

CITY OF KALAMA
REQUEST FOR PROPOSALS
PLANNING SERVICES

Proposal Due Date: April 18, 2016

The City of Kalama (CITY) is issuing a request for proposals for planning services in conjunction with economic development analysis for the downtown area. The resulting strategy will provide a roadmap to achieve business investment and spark economic revitalization of the downtown area. For a full copy of the RFP go to: www.cityofkalama.com or contact Clerk/Treasurer Coni McMaster at (360) 673-4561 or at cityclerk@kalama.com. Proposals must be submitted to City no later than 2 pm on April 18, 2016.

Goal:

The goal of this project is to inform the City of Kalama what the most appropriate and feasible business and industry types are to locate within the Kalama downtown area to promote economic development opportunities.

Project Description:

The City of Kalama (CITY) is located in southwest Washington along the I-5 corridor, about 30 miles north of Portland, Oregon, with a population of approximately 2,500 residents. The Port of Kalama is a large employer partially located in the CITY, with more than 30 companies employing approximately 1,100 people. Recently, the Port announced the development and construction of a new \$1.8 billion dollar methanol plant, which will bring additional investment and employment opportunities to the CITY of Kalama and the region. Additionally at the end of 2015, the Port completed permitting of the Spencer Creek Business Park (SCBP), a 70 acre mixed use development containing commercial, office and light industrial zones inside the CITY's jurisdiction. The Port currently has an economic analysis and feasibility study underway for the SCBP to provide the highest economic benefit while maintaining continuity with the community. There is a possibility for synergy between this proposal and the Port's ongoing study. We propose that downtown redevelopment should complement development in the SCBP, and provide benefits to the entire community in Kalama.

With this new investment, the CITY of Kalama needs to update their current economic development plan for future development and expansions of existing industries. Secondly, the CITY also needs to evaluate the need and plan for additional support services that would support the current additions of new industry, not only at the Port of Kalama but throughout the entire CITY, particularly downtown. The new methanol production facility for NW Innovation Works, expansion at Kalama Chemical, and the expansion of TEMCO Grain terminal will result in additional jobs within the CITY as well as increased traffic and pass-by trips that could provide an economic benefit to the downtown area. This project will focus on downtown Kalama redevelopment opportunities and market strategy. The CITY would like to

determine how to best address the changes in need for services and goods in the local economic climate. The CITY intends to gain a better understanding of the current needs and near term economic trends that will impact downtown Kalama. Understanding these needs and trends will allow the CITY to target business recruitment and promote expansion of existing businesses to maximize benefits to community employment and housing as well as maximize revenue to support CITY services from sales and property tax revenues. Better understanding and targeting the growth needs and the support industries most in demand in the downtown core will allow the CITY to prepare a more informed vision for the CITY core. In addition, the CITY will continue a public outreach and visioning process with stakeholders to gather information and build consensus on what type of development and businesses the CITY should be targeting to locate within the downtown business district.

Currently, there are many vacant commercial spaces in downtown Kalama. The CITY needs a market analysis to identify target industries and types of businesses that are in the highest demand for locations within the downtown. The market strategy will provide steps and recommendations to the CITY to attract those specific target industries that would be most appropriate for Kalama

Scope of Work:

Task 1. Existing Conditions Evaluation and Report

This task will consist of gathering information, conducting research, and building an inventory of properties in downtown Kalama. This task will consist of a site visit to the area to conduct the inventory and take photographs of the existing conditions. Infrastructure, zoning, property ownership, transportation, access, topography, environmental constraints, and existing uses will be evaluated and documented. Economic statistics will also be gathered of the area and a site visit will be conducted. Stakeholder interviews will be conducted as needed to gather research and inventory data.

Task 2. Economic Development Analysis and Vision

This task will be divided into two parts: the analysis portion and the redevelopment and visioning portion. The analysis portion of this task will include examining the following:

- Transportation access constraints and opportunities to draw cars off I-5
- Census data for Kalama (average age, number of people, etc.)
- Promoting economic growth existing business
- Development Readiness for developed and vacant land
- Product market analysis linked to economic development
- Identify target industries or housing types
- Economic diversification asset analysis and economic outcomes, as identified in grant requirements
- Potential redevelopment opportunity sites

The second portion of the work will examine redevelopment opportunities and creating a vision for downtown Kalama. The analysis portion of this task will include the following:

- Based on economic analysis recommendations for each redevelopment opportunity site, craft a vision/strategy
- Depict each opportunity site's vision and strategy with illustrations and graphics to show feasible redevelopment opportunities
- List recommended changes required to bring vision to reality (zoning changes, design development standards, infrastructure improvements, etc.)
- List benefits redevelopment brings to communities:
 - How project assists local economic diversification efforts
 - Median housing wage of jobs created
 - Total estimated jobs created (FTEs)
 - Wage
 - State/local revenue generated by new business
 - Private investment generated

Task 3. Implementation and Market Strategy

This final task will provide steps and recommendations to the CITY officials in order to implement the vision of attracting new businesses and industry types to the downtown. The strategy will also include the following:

- Organize redevelopment opportunity sites into feasible timeline (near and long term)
- Craft a marketing strategy containing action events linked to timeline
- Identify group responsible for implementing marketing strategy
- Provide funding options for public facilities timeframe
- Determine economic outcomes with quantifiable success measures
- Measurable terms for outcomes
- Identify data collection means
- Identify potential public/private meetings

Minimum Requirements

This study is partially funded by the State of Washington, Department of Commerce, Community Economic Revitalization Board (CERB). The following list of requirements shall be incorporated to the scope of work. Each item a-o must be explicitly addressed in the final report.

- a. A product market analysis linked to economic development.
- b. A market strategy containing action elements linked to timelines.
- c. Identification of targeted industries.
- d. Identification of the group responsible for implementing the marketing strategy. Describe the group's capacity to complete the responsibility.
- e. The site's appropriateness by addressing, at minimum, appropriate zoning, affect to the state or local transportation system, environmental restrictions, cultural resources review, and the site's overall adequacy to support the anticipated development upon project completion.
- f. A location analysis of other adequately served vacant industrial land.

- g. Total funding for the public facilities improvements is secured or will be secured within a given time frame.
- h. An analysis of how the project will assist local economic diversification efforts.
- i. Indicate the specific issues that will be addressed
- j. List one or more economic outcomes the City of Kalama expects from the proposed CERB project.
- k. Describe the specific, quantifiable measures of the outcomes that will indicate success. Describe measurable in terms what the CITY expects to be able to show as progress toward the outcome for each year before the whole outcome has been achieved.
- l. Describe what data the CITY will collect to determine whether the outcome is being achieved.
- m. Describe the data collection procedure including when data will be collected, from whom and by whom.
- n. Then median hourly wage of the jobs created when development occurs.
- o. If the project is determined to be feasible, the following information must be provided within the final report:
 - 1. Total estimated jobs created (in FTEs).
 - 2. Describe benefits offered to employees.
 - 3. Describe the median hourly wage of the new jobs in relation to the median hourly county wage.
 - 4. The county three-year unemployment rate in relation to the state rate.
 - 5. County population change in the last five years.
 - 6. The estimated jobs created represent what percentage of the county's labor force.
 - 7. The estimated jobs created represent what percentage of the county's unemployed workers.
 - 8. Estimated new annual state and local revenue generated by the private business.
 - 9. Estimated private investment generated by project.

Deliverables:

An Existing Conditions Report identifying inventory items and meeting minute notes from stakeholder interviews and a summary of the existing information review shall be provided.

An Economic Development Analysis and Vision Report are required for each opportunity site.

A Final Report which is to include; Task 1 (Existing conditions report), Task 2 (Economic Development Analysis and Vision Report and Task 3 (Implementation / Marketing Strategy) will be developed.

Expectations:

The City of Kalama does not currently have market information for the CITY or for downtown, and is therefore not able to identify opportunities for new business investments. The buildings and redevelopment opportunity sites in Downtown Kalama have not yet been studied or analyzed. As a result, the CITY is not able to strategically approach industries and commercial support services to maintain or expand the local economy. Once these opportunity sites are inventoried and identified and a current and future economic opportunities analysis is developed, the CITY will then be able to more effectively recruit targeted users to the locations with a demand for their goods or services. Additionally, the CITY doesn't have a concise documented report utilizing economic data and 2010 Census data, current growth patterns, demographics, and growth projections/trends, which will be identified over the course of this project, as well as what industries the CITY should be targeting to locate within the downtown area.

With this information and at the end of this project, the CITY will be better able to market sites to appropriate users and developers with similar goals. In addition, these statistics will assist CITY officials in obtaining a better understanding of how the community is growing, and where to invest public funds in infrastructure.

The CITY of Kalama does not currently have an economic diversification strategy. However, this project will set the groundwork for such a strategy in the future. The proposed strategy will identify target industries and businesses that will support economic development goals of the community for both short and long term to diversify economic development opportunities in downtown Kalama.

This project will identify current and forecasted local industry clusters as well as identify other industries within the clusters that are either deficient or not present in the local market area. Gaining a better understanding of these clusters will inform efforts to recruit and attract industries to meet market demands.

Consultant Selection:

The City of Kalama is making selections based on the proposals submitted by the responding firms. Interviews may be conducted as part of the selection process if it is determined to be necessary for additional information about the competing firms. The CITY will negotiate a budget and specific scope of work with the selected consultant.

It is acceptable for the selected consultant to team with other providers (sub consultants). The primary consultant shall be fully responsible for deliverables, timelines and budget.

Address submittals to:

City of Kalama
City Clerk
PO Box 1007/195 N. First Street
Kalama, WA 98625

All materials including Three (3) copies of response must be received by 2:00 p.m. local time on April 18, 2016.

Questions regarding the project should be addressed to:

Adam Smee
PO Box 1007
Kalama, WA 98625
(360) 673-3265
asmee@kalama.com

SELECTION: The CITY and an advisory committee will review the submittals. The CITY may create a short list of planning firms. The CITY intends to make a selection based on Qualifications; if necessary we will hold interviews. The successful planning firm will be required to negotiate and execute a written agreement satisfactory to the CITY.

ADMINISTRATIVE INFORMATION:

1. Minority-owned and Women-owned Business Enterprises: CITY strongly encourages minority-owned and women-owned businesses, socially and economically disadvantaged business enterprises, and small businesses to respond to this RFQ, to participate as partners, or to participate in other business activity in response to this RFQ.

2. Basic Eligibility: Any successful Planning firm must be licensed to do business in the State of Washington and must have a state Unified Business Identifier (UBI) number. In addition, the successful Planning firm must not be debarred, suspended, or otherwise ineligible to contract with the CITY, and must not be included on the General Services Administration's List of Parties Excluded from Federal Procurement and No Procurement Programs or the Department of Housing and Urban Development's Limited Denial of Participation list.

3. Payment Requirements: Firms should be aware that the CITY will only make payments on Work Orders after the work being billed has been completed, and will pay reimbursable expenses to the firm only upon receipt of an invoice for the reimbursable expenses. No advance payments will be made to the firm; who must have the capacity to meet all project expenses in advance of payments by the CITY.

5. Documents Produced: All drawings, reports, specifications, and other documents produced under contract to the CITY must be submitted to CITY in both hard copy and a digital format that meets CITY's requirements, using Microsoft Office or AutoCAD products. All documents and products created by the firm shall become the exclusive property of the CITY of Kalama. The CITY respects the confidentiality of

the information provided in the statements of qualifications. However, the Statements of Qualifications may be subject to freedom of information requirements.

General Insurance Requirements:

1. Prior to undertaking any work under this Contract, the Planning firm shall procure and maintain continuously for the duration of this Contract or associated Work Orders, at no expense to the CITY, insurance coverage as specified below, in connection with the performance of the work of this Contract by the Planning firm, its agents, representatives, employees and/or subcontractors.

2. The Planning firm's insurance shall be primary as respects CITY, and any other insurance maintained by CITY shall be excess and not contributing insurance with the Planning firm's insurance.

3. Except with respect to the limits of insurance, and any rights or duties specifically assigned to the first named insured, the Planning firm's Commercial General Liability and Commercial Automobile Liability insurance coverage shall apply as if each named insured were the only named insured, and separately to each insured against whom claim is made or suit is brought.

4. Failure of the Planning firm to fully comply with the insurance requirements of this Contract will be considered a material breach of contract and, at the option of CITY, will be cause for such action as may be available to CITY under other provisions of this Contract or otherwise in law, including immediate termination of the Contract.

5. Required Insurance Coverage: The following are the types and amounts of insurance coverage that must be maintained by the Planning firm during the term of this Contract. The CITY reserves the right to increase or otherwise change insurance requirements in accordance with the scope of work of any Work Order to this Contract. The Planning firm must provide acceptable evidence of such coverage prior to beginning work under this Contract or associated Work Orders.

a. Commercial General Liability Insurance. A policy of Commercial General Liability insurance including bodily injury, property damage, and products/completed operations, written on an occurrence form, with the following minimum coverage: \$1,000,000 each occurrence/aggregate Coverage shall extend to cover the use of all equipment on the site or sites of the work of this Contract.

b. Employers Liability or Washington Stop Gap Liability. A policy of Employers Liability or a Washington Stop Gap Liability insurance endorsement with the following minimum coverage: \$1,000,000 each accident

c. Commercial Automobile Liability Insurance. A policy of Commercial Automobile Liability Insurance, including coverage for owned, non-owned, leased or hired vehicles written on an insurance industry standard form (CA 00 01) or equivalent, with the following minimum coverage: \$1,000,000 combined single limit coverage

d. Professional Liability Insurance: A policy of Errors and Omissions Liability Insurance appropriate to the Planning profession. Coverage should be for a professional error, act, or omission arising out of the scope of work as described in this RFQ to a Work Order, with the following minimum coverage: \$1,000,000 per Claim/Aggregate.

If the Professional Liability Insurance policy is written on claims made form, the Planning firm warrants continuation of coverage, either through policy renewals or the purchase of an extended reporting period (tail) for a minimum of three years from the date of completion of the work authorized by the Contract. In the event that the Planning firm is authorized to engage subcontractors, each subcontractor shall provide evidence of separate professional liability coverage equal to the levels specified above, unless CITY waives such requirement in writing.

e. Workers Compensation. The Planning firm shall secure its liability for industrial injury to its employees in accordance with the provisions of Title 51 of the Revised Code of Washington (RCW). If the Planning firm is qualified as a self-insurer in accordance with Chapter 51.14 RCW, the Planning firm shall so certify by a letter signed by a corporate officer, indicating that it is a qualified self-insured, and setting forth the limits of any policy of excess insurance covering its employees, or any similar coverage required.

f. Additional Insured Endorsement: The CITY of Kalama must be named as an Additional Insured on a primary and non-contributory basis on all Commercial General Liability policies of the Planning firm. A policy endorsement (form CG20 10 B or equivalent) must be provided to CITY as evidence of additional insured coverage.