Director.

### 3. Action Plan

The consultant will prepare draft and final versions of the Action Agenda that includes specific actions that could be taken by the City and/or SODO businesses in order to improve business function and job creation in the SODO area. Specifically, the plan should include action items in the following categories:

- a. Transportation,
- b. Freight mobility, and
- c. Public safety

With regard to the transportation and freight mobility elements of the Action Plan, the consultant will work closely with the Duwamish TMA and the Seattle Department of Transportation (SDOT) to determine plan recommendations for transportation infrastructure improvements.

### **Product/Deliverable**

Draft SODO Action Agenda by September 30, 2008 and final SODO Action Plan by October 31, 2008.

### **Protest Procedures**

In the event that an unsuccessful RFP respondent wishes to protest the selection of a successful respondent, they must do so by submitting in writing the reason for the protest to the Director of OED. Any such protest must be received within three (3) business days of receipt of notification of the successful respondent.

The decision of the Director will be final and conclusive unless the respondent affected makes a written request for reconsideration by the Director. Such a request must be received within three (3) business days after receipt of the Director's decision. A request for reconsideration will be denied unless the respondent affected shows the request is based on information that was not available prior to the protest. The Director shall consider all the facts available and issue a decision within five (5) business days after receipt of the request for rehearing, unless additional time is necessary, in which case, the affected respondent will be notified of the delay.