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# CITY OF West Linn

## ***Request for Proposal (RFP)*** **West Linn Waterfront 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**

City of West Linn (COWL) is located in Clackamas County, approximately 15 miles south of the City of Portland. The community has a population of 27,452 residents in 2021 (PSU PRC) and is located at the confluence of the Tualatin and Willamette Rivers, including the western shoreline of Willamette Falls. The City's economic foundation is generally retail, commercial, and home-based business with relatively little industrial or manufacturing lands. The majority of land (approximately 90 percent) within West Linn is zoned for residential use.

### **Project Need**

The West Linn City Council, in 2016, directed staff to commence working on a Waterfront Master Plan for the area adjacent to the Willamette River from I-205 to the Willamette Neighborhood. Planning staff conducted background research on 40 years of previous planning, visioning, and analysis conducted in the area. The planning area was also split into three districts as each area had distinct access, topography, infrastructure, and zoning issues to consider. Staff then held a number of open houses from 2017 to 2019, which were focused on creating guiding principles for the project, gleaning feedback on a future vision for the area, and establishing a preferred option for improving the transportation infrastructure at the intersection of Highway 43 and Willamette Falls Drive. The project lost momentum with the onset of the Covid-19 pandemic, but the intersection improvements were adopted into the West Linn Transportation System Plan in 2021.

City Council has now budgeted funds to complete the project. The City is seeking assistance to help complete a vision plan for all three districts, perform public engagement activities to verify the vision plan has broad community and stakeholder support, conduct a final transportation analysis, and develop a framework to implement the vision via zoning/code/design standards in two of the three districts. The City is currently working on adopting a tax increment financing

district that covers the planning area and coordination on a financial plan to implement the vision will be necessary.

The public engagement component of the project will be critical. There are a diverse group of stakeholders that will need to provide input. These include the West Linn community, impacted property owners, Portland General Electric (owns about 60 percent of property in planning area), Oregon Department of Transportation, City of Oregon City, and tribal representatives. The desired outcome of this effort is the creation of a revitalized waterfront area that provides a diverse mix of land uses and recreational opportunities, while improving property access and creating a safe, multi-modal transportation system in the area.

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. COWL has established a budget of approximately \$200,000 to do this work, and anticipates a timeline of approximately 2 years.

### **Scope of Services**

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

The consultant team will review the prior planning studies and background documents, completed project documents and meeting summaries, and applicable Comprehensive Plan and Community Development Code documents related to the project area. This effort will ensure the project values the time and energy community members made in the 2016-2019 process.

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, including but not limited to tribal communities with historical/cultural connections to Willamette Falls and the project area. 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 the project working group 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 the Waterfront Area*

Creation of a Vision Plan that captures the public imagination, reinforces the historic role of Willamette Falls to community identity, is long term in focus, and capable of adapting to changing economic circumstances over time. The Vision Plan shall actualize prior planning work and the guiding principles developed through public engagement efforts between 2016 and 2019, and refined through the community engagement plan described above. These principles include river access, historic character, reinvestment opportunities, and transportation improvements.

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

4. *Comprehensive Plan/Zoning Analysis and Recommendations for Historic City Hall District and Pond Redevelopment District.*

Review relevant sections of the Comprehensive Plan and Zoning Map. Based upon analysis and community engagement as expressed in the Vision Plan, develop recommended amendments to the Comprehensive Plan and Zoning Map.

5. *Development Code Analysis and Recommendations*

In collaboration with city staff, the consultant shall analyze deficiencies or obstacles within the Community Development Code, and propose amendments to the Community Development Code deemed necessary to implement the vision within the Historic City Hall District and Pond Redevelopment District. The recommendations should result in flexibility and creativity to enable innovative and adaptable responses to emerging and future issues.

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

6. *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.

7. *Financing Plan*

Consultant will analyze the financial opportunities and obstacles to implementing the vision plan, and develop a financing plan to support the realization of the vision. The plan shall examine a variety of mechanisms including general obligation bonds, tax increment

financing, System Development Charges, and opportunities for funding from other government agencies and developer contributions. The City is currently working on adopting a tax increment financing district that covers the planning area, and coordination with this effort may be required.

*8. Final Adoption Ready Documents*

Develop and recommend a package of adoption ready documents that consist of the preferred community vision, comprehensive plan and code language amendments, zoning map changes, necessary TSP amendments, the financing plan, 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 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, John Floyd, at [jfloyd@westlinnoregon.gov](mailto:jfloyd@westlinnoregon.gov) on or before 5:00 p.m. on December 14, 2022. No late responses, incomplete responses, hardcopy, or faxed materials will be accepted.

November 16, 2022	RFP Released
December 14, 2022	RFP Submittals Due at 5:00pm (electronic only)
January 4-13, 2023	Consultant Interviews
January 20, 2023	Consultant Selected
February 6, 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 RFQs, 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 John Floyd with any questions: [jfloyd@westlinnoregon.gov](mailto:jfloyd@westlinnoregon.gov) or 503-742-6058