

Request for Qualifications

Seaside, Oregon Comprehensive Plan
Review and Update



Closing Date and Time: December 15, 2022 at 5pm

RFP Posted:	October 17, 2022
Clarification Inquires:	No later than December 1, 2022
Proposals Due:	December 15, 2022 at 5pm
Interviews:	January, 2023
Council Award:	February 13, 2023

City of Seaside
989 Broadway
Seaside, OR 97138

City of Seaside, Oregon
Notice and Request for Qualifications for:
COMPREHENSIVE PLAN REVIEW AND UPDATE
Proposals due at 5:00pm PST on December 15, 2022

The City of Seaside is soliciting proposals from qualified consulting firms to provide long-range land use planning services, including facilitating a major update of the City of Seaside Comprehensive Plan as detailed in the City's Request for Qualifications (RFQ).

Sealed RFQ submissions must be received by Kim Jordan, City Recorder, at 989 Broadway Seaside, OR 97138 on or before 5:00pm PST on December 15, 2022. Envelopes should be clearly marked "Comprehensive Plan Update RFQ." Please provide one (1) digital copy (no e-mail submittals) and five (5) hardcopies of the proposal.

Late submissions will not be accepted.

The City of Seaside reserves the right to reject proposals not in compliance with the prescribed procedures and requirements set forth in the RFQ and may reject for good cause any or all responses upon finding of the City that it is in the public interest to do so.

All requests for clarification must be submitted in writing no later than December 1, 2022 to Jeff Flory, Planning Director at jflory@cityofseaside.us or by mail to:

Community Development
989 Broadway
Seaside, OR 97138.

Section I:	City Information
Section II:	Project Scope of Work, Objectives, and Proposed Timeline
Section III:	Work Plan, Deliverables, and Work Products
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Section I: City information

The City of Seaside, Oregon is home to approximately 7,234 residents and has experienced moderate growth since the current comprehensive plan was adopted in 1983. Seaside has seen an approximate 20% growth in population since the year 2000. At an average annual growth rate of approximately .96% per year for the past 20 years, Seaside is projected to continue to steadily grow for the foreseeable future.

Seaside has a Council/Manager form of government and employs a City Manager to oversee the daily operations and individual city departments. There are unique challenges facing the city and its growth and popularity, including the following:

- The City of Seaside is located right on the Oregon coast and within a one-and-a-half-hour drive of Oregon's largest metropolitan area, Seaside is one of the most visited towns in Oregon with an estimated 1.3 million annual visitors. Estimates suggest 41% of these visitors arrive between July 1 and September 30 making our summer months the busiest time of year. While our permanent resident population is approximately 7,234 residents, our average daily population is estimated at around 20,732.
- Seaside's tourist driven economy has created a significant need for workforce housing. Seaside is constantly seeking a balance between full time residential housing units and units designed for transient occupancy (hotels, motels, vacation rentals, etc.). A significant portion of Seaside's housing stock are second homes and not full-time residences, making the number of available housing units for local residents scarce.
- Seaside's proximity to the beach and the division of the town by the Necanicum River puts Seaside in a unique and vulnerable situation in the event of a natural disaster, specifically a Cascadia Subduction Zone earthquake and potential subsequent tsunami.
- The Pacific Ocean, wetlands, coastal rivers and streams, geotechnical hazard areas, and estuarine resources make Seaside's buildable lands limited. The limitation on buildable areas creates a challenge in accommodating growth in both the transient and local populations.

Section II: Project Scope of Work, Objectives, and Proposed Timeline

Scope of Work:

The City of Seaside (the City) is seeking a professional land use planning consulting firm to lead a major update of the City's Comprehensive Plan. The update will address a 20-year planning horizon in a manner that is thorough, well informed by staff and stakeholders, and approved or adopted by all reviewing bodies. The update process should be designed to be open, transparent, and inclusive to consistently and creatively seek input and involvement from all possible community stakeholders at all stages in the process. The Comprehensive Plan will provide direction to city officials, staff, residents, and the development community to implement the community's vision.

An updated Comprehensive Plan and land use policy document with detailed planning objectives is necessary to guide development for the next several decades. The current Comprehensive Plan is outdated in both format and content since its adoption in 1983. Periodic amendments no longer serve the needs of the community and the Comprehensive Plan should be updated to reflect contemporary policies and views regarding tourism, housing, housing affordability, livability, recreation, economic development, sustainability, resilience to natural hazards, historical preservation, and economic obstacles. The update to the Comprehensive Plan must balance these values thoughtfully and intentionally.

A Proposer desiring to provide the services (as defined below) must have experience and expertise in preparing and updating action-oriented community plans for small cities in a wider region with significant public involvement. The city desires an inclusive process involving residents, civic and business members of the community, agencies, non-profit organizations, and elected and appointed officials and staff from affected jurisdictions, districts, and agencies.

Objectives:

The City of Seaside is requesting proposals from Qualified Land Use Consultants (the Consultant) to, among other things, lead facilitation of an update of the City's Comprehensive Plan to cover a planning horizon out to or beyond the year 2045. The Consultant will provide the tasks, deliverables, and services described in this section for and on behalf of the City.

The Consultant will work with a number of individuals and teams as part of the planning process. On the City side, this includes City Staff, the Planning Commission, and the City Council. On The public side, this may include a Business Advisory Committee, a Resident Advisory Committee, and a Natural Areas and Conservation Advisory Committee. Including the participation of other agencies, such as ODOT, DLCD, DEQ, and Clatsop County will be expected as well.

1. The City desires to adopt an updated Comprehensive Plan that will address community needs and values over a planning horizon spanning until at least 2045.

2. The updated plan will:

- a. Engage the community in a comprehensive dialogue over the update of the plan, ensuring that diverse opinions, viewpoints, and community members are considered and integrated into the final Comprehensive Plan.
- b. Be reflective of local desires informed by a well-thought and updated vision that is tailored to Seaside.
- c. Be responsive to needs and conditions that currently exist.
- d. Be informed by existing plans, accurate data and metrics.
- e. Incorporate current opportunities and challenges to strengthen the livability of the community in the face of population growth and progress.
- f. Offer multiple opportunities for robust public involvement and participation by the public to reflect a community driven planning process that is open transparent, and inclusive.
- g. Use a process to consistently and creatively seek input and involve all possible community stakeholders in every step of the planning process.
- h. Align the applicable adopted plans, policies, priorities and regulations.
- i. Meet and comply with all applicable federal state, and local laws, rules, regulations and policies.

Proposed Timeline:

The Consultant will propose a timeline that is agreeable to the City. The agreed upon schedule may be modified by the party's mutual written agreement. The Consultant's timeline should include the following:

1. Multiple opportunities for public involvement which may include surveys, community forums (virtual, in-person, or both), and other suggested outreach.
2. Regular updates to the Seaside Planning Commission and Seaside City Council.
3. Timelines for drafts, work products, and deliverables.
4. Notification periods for applicable state agencies.
5. Estimated date of completion and final adoption.

The City of Seaside anticipates that the selected Consultant will generally perform the following tasks needed to result in an updated Comprehensive Plan, which tasks will generally be completed in accordance with the conceptual timeline above.

1. Engage in citywide conversation about the City's future and development.
2. Develop and maintain a citywide survey, informative project website, and appropriate social media presence.
3. Facilitate community outreach and community involvement. Foster discussion about economic development, housing, and topics unique to Seaside.
4. Formulate and recommend objectives and strategies based on the results of the participatory process. Develop an implementation timeline.

The Consultant will be required to present a program proposal that is flexible and reactive to review processes associated with various supporting community plans. The Consultant must tailor the program to successfully complete the project within the agreed upon budget and timeline.

City staff and committees will be the primary contacts to assist the Consultant. Staff will assist with obtaining all necessary background documents and all necessary contacts and logistics to arrange or conduct public meetings. Staff will be available during all phases of the project to assist in providing technical assistance, information, documentation and explanations as needed.

Deliverables and Work Products:

As part of this project, the Consultant will be responsible for the submittal and execution of the following:

1. Progress Reports and Research: The Consultant will submit to the City monthly progress reports and research information relative to the project. The Consultant will provide research necessary for completion of the project.
2. Meetings: The Consultant will be responsible for meeting with City staff and relevant committees on a regular basis. The number and frequency of the meetings will be determined in the consultation with both staff and the Consultant before the project starts. The purpose of the meetings will be to establish objectives, discuss alternatives, provide direction, and review progress. Maximization of budget resources is a key expectation.
3. Final Work Products: The project will culminate in the adoption of an updated comprehensive plan with objectives and policies tailored to the year 2045 planning horizon. This plan will include background, findings, objectives, and policies for updating Comprehensive Plan Goals. This plan should also include a Housing and Residential Land Needs Assessment (Oregon Statewide Planning Goal 10) and an Economic Opportunity Analysis and Employment Land Needs Assessment (Oregon Statewide Planning Goal 9). All final work products will be submitted to the City in such format as the City requires. All work product will be the property of the City and the City reserved the right to use, modify, and/or amend any work product prepared in connection with the services.

Section IV: Instructions and Evaluation Criteria

Instructions:

Proposals from applicants should include the following information. The City is open to additional project components and methodologies that have proven successful in other Comprehensive Planning Projects.

1. **Project Approach:** Explain how you will approach this project and how you plan on working with City staff and public officials. Emphasize your approach to public engagement, policy formulation, and technology.
2. **Statement of Work and Products to be Delivered:** This should be a clear statement of the services to be performed, the form they will take, and what the final product or result will be.
3. **Qualifications and Experience:** You should include the number of organizations you have worked with in performing the type of services covered by this RFQ, the sizes of those organizations, and a brief description of the services provided. You should also include a description of your organizational framework, special resources, and any other information to demonstrate that you can effectively and efficiently provide all of the requested product.
4. **Experience with Public Engagement:** Describe what methods, technology, and platforms you will use to engage the public. Significant public engagement and transparency is essential to this project's success.
5. **References:** Include at least three (3) references you have worked with on similar projects that we may contact.

Evaluation Criteria:

Applications will be judged on a pre-determined set of criteria according to a points system. Once all applications have been scored, they will be ranked. Up to three applicants may be contacted for interviews. The evaluation criteria area as follows:

Points:	
Qualifications of the project manager and project team, and proven ability to successfully complete projects of similar scope.	30 pts.
Project understanding, approach, and process for accomplishing City's objectives.	20 pts.
Budget and Timeline	15 pts.
References from past and present clients with projects of similar scope.	15 pts.
Public engagement strategy and technology.	10 pts.
Coastal planning and project experience.	10 pts.