



City of Stanwood, Washington
10220-270th Street
Stanwood, WA 98292
www.stanwoodwa.org

**REQUEST FOR PROPOSALS
CITY OF STANWOOD, WASHINGTON
For The
2024 COMPREHENSIVE PLAN UPDATE**

DUE DATE EXTENSION: FEBRUARY 1, 2022

Introduction

Communities planning under the Washington State Growth Management Act (GMA) are required to update their comprehensive plans every eight years. The City of Stanwood is required by RCW 36.70A.130 to update their Comprehensive Plan by June 30, 2024.

The City of Stanwood is seeking a multidisciplinary consultant team to update the City's Comprehensive Plan for the 2024 - 2044 planning horizon as required by the Growth Management Act. The multidisciplinary team may consist of a single firm that provides full in-house services or a team approach where the lead consultant will include specialized services provided by other firms. Consultant teams will be required to show their experience in land use planning, visioning, demographic analysis, community design, economic analysis, GIS mapping, capital facilities planning, and public outreach facilitation.

It is the City's hope that the 2024 Comprehensive Planning process will generate community excitement and lead to new investment in the City while preserving its historic character. The goal of the update is that the Comprehensive Plan provides an effective means to achieve renewed community vitality that can support Stanwood residents for many years to come.

General Instructions

**Request for Proposal (RFP) Packets
Must Be Received By:**

January 24, ~~February 1, 2022~~ by 2:00 p.m. Pacific Standard Time

It is the sole responsibility of the responder to submit their packet to the designated location prior to the deadline date and time. Each response must be sealed in an envelope which has been clearly marked

“RFP: City of Stanwood Comprehensive Plan Update”. All late packets will be returned to responder unopened when properly marked.

All questions concerning the RFP should be directed to Community Development Director Patricia Love at (360) 454-5206 or via email at patricia.love@ci.stanwood.wa.us.

All responders shall submit a cover letter, one (1) signed original RFP and five (5) copies of the original to the City of Stanwood, ATTN: Community Development Director Patricia Love, 10220 270th Street NW, Stanwood, WA 98292. The City reserves the right to modify or cancel in part, or in its entirety, this RFP.

Proposals submitted by the responder do so entirely at their expense. There is no expressed or implied obligation by the City of Stanwood to reimburse any individual or firm for any costs incurred in preparing or submitting a proposal, for providing additional information when requested by the City of Stanwood, or for participating in selection interviews. Selection of the consultant shall be made without regard to race, color, sex, age, religion, national origin, or political affiliation. The City of Stanwood is an Equal Opportunity Employer.

Community History

Northwest Snohomish County, where Stanwood is located, is the traditional territory of the Stoluck-wa-mish River Tribe, whose descendants are members of today’s Stillaguamish Tribe. The Stoluck-wa-mish were signatories of the 1855 Settlement Treaty of Point Elliott between the United States government and the Native American tribes of the greater Puget Sound region in the recently formed Washington Territory. They traditionally lived along the banks of the Stillaguamish River and its tributaries and are now referred to as the Stillaguamish. Prior to European settlement, seasonal villages were constructed along the banks of the Stillaguamish River for the purposes of seasonal plant gathering, fishing, hunting, and preserving resources in winter months. Oral history recounts that the modern-day site of downtown Stanwood was home to a Stillaguamish village named Sül-gwäh’s with an estimated 250 people and three large potlatch houses.

European settlement of Stanwood began in the 1860s when Scandinavian immigrants arrived at the mouth of the Stillaguamish River. The town was founded in 1866 by postmaster Robert Fulton as Centerville, a trading post on the south side of the River. Three years later the town was moved to the north side of the river. Centerville’s name was later changed to Stanwood in 1877 after Clara Pearson’s maiden’s name; Clara was the wife of Centerville’s sixth postmaster Daniel Pearson. Residents of Stanwood were primarily loggers or famers and as the town began to grow, a small main street developed with a general store, saloon, cannery, creamery, shingle mill and churches. Many levees were erected in the area to control flooding and open lands for agriculture. Stanwood incorporated as a City in 1903.

In the early 1890’s the railroad came to the Stanwood area. However, it built its depot about a mile east of Stanwood and many businesses started moving near the depot. This began a rivalry between the two areas: Stanwood had river access and east Stanwood had the railroad. The Town of East Stanwood was platted in 1906 and was officially incorporated as a town in 1922. Stanwood’s nickname – The Twin Cities – comes from these two separate and independently run cities. Each town had its own grade

school, but students would come to East Stanwood or Stanwood for high school. In 1944 East Stanwood and Stanwood school districts consolidated, becoming Twin City High School.

Soon major changes came to Stanwood and East Stanwood. Because of new requirements for wastewater facilities, which neither town could afford on its own, they consolidated into one entity in 1960. In the late 50s, Highway 532 had been constructed from Terry's Corner on Camano Island to the top of the hill in East Stanwood (72nd Avenue). Then in the early 70s, it was extended to Interstate 5 and is the 532 corridor we have today. In the 1990s a third business district was built on the hill, and large annexations and subdivisions soon followed.

The City now serves as the town center of a diverse rural, suburban and urban population of nearly 34,000 people spread across two counties in what is generally identified as "Greater Stanwood Camano" area. Stanwood's 2021 jurisdictional population totaled 7,980 and encompassed nearly 3 square miles of land area. Stanwood provides water, sewer, drainage, and standard City Hall services. Fire service is provided by the North County Regional Fire Authority and police services are contracted through Snohomish County. Many residents outside the City come into Stanwood for business, community events and park and recreation services. Stanwood strives to retain its small-town character and sense of community. It embraces the values of rural life while still providing urban level of services to the community.

Scope of Work

The City of Stanwood's current Comprehensive Plan was adopted in June of 2015 with various updates and amendments in the subsequent years. With the 2024 Comprehensive Plan Update, the city desires to have an updated, well organized, concise plan that is user friendly and complies with the requirements of the Growth Management Act and the Puget Sound Regional Council Policy Vision 2050.

There are two primary objectives of the Comprehensive Plan update: 1) examine the challenges faced by the community and provide strategies for overcoming those challenges and 2) identify opportunities for community growth as outlined in the Puget Sound Regional Vision 2050 Plan while preserving the City's small-town vision and quality of life. The City wants to ensure that growth occurs in a way that considers quality of life, placemaking, and other community character goals. This update is not about adopting a new vision for the community, but instead builds upon decades of planning activities to update and refine the vision for the community.

The updated plan should inspire, guide and direct growth during the next 20-year planning horizon while being sensitive to existing residents and businesses. It is the City's desire to have significant and meaningful community engagement in the preparation of the plan using a variety of methods, including options for on-line participation.

In developing the plan, the consultant will need to fully integrate the vision, goals, policies and strategies of other adopted plans, including: Transportation and Non-Motorized Transportation Plans, Shoreline Master Plan, the Parks and Open Space Plan, the Downtown Master Plan, and Economic Development

Plans. The final plan should also be respectful of our surrounding jurisdictional neighbors including Snohomish and Island Counties. The proposed scope of work is divided into the following tasks:

1. *Economic Analysis of Land Use Options*

Conduct an economic land use analysis of existing and future uses and development in the City of Stanwood. As part of the 2044 Comprehensive Plan Update, this land use analysis shall illustrate the appropriate distribution of residential, commercial, industrial, mixed-use, and open space uses. The primary focus will be on the downtown area, the uptown commercial areas and urban growth areas where new and redevelopment opportunities could occur in the future based on implementation of the Puget Sound Regional Council Vision 2050 goals and policies for housing, population, and infrastructure. The analysis should include:

- Evaluation of relevant data and trends related to population, employment and housing forecasts with reference to the 2021 Snohomish County Buildable Lands report and population allocation process.
- Identify economic and land use barriers in the downtown and identify strategies to overcome those barriers to encourage a prosperous business friendly atmosphere.
- Re-evaluation of the land use designations and types and how they function with the existing zoning districts, as well as potential future zoning districts.

2. *Comprehensive Plan Update*

The consultant team will review, update and revise as appropriate the contents of the Comprehensive Plan consistent with the City's vision, the Puget Sound Regional Council (PSRC) Policy and Plan Review Process under Vision 2050, and the Snohomish County Planning Policies for compliance with the Growth Management Act and certification by PSRC. Work under this task will include:

- Re-design the Comprehensive Plan document, including development of the format and layout, as well as production of high-quality illustrations and graphics. This re-design should be reader friendly, graphically engaging, and tell the story of Stanwood's past and future.
- Identify outdated, redundant and inconsistent policies and background text within the existing document and recommend fresh approaches to develop a more user-friendly document that contains relevant data in both graphics and text that relays information in a non-statistical format.
- Evaluate land use growth alternatives consistent with PSRC Vision 2050 and Snohomish County Population Allocation process. Formulate strategies necessary to foster successful implementation of the Plan that accommodates required growth while preserving Stanwood's community vision.
- Update and describe city demographics in a graphical context using recent census or other relevant data sources.
- Prepare population, land use, housing and economic estimates for the five-, ten-, and twenty-year planning horizons. This work should consider land use options and future growth trends for the city's eastern urban growth area.
- Update the Comprehensive Plan Elements, associated policies, and appendices to reflect past changes, future trends and desired outcomes of the community to ensure internal and external consistency.
- Re-evaluate the zoning overlay strategy and determine if the overlays are necessary or if they can be integrated into the city's zoning regulations.

- Prepare and conduct a city-wide survey to obtain community feedback on needed infrastructure improvements such as road and drainage improvements.
- Using the information obtained from the survey and other sources, update the Capital Facilities Element and prepare capital facility project worksheets for the 6 year and 20-year Capital Improvement Project lists. Elements of the worksheets should include project descriptions, high level cost estimates – including design and permitting costs, and maps showing location of the projects.
- Using information obtained from the City, draft a transportation element that integrates seamlessly with the comprehensive plan update.
- Integrate the Housing Action Plan, Non-Motorized Transportation Plan, Shorelines Master Plan, Parks and Open Space Plan, Downtown Master Plan, City Beautification Action Program and Water, Sewer and Drainage Master Plan into their associated Comprehensive Plan Elements.
- Undertake the primary responsibility for writing and editing a cohesive comprehensive plan document that addresses all GMA planning elements.
- Prepare all GIS maps and graphics in a reader friendly format that applies a consistent theme, style, and color scheme.

3. Public Participation

The City of Stanwood desires an early and progressive public engagement process that is broadly disseminated throughout the community via a variety of methods that residents can use to obtain and share information. The City is seeking a consultant team that can prepare, coordinate and support a public participation planning process, as required by the Growth Management Act, that will engage the public through various media methods and public workshop processes. The public participation plan should foster an environment for idea-sharing.

- The consultant should be able to prepare and produce high quality public outreach materials graphically and in writing describing facts, findings, analysis, and land use alternatives. These materials need to be adaptable for use in public meetings, open houses, on-line surveys, webpages, social media and public hearings.
- Coordination with local stakeholder groups and agencies will also be required including Washington State Department of Commerce, Puget Sound Regional Council, Snohomish County, Island County, Diking Districts, Stillaguamish Tribe, Stanwood and Camano Island Chambers of Commerce, and other local service clubs.
- It is imperative that the public engagement process encourage input from all segments of the community including economically disadvantaged, racial minorities, youth, seniors and disabled persons.

4. Environmental Review

Identify the appropriate environment review process and prepare the required State Environmental Policy Act (SEPA) documentation. Options include preparation of a SEPA Checklist, a supplemental Environmental Impact Statement (SEIS) or a new EIS. Additionally, the City is willing to consider adopting a Planned Action Ordinance for future downtown development if the economic analysis supports future growth and economic opportunities in the downtown area.

Tentative Project Schedule and Budget

It is the goal of the City is to adopt the Comprehensive Plan by December 31, 2023 as detailed in this Scope of Services. Work shall be completed over a two-year period using the following tentative schedule as a guide. The consultant is free to suggest an alternative schedule so long as the proposal meets the state mandated adoption date of July 30, 2024.

Year	Tasks
2022	Economic Analyses; Transportation Study (By Others – Not Included in This RFP); Visioning; Policy Analysis; Demographics Analysis; Land Use Analysis; Draft Maps; Public Outreach / Surveys; SEPA Process Evaluation; Prepare Document Structure and Outline
2023	Draft Plan; Issue Environmental Determination; Prepare Final Maps; Prepare 6- and 20-year Capital Improvement Plan with Associated Budget Worksheets; Continued Public Outreach; Public Hearings
January - June 30, 2024	Adopt Plan

The final budget amount is dependent on the extent of tasks identified in the final scope of work included in the executed contract. The adopted project budget at this time is shown below; any additional funding will subject to City Council approval.

Task	Budget
Comprehensive Plan Update	\$90,000
Economic Development Analysis	\$15,000

Submittal Content Requirements

Consultants are encouraged to submit concise and clear responses to the RFP. Proposal lengths exceeding maximum page limits will result in an automatic 10-point deduction. All pages shall be 8.5 x 11-inch format with not less than 11-point font. Provide a cover letter, one (1) signed original RFP and five (5) copies of the original. Pages may be double sided. The following information will be required in each proposal:

1. Cover Letter (1 page maximum): Indicate interest, availability and approach to the project.
2. Description of Firm. (2 page maximum) Provide relevant information about the firm including an introduction, description, history, and experience in preparing comprehensive plans or similar long range planning studies.
3. Scope of Work (8 pages maximum): Describe your approach to accomplish the scope of work stated in the RFP. Also include a description of your management style and how to minimize risks that may affect the project being completed on time and on-budget. The consultant is encouraged to include suggestions or supplemental tasks which may enhance the project or streamline the scope of work and improve cost effectiveness.

4. Schedule (2 pages maximum): Describe a realistic schedule for the project based on this RFP and list any assumptions you have made about the project that affects the schedule.
5. Project Team (2 pages maximum): Identify the proposed team, including sub-consultants, general qualifications and experience. Identify the project manager and principal contact who will be permanently assigned to the project (it is strongly preferred that they are the same person).
6. Relevant Experience (8 pages maximum): Describe consultant experience in preparing similar plans. Include between three (3) and five (5) projects that the consultant has completed that are similar to the project described in this request within the last ten (10) years. For each project, provide the following information:
 - Name and location of each project
 - Year completed
 - Name and contact information of each client and their project managed.
 - Elements of the project that are common to the scope elements described in this request
7. Project Team Resumes: Include as an appendix to the proposal, a resume of each team member and/or firms. The resume should include a paragraph for each key team member, years of experience, education, certifications, company affiliation, workplace location, and a brief list of individual project experience. Individual resumes should be limited to one page; there is no limit to the number of pages in the appendix.

Tentative Schedule of Events

1. **January 5, 2022** – Release RFP
2. **January 24, February 1, 2022** – Submittal Deadline
3. **January 25-28, February 2-4, 2022** – Submittal Review
4. **Week of February 7, February 14-18, 2022** – Interviews
5. **Week of February 14, February 21, 2022** – Negotiate Contract & Draft Scope of Work
6. **March 10, 2022**– City Council Award of Contract

Evaluation Criteria

The consultant intending to perform the work must be willing to sign the City’s standard professional service agreement contract which includes the requirement to carry comprehensive general liability insurance. Consultants must also be licensed in the appropriate discipline(s) to do business in the state of Washington and all personnel assigned to this project must have the appropriate licenses, certifications and/or designations required to perform their task.

Evaluation Criteria:

The following criteria will be used to evaluate proposals. Each criterion will be given a rating as following:

- 8-10 points Highly Advantageous
- 5-7 points Advantageous
- 1-4 points Disadvantageous

0 points Unacceptable

I. Related Experience on Comprehensive Plan or Master Plan Updates Under GMA

Extensive related experience (more than 4 projects)	Highly Advantageous
Some related experience (1-3 projects)	Advantageous
Little experience (no projects)	Disadvantageous

II. Demonstrated Clear Understanding of Project with an Identified Project Approach

Clear and concise project approach	Advantageous
Confusing or Overly Complicated Approach	Disadvantageous
Not provided	Unacceptable

III. Financial Land Use Analysis

Extensive staff experience	Highly Advantageous
Some staff experience	Advantageous
Little or no staff experience	Disadvantageous
Little or no present staff experience	Unacceptable

IV. Innovative Approach to Public Engagement.

Extensive public engagement experience	Highly Advantageous
Moderate public engagement experience	Advantageous
Limited public engagement experience	Disadvantageous
No response	Unacceptable

V. Graphics

Extensive Firm experience providing reader friendly graphics	Highly Advantageous
Moderate Firm experience providing reader friendly graphics	Advantageous
Limited Firm experience providing reader friendly graphics	Disadvantageous
No response	Unacceptable

VI. Environmental Review.

Extensive experience with programmatic environmental reviews	Highly Advantageous
Moderate experience with programmatic environmental reviews	Advantageous
Limited experience with programmatic environmental reviews	Disadvantageous
No response	Unacceptable

Reservations:

The City's selection committee will review all proposals based upon the above listed criteria and will select finalists to be invited to interviews and presentations.

If an agreement cannot be reached with the top-rated firm, negotiations will be terminated, and the City will open negotiations with the second rated firm. The negotiation process will continue until an agreement is reached with one of the shortlisted firms. If no agreement is reached with the shortlisted firms, the negotiation process will be terminated at the City's discretion.

The City reserves the right, without qualification, to select any proposal, to reject any or all proposals and to apply its judgment with respect to any proposal submitted. The City reserves the right to interview any of the responsive firms. Once a firm is selected and a contract is in place, the City will issue an Order to Proceed. The firm shall not proceed with any work until the Order to Proceed has been issued.

Questions, Addendum or Proposal Modification

All questions concerning the RFP should be directed to Community Development Director Patricia Love at (360) 454-5206 or via email at Patricia.Love@ci.stanwood.wa.us. If any changes are made to this RFP, an addendum will be issued on-line.