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Request for Proposals – Personal Services 2025 Comprehensive Plan Periodic Update

The City of Sequim, a municipal corporation of the State of Washington, seeks proposals from qualified firms or individuals to perform the following services:

Required Scope. We are seeking a multidisciplinary consultant team, which can be a single firm or a team of individuals and/or firms with specialized expertise for our Comprehensive Plan update. The consultant team will be responsible for updating the City's Comprehensive Plan (CP), completing development codes and Critical Areas. Additionally, the selected consultant will collaborate with Transpo Group, who will be working on the Transportation Element and the Transportation Master Plan Update.

It is also the desire of the City to update the zoning and Development Regulations (DRs) into a unified development code (UDC). The DRs for the Comprehensive Plan update should be written in such a way that they can easily convert to a UDC.

The project timeline is as follows: The CP, DRs and Critical Areas Ordinance are due on the June 30, 2025 cycle.

Optional Scope – UDC. Consultants may also choose to put forth a proposal, timeline, and budget for UDC development and adoption for 2025 – 2026. This work would involve taking the existing development portions of the Sequim Municipal Code, including the new development regulations for implementing the Comprehensive Plan, and identifying and addressing gaps and inconsistencies in the new UDC. The goal of the UDC is to be clear, concise, and user friendly for applicants and staff. The UDC isn't held to the statutory deadline, and it is expected that the work would continue through 2026.

We invite interested consultants to submit their proposals, demonstrating their qualifications, experience, and understanding of the project requirements outlined above. The proposals should also include a detailed timeline and budget for the completion of the project.

City Contact: Proposer's submittal in response to this Request for Proposals (RFP) must be directed to the following City staffperson(s) or designee(s):

Charisse Deschenes
Deputy City Manager / Department of Community & Economic Development
Director planningdept@sequimwa.gov
360-683-4908

Response Deadline: September 1, 2023 by 4:00 PM Pacific Time.

Submittals including all requested information must be received by the City no later than the Response Deadline. Submittals received after that date and time will be rejected without review. Submittals that arrive on time, but are incomplete, will be rejected at the City's discretion.

Timeline of Consultant Selection

- September 1, 2023: Proposals due.
- By Sept. 13, 2023: City Staff & Planning Commission Subcommittee select finalist consultants.
- September 19, 2023: Finalist consultants present proposal to Planning Commission at a work session (in-person at City Hall or via Zoom). Planning Commission makes recommendation in regular session.
- September 25, 2023: City Council (first touch) selects winning proposal.
- October 9, 2023: City Council (second touch) if required.
- October 11, 2023: (If Council approves at September 25, 2023 meeting) – Consultant contract executed.
- October 23, 2023: City Council (third touch) if required.
- October 25, 2023: (If Council approves at October 9, 2023 meeting) – Consultant contract executed.
- Nov. 1, 2023: (If Council approves at the October 23, 2023 meeting) - Consultant contract is executed.

Note the preferred method would be for Council to adopt the contract after the first touch.

Method of Submittal: Submittals must be made electronically in pdf format and transmitted by email to the City Contact. The email must have "RFP FOR 2025 COMPREHENSIVE PLAN PERIODIC UPDATE" in the subject line. Automatic read/received confirmations are recommended but not required. It is Proposer's responsibility to confirm the City's receipt. The submittal must be no larger than 10MB.

Questions, Further Information, City Reservation of Rights: Questions about this RFP can be directed to the City Contact. Proposers are advised to monitor the [City's website, www.sequimwa.gov](http://www.sequimwa.gov) for further information, including possible amendments to this RFP. The City of Sequim in its sole discretion reserves the right to terminate this RFP process, elect not to award a contract, enter into an agreement with a firm that did not respond to the RFP, or modify the terms of this RFP at any time. The City reserves the right to ask for clarification of a proposal. The also City reserves the right to accept or reject any or all proposals, waive all minor technicalities and informalities, and accept the proposal or proposals determined to be most advantageous to the City. In no event will the City or any of its officers,

officials, or employees be liable for or otherwise obligated to reimburse Proposer for any costs incurred in preparation of a submittal. By responding to this RFP, Proposer is certifying that they have read, understand, and agree that Proposer is able to competently perform work in accordance with the scope. All submittals received become the property of the City of Sequim. All City records may be subject to public disclosure unless they fall under a recognized exemption.

Submittal Requirements / Form of Proposal (30 page maximum):

Cover Letter – A cover letter must be submitted with the proposal. The cover letter should indicate the full name and address of the respondent that will perform the services described in this RFP. The proposal must indicate the name and contact information for the individual who will be the senior contact person for this engagement. The cover letter must include identification of any and all subconsultants. A person authorized to bind the proposer to all commitments made in the proposal must sign the letter. (2 page maximum)

Knowledge of the Sequim Community – The respondent should furnish a narrative of how the respondent is familiar with Sequim. The narrative should identify past planning-related experiences in the city and/or the Olympic Peninsula region. (2 page maximum)

Experience and Qualifications – The respondent should clearly state relevant skills and experience in a manner that demonstrates its capability to complete the Scope of Work. If applicable, please highlight projects in which members of your proposed project team have worked together. Consultants should highlight their qualifications and experience (i.e., relevant case histories, including government organization experience with sufficient detail, information and/or access to online demos or examples). Consultants should demonstrate their knowledge of best practices in the process of plan creation. The response should include a list of up to five references/clients including names, email addresses, phone numbers, and principal contacts in which the consultant has provided similar planning services. (10 page maximum)

Approach – The respondent must set forth its overall technical approach and plans to meet the requirements of the RFP. This should convince City Council that the respondent understands the objectives that the engagement is intended to meet, the nature of the required work, and the level of effort necessary to successfully complete the project. The respondent should also set forth a detailed work plan indicating how each task in the scope of work will be accomplished, including an outline of proposed work and a timeline for key milestones and completion of the Scope of Work. The work program should also include key dates and deliverable benchmarks in the form of a Project Schedule (formatted as a Gantt chart). The response should also include how the approach will meet the requirements of the Commerce Checklist / Growth Management Act requirements. (5 page maximum)

Projected Costs/Budget – The respondent should provide a detailed matrix of estimated costs to provide the services. Such costs should be presented in a budget format that itemizes actual

expenses for marketing, administration, and creative services. 4 page maximum for CP, CAO and DRs.

Organization – The respondent should include an organizational chart including all key team members, their resume, and the amount of time each member will spend on this engagement, based on a forty-hour workweek. If the respondent is a “joint venture”, include a clear statement of responsibility associated with each member and/or entity of the joint venture. (10 page maximum)

Optional UDC scope. If the consultant wishes to provide a response for this optional Scope in the same manner as the CP, CAO, and DRs. Please separate it out and provide a detailed matrix for the UDC as a stand-alone in the same manner as for the required Scope. The City would anticipate there would be some benefit to having the same consultant who drafted the CP, CAO, and other DRs to perform the services related to developing and adopting the UDC. (5 additional pages allowed if the UDC is added.)

Sequim Background

Surrounded by natural beauty and full of small-town charm, Sequim is a popular destination for outdoor enthusiasts and lavender lovers and is one of the driest places in western Washington. An active arts community, vibrant downtown, and diverse culinary options make Sequim the cultural and commercial heart of the Sequim-Dungeness Valley on the magnificent Olympic Peninsula.

Incorporated in 1913, Sequim is a small, friendly city with approximately 8,000 residents and is the regional commercial center to the Olympic Peninsula. The City is steadily growing at more than 2% annually.

Scope of Services:

Coordinate and support a robust public participation process for this periodic update.

Prepare and produce high quality public outreach materials graphically and in writing describing facts, findings, analysis, and alternatives for public meetings, open houses, webpage, and hearings. Efforts should be made to ensure diverse and meaningful input is incorporated into the plan. Prepare presentations and supporting materials to present alongside city staff at public hearings, meetings, and workshops. The purpose of these meetings will be to provide an overview of the update process; present progress updates; receive comments from citizens, elected officials, commission members, and staff; and present the draft and final report and ancillary materials to the Planning Commission and City Council. Presentations incorporated into the public participation should include, but not be limited to, the following:

- General Workshops/Open Houses for the public (estimated to be no more than 5)
- Public meetings/presentations to Planning Commission & City Council Committee or Workshop (provide estimate in scope)
- Planning Commission public hearing (estimated to be no more than 2 hearings)

- Coordination with the City Survey prepared by the City’s Communications & Marketing Director

Review and Update the [City’s 2035 Comprehensive Plan](#)

Review and update the existing Comprehensive Plan, maps, text, and all related documents developed and utilized by the City of Sequim. (The consultant team will be expected to use the Department of Commerce periodic [update checklists](#) to illustrate how Sequim’s existing Comprehensive Plan compares against the latest requirements of GMA.)

The selected consultant or team will undertake the primary responsibility for editing and writing a concise, and cohesive comprehensive plan document. This will include editing existing text or drafting new clear, concise text and policies supported by information gleaned from but not limited to: plans and studies, data analysis, public input, benchmarking, existing records, and best practices. A concise, user-friendly plan that minimizes text and emphasizes graphics will be preferred. The consultant will be expected to reflect the past changes and future trends and desired outcomes of the community, ensure internal consistency with other adopted plans and external consistency with Countywide and Regional goals and eliminate unnecessary redundancies. In addition to the latest GMA requirements or guidelines, it is important to mention major updates are needed for existing guiding documents for the housing element, economic development, and direction for downtown. The City’s Critical Areas and an updated map with the best available science is needed to support the new CP.

The current comprehensive plan consists of the following sections:

- Introduction
- Urban Growth
- Land Use
- Transportation
- Capital Facilities & Utilities
- Housing
- Parks and Recreation
- Economic Development
- Energy & Environment
- Historic & Cultural Resources
- Plan Implementation

Reworking of these chapters and additions of missing chapters or information is part of the consideration for the new Comprehensive Plan. For purposes of clarity, the following information will help direct the work:

Section 1. Comp Plan Introduction

Update the city profile, vision statements, overview of each element and implementation methods as necessary.

Section 2. Comp Plan Elements

Update each of the eight elements for consistency as required. Add any new required elements or themes into the proposal. Where maps are needed, GIS layers must be created and shared with the City of Sequim GIS Staff for future use and modifications.

- Land Use Element. Update as necessary. Insert the recently completed land use capacity analysis and new growth projections, ensure relevance of existing policies and recommend new policies if gaps are identified to help direct growth and development within the urban area. New growth projections should be studied in the context of potential state mandates for increased density in single-family zones. In addition, update the future land use map, per [WAC 365-196-400](#).
- Housing Element. Update element to be consistent with Countywide Planning Policies including new requirements from the Department of Commerce, the latest State Legislative actions as well as any new requirements in the Countywide Planning Policies. Special focus on affordable and workforce housing is needed to identify how more infill housing could be added without negatively impacting single-family neighborhoods.
- Transportation Element. Work closely with Transpo Group to update element / Transportation Master Plan to be consistent with the Transportation Improvement Program and update the technical assumptions in conjunction with Public Works staff.
- Parks, Trail, and Recreation Element. Work with Parks Staff to update this element to ensure continuity with the [Parks & Open Space Master Plan](#) and other park master plans including updates to the trails and parks maps.
- Economic Development Element. Review, update, and revise the economic development plan element for a new clear direction for the City. An [Economic Development Plan](#) was completed in-house and requires revision.
- Utilities Element. Review current plans to determine consistency and recommend changes to ensure consistency with other plan elements while paying attention to potential growth and infrastructure needs, to be coordinated with Clallam County Public Utility District staff for compliance with their Comprehensive water and power plans.
- Capital Facilities Element. Review, update, and revise as necessary, with input from Public Works staff from all relevant departments. Amendment Element: No or minimal changes are expected for this element.
- Energy and Environment will be updated to meet the Climate Resilience legislative updates and include reference to the City's Critical Area Ordinance and Shoreline Master Program.
- Historic & Cultural Resources – Review and update the historic and cultural resources section. It is important to coordinate and include the Jamestown S'Klallam Tribe in the Comprehensive Plan process.

Section 3. Comp Plan Appendix

The plan implementation chapter must be updated to provide more direction to help the plan become a living document for making Sequim's vision happen. Review, update, and incorporate into the plan as needed.

Environmental Review

Environmental Study

Preparation of an Environmental Impact Statement (assuming it is required) that summarizes the impacts of the Comprehensive Plan and update to the development and zoning regulations. Consultant will be expected to advise the City on minimal steps needed to meet environmental requirements.

Section 4: Development Regulations

Section II: Development Regulations of the FINAL Checklist Fully-Planning Cities.docx outlines that the development regulations must be consistent with and implement the CP.

- This requires that critical areas regulations be reviewed and updated, as necessary, to incorporate legislative changes and best available science.
- Zoning code is evaluated for updates considering legislative updates.
- That the Shoreline Master Program (SMP) is consistent with RCW 90.58. (The SMP was recently updated in Sequim.)
- Resources Lands are properly evaluated and designated.
- Siting of Essential Public Facilities are addressed in the Sequim CP and consistent with Countywide Planning Policies.
- Subdivision Code is revisited and updated legislative direction is included.
- Stormwater requirements are reviewed considering new state legislative direction for density as well as other legislative changes.
- Organic Materials Management Facilities should be considered and should be consistent with state legislative direction and coordinated regionally.
- Impact Fee language should be consistent with state legislative updates / laws.
- Concurrency and Transportation Demand Management (TDM) – Ensures consistency in land use approval and the development of adequate public facilities as plans are implemented, maximizes the efficiency of existing transportation systems, limits the impacts of traffic and reduces pollution.
- Tribal Participation in Planning includes that a federally recognized Indian tribe may voluntarily choose to participate in the County or regional planning process.
- Regulations to Implement Optional Elements like Master Planned areas are provided.
- Ensure Project Review Procedures and Plan and Regulation Amendments follow the direction of the state as defined in the checklist.

Section 5 (Optional). Unified Development Code

The Unified Development Code guides development within a single regulatory document. The document is meant to implement the comprehensive plan and state laws related to land use and development in a manner that is clear, concise and understandable. It is also intended to comply with state rules for combining and expediting development review and integrating environmental review and land use development plans.

Minimum Qualifications:

Proposers (individual or firm) must meet the following minimum requirements:

- Minimum of five years of experience working in Washington State, and knowledge of the (GMA) and State Environmental Policy Act (SEPA);
- Minimum of five years experiencing working with local jurisdictions on Comprehensive Planning and implementation; and
- Experience working with smaller jurisdictions.

Evaluation Criteria:

Submittals will be evaluated and ranked based on the following criteria:

Proposers are responsible for the accuracy of the information supplied. The City reserves the right to vary from the qualifications requested, consider applicants who do not meet the qualifications, reject any and all proposals, and to either substantially modify or abandon the selection process prior to any award of a contract. The City also reserves the right to waive technicalities or irregularities, and to accept any proposal if such action is believed to be in the best interest of the City.

All proposals will be reviewed and screened with only the top candidate(s) invited to an interview; proposed RFP may participate in the interview.

Each submittal will be evaluated and given a score based upon the quality of response to each of the following topic areas. Maximum total number of points achievable is 100.

- Expertise & Qualifications of the Project Team (15 points maximum)
- Related Experience on Comprehensive Plan Updates and GMA (20 points maximum)
- Related Experience and Expertise in SEPA/EIS (20 points maximum)
- Project Approach and Proposed Methodology (15 points maximum)
- Responsiveness and Clarity of Submittal – (15 points maximum)
- Related Experience in Community Engagement (15 points maximum)

Selection Process:

All proposals will be reviewed and screened by the City Contact and any designees. The City Contact may convene a selection panel and/or schedule interviews with Proposers to assist in the award decision.

Any contract resulting from the City's acceptance of a proposal will be in a form approved by the City Attorney and will reflect the specifications in this RFP as issued, or as may be amended by the City before contract execution. Proposer acknowledges and agrees that submission of a proposal signifies the Proposer's agreement that the terms contained in the proposal are valid for at least 30 calendar

days following the City's receipt, or such other time period as may be mutually agreed in writing by City and Proposer.

Nondiscrimination and Equal Opportunity:

The City complies with state and federal laws prohibiting discrimination on the basis of any protected status.

In accordance with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act, the City commits to nondiscrimination on the basis of disability in all of its programs and activities.

In accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 USC §2000d to 2000d-4) and the Regulations, the City will affirmatively ensure that in this RFP process and in any contract entered into pursuant to this RFP, disadvantaged business enterprises will be afforded full and fair opportunity and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.

Women- and minority-owned business enterprises (WMBE) and veteran-owned firms are encouraged to respond to this opportunity.

Contractual Terms and Conditions:

The successful Proposer will be expected to execute a contract with the City of Sequim on a form that is approved by the City Attorney. *A sample of the City's "Personal Services Contract" is attached and may be modified at the City's discretion or as negotiated between City and selected Proposer.* Proposer's standard contract may be used with preapproval by the City Attorney. If Proposer's proposal is incorporated by reference into the executed contract, the terms and conditions of the contract will have priority over any potentially contradictory language in the proposal.

The City anticipates an initial two- year contract through 2025 with no automatic renewal. However, options for extensions may be negotiated. The City reserves the right to negotiate all elements with the apparent successful Proposer to ensure that the best possible consideration is afforded to all concerned. City representatives and the selected finalist will review in detail all aspects of the requirements and the proposal. During the review the Proposer may offer, and the City may accept, revisions to the proposal.