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## **Request for Proposals – Public Participation and Engagement Project**

### **Description:**

The City of Burlington (City) is seeking a qualified individual, firm, or partnership (consultant) to assist with a public outreach, engagement, and visioning project. The goal of this project is to identify community needs and priorities related to public services and facilities. The results of the outreach and engagement effort will be used to establish high level strategic priorities for the City, and to support updates to the City’s Comprehensive Plan, Capital Improvement Plan, and Parks Recreation and Open Space Plan. The City of Burlington is committed to using public outreach, long range planning, and research to inform strategic decision making. The consultant will be expected to support this commitment through the use of innovative strategies to engage a broad and representative segment of the City’s population.

### **Consultant Qualifications:**

The consultant must have substantial experience designing and carrying out public outreach, engagement, and participation programs. The consultant must also have the ability to prepare and conduct engagement activities in Spanish and English and should have experience working with Spanish speaking populations. Desirable qualifications include previous experience conducting public outreach, engagement, or visioning work in a municipal environment and in support of Growth Management Act (GMA) planning, including capital plans, park system plans, and strategic organization plans.

### **Scope of Required Services:**

The consultant will be expected to design, and assist in carrying out, a public outreach, participation, and visioning exercise. The purpose of this exercise will be to identify community needs and priorities to guide the City’s delivery of services and investments in public facilities. The effort should incorporate a variety of techniques and strategies for reaching a broad and representative segment of the City’s population, including traditionally underrepresented groups.

### **Evaluation Process:**

Proposals will be evaluated by a committee using the selection criteria noted below. If the City determines that none of the proposals meet its needs, the RFP may be reissued. The City’s final selection decision, and approval of any associated contract, is subject to City Council approval.

## **Selection Criteria:**

All proposals will be evaluated based on the following criteria and considerations:

- **Qualifications**

1. The consultant, and any employees or subcontractors the consultant will assign to complete the required work, must possess an educational background relevant to performing the required work.
2. Significant experience designing and carrying out public outreach, engagement, and visioning efforts.
3. Ability to provide communications and materials in Spanish and English and documented experience working with Spanish speaking populations.
4. Experience supporting municipal governments with public participation efforts.
5. Experience assisting in the preparation of plans under the Washington State GMA, including comprehensive plans, capital improvement plans, and park recreation, and open space plans.

- **Approach and Reputation**

1. The proposal must include work samples and references demonstrating the consultant has successfully supported similar efforts for municipal clients in the State of Washington.
2. The proposal demonstrates the consultant has a commitment to producing high quality, original, and innovative work that is reflective of local conditions and objectives.
3. The proposal demonstrates the consultant possesses the skills and resources, including the language and cultural competencies, necessary to engage a broad and representative segment of the City's population, including traditionally underrepresented groups.

- **Availability**

1. The proposal demonstrates that the consultant is available to begin work as soon as a contract is executed by the parties.

2. The proposal demonstrates the consultant has sufficient availability or staffing resources to complete the required work within the proposed timelines.

**Proposal Selection:**

- The successful proposal will be chosen based on “Best Value” to the City meaning the proposal that offers the most advantageous balance of price/cost and best satisfies the selection criteria outlined herein.

**Submittal Requirements:**

One electronic copy of all application materials, in PDF format, shall be submitted to the Burlington Community Development Department. If the consultant will utilize multiple people or subcontractors, information shall be provided for each person who will be assigned to complete the required work. All proposals must include the following information:

- **Contact Information** – The proposed consultant’s name, address, phone number, and email address must be included.
- **Qualifications and Experience** – The proposal shall clearly describe the consultant’s educational background and work experience, and including any relevant licenses or certifications. At least two (2) professional references shall be provided. The references shall be individuals who previously employed the consultant to assist with similar projects.
- **Description of Approach** – The proposal shall include a proposal outlining how the consultant plans to address the required elements outlined above. A proposed schedule shall also be included demonstrating how the consultant will complete the required work in a timely fashion.
- **Work Samples** – Written materials or other forms of communication, such as surveys, flyers, websites, or social media programs previously employed by the consultant.
- **Compensation** – A detailed breakdown of the proposed compensation method and rate shall be included. It must include any people or subcontractors that the consultant intends to use. Information shall be provided for each person who will be assigned to complete the required work.
- **Availability** – The proposal must identify the proposed consultant’s ability to begin work as soon as a contract is executed by the Parties.

**Evaluation Schedule:**

Proposals must be submitted to the Burlington Community Development Department by 5:00 P.M. April 5, 2024. Late proposals will not be accepted. The City anticipates making a selection decision by April 12, 2024. Individuals or firms meeting the minimum qualifications may be asked to participate in a conference call or video conference interview with the City's selection committee.

**Cost and Disposition of Proposals:**

Individuals and firms submitting proposals are solely responsible for the costs of preparing the proposal and attending any interviews with City staff. The City of Burlington shall not be responsible for any costs associated with preparing or submitting a proposal. The City may reject any proposal at any time with no cost or penalty. The City also reserves the right to waive immaterial defects and minor irregularities in proposals. All materials submitted to the City of Burlington become the property of the City of Burlington upon delivery and are subject to public disclosure.

**Communication:**

All communication regarding this RFP shall be directed to:

Brad Johnson, Community Development Director  
City of Burlington  
833 S. Spruce Street  
Burlington WA 98233  
(360) 755-9717  
[bradmj@burlingtonwa.gov](mailto:bradmj@burlingtonwa.gov)

Communication by email is preferred.