

CITY OF NEWPORT, OREGON

REQUEST FOR PROPOSALS

CITY VISION PLAN 2040



SUBMIT PROPOSAL TO:

**Peggy Hawker, City Recorder/Special Projects Director
City of Newport
169 SW Coast Highway
Newport, Oregon 97365**

Due Date: Friday, March 4, 2016 by 5:00 P.M., PST

CITY OF NEWPORT, OREGON

REQUEST FOR PROPOSALS CITY VISION PLAN 2040

SECTION I. INTRODUCTION AND BACKGROUND

A. Proposer Entity

The City of Newport (“City”) is seeking well-qualified individuals, firms, or teams (Proposer) to assist the City in developing a Vision 2040 for the Greater Newport Area.

B. Overview

The City of Newport is:

- a prime tourist destination on the Central Oregon Coast
- the county seat of Lincoln County
- a hub for arts, culture, and cultural tourism
- a major commercial and recreational fishing port
- a nationally-recognized working waterfront that successfully incorporates commercial fishing, seafood processing, and tourism
- one of the nation’s largest marine science education and research centers
- the site of Oregon State University’s Hatfield Marine Science Center
- NOAA’s National Marine Operations Center
- the site of the Oregon Coast Aquarium
- a major United States Coast Guard station and USCG Air Facility
- still active in the forest industry with a large logging and paper processing presence.

The Yaquina River and Port of Newport is a gateway to the Pacific Ocean. The City has a strong tourism base due to its moderate temperature and remarkable weather in all seasons.

C. Source of Funds and Budget

The source of funds for this service is from the City’s General Fund. A budget of \$50,000 is anticipated, however, the City is willing to entertain proposals greater than the budgeted funding if it is determined that a major component of the request for proposals was inadvertently omitted.

D. Report of the Community Visioning Work Group

On May 18, 2015, the City Council appointed a Community Visioning Work Group. This group included one representative each from the City Council, Greater Newport Chamber of Commerce, Planning Commission, Oregon Coast

Community College, and the Port of Newport, plus two community representatives. The Community Visioning Work Group met on June 30, July 20, and August 31, 2015 to develop a recommendation for City Council consideration on whether to conduct a formal visioning effort for the City. A recommendation to proceed with a formal visioning process was made to the City Council at its September 21, 2015 meeting.

The Work Group reviewed various past and present planning efforts to understand the scope of planning already in place, and to understand how the vision relates to the Comprehensive Plan and other existing and future planning efforts. The Work Group discussed the importance of community building as part of this planning process, and for developing a vision that will transcend individual local political leadership changes in the community.

The Work Group developed the following conclusions:

1. Community Vision

A vision for the City should create broad descriptions of the quality, spirit, and values of the community. These concepts can be divided into appropriate categories and should serve as the long-term target for future planning efforts, particularly as the Comprehensive Plan is updated. The City's vision needs to be sustainable, so must be based on a statement of values and remain in the forefront of future City decision-making processes. The vision also needs to be revisited and updated on a regular basis through annual goal-setting sessions and budgetary appropriation processes.

2. Guiding Principles for the Visioning Process

The Work Group identified several guiding principles for this undertaking:

- a. Encourage participation from throughout the entire community
- b. Actively engage Greater Newport Area participants, respecting all perspectives and opinions
- c. Establish common community values for use when addressing complex community issues.
- d. Strengthen relationships between community leaders and citizens.

3. Geographic Area

The objective is to include the Greater Newport Area, generally defined as the U.S. Census Tract Boundary Nos. 9508, 9509, 9511, and 9512.

4. Stakeholders

The Work Group has identified a list of participants that should be included in the community visioning process. Stakeholder groups include, but are not limited to:

Residents and Visitors

- Residents
- Tourists
- Eco-tourists
- Educational travelers
- Seasonal residents

City Government

- City Council
- City employees
- City advisory boards and committees
- Law enforcement

County Government

- Lincoln County
- Lincoln County Transit
- Law enforcement

State Government

- ODOT
- ODF&W
- Employment office

Federal Government

- NOAA
- EPA
- Coast Guard
- National Guard

Special Districts

- Port of Newport
- Hospital/Health District (Samaritan Pacific Hospital)

Tribes

- Confederated Tribes of the Siletz Indians

Educational Resources

- Lincoln County School District
- Oregon Coast Community College
- Hatfield Marine Science Center—Oregon State University

Public Utilities

- Central Lincoln PUD
- Northwest Natural

Economic Development Community

- Greater Newport Chamber of Commerce
- Economic Alliance of Lincoln County

Industries

- Commercial fishing
- Business community
- Tourism
- Environmental
- Logging/forestry

Arts, Cultural, Educational, and Community Resources

- Oregon Coast Council for the Arts
- Newport Performing Arts Center
- Newport Visual Arts Center
- Oregon Coast Aquarium
- Hatfield Marine Science Center Visitors Center
- Lincoln County Historical Society
- Pacific Maritime and Heritage Center
- Oregon Coast History Center & Burrows House Museum
- Centro de Ayuda
- Habitat for Humanity
- Year-round Farmer's Market
- Airport Users

Environmental Community

- Surfrider Foundation
- Midcoast Watershed Council
- Wetlands Conservancy
- Central Oregon Coast Land Conservancy
- Oregon Coast Community Forest Association
- Citizens For Clean Air

Neighborhood Districts

- Agate Beach
- City Center
- Nye Beach
- Bayfront
- South Beach

Commercial Districts

- Nye Beach Merchants Association
- Bayfront Association

Service Organizations

- Rotary Club
- Altrusa
- Optimists Club
- Lions Club
- Many others

Other Constituencies

- Seniors
- Students
- Youth groups
- Hispanic community
- Religious organizations
- Homeowner associations
- Others as identified by the Vision 2040 Steering Committee

5. Potential Topic Areas of a Community Visioning

A community vision should focus on a number of key areas that will be defined as part of the visioning process, for example, they may include, but not be limited to:

- Housing
 - Workforce Housing
 - Affordable Housing
 - Apartments, as well as single-family homes
- Education
- Arts and Culture
- Recreation (land, water, air)
- Environment
- Economic development
 - Tourism
 - Research/science
 - Commercial fisheries
 - Start-up businesses
- Maritime commerce
- Infrastructure
- Transportation (airport, buses, taxis)
- Neighborhood districts
- History
- Health
- Safety/Disaster Preparedness

6. Engagement Tools

The visioning process needs to facilitate broad participation and reach diverse,

multi-cultural populations not previously engaged. Engagement tools should include, but not be limited to:

- Existing organizational visions from community and governmental groups
- Public opinion surveys
- Stakeholder's surveys
- Focus group discussions
- One-on-one interviews
- Social media (Facebook, etc.)
- Speaker's bureau
- Community events
- Youth events
- Public meetings
- Direct e-mail
- Newsletters
- Media outlets (TV, radio, newspapers, online news)
- Multicultural outreach using translation services
- Community celebrations focused on the visioning process
- Signage
- Any other means to involve the community

7. Outcomes of Visioning Process

The Work Group defined four desired outcomes critical for the success of the visioning effort:

- Vision
- Community core values
- Realistic strategies to guide sustainable and ongoing implementation
- Local public engagement that builds community capacity

This process will create mechanisms to ensure that the community vision becomes a primary consideration of all future planning, including providing input for updates to the Comprehensive Plan and the annual budgetary appropriation process. The process will ensure comprehensive efforts are directing the City to fulfill the direction identified by this visioning process. A key component of the visioning process will be to identify these mechanisms to ensure that the vision will be in the forefront in Newport's future.

8. Deliverables

Proposers should identify the specific deliverables that will be provided to the City. Such deliverables should include, but not be limited to:

- Initial scoping meeting;
- Identification of vision statement;
- Facilitation of community meetings;

- Identification and evaluation of City’s strengths, weaknesses, opportunities, and challenges;
- Identification of common community core values;
- Preparation of multi-lingual outreach plan, surveys, and meeting materials;
- Preparation of future outreach templates;
- Preparation of formal visioning plan;
- Development of plan for sustainable vision updates.

The City and/or community will perform the following:

- Providing meeting venues;
- Noticing of meetings;
- Assistance with facilitation;
- Mapping assistance;
- Other functions/responsibilities as identified by the proposer to keep the project within budget.

9. Timetable

A comprehensive visioning process will likely take most of a year and will conclude by January 2017. The approved vision will be available to begin guiding the City of Newport, including the Council’s goal-setting session, for the 2017/2018 Fiscal Year. The timetable is:

Release of Request for Proposals	February 5, 2016
Proposals Due	March 4, 2016
Vision 2040 Committee Meeting to Review Proposals	March 11, 2016
Interview of Finalists	March 18, 2016
Proposal Award Date	April 4, 2016
Vendor Begins Work	As Mutually Agreed Upon by Successful Proposer and the City

E. Deadline for Submission of Proposals

The proposal must be **received**, via e-mail to Peggy Hawker, at p.hawker@newportoregon.gov, by 5:00 P.M., PST, on **Friday, March 4, 2016**.

Timely submission of proposals is the sole responsibility of the Proposer. A proposal received after the deadline will not be considered.

F. Proposal Requirements

The RFP will be incorporated into any resulting Contract with the successful Proposer, along with any terms of the accepted proposal which are not in conflict therewith, as well as provisions which are permissible matters for negotiation, as set forth herein. The contents of the proposal submitted by the successful Proposer will become contractual

obligations if a Contract is awarded.

All proposals submitted in response to the RFP become the property of the City and will be a public record after the selection process is completed. Each proposal must contain the following:

1. A cover letter. The cover letter should be limited to one page and must include the company name, company address, and the name, telephone number, fax number, and e-mail address of the person(s) authorized to represent the firm on all matters relating to the RFP and any contract awarded pursuant to this RFP. A person authorized to bind the Proposer to all commitments made in the proposal must sign the letter.
2. The name and contact information of the Proposer's primary contact person.
3. Narrative response describing plan to provide guidance and assistance in addressing issues identified in this RFP.
4. Description of related experience in developing community action plans.
5. Description of your firm's knowledge of best practices for public involvement and community plan development.
6. Examples of completed work products from similar projects, including at least one plan being utilized several years after adoption.
7. Examples of public engagement strategies, policies, and policy implementation you have used successfully.
8. Examples of calendar and schedules established for a similar visioning process and for meeting deliverables.
9. Experience coordinating public outreach and communication.
10. Description of the tools your firm has created, and utilized, to effectively update a vision plan over the long-term.
11. Description of your work with a diverse committee of citizens and staff.
12. Description of your experience working with a waterfront community.
13. Describe the process that your firm would utilize to guide stakeholders through the visioning effort.
14. Detailed project budget with clearly stated fund allocation; hourly rates for the project team with estimate of the number of hours of work for each team member; tasks to be performed; and any other direct or indirect anticipated expenses.

- 15. Other information that may assist the City in making its selection.
- 16. Each Proposer shall also furnish a contact information for five projects (preferably municipal, Port, or government clients) from the last five years including names, addresses, phone numbers, and principal contacts for which your firm provided similar services. Please include references where implementation occurred and the vision plan continues to be used. By submitting a proposal, a Proposer consents to the City contacting listed references, as well as parties with whom Proposer has previously contracted. The results of those contacts will be considered by the City in its evaluation of proposals.

G. CONTRACT AWARD

- 1. The City may accept or reject the recommendation of the staff as to the successful Proposer, cancelation of the procurement, or related matters.

The successful Proposer selected to provide the services outlined in this RFP shall enter into a contract directly with the City of Newport within thirty (30) days of the Notice of Intent to Award Contract, or such later date as determined by the City Manager.

The City reserves the right to verify the information received in the proposal. If the Proposer knowingly and willfully submits false information or data, the City reserves the right to reject that proposal. If it is determined that a contract was awarded or entered into because of false statements, or other incorrect data submitted in response to this RFP, the City reserves the right to terminate the contract, without penalty therefore, and with all rights reserved.

- 2. Proposal Evaluation and Selection Process

Proposals will be evaluated based on the following categories, including references and information from entities or persons with whom Proposer has entered into contracts within the last five years. The successful proposal may be eligible for negotiation as to the matters, if any, identified as suitable for negotiation in this RFP.

Proposer qualifications, experience, and demonstrated ability	20 points
References and contacts from previous clients	30 points
Project understanding and approach for accomplishing City objectives	20 points
Thoroughness, quality, and responsiveness of proposal to questions to be answered by Proposer as detailed in this RFP	20 points
Cost reasonableness and appropriateness as compared to all other proposals	10 points

III. GENERAL RFP AND CITY CONTRACT INFORMATION

The following terms and conditions apply to the agreement entered into between the successful Proposer and the City of Newport:

A. Budget

Total expenditures under this contract shall not exceed the amount budgeted by the City. In the event City requires additional services beyond those agreed to by the parties in the contract, such services will be documented in writing as an amendment to the contract.

B. Laws and Policies

In the performance of the work, the selected successful Proposer shall abide by and conform to all applicable laws and rules of the United States and the State of Oregon.

C. Contract

The contract with the successful Proposer will be reviewed for legal sufficiency by the City Attorney of the City of Newport, and approved by the City Council.

D. Costs Incurred by Proposers

All costs of proposal preparation shall be the responsibility of the Proposer. The City shall not be liable for any pre-contractual expenses incurred by Proposers in the preparation and/or submission of the proposals. Proposals shall not include any such expenses as part of the proposed budget.

E. General City Reservations

The City of Newport reserves the right to extend the submission deadline should this be in the best interest of the City. Proposers have the right to revise their proposals in the event that the deadline is extended.

The City reserves the right to withdraw this RFP at any time, and will notify Proposers that the solicitation has been canceled. If, in the City's judgment, an inadequate number of proposals are received, or the proposals received are deemed non-responsive, not qualified, or not cost-effective, the City may, at its sole discretion, reissue the RFP or execute a contract with the next highest ranked Proposer. The City may also cancel this solicitation entirely, subject to compliance with applicable laws and the City's public contracting rules.

F. Addenda to the RFP

Addenda to the RFP will be posted on the City's website at www.newportoregon.gov.

G. Termination

Any contract awarded pursuant to this RFP may be terminated by the City, with or without

cause, upon 30 days prior written notification by the City to the successful Proposer.

H. Proposer's Validity Period

Proposals shall be valid for a period of 70 days from the proposal deadline.

I. Proposer's Contact for Information

Proposers may contact Peggy Hawker, City Recorder/Special Projects Director, with any questions regarding the scope of work of this RFP at:

**Peggy Hawker, City Recorder/Special Projects Director
City of Newport
169 SW Coast Highway
Newport, Oregon 97365
541.574.0613
p.hawker@newportoregon.gov**

J. Deadline for Submission of Proposals

The proposals must be **received** by 5:00 P.M., PST, on **Friday, March 4, 2016**. Proposals must be sent via e-mail, with RFP for Community Vision Plan 2040 in the subject line, to: p.hawker@newportoregon.gov.

Timely submission of proposals is the sole responsibility of the Proposer. The City reserves the right to determine the timeliness of all submissions. Late proposals will not be accepted. All proposals received after the deadline will not be considered.