

DRAFT Qualifications for Downtown Strategy Consultants

The City has developed a general framework, public participation plan and scope of work to guide the formation of a Downtown Strategy (“the scope” **attachment 1**.) The City seeks a qualified project team to carry out a variety of tasks outlined in the scope.

The same individuals represented to the City as comprising a project team during evaluation must be the same individuals who would be involved in carrying out the work. Candidate teams should have a lead individual who is responsible for being the City’s main point of contact and for coordinating all consultant efforts, including any subcontracted individuals or firms. All individuals comprising a project team, including sub-contractors, are expected to be available to communicate with City staff as needed during implementation of the project.

There is potential for this project to lead to subsequent contracts to carry out specific tasks identified by the Downtown Strategy. Thus, the City will prefer candidates who are a right fit to establish a potentially longer-term relationship.

The successful candidate will have...

- Specific experience and expertise to carry out the Scope of Work (**attachment 1**)
- Substantial experience assisting other cities and downtowns similar to Olympia
- High degree of expertise in urban design
- Substantial experience with public engagement processes, and proven ability to:
 - Facilitate constructive dialogue among a diverse array of stakeholders
 - Effectively communicate actionable advice about downtown redevelopment options to public and decision makers
- Strong understanding of downtown (re)development principles
- Ability to use analytical graphics and visual analytic tools to illustrate key points and quickly generate understanding of complex concepts and frameworks
- Excellent communication skills to build rapport and trust with public, officials and staff
- Understanding of political realities