



**Public Works Department
419 E. Cedar Ave., Suite A201
La Center, WA 98629
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**REQUEST FOR QUALIFICATIONS &
REQUEST FOR PROPOSALS
ECONOMIC DEVELOPMENT PLAN**

The City of La Center, Washington is requesting qualifications of consulting firms to develop the city's first Economic Development Plan. Upon review of qualifications, the City will invite two to three firms to develop proposals. The City anticipates contracting with the individual or firm whom in the City's sole opinion is best qualified to perform a variety of specialized functions.

The purpose of this plan is to set forth the goals and strategies for the economic development of the City and its recently expanded urban growth area. The plan will serve as a road map for economic development efforts, telling us where we are, what efforts can be made to attract new businesses, and to what types of businesses the City should direct its marketing efforts.

The selected consultant will be expected to provide lead planning services to assist the City in preparing the economic development plan, linking all of the required items together into a comprehensive document that can be used by the City as a roadmap for its economic development future. The *La Center Urban Area Comprehensive Plan* should act as a starting point for the project and the strategic plan will be expected to incorporate its overall goals and vision for the City.

The selected consultant will be responsible for leading this process, while coordinating their work with elected and appointed officials, citizens, and staff. It will also be expected that the City's efforts to extensively involve its citizens in the comprehensive planning process will be continued. Therefore, it is important that the Consultant allows sufficient opportunities for public comment. The consultant responsibilities and deliverables listed below provide more detailed information on this project.

The City intends this contract to commence on or about March 1, 2008.

BACKGROUND

La Center, Washington, is located on the northern edge of the Portland-Vancouver metropolitan area, just off of Interstate 5. This small city of about 2,500 currently has a very limited economic base and no industrial lands. The vast majority of existing jobs within the city limits are associated with four cardrooms.

Clark County is the second most densely populated county in Washington with a population of approximately 415,000. Historically, Clark County has been one of the top 10 fastest growing counties nationally. Clark County recently approved a significant expansion of the City's urban growth area to include over one square mile of mixed use, commercial and industrial land abutting the Interstate 5 / NE 319th Street interchange.

SCOPE OF WORK

The attached Draft Scope of Work will be finalized with the consultant, and will then be submitted for approval by the Mayor and City Council.

APPLICATION INSTRUCTIONS

All applicants must complete and return the application sheet provided by the City and any other materials they choose to present to the City in response to the RFQ. The City is not liable for costs incurred by the consultant in preparation or presentation of the qualification packet.

Please submit five (5) copies of the qualifications materials. The materials will be reviewed by a selection committee and the finalists will be invited to appear before the committee to present a final proposal. Proposals should include a "Statement of Qualifications" outlining pertinent performance data and experience along with current references. **Proposals should be limited to 10 single sided pages or five pages double-sided.** Covers, dividers, table of contents, and resumes are not counted against page limits. The proposal evaluation process implemented by the City shall be a "Qualification Based Selection".

For clarifications, **it is requested that questions be submitted by fax or email** to Dale Miller, City Planner, at (360) 263-7666 or to dmiller@ci.lacenter.wa.us. The City of La Center reserves the right under applicable law to reject or waive procedural irregularities, to reject any and all proposals and to terminate the selection process at anytime if, at its sole discretion, it determines such action would be in the best interests of the City.

The City reserves the right to make a selection directly from the proposal, or to require an interview of the top individuals or firms. The City also reserves the right to negotiate the final contract, scope of work and fee with the selected individual or firm.

Submit Proposals Clearly Labeled "RFQ for Economic Development Plan" in a Sealed Envelope, to the Attention of: City Planner, City of La Center, 214 E. 4th St., La Center, WA 98629. Qualification packets will be accepted until 4:30 p.m. on February 6, 2008 at La Center City Hall,



**Request for Qualifications
Economic Development Plan**

SUBMITTAL COVER SHEET

Qualification packets will be accepted until **4:30 p.m. on February 6, 2008** at La Center City Hall, Attn: City Planner, 214 East 4th Street, La Center, WA 98629. Submit proposals clearly labeled "RFQ for Economic Development Plan" in a sealed envelope,

Applicant: _____
Contact: _____
Address: _____
Phone: () _____ **Fax:** () _____ **Email:** _____

Members of firm assigned to this project:

Name: _____
Background: _____
Name: _____
Background: _____
Name: _____
Background: _____

Please list three projects and references that reflect similar experience. List firm, project, contact person, and phone:

Project: _____
Reference: _____
Firm: _____
Phone: _____
Project: _____
Reference: _____
Firm: _____
Phone: _____
Project: _____
Reference: _____
Firm: _____
Phone: _____



**Request for Qualifications
Economic Development Plan**

STATEMENT OF APPLICANT

I have read the Request for Qualifications Application Package and understand the project's scope of work and time frame. I have provided proof of the firm's experience and have included a brief resume for key employees who will be involved with the project. I authorize City representatives to contact the references provided herein.

Signature

Date

Title

The City of La Center is an equal opportunity employer. Small, disadvantaged, minority and women owned firms are encouraged to apply.

The City of La Center reserves the right to reject any and all applicants to waive formalities and irregularities in the solicitation process.

The City of La Center published this request in accordance with the requirements of RCW 39.80. Contracts with selected firms will be negotiated in accordance with RCW 39.80.

The City of La Center reserves the right to select different consulting firms for projects based on experience and qualifications.

*All contact regarding this request for qualifications shall be made through Dale Miller City Planner, **by fax or email** (360) 263-7666, dmiller@ci.lacenter.wa.us. Direct contact to committee members will result in disqualification of candidate.*



Request for Qualifications Economic Development Plan

DRAFT SCOPE OF WORK

1. Public Involvement Program

The Consultant will develop a public involvement plan for public input and involvement in the planning process, including possible workshops, public involvement sessions, meetings, and hearings. The plan should include methods to involve citizens of all ages, races, incomes, and backgrounds including those not normally engaged in government processes. The Consultant will facilitate all workshops, public involvement sessions, and meetings, as well as attend all public hearings, related to this planning process. This public involvement plan will be formally adopted by the City Council.

Work Product(s)/Deliverable(s): Draft public involvement program.

2. Where are we? (Economic Analysis)

Prepare economic base analysis of the Portland-Vancouver metro area including an analysis of La Center's position within the metro area. Develop an understanding of how each business sector contributes to the metro and local economy. Economic indicators should include: housing, income, poverty rates, and unemployment; education levels; workforce; number of establishments, employment, annual payroll, taxable sales; and public and other revenues. These indicators will be used to identify trends and compare La Center with the metro area.

Review all economic development related information found in the City's comprehensive plan, capital facilities plan, municipal codes, ordinances, and policies, including policies on county and state financial incentives, as well as all relevant sections of state and federal law.

Work with elected and appointed City officials to ensure that all relevant concerns about the City's economic development are considered.

Prepare a comprehensive economic base analysis for the City. This document should evaluate all aspects of the City's economy as it currently exists. Characteristics of the City's workforce, job market, tax base, and business climate, among other factors, should be evaluated.

Prepare a Strengths Weaknesses, Opportunities & Threats (SWOT) assessment of factors which influence the City's economic development:

- Demographic trends such as labor force, education levels, and income,
- Land trends such as access, location, housing, available land, redevelopment potential, potential land value changes,
- Infrastructure trends such as inventories, capacity, financing, sensitivities, cultural amenities and public services.
- Other trends such as tax climate, health and safety, financing

Regional and national trends in finance, retail, manufacturing, and services influence the City's economic development. These trends and the effects on the City's economy will be identified.

The retail and non-retail taxable sales trends would be analyzed based on Metropolitan and City's taxable sales. The potential effect of E-Commerce should be analyzed.

This task would also prepare a retail leakage analysis, i.e., which retail categories are losing competitiveness with other jurisdictions and possible strategies to diversify and gain competitive advantage.

Work Product(s)/Deliverable(s): Economic Analysis of the City of La Center and the Portland-Vancouver Metro area. SWOT assessment, Trends Issue Paper

3. Which direction should we go? (Economic Development Assets and Strengths)

Economic development opportunities that are both realistic and compatible are expected. Existing and emerging industries will also be identified and discussed in terms of their potential to expand or grow. Identify key opportunities to expand and diversify the City's economic base given its size and location within the Portland-Vancouver metro area. Prepare cost of service analysis identifying the cost and benefits of development by land use type;

Work Product(s)/Deliverable(s): Draft vision, objectives, and measurable criteria.

4. How do we get there? (Economic Development Plan)

Prepare a document that outlines a vision for the City's economic future as well as the goals, objectives, and policies for economic development in the City for the next 20 years. This information should be derived from the consultant's interactions with the citizens of the City during the anticipated public workshops and meetings. The vision statement should be related to the vision established by the *La Center Urban Area Comprehensive Plan* and should focus not just on economic development issues but should also incorporate the vision for all of the City's resources. The goals, objectives, and policies that are developed should be in a format that they can be incorporated into the comprehensive plan.

Prepare an action-item list of priorities for the City to implement the recommendations of the economic development plan. These priorities may include, among other items, recommendations on incentive packages for new and existing industries workforce development and recommendations on infrastructure improvements.

Prepare a list of target industries for the City, directly linked to the findings of the strengths and weaknesses assessment, to focus economic development efforts. This list should act as the primary roadmap for the City's future efforts in attracting new businesses as well as maintaining the businesses currently operating in the City.

Prepare a list of measurable criteria the City can use as an "Annual Scorecard" to track its progress in achieving its economic development goals.

Work Product(s)/Deliverable(s): Prepare a complete, comprehensive, stand-alone document that can serve as the City's plan for economic development. Final document(s) shall be prepared in a manner and form mutually agreed to by the City and the consultant. Provide the City with PDF and Microsoft Word versions of the draft and final documents.

EVALUATION CRITERIA

Proposals shall be evaluated by the selection committee using the following criteria:

Criteria	Weight
Proposed Work Program	30%
Qualifications and Experience of the Firm and the Individuals Assigned to the Project Team, Reference and Work Samples	25%
Proposed Timeframe	15%
Proposed Cost in Relation to the Services Proposed	20%
Proposal Presentation	10%
TOTAL	100%