

# CITY OF BELLEVUE



## REQUEST FOR PROPOSAL RFP # 04-10

### Downtown Wayfinding Design Manual

Issue Date: February 26, 2004

Due Date: 4:00 p.m. Pacific Daylight Savings time, March 16, 2004

**Request For Proposal 04-10**  
**Downtown Wayfinding Design Manual**

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**REQUEST FOR PROPOSAL**

Notice is hereby give that proposals will be received by the City of Bellevue, Washington for:

**RFP # 04-10**  
**Downtown Wayfinding Design Manual**

by filing with Contracting Services office of the Finance Department, 11511 Main Street, Fifth Floor, Bellevue, Washington, 98004 until:

Date: **March 16, 2004**

Time: **4:00 P.M.**

Proposals submitted after the due date will not be considered. Vendors accept all risks of late delivery of mailed proposals regardless of fault.

A detailed Request for Proposal (RFP) information including general information, general terms and conditions, requested services, proposal requirements and evaluation process is available from the Contracting Services office located at the above address or by calling (425) 452-6999. The RFP is also available on the City's website at [www.cityofbellevue.org](http://www.cityofbellevue.org), under "Doing Business" and "Bid Information".

The City of Bellevue reserves the right to reject any and all submittals and to waive irregularities and informalities in the submittal and evaluation process. This RFP does not obligate the City to pay any costs incurred by respondents in the preparation and submission of a proposal. Furthermore, the RFP does not obligate the City to accept or contract for any expressed or implied services.

The successful vendor must comply with the City of Bellevue equal opportunity requirements. The City is committed to a program of equal employment opportunity regardless of race, color, creed, sex, age, nationality or disability.

Dated this \_\_\_\_\_ day of February, 2004

Jamie Robinson  
Contracting Services Supervisor

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King County Journal – March 4, 2004

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### Section 1. General Information

#### 1.01 Introduction

Bellevue is located three miles east of Seattle, between Lake Washington and Lake Sammamish, and about ten miles west of the foothills of the Cascade Mountains. The city's resident population of 117,000 and daily workforce of about 121,000 make it Washington's fifth-largest city. Bellevue is a prosperous, increasingly diverse city that has evolved from a "bedroom community" into the economic and cultural hub of the Seattle area's Eastside. The city has developed its downtown core into a major business and retail center while maintaining the safe, comfortable family neighborhoods for which it has long been popular.

#### 1.02 Purpose of RFP – Project Summary

The City of Bellevue Planning and Community Development Department will accept proposals to provide consultant services for development of a wayfinding design manual for Downtown Bellevue. The wayfinding design manual will take into account existing elements and develop specific guidelines for new pedestrian, bicycle, and short-term parking wayfinding elements.

#### 1.03 RFP Coordinator/Communications

Upon release of this RFP, all Vendor communications concerning this information request should be directed in writing to the RFP Coordinator listed below. Unauthorized contact regarding this RFP with other City employees may result in disqualification. Any oral communications will be considered unofficial and non-binding on the City.

Name: Emil King, AICP  
Senior Planner  
Address: City of Bellevue  
11511 Main Street  
P.O. Box 90012  
Bellevue, WA 98009-9012  
Telephone: 425-452-7223  
E-mail: eaking@ci.bellevue.wa.us

#### 1.04 Preliminary Schedule

*These dates are estimates and are subject to change by the City.*

Event	Date
Release RFP to Vendors	February 26, 2004
Proposal Responses Due	March 16, 2004 @ 4:00pm
Notification to Short Listed Firms	March 19, 2004
Interviews	March 29 – 31, 2004
Final Selection	April 2, 2004

#### 1.05 Submittal Requirements

Interested consultants should submit five copies of their proposal. Submittals should be no more than ten pages, and should respond to the following items:

- A representative summary of wayfinding design manuals or wayfinding plans completed by your firm along with a client reference.
- A representative summary of up to three other environmental graphic projects completed by your firm along with a client reference. These projects should show capabilities in technical design and detailing of three-dimensional design elements.

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- Describe your proposed approach to developing the wayfinding design manual within the available budget and timeline. Please include a generalized schedule of key tasks and breakdown of consultant expenditures by task.
- Identify the project leader and other key members of the project team. Please reference their relevant project experience.
- A completed and signed Proposal Form – Form #1
- A completed, signed, and notarized Non-Collusion Certificate (Attachment “A”)
- A completed and signed Affidavit of Equal Opportunity Compliance (Attachment “C”).

Firms may include a single copy of a completed wayfinding design manual or wayfinding plan for the City to review. It will not count against the ten page proposal limitation.

### **1.06 Completeness of Proposal**

The vendor must attach the Proposal Form (Form 1) signed by a vendor representative authorized to bind the proposing firm contractually. This statement must identify any exceptions that the vendor takes to the City’s RFP, or declare that there are no exceptions taken to the RFP.

### **1.07 Proposal Response Date and Location**

Proposals must be submitted to the City of Bellevue’s Contracting Services office no later than at March 16, 2004 at 4:00pm. The Official Clock for submissions is located at the Contracting Services office (address listed below). All proposals and accompanying documentation will become the property of the City and will not be returned. Proposals received later than the submittal due date will not be considered. Vendors accept all risks of late delivery of mailed proposal regardless of fault. Faxed and e-mailed submittals will not be accepted. Please reference RFP # and RFP title on all communications.

The Contracting Services office may be contacted at:

Office Location  
Bellevue City Hall  
11511 Main Street  
Fifth Floor  
Bellevue, WA 98004  
Ph: (425) 452-6999

Mailing Address  
City of Bellevue  
Finance Department/Contracting Services  
PO Box 90012  
Bellevue, WA 98009-9012

### **1.08 Vendor’s Cost to Develop Proposals**

Costs for developing proposals in response to the RFP are entirely the obligation of the vendor and shall not be chargeable in any manner to the City.

## **Section 2. Terms and Conditions**

### **2.01 Questions Regarding the RFP**

Oral interpretation of the RFP specification is not binding on the City. Request for interpretation/clarification of the RFP specification must be made in writing and submitted to the RFP Coordinator.

### **2.02 RFP Amendments**

The City reserves the right to request that any respondent clarify its proposal or to supply any additional material deemed necessary to assist in the evaluation of the proposal.

The City reserves the right to change the RFP schedule or issue amendments to the RFP at any time. The City also reserves the right to cancel or reissue the RFP. All such addenda will become part of the RFP.

### **2.03 Withdrawal of Proposal**

Proposals may be withdrawn at any time prior to the submission time specified in Section 1.09, provided **notification is received in writing**. Proposals cannot be changed or withdrawn after the time designated for receipt.

### **2.04 Rejection of Proposals**

The City reserves the right to reject any or all proposals, to waive any minor informalities or irregularities contained in any proposal, and to accept any proposal deemed to be in the best interest of the City.

### **2.05 Proposal Modification and Clarifications**

Modification of a proposal already received will be considered only if the request is received prior to the submittal deadline. All modifications must be made in writing, executed and submitted in the same form and manner as the original proposal.

### **2.06 Proposal Validity Period**

Submission of a proposal will signify the vendor's agreement that its proposal and the content thereof are valid for 180 days following the submission deadline unless otherwise agreed to in writing by both parties. The proposal will become part of the contract that is negotiated between the City and the successful vendor.

### **2.07 Proposal Signatures**

- 1) An authorized representative must sign proposals, with the Vendor's address and telephone information provided. Unsigned proposals will not be considered.
- 2) If the proposal is made by an individual, the name, mailing address, and signature of the individual must be shown.
- 3) If the proposal is made by a firm or partnership, the name and mailing address of the firm or partnership and the signature of at least one of the general partners must be shown.
- 4) If the proposal is made by a corporation, the name and mailing address of the corporation and the signature and title of the person who signs on behalf of the corporation must be shown.
- 5) The City reserves the right to request documentation showing the authority of the individual signing the proposal to execute contracts on behalf of anyone, or any corporation, other than himself/herself. Refusal to provide such information upon request may cause the proposal to be rejected as non-responsive.

### **2.08 Public Records**

Under Washington state law, the documents (including but not limited to written, printed, graphic, electronic, photographic or voice mail materials and/or transcriptions, recordings or reproductions thereof) submitted in response to this request for proposals (the "documents") become a public record upon submission to the City, subject to mandatory disclosure upon request by any person, unless the documents are exempted from public disclosure by a specific provision of law. If the City receives a request for inspection or copying of any such

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documents it will promptly notify the person submitting the documents to the City (by U.S. mail and by fax if the person has provided a fax number) and upon the written request of such person, received by the City within five days of the mailing of such notice, will postpone disclosure of the documents for a reasonable period of time as permitted by law to enable such person to seek a court order prohibiting or conditioning the release of the documents. The City assumes no contractual obligation to enforce any exemption.

### **2.09 Business Registration and Taxation**

The Vendor awarded the Contract will be subject to City of Bellevue Business Registration and Business Taxation as presented in the Bellevue City Code. Questions about the City's Business and Occupation (B&O) tax should be directed to the City's Tax office at (425) 452-6851.

### **2.10 Non Endorsement**

As a result of the selection of a Vendor to supply products and/or services to the City, Vendor agrees to make no reference to the City in any literature, promotional material, brochures, sales presentation or the like without the express written consent of the City.

### **2.11 Non Collusion Certificate**

The proposal submitted for this RFP shall include the Non-Collusion Certificate (Attachment "A").

### **2.12 Insurance Requirements**

The City will require the selected vendor to comply with the insurance requirements as listed in Attachment "B". Questions regarding insurance requirements can be discussed with the City's Risk Management Office, 425-452-2011.

### **2.13 Asbestos or Hazardous Materials Abatement Work**

If Asbestos abatement or hazardous materials work is performed, Contractor shall review coverage with the City's Risk Manager and provide scope and limits of coverage that are appropriate for the scope of work. No asbestos abatement work will be performed until coverage is approved by the Risk Manager.

### **2.14 Equal Opportunity Requirements**

The City is an equal opportunity employer and requires all Vendors to comply with policies and regulations concerning equal opportunity. (Attachment "C")

The Vendor, in the performance of this Agreement, agrees not to discriminate in its employment because of the employee's or applicant's race, religion, national origin, ancestry, sex, age, or physical handicap.

### **2.15 Other Compliance Requirements**

In addition to nondiscrimination and affirmative action compliance requirements previously listed, the Vendor awarded a contract shall comply with federal, state and local laws, statutes, and ordinances relative to the execution of the work. This requirement includes, but is not limited to, protection of public and employee safety and health; environmental protection; waste reduction and recycling; the protection of natural resources; permits; fees; taxes; and similar subjects.

### **2.16 Ownerships of Documents**

Any reports, studies, conclusions, and summaries prepared by the Vendor shall become the property of the City.

### **2.17 Confidentiality of Information**

All information and data furnished to the Vendor by the City, and all other documents to which the Vendor's employees have access during the term of the contract, shall be treated as confidential to the City. Any oral or written disclosure to unauthorized individuals is prohibited.

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#### **2.18 Hold Harmless**

The Vendor shall hold harmless, defend, and indemnify the City and the City's officers, agents, and employees against any liability that may be imposed upon them by reason of the Vendor's failure to provide worker's compensation coverage or liability coverage.

### **Section 3. Requested Services**

#### **3.01 Duration of Services**

The City would like to conclude the design manual by July 30, 2004.

#### **3.02 Background Analysis**

The consultant, with the assistance of City staff, will inventory and analyze existing wayfinding elements in Downtown Bellevue. The inventory will include photos of existing elements, observations, and a compilation of maps used for wayfinding.

The consultant will work with City staff to become comfortable with Bellevue's sign regulations, traffic operations issues, and right-of-way use provisions.

#### **3.03 Details of Wayfinding Manual**

The wayfinding design manual will need to clearly identify a wayfinding hierarchy for pedestrian, bicycles, and for short-term parking that includes major destinations, routes, decision points, and a location plan for new wayfinding elements. New wayfinding elements could include items such as banners, directional signage, kiosks (that include a standardized map element), or art installations. New elements should reinforce the idea of Bellevue being a city between two lakes, and incorporate the meaning of Bellevue (i.e. beautiful view) in any font usage (e.g. Bellevue) and potentially incorporating images of "beautiful views." New wayfinding elements should create a strong overall identity for Downtown Bellevue and also help differentiate existing and emerging downtown neighborhoods through use of items such as color, images, etc.

The manual will ultimately identify a set of templates for new wayfinding elements, including dimensions, color palette(s), font families, symbols, materials, and fabrication & maintenance specifications. The fabrication specifications will be at a level of detail that can be given directly to a manufacturer.

#### **3.04 Early Implementation**

Early implementation of the wayfinding design manual will occur in late 2004. A \$100,000 construction grant will be used for pedestrian and bicycle wayfinding to/from the newly expanded Bellevue Transit Center and other key activity centers in downtown Bellevue. Coordinated signage for short-term parking will also be pursued in 2004.

#### **3.05 Public Process**

City staff will lead stakeholder outreach. The consultant will provide interim work products to be used during public review and evaluation. Consultant products could include displays, handouts, or multimedia shows.

#### **3.06 Budget**

The City has allocated \$48,000 for the design manual.

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### **Section 4. Proposal Evaluation**

#### **4.01 Evaluation Procedures**

Proposals will be evaluated by the Selection Committee. The Selection Committee will consider how well the vendor's proposed solution meets the needs of the City, as described in the vendor's response to each requirement. Submittals will be reviewed using standardized criteria and weighting to determine which consultants will be asked to make formal presentations to the City.

#### **4.02 Vendor Presentation, Committee Interview and/or Site Visits**

After the proposals are evaluated, the Selection Committee will determine which Vendors may be invited to make a formal presentation and/or sit for a panel interview with the Selection Committee. The City may choose to conduct site visit(s) to the vendor's place of business as part of the evaluation process.

#### **4.03 Final Selection**

The Selection Committee will formulate their recommendation for award of the Contract.

#### **4.04 Contract Award and Execution**

The City reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be initially submitted on the most favorable terms the vendor can offer.

The City shall not be bound or in any way obligated until both parties have executed a vendor contract.

The general conditions and specification of the RFP and the successful vendor's response, as amend by agreement between the City and the vendor, including e-mail or written correspondence relative to the RFP, will become part of the contract documents. Additionally, the City will verify vendor representations that appear in the proposal. Failure of the vendor's products to perform as represented may result in elimination of the vendor form competition or in contract cancellation or termination.

The Vendor selected as the apparently successful vendor will be expected to enter into a contract with the City. A standard City contract will be provided to the finalist Vendors.

The foregoing should not be interpreted to prohibit either party from proposing additional contract terms and conditions during negotiations of the final contract.

If the selected vendor fails to sign the contract within 5 business days of delivery of the final contract, the City may elect to cancel the award and award the contract to the next-highest ranked vendor.

All parties may incur no cost chargeable to the proposed contract before execution of the contract.





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**Attachment "B"**

**INSURANCE REQUIREMENT**

The Contractor shall procure and maintain for the duration of this Agreement insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Contractor, his agents, representatives, employees or subcontractors. The cost of such insurance shall be paid by the Contractor. Insurance shall meet or exceed the following unless otherwise approved by the City. Questions regarding insurance requirements can be discussed with the City's Risk Management Office, 425-452-2011.

A. **Minimum Scope of Insurance**

1. Insurance Services Office Commercial General Liability coverage ("occurrence" form CG 0001) (Ed.10/1/93), **or**, Insurance Services Office form number GL 0002 (Ed. 1/73) covering Comprehensive General Liability and Insurance Services Office form number GL 0404 (Ed. 1/81) covering Broad Form Comprehensive General Liability.
2. Insurance Services Office form number CA 0001 (Ed. 12/93), covering Automobile Liability code 1, A any auto, for activities involving other than incidental personal auto usage.
3. Workers' Compensation coverage as required by the Industrial Insurance Laws of the State of Washington; if the contract requires working on or over navigable waters, US Longshoremen's and Harbor Workers' (USL&H) coverage is required.
4. Consultant's Errors and Omissions or Professional Liability applying to all professional activities performed under the contract.

B. **Minimum Levels of Insurance**

1. Comprehensive or Commercial General Liability: \$1,000,000 per occurrence / \$2,000,000 aggregate combined single limit for bodily injury, personal injury and property damage.
2. Automobile Liability: \$1,000,000 combined single limit per accident for bodily injury and property damage.
3. Workers' Compensation coverage as required by the Industrial Insurance laws of the State of Washington.
4. Consultant's Errors or Omissions or Professional Liability: \$1,000,000 per occurrence and as an annual aggregate.

C. **Deductibles and Self-Insured Retentions**

Any deductibles or self-insured retentions must be declared to and approved by the City. In the event the deductibles or self-insured retentions are not acceptable to the City, the City reserves the right to negotiate with the Contractor for changes in coverage deductibles or self-insured retentions; or alternatively, require the Contractor to provide evidence of other security guaranteeing payment of losses and related investigations, claim administration and defense expenses.

D. **Other Provisions**

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Wherever possible, the policies are to contain, or be endorsed to contain, the following provisions:

1. General or Commercial Liability and Automobile Liability Coverages

- a. The City, its officials, employees and volunteers are to be covered as additional insureds as respects: liability arising out of activities performed by or on behalf of the contractor; products and completed operations of the Contractor; premises owned, leased or used by the Contractor; or automobiles owned, leased, hired or borrowed by the Contractor. The coverage shall contain no special limitations on the scope of protection afforded to the City, its officials, employees or volunteers.
- b. The Contractor's insurance shall be primary insurance as respects the City, its officials, employees and volunteers. Any insurance or self-insurance maintained by the City, its employees or volunteers shall be excess of the Contractor's insurance and shall not contribute with it.
- c. Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the City, its officials, employees or volunteers.
- d. Coverage shall state that the Contractor's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.

2. All Coverages

Each insurance policy required by this clause shall state that coverage shall not be canceled by either party except after thirty (30) days prior written notice has been given to the City.

E. **Acceptability of Insurers**

Insurance is to be placed with insurers with a current Bests' rating of A+:VIII, or with an insurer acceptable to the City.

F. **Verification of Coverage**

Contractor shall furnish the City with certificates of insurance affecting coverage required by this clause. The certificates for each insurance policy are to be signed by a person authorized by that insurer to bind coverage on its behalf and shall name the City as an "additional insured" except for coverages identified in A. 3. and 4. above. The certificates are to be received and approved by the City before work commences. The City reserves the right to require complete, certified copies of all required insurance policies at any time.

G. **Subcontractors**

Contractor shall include all subcontractors as insureds under its policies or shall require subcontractors to provide their own coverage. All coverages for subcontractors shall be subject to all of the requirements stated herein.

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H. **Asbestos or Hazardous Materials Abatement Work**

If Asbestos abatement or hazardous materials work is performed, Contractor shall review coverage with the City's Risk Manager and provide scope and limits of coverage that are appropriate for the scope of work. No asbestos abatement work will be performed until coverage is approved by the Risk Manager.

**Attachment “C”**

**EQUAL OPPORTUNITY REQUIREMENTS**

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**General Instructions**

Applications: The following materials pertain to the Equal Opportunity Requirements of the City of Bellevue as set forth in Chapter 4.28.143 of the Bellevue City Code. All contractors, subcontractors, consultants, vendors and suppliers who contract with the City in a total amount of thirty-five thousand or more within any given year must comply with these requirements.

Affidavit: Before being considered for a contract of the magnitude listed above, all contractors will be required to submit the “Affidavit of Equal Opportunity Compliance” as part of their proposal/qualifications or upon the request of the Purchasing Manager.

Compliance: The City of Bellevue reserves the right to randomly select contractors, subcontractors, consultants, vendors or suppliers to be audited for compliance of the requirements listed. During this audit, the contractors, etc. will be asked for a specific demonstration of compliance with the requirements.

Noncompliance: A finding of a noncompliance may be considered a breach of contract and suspension or termination of the contract may follow.

City contact: The City’s Compliance Officer is the Purchasing Manager, and specific questions pertaining to this section may be directed to the Purchasing Division at (425) 452-6894.

**Bellevue City Code Excerpt**

Section 4.28.143 of the Bellevue City Code establishes the requirements for all contractual service providers:

“All contractors, subcontractors, consultants, vendors and suppliers who contract with the City of Bellevue in a total amount of thirty-five thousand or more within any given year are required to take affirmative action and comply with the following requirements of this section. There shall be included in any contract between such contractual services provider and the City of Bellevue the following provisions:

1. Contractor shall make specific and constant recruitment efforts with minority and women’s organizations, schools, and training institutions. This shall be done by notifying relevant minority and women’s organizations.
2. Contractor shall seek out eligible minority and women contractors to receive subcontract

awards. Appropriate minority and women contractors shall be notified in writing of any bids advertised for subcontract work.

3. Contractor shall provide a written statement to all new employees and subcontractors indicating commitment as an equal opportunity employer and the steps taken to equal treatment of all persons.
4. Contractor shall actively consider for promotion and advancement available minorities and women.
5. Contractor is encouraged to make specific efforts to encourage present minority and women employees to help recruit qualified members of protected groups.
6. Contractor is encouraged to provide traditional and nontraditional employment opportunities to female and minority youth through after school and summer employment.
7. Contractor is encouraged to assist in developing the skills of minorities and women by providing or sponsoring training programs.

Willful disregard of the City’s nondiscrimination and affirmative action requirements shall be considered breach of contract and suspension or termination of all or part of the contract may follow.

All contractors, subcontractors, vendors, consultants or suppliers of the City required to take affirmative action must sign the affidavit of compliance and submit with the bid proposal or upon the request of the Purchasing Manager. All documents related to compliance steps listed above shall be presented upon the request of the Purchasing Manager. The Purchasing Manager shall serve as the compliance officer for the city and is authorized to develop and issue procedures for the administration of this section.”

**Interpretations**

In order to more readily determine compliance with BCC 4.28.143, the following interpretations are provided:

Requirement 1. When a contractor needs to recruit, they must notify minority and women’s organizations, schools and training institutions. Such “notification” can be in the form of an advertisement in newspapers or trade journals of general circulation in the metropolitan Seattle area.

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When the contractor hires through a union hiring hall, the contractor must be able to provide confirmation, upon request by the City, that the hiring hall has an equal opportunity policy.

Requirement 2. When a contractor intends to subcontract out any work they shall notify minority and women contractors for the subcontract work. The requirements to notify minority and women contractors of any bids can be satisfied by advertising in newspapers or trade journals that are of general circulation in the metropolitan Seattle area.

Requirement 3. If and when a contractor hires new employees or contracts with subcontractors, the

contractor must alert such employees and subcontractors to the contractor's commitment as an equal opportunity employer, etc. This requirement may be complied with by posting a notice of equal opportunity commitment at the job shack, or by the time clock.

Requirement 4. If and when a contractor promotes or advances employees, the contractor must consider all eligible employees.

The City of Bellevue reserves the right to audit all contractors for compliance with the requirements set forth in BCC 4.28.143.

# AFFIDAVIT OF EQUAL OPPORTUNITY COMPLIANCE

\_\_\_\_\_ certifies that:

Respondent

1. If necessary to recruit additional employees, it has:
  - a. Notified relevant minority and women's organizations, or
  - b. Hired through a union hall with an equal opportunity policy.
2. It intends to use the following listed construction trades in the work under the contract:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. In sourcing subcontract work for trades listed above, it has notified in writing appropriate minority and women contractors of bids for subcontract work.
4. It will obtain from its subcontractors and submit upon request, an Affidavit of Equal Opportunity Compliance as required by these bid documents.
5. It has provided a written statement to all new employees or subcontractors indicating its commitment as an equal opportunity employer.
6. It has considered all eligible employees for promotion or advancement when promotion or advancement opportunities have existed.

By: \_\_\_\_\_

(authorized signature)

Title: \_\_\_\_\_

Date: \_\_\_\_\_