

**City of Redmond , Washington**  
**Purchasing Division, M/S: 3NFN**  
**15670 NE 85<sup>th</sup> Street**  
**PO Box 97010**  
**Redmond , WA 98073-9710**

**RFQ 10763-22-R**  
**Request for Qualifications**

**Washington Department of Commerce Climate Grant Study**

**The City is soliciting Statements of Qualification from experienced planning and public relations firms to assist in the development of an outreach program and pilot project to determine the development of improvements to reduce VMT.**

**Posting Date: October 3 , 2022**

**Statements of Qualification Due: October 14 , 2022**

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**Background and Introduction**

The City of Redmond, Washington (“the City”) is a suburb of Seattle and hub for residential and employment growth due to its strong technology business sector. The City encompasses an area of over 17 square miles and is located less than 20 miles east of downtown Seattle. The City has two urban growth centers in Downtown and Overlake, which are expected to grow significantly in the next 20 years.

The City recently won a grant from the Washington State Department of Commerce intended to fund projects that shift travel towards pedestrian and bicycle modes and away from autos. To that end the city is soliciting interest from consulting firms with expertise in public relations to perform community outreach and pedestrian and bicycle planning, towards the end of identifying preferred routes and pedestrian/bike infrastructure around four future East Link light rail stations. The City of Redmond reserves the right to amend terms of this “Request for Qualifications” (RFQ) to circulate various addenda, or to withdraw the RFQ at any time, regardless of how much time and effort consultants have spent on their responses.

These services may include but are not limited to the following:

- Questionnaire writing,
- Data collection and analysis,
- Public outreach via field work,
- Public outreach via social media and other means,
- Implementation of pilot projects.

**Project Description**

This project will consist of efforts to engage the public to assess preferred routes to community destinations within a ½ mile of future East Link light rail stations (consisting of Overlake Village, Redmond Technology Center, Southeast Redmond, and Downtown Redmond) in the areas forecasted with the most growth to identify highest-priority pedestrian and bicycle improvements that have the most potential to reduce vehicle miles traveled (VMT).

The first stage of the project will consist of community outreach to identify stakeholders concerned with accessibility and connectivity using social media and other tools to engage them in efforts to identify preferred walking and biking routes to future East Link stations and other community destinations, as well as key concerns or barriers that prevent people from walking or biking.

The second phase of the project consists of engaging stakeholders to develop an action plan to choose a high-priority route on which to develop a pilot project that will create temporary bicycle and pedestrian infrastructure, concurrent with the development of a method to design and apply criteria to evaluate the success of the pilot project.

### Scope of Work

The three deliverables of the project will be a series of quarterly invoices summarizing completed work, one memo summarizing the results of the first phase of the project, and one memo summarizing the results of the second phase of the project. To that end, the successful consultant will complete the following actions for the first memo:

- **Design** community assessment kit and outreach plan utilizing social media and internet tools to gather preferred routes of walking and/or biking to community destinations within the project area.
- **Encourage** participation in the community among people concerned about accessibility and connectivity, including stakeholders like families with school-aged children, running/walking clubs, homeowner associations, and others.
- **Identify** key areas of concern or barriers that keep people driving to community destinations.
- **Prioritize** routes within project vicinity and community needs that would encourage people to travel any mode other than vehicle to a community destination.

The successful consultant will complete the following actions for the second memo:

- **Invite** community stakeholders who participated in route assessment to help co-create an action plan.
- **Share** the results from previous outreach (Deliverable 2) and choose one of the top priority routes to develop as a pilot project.
- **Gather** and conduct a walking audit of the top priority route.
- **Develop** a pilot project that would involve community participation traveling to a community destination without a car for a short amount of time, using temporary materials like plastic posts and paint.
- **Design** evaluation method and criteria.
- **Conduct** pilot project.

The work will be completed by **June 30, 2023**.

**Licenses and Permits :**

The contractor will be required to obtain a business license from the City of Redmond.

**Notice Regarding Site Visits:**

If your staff visits the site to prepare proposals/reports, please stay on public streets. Do not enter private property.

**Federal and State Regulations:**

The Consultant is required to adhere to all relevant federal, state, and municipal regulations.

**Term:**

The City intends to enter into an agreement with the consultant for the duration of the project period until project completion. The City reserves the right to cancel this contract at any time, upon thirty (30) days written notice to the Consultant.

**Project Schedule :**

Work is to commence immediately after the selection of the consultant and all work shall be completed no later than June 30, 2023.

Please provide a work schedule with your proposal to allow for adequate notification and staff scheduling during the performance of this work. The work schedule is to include all proposed major milestones. Actual work schedule shall be confirmed at the time of order placement.

**Proposed Timeline:**

The following table outlines the anticipated schedule for this RFQ process. The City reserves the right to modify or reschedule milestones as necessary.

Item	Date
RFQ Announced	10/3/2022
Statements of Qualifications Due	10/14/2022
Evaluation of Submittals and Short-List Selection	10/17/2022
Interviews	10/18/2022 - 10/24/2022
Select Most Qualification Firm	10/25/2022
Contract Negotiation	10/25/2022 - 11/4/2022
City Council Approval (if required)	12/6/2022
Main Task Order Timeframe	12/12/2022 - 6/30/2023

## **Submittal Due Date/Time**

**10:00 AM (local time) on Friday, October 14, 2022.** The City must receive SOQs no later than said date and time. By submitting an SOQ, respondents acknowledge their satisfaction as to the size, scope and location of the work to be performed.

## **SOQ Submittal Procedures**

- SOQs should be submitted in PDF format as an email attachment and sent to [SecureBids@Redmond.gov](mailto:SecureBids@Redmond.gov) - note 25MB file size limit
- Email subject line to include: RFQ 10763-22-R, Washington Department of Commerce Climate Grant Study, [Company Name]
- Email body to include the following: Attached is [Company Name]'s proposal for the Washington Department of Commerce Climate Grant Study

## **Submittal Requirements & Format:**

All costs for developing a response to this RFQ are the obligation of the respondent and are not chargeable to the City. The respondent must bear all costs associated with the preparation of the submittal and of any oral presentation requested by the City. All responses and accompanying documentation will become property of the City and will not be returned. Submittals may be withdrawn at any time prior to the published close date, provided notification is received in writing to the below listed City agent(s). Submittals cannot be withdrawn after the published close date.

Submittals must include all information requested and meet all specifications and requirements outlined in this RFQ. The following items must be part of your proposal; if any are not included, your submittals may be judged as non-responsive. A committee will evaluate the submitted SOQs. During the evaluation process, the City reserves the right to request additional information or clarification from firms responding to this RFQ.

The SOQ should include the following components:

1. **Project Understanding** - Explain your understanding of the project, components, and challenges.
2. **Project Approach** - Based on your understanding of the project, explain how your team will develop a project-specific approach that will provide the best outcomes for the City, its residents, businesses, and visitors.
3. **Relevant Project Experience and References** - Provide three (3) examples of similar projects that demonstrate your team's expertise, including project name and location, project description, whether the project was on schedule and within budget, and references for each project (name and contact information).
4. **Team Description** - Provide an organization chart or similar explanation of team members' roles and responsibilities; provide a summary of each firm on the team including the office locations, number of staff and area of expertise. Describe the unique qualities of the team as it relates to the project.

5. **Project Team** - Identify the Project Manager and team members, explaining their roles and responsibilities, strengths, and relevant experience. Include brief resume for each team member and confirmation of staff availability.
6. **Proposed Schedule and Scope of Work** - Include a proposed scope of work showing the major tasks correlated to a schedule. Please include the estimated Consultant hours to complete the work for each major task. This will be used to understand Consultant's project approach and level of effort through assignment of hours; hours will not be used for selection. The scope of work will be finalized with the selected Consultant during contract negotiations.
7. **Project Management Approach** - Describe your project management approach.
8. **QC/QA Measures** - Describe your quality control and quality assurance measures.
9. **Reporting Approach** - Describe your method for project reporting.
10. **Example of Work** - Please provide a copy of a recent product produced that is relevant to this project. This can be shared electronically or in hard copy. This does not count toward the submittal page limit.
11. **Business Name** - Submittals must be made in the official name of the firm or individual under which business is conducted (showing official business address) and **must be signed** by a person duly authorized to legally bind the person, partnership, company, or corporation submitting the proposal. A corporation must indicate place and date of incorporation.
12. **Business License** - Provide a statement to the effect that you understand and agree to obtain a City of Redmond business license as a requirement for performing these services. A city business license application can be found at: <http://www.redmond.gov/BusinessLicense>. The selected firm, and each of its subconsultant firms in cases where a team is formed, will be required to obtain a Redmond business license prior to performing any work for the City and to maintain the license throughout the project's life. If your place of business is not located within the city limits, but you or your agents will be physically coming into the city to conduct business, call on clients, or provide services, you will need a Redmond business license.
13. **Valid Time Period** - Provide a statement indicating the number of calendar days the submittal shall be valid (the City's minimum number of days is 60).

#### **Supplemental Questions:**

The consultant will submit answer additional supplemental questions about the unique nature of the grant project. They are as follows:

1. The project funded by this grant entails the use of targeted community outreach to identify a preferred route on which to stage a pilot project to identify space that can be made safer for non-auto travel to and from future East Link stations. Holistically, why does your project approach meet the needs of the project as you understand them?
2. Successful outreach will reach a representative sample of all possible East Link users, not just those who ride transit along the East Link corridor today who will start using transit when East Link opens. How does your approach go beyond traditional outreach methods to reach the whole population?

3. The schedule for this project is extremely tight and a successful consultant will be able to complete outreach tasks and other deliverables quickly. Explain how your project approach will meet this schedule without delays or cost overruns.
4. What are the qualifications and experiences of the project manager and team, and how will the team apply lessons learned to the project funded by this climate grant?

**Submittal Length:**

The SOQ submitted should be no longer than **ten (10)** pages.

**Selection and Award:**

All interested parties are requested to provide a response containing all required elements herein to the City by the deadline given. A selection committee will review and evaluate all submittals, with the intention of selecting a Consultant who provides a proposal that, in the opinion of the City, provides the best value (receives the highest score, as determined by the evaluation criteria listed below). The selection committee will rely on the content of the submissions in the selection of finalists. If the selection committee so chooses, respondents may be invited for an interview to supplement their submission.

**Evaluation Criteria**

The SOQ will be evaluated on the following criteria:

<b>Evaluation Criteria</b>	<b>Description</b>	<b>Points</b>
<b>Project Understanding and Approach</b>	Consultant's level of understanding of the project's purpose and confidence that their approach will fulfill the project's objectives.	40
<b>Ability to Meet Project Budget and Schedule</b>	Consultant's ability to successfully follow an unusually tight schedule and perform community outreach, implement a pilot project, and deliver memos and invoices on time and on or under budget.	30
<b>Staff Experience and Qualifications</b>	Consultant's experience and qualifications in relevant work areas, including community outreach and bicycle and pedestrian transportation planning.	20
<b>Project Manager</b>	Qualifications and experience of Consultant's project manager.	10
<b>Total</b>		100

During evaluation, the City may consider the following:

- Quality of previous performance

- Ability to meet contract deadlines
- References - history of errors and omissions via reference checks
- Staff availability for the project
- Responsiveness to solicitation requirements
- Compliance with statutes and rules relating to contracts or services

The City reserves the right to reject any or all submittals and to waive any irregularities or information in the evaluation process. The final decision is at the City's sole discretion and respondents to this request have no appeal rights or procedures guaranteed to them.

The City reserves the right to re-evaluate firms who were not originally short-listed at any time before the determination of a finalist is made. Upon notification of an intent to award, the City reserves the right to limit the period of contract development to thirty (30) days, after which time project award may be rescinded. The City has the option not to award a contract at the end of this process.

### **Terms and Conditions**

The City reserves the right to amend terms of this RFQ to circulate various addenda, or to withdraw the RFQ at any time, regardless of how much time and effort firms may have spent on their responses. Terms of the agreement are outlined in this solicitation and include the following documents, which are incorporated herein by this reference:

- RFQ 10763-22-R
- Attachment A, Consultant Agreement (boilerplate)

### **Contracting notice:**

Upon selection of Consultant, the City intends to enter into an agreement using its standard Consultant Agreement which shall be used to secure these services. A copy of this document is attached, as Attachment A and will be the governing document. No changes or deviations from the terms set forth in this document are permitted without the prior approval of the City.

### **Performance Criteria**

Consultant shall perform in accordance with the terms and conditions as stated herein and in accordance with the highest standards and commercial practices. Charges of poor performance/service against the Consultant shall be documented by the City and submitted to the Consultant for corrective action. Continued poor performance shall be deemed a breach of City requirements and shall be the cause for immediate termination of services.

### **Proposed Personnel**

Consultant agrees to provide all professional staff necessary to perform the scope of work, including key individuals named in Consultant's RFQ submittal. These key personnel shall remain assigned for the duration of the contract, unless otherwise agreed to in writing by the City. In the event Consultant proposes to substitute any key personnel, the individual(s)

proposed must demonstrate similar qualifications and experience as required to successfully perform such duties. The City shall have the sole right to determine whether key personnel proposed as substitutes are qualified to work on the project. The City shall not unreasonably withhold approval of staff changes.

### **Insurance**

Consultant must maintain insurance as outlined in the Consultant Agreement (Attachment A). Prior to performing any services, Consultant shall provide the City a standard ACORD Form 25 Certificate of Insurance, naming the City as Additional Insured. Failure of the City to demand such certificate or failure of the City to identify a deficiency in the insurance documentation shall not be construed as a waiver of Consultant's obligation to maintain such insurance.

### **ERF Retiree Return-to-Work**

To comply with WAC 415-02-325 (10), the City of Redmond is required to identify and report to the Washington State Department of Retirement Systems (DRS) all individuals who are working for or plan to work for Contractor in any capacity providing services under this contract to the City of Redmond and who retired from a DRS-covered employer using the DRS 2008 Early Retirement Factors (ERF). These individuals are called "2008 ERF Retirees" and are at least 55, but younger than 65. The City is also required to report any owners of Contractor who is a 2008 ERF Retiree. **Prior to contract acceptance, Contractor shall submit a City of Redmond DRS Verification Form for Contractor identifying any such 2008 ERF Retirees or certifying that none are working or will work on the project and none are owners of Contractor.**

### **Invoicing and Payment**

Consultant may invoice the City no more frequently than once per month for work completed. Invoices shall contain an itemized listing of all expenses. The City will make payment to Consultant within thirty (30) days after receipt and approval of said invoices. Invoices shall be delivered to:

City of Redmond  
Accounts Payable, M/S: 3SFN  
P.O. Box 97010  
Redmond, WA 98073-9710  
[accountspayable@redmond.gov](mailto:accountspayable@redmond.gov)

### **Public Disclosure Notice**

All materials provided by the respondent are subject to State of Washington and applicable County (e.g. King County) public disclosure laws, per RCW 42.56. Any information contained in the proposal that the respondent desires to claim as confidential or proprietary **must** be clearly designated, including page with particular content identified. The City assumes no obligation on behalf of the respondent to claim any exemption that is not clearly identified by the respondent as being confidential or proprietary. The City will try to respect all material identified by the respondent as being confidential or proprietary but requests that respondent be highly selective of what they mark as such. The City will make a decision predicated upon applicable laws and can choose to disclose information despite its being marked as



confidential or proprietary. Marking the entire proposal as confidential or proprietary, and therefore, exempt from disclosure will NOT be accepted or honored, and may result in disclosure of the entire proposal or disqualification of the proposal solely at the discretion of the City. Documents identified as confidential or proprietary will not be treated as such if public disclosure laws take precedence, the information is publicly available, the information is already in the City's possession, the information is obtained from third parties without restrictions on disclosure, or the information was independently developed without reference to the confidential information.

### **Non-Collusion**

By submission of this submittal, respondent and each person signing on behalf of respondent certifies, and in the case of joint submittal, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of his/her knowledge and belief: (1) The prices of this submittal have been arrived at independently, without collusion, consultation, communication, or agreement with any other respondent or competitor, for the purposes of restricting competition or as to any matter relating to price. (2) Unless otherwise required by law, the prices quoted in this submittal have not been knowingly disclosed by respondent and will not be disclosed by respondent directly or indirectly to any other respondent or competitor before submittals are opened. (3) No attempt has been made or will be made by the respondent to induce any other person, partnership or corporation to submit or not to submit a submittal on any portion of the project work. If collusion is uncovered, the City maintains the right to reject all submittals from implicated parties.

### **Governing Law and Venue**

In the event of litigation, the submittal documents, specifications, and related matters shall be governed by and construed in accordance with the laws of the State of Washington. Venue shall be with the appropriate state or federal court located in King County.

### **Bid Protest**

Respondents have the right to protest certain decisions in contract solicitation, selection and award processes made by the City. The City will consider protests alleging to issues related to: (1) A matter of bias, discrimination or conflict of interest, (2) Errors in computing score (3) Non-compliance with procedures described in the solicitation or City policy.

All protests shall be in writing and clearly state that the respondent is submitting a formal protest. Protests must be emailed to the RFQ content contact listed below. Bid Protests will not be accepted later than two (2) business days after respondents are notified of award details. The City's Technical Contact and RFQ Content Contact will review any protest and respond to protestor within ten (10) business days. The City may request additional time if needed. Protestor and the other respondents will be notified in writing if protest results in a change to award details and/or protest results in a new solicitation process. For Public Works bid protests, the City of Redmond adheres to RCW 39.04.105.

## **Americans with Disabilities Act (ADA) Information**

The City of Redmond in accordance with the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 will make every reasonable effort to provide equal opportunity to submit qualifications in response to this request. Visit

<https://www.redmond.gov/871/Americans-with-Disabilities-Act-Program> for more information.

This material can be made available in an alternate format by contacting the Customer Service Center at [info@redmond.gov](mailto:info@redmond.gov) or 425-556-2900, option 7.

## **Title VI Statement**

The City of Redmond in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, subtitle A, Office of the Secretary, Part 21, nondiscrimination in federally assisted programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 26 will be afforded full opportunity to submit qualifications in response to this invitation and will not be discriminated against on the grounds of race, color, national origin or sex in consideration for an award. Visit <http://redmond.gov/TitleVI> for more information.

## **Questions/Inquiries**

Please direct any questions concerning this RFQ or the City's requirements to the City agent(s) listed below. No other City official or employee is empowered to speak for the City with respect to this request. Information obtained from any other source shall not be binding and may disqualify your response.

### **RFQ Content:**

Adam O'Sullivan  
Sr. Purchasing Agent  
Email: [aosullivan@redmond.gov](mailto:aosullivan@redmond.gov)  
Tel: 425-556-2199

MS: 3NFN  
15670 NE 85<sup>th</sup> Street  
PO Box 97010  
Redmond, WA 98073-9710

### **Technical Contact:**

Austin Bell  
Senior Transportation Planner  
Email: [abell@redmond.gov](mailto:abell@redmond.gov)  
Tel: 425-556-2816

MS: 4SPL  
15670 NE 85<sup>th</sup> Street  
PO Box 97010  
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