



---

# CITY OF West Linn

## ***Request for Proposal (RFP)*** **Highway 43 Land Use and Neighborhood Connectivity Plan**

### **Eligibility**

This request is open to parties engaged in the lawful practice of their profession that satisfy the minimum qualifications set forth in this Request for Proposal (RFP). Minority-owned, Women-Owned, and Emerging Small Businesses are encouraged to apply for this opportunity in keeping with the City's policy of providing opportunities to such firms.

### **Introduction**

The City of West Linn is located in Clackamas County, approximately 15 miles south of the City of Portland, with a population of 27,452 residents in 2021 (PSU PRC). The city's population has historically seen steady growth, but in recent years has leveled off with one of the lowest population growth rates in the Portland metro region. The City's economic foundation is primarily retail, commercial, and home-based businesses with little industrial or manufacturing lands. The majority of land, approximately 92 percent, within West Linn is zoned for residential use. While commercial, industrial, and mixed-use zones make up approximately 4 percent of all lands.

### **Project Need**

The City of West Linn has been working towards implementing a new vision for the Highway 43 corridor (Hwy 43) which serves as a critical north/south transportation link in the Portland Metro region. In 2006 the West Linn City Council adopted the Bolton Neighborhood Plan (BNP). And in 2008 the Robinwood Neighborhood Plan (RNP) was also adopted by the West Linn City Council. Both plans contain goals and policies for achieving a future vision of the Hwy 43 corridor. Those plans include providing complete and safe facilities for pedestrians, bicycles, and transit users; safe crossing points on Willamette Drive; commercial services that provide neighborhood needs; and providing pedestrian connections to needed goods and services as well as to other neighborhoods.

The City completed the first phase of a corridor visioning process in 2011 with several public outreach events that gleaned feedback on the commercial areas of the corridor. The area in the Robinwood neighborhood received strong community support (77 percent) for a vision to transform the corridor from primarily strip commercial and single-family residential into a neighborhood center with a pedestrian-friendly environment. The Bolton Town Center area identified on the Metro 2040 map also received strong community support (78 percent) to be a neighborhood center that supports commercial and residential uses with a pedestrian-friendly environment.

The City followed up on this vision work by adopting an updated Transportation System Plan (TSP) that includes the 2016 Highway 43 Concept Plan which calls for continuous pedestrian and bicycle infrastructure along both sides of the corridor. Existing conditions along the Highway 43 Corridor have been documented beginning in 2008 with the original Highway 43 Concept Plan and continuing with the updated 2016 version. These documents provide a solid baseline for traffic projections, level of service deficiencies, and environmental conditions to be used in the analysis of the Highway 43 Corridor. With the hope of creating a destination corridor that has high-quality pedestrian and bicycle amenities, getting to the corridor safely is of vital importance. The Hwy 43 Corridor traverses older parts of the community that lack sidewalks making safe access to goods, services, and transit a challenge.

Current zoning along Highway 43 is a blend of commercial and residential, with many of the properties currently underutilized. With the corridor being an important regional transportation route and the primary transit route for the community, the City is interested in exploring mixed-use zoning to re-energize the corridor with a mix of housing types, work places, shops, and parks for people of all ages, incomes, and abilities. The City anticipates adopting the Bolton Town Center boundary as part of this project as required by the Climate Friendly and Equitable Communities Rules.

### **Primary Project Goals**

1. Evaluate land uses adjacent to the corridor (north City limits to I-205) and recommend zoning changes, amended code language, and potentially design standards; and
2. Evaluate pedestrian and bicycle connections to safely access the corridor from surrounding neighborhoods and recommend prioritized infrastructure improvements and financing options to adopt into the West Linn TSP
3. Recommend a Mixed-Use Zoning code chapter for the West Linn Community Development Code.

The outcome of this effort will create a destination corridor that is an inviting opportunity for West Linn residents to live, work, and move about safely and with ease.

The City expects the consultant to have experience in the preparation of long-range planning documents in a community that is subject to meeting the mandates and objectives of the Metro regional government, and the presentation of materials to the public and the City Council or Planning Commission if called upon to do so in the performance of the work.

The City has established a budget of approximately \$125,000 to do this work. The City may also explore the possibility of a Tax Increment Financing District for the corridor under a separate contract, which may require some coordination tasks.

### **Scope of Services**

#### *1. Project Assessment and Management*

Participate in a kickoff meeting with City staff to agree on the refined project scope, schedule and budget. Hold project management conferences to track progress on key tasks and deadlines, identify unanticipated issues and develop alternative approaches as needed.

Participate in periodic briefings with the City Council and Planning Commission. Prepare monthly progress reports and invoices that describe the activities undertaken, estimate the percent completion of each task, and track expenditures and hours.

2. *Community Engagement Plan*

Create a comprehensive community engagement plan that will ensure all residents of West Linn have the opportunity for their voices to be heard. The plan should incorporate DEI strategies and give special consideration to communities that have been historically under-represented in civic engagement. A project working group will be appointed by City Council and will meet regularly to provide feedback. The plan should include, but not be limited to, meetings with a stakeholder committee and a technical advisory group of partner agencies (formed and managed by City staff), and public workshops. Use of video and interactive maps in conjunction with static materials is strongly encouraged.

3. *Preferred Community Vision for Highway 43 Corridor*

Based upon information gathered through the Community Engagement Plan, distill the preferred Community Vision for Hwy 43 and prepare text documents and presentations to express the preferred community vision. Ensure important and relevant data points are included in the documents and presentations.

4. *Comprehensive Plan/Zoning Analysis and Recommendations*

Review relevant sections of the comprehensive plan and all zoning layers within the Hwy 43 Corridor. Recommend zoning changes, including a potential new mixed-use zone, based upon community engagement, feedback, and desired outcomes of City Leadership.

5. *Development Code Analysis and Recommendations*

Review the West Linn Community Development Code (CDC) and recommend amendments, including potential Mixed-Use Zone requirements, which will enable successful development based upon the stated desires of the West Linn Community and City Leadership.

The expectation is for the use of limited technical jargon and highlight accessible language, including greater use of visual graphics, digital and print options, and a clarity of objectives and expectations to make them more user friendly for the public, development community, city staff, and decision makers.

6. *Pedestrian/Bicycle Connection Analysis and Recommendations*

Analyze pedestrian and bicycle connections to Hwy 43. Prioritize and recommend needed infrastructure improvements and connections based upon the stated desires of the West Linn Community and City Leadership.

7. *Transportation Analysis*

Conduct a final transportation analysis to review and support proposed land use changes, refine preferred alignment options, and develop TSP amendments necessary to support all modes of travel within the project area.

8. *Final Adoption Ready Documents*

Develop and recommend a package of adoption ready documents that consist of code language amendments, zoning map changes, the preferred community vision for the Hwy 43 Corridor, necessary TSP amendments, and all relevant data analysis gathered throughout the project.

9. *Presentations*

Development of a presentation slide deck and attendance at project working group, Planning Commission and City Council meetings to present recommendations and respond to questions from decisions makers and the public. Consultant shall also be responsible for the development of maps, graphics, and other exhibits to be incorporated by City Staff into memorandums and staff reports to decision makers. Virtual attendance may be assumed.

**Content of Proposals**

The proposal should include the following elements, with a concise description (no longer than 10 pages) of each:

- Letter of interest – must be no more than two pages in length and include contact information and signature.
- Summary of qualifications, experience and availability. It should summarize qualifications, relevant experience, and availability to participate in the RFP process, and provide services to the City.
- Project team resume and portfolio – to include current resume of project team members, project roles, and references.
- Work Plan – proposed approach to the process, including methodologies, roles, and responsibilities.
- Detailed description of deliverables and outcomes
- Estimated costs and cost methodology
- A sample list of past and current clients
- List of professional references –listing most recent professional references and their contact information.

### **Deadline and Timeline**

Statements of Proposal must be received electronically via email to Associate Planner, Chris Myers, at [cmyers@westlinnoregon.gov](mailto:cmyers@westlinnoregon.gov) on or before 5:00 p.m. on December 21, 2022. No late responses, incomplete responses, hardcopy, or faxed materials will be accepted.

November 16, 2022	RFP Released
December 21, 2022	RFP Submittals Due at 5:00pm (electronic only)
January 11-20, 2023	Consultant Interviews (if needed)
January 31, 2023	Consultant Selected
February 14, 2023	Anticipated Start Date

Completion date: This project is a priority and COWL desires this work to be done by end of 2024, including the adoption of zoning and development code changes.

### **Proposal Evaluation & Selection**

Community Development Staff shall evaluate the submitted RFPs, and the city reserves the right to reject any or all of them. The city will not be liable for, nor pay any cost incurred by responding firms related to the preparation of proposals or the making of presentations.

Proposals shall be evaluated based upon the following factors and a 100 point scale:

- Prior relevant projects or experiences; (20)
- Capability to perform the services required; (15)
- Readiness, availability, and familiarity with the area; (20)
- Knowledge and expertise of individuals that will work on the projects; (10)
- Performance history; (10)
- Approach and philosophy; (15)
- References. (10)

COWL Community Development Staff will perform an initial screening and select a minimum of three prospective consultants whose statements demonstrate the highest level of qualification.

COWL staff will hold discussions with finalists selected through initial screening, with the consultant's capability, experience, and compensation requirements guiding final selection. All Consultants submitting a proposal will be notified of COWL's final selection decision.

### **Questions**

Please contact Associate Planner Chris Myers with any questions: [cmyers@westlinnoregon.gov](mailto:cmyers@westlinnoregon.gov) or 503-742-6062