

REQUEST FOR QUALIFICATIONS

Gateways Master Plan

Offered by: The City of Olympia

Issued: June 5, 2015

Submissions Due:

No later than 10:00 AM

Monday, June 29, 2015

**Deliver (6) 8.5x11 copies
by mail or hand-delivery to:**

City of Olympia
Attention: Stephanie Johnson
222 Columbia St NW
Olympia, WA 98501

THE OPPORTUNITY

The City of Olympia, Washington seeks qualifications from professional public artists, architects and planners in developing a Master Plan for the Gateways Public Art Project. This includes facilitation of a significant public outreach effort to dialogue with stakeholders and citizens for each gateway point.

OLYMPIA AND THE DOWNTOWN AREA

Olympia is the capital of the State of Washington and the County seat of Thurston County. It sits on the scenic southern-most shore of Puget Sound. The city has a nationally recognized reputation as one the most livable cities in the U.S. Olympia has a rich historic past, from its position as front door to Puget Sound from the end of the Oregon Trail, to its political roots as seat of Washington's State Government, as well as the County Seat. The city is host to 36 Neighborhood Associations, each with its own distinct identity. While the City's public art collection now numbers 100 works, the majority of those works are located downtown.

Olympia has a highly educated public employment base, along with a strong sense of community and civic engagement. Along with its award winning public school system, there are three institutions of higher learning within the area that add to the local economy and local quality of life, including St. Martin's University, The Evergreen State College and South Puget Sound Community College. With an estimated 2014 population of about 50,000, Olympia's projected growth rate is approximately 2% per year over the next 20 years. Thurston County has an estimated population of around 266,000 and a projected 2035 population of 371,000.



PROJECT DESCRIPTION AND REQUIREMENTS

The City has developed a general framework, public participation plan and scope of work to guide the formation of a Gateways Master Plan (*"the scope" – Attachment A*). The City seeks a qualified consultant to carry out a variety of tasks outlined in the scope.

The successful candidate will have ...

- Specific experience and expertise to carry out the Scope (*Attachment A*)
- Substantial experience assisting other cities with projects similar to Olympia
- A high degree of expertise integrating urban design principles and artistic elements into plans & regulations
- Substantial experience with public engagement processes, and proven ability to:
 - Facilitate constructive dialogue among a diverse array of stakeholders
 - Translate community response into values and concepts for future proposed gateway public art
- Ability to use visual tools to illustrate concepts.
- Excellent communication skills to build rapport and trust with public, officials and staff
- Understanding of political realities

Successful candidates must also agree to the City's contract for consulting services. General terms are outlined in *Attachment C*.

DIRECTIONS FOR SUBMITTAL

Submissions must be mailed or hand-delivered, and received no later than 10:00 AM, Monday, June 29, 2015. Include **(6) 8.5 x 11 copies** of the submittal packet, and address Attention: Stephanie Johnson, City of Olympia, 222 Columbia St NW, Olympia, WA 98501.

DEADLINE: 10:00 AM, Monday, June 29, 2015

Submittals must include the following elements:

- 1. Letter of Interest (1 page maximum):** With a statement of availability to complete the work. and acknowledgement of the addendum (Frequently Asked Questions) that will be posted at Business Exchange of Washington at 5:00 PM on June 18. The letter must indicate that the City's general contract for consulting services (*Attachment C*) is acceptable, and state or attach a list of all proposed rates and charges.*
- 2. Representative Project Experience (3 pages max):** Provide up to 3 examples of relevant project experience. Including graphic examples is encouraged.

3. **Project Individual or Team (1 pages max + additional pages for individual resumes):** Qualifications, experience and resumes of the personnel who will actually be assigned to the project. Specify individuals' potential roles and responsibilities for this project and how your team will be organized. For requisite skills not contained within your own firm, identify firms or individuals you will be working with, including their specific roles, resumes and description of any prior working relationship. Description of prior work experience should be specific to the individual's actual tasks performed on other projects.
4. **General Approach (2 pages max):** Describe your general approach to delivering the necessary services identified in the scope, including a general approach to public engagement.
5. **References (1 page max):** Include 3 references from previous public sector clients with similar projects that speak to the lead firm's track record of success. In addition, include up to 3 references for each subcontractor.

*A specific contract including a detailed scope of work, rates and charges will be negotiated with the successful candidate.

Content of Submittals

- Submittals are not to exceed (8) 8 ½ x 11 pages, including cover and letter of interest (except additional pages for resumes may also be included). Submittals that exceed the maximum number of pages will be rejected.
- 12 pt. font, double-spaced
- Pages must be numbered and labeled for easy reference

Point of Contact:

Questions should be submitted via email to Stephanie Johnson, Arts Program Manager, at dts@ci.olympia.wa.us. The deadline for questions is 11:59 PM, Tuesday, June 16.

On Thursday, June 18, at 5:00 PM, the City will post to Builder Exchange of Washington all questions and answers received from potential applicants. This post will be considered an addendum to the RFQ, and must be acknowledged in the letter of interest.

SELECTION PROCESS

Evaluation Criteria

Proposals must meet all the application submittal requirements to be considered. Complete proposals will be evaluated based on the following:



- **(20%) Proven track record** of success with public engagement and application of urban design principles
- **(20%) Relevant project experience** with other public art Master Plans
- **(20%) Expertise of project team:** The expertise and relevant project experience of the individuals who will work on the project
- **(30%) Demonstrated ability** to meet all elements of the scope of work within the general timeframe and budget outlined
- **(10%) References**

Evaluation Process and Timeline

June 5, 2015: **RFQ is released**

10:00 AM, Mon., June 29: **RFQ Submittal Deadline**

Mon., June 29 - **Screen Qualifications**

Fri., July 17: A candidate screening committee will select candidates for a second round of interviews and evaluation.

Notify finalists

All applicants will be notified of the decision by Friday, July 17. Please do not contact the City of Olympia for status on the selection process.

Week of July 27: **Interview Evaluations:** The project team lead, along with other key team members who will perform project tasks, must be present for interviews. Interview panels will select candidates for the final round of evaluation. The Evaluation Committee Panel will be comprised of representatives from various community groups and the Arts Commission, and will be open to the public.

Soon after the
public interview:

Selection & Contract Signature

The City Manager will ultimately recommend a candidate to the City Council, which has final decision making authority.

The successful firm will be offered the opportunity to enter into a contract with the City of Olympia to provide services. Insurance requirements are illustrated in City's general contract for consultants (Attachment C).

Aug. 31, 2015: **Target Date for Hire**

PROJECT BUDGET & TIMING

Budget: \$50,000 has been appropriated for the project.

Project Timing: The process to form a Gateways Master Plan will kick off in spring of 2016, and take approximately 3 months. See *Attachment B* for a basic project schedule. A more detailed schedule will be prepared by the City and the successful candidate upon hire.

DISCLAIMERS:

1. Information provided as part of this RFQ response is subject to public disclosure laws and should be considered public information.
2. The City will not be responsible for any costs incurred by respondents in preparing responses to this RFQ.
3. The City reserves the right to negotiate elements of the RFQ and contract agreement. If an agreement cannot be reached, the City reserves the right to negotiate with the next highest ranked proposer.
4. The City reserves the right to award the contract in whole or in part if it is deemed in the City's best interest.
5. Proposals may be withdrawn at any time prior to the published close date, provided notification is received in writing to the agent listed in this RFQ.
6. All prospective consultants are advised that the EEO Compliance Review Form will be used on this project. The contract is subject to the City's equal benefits ordinance and non-discrimination requirements.
7. The City reserves the right to modify the time line.