

March 17, 2021



Request for Proposals

City of Lacey Market Analysis

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CITY OF LACEY

Request for Proposals City of Lacey Market Study

PROJECT: The City of Lacey invites qualified economic development and market analysis consultants to respond to a Request for Proposals (RFP) for the City of Lacey Market Study (2021). The last Market Study was completed in 2015. This study is intended to update the 2015 and serve as a background document for the upcoming update to the Economic Development Element and the City of Lacey Comprehensive Plan. The City desires a Consultant with expertise and experience developing market analyses, working with municipalities, and presenting market data to community groups. The City of Lacey Market Study will:

- Obtain applicable data in the field and from available sources including updating the previous inventory of existing businesses by types and industrial classifications, and an inventory of existing vacant or underutilized commercial spaces and properties. Identify and analyze any changes and/or trends from 2015
- Update the current and projected demographic profile, based on a 20-year time horizon, of the City of Lacey. Identify and analyze any changes and/or trends since 2015
- Analyze the data based on existing demographics and market conditions as well as based on the identified changing market dynamics and projected demographic profile.
- Identify existing and projected competitive clusters and regional retail leakage.
- Identify barriers, opportunities, and tools for attracting and retaining businesses, employers, and commercial services that serve the resident population and the region that will strengthen the Lacey market.
- Analyze local context and identify economic strategies for pandemic recovery.
- Present the findings in a written report.
- Prepare a concise, jargon-free presentation of the findings of the market study and proposed recommendations to the community and elected officials.

OBJECTIVES OF COMMUNITY MARKET ANALYSIS: The City of Lacey will be updating its Comprehensive Plan in July 2025. The Comprehensive Plan will refine the vision for the City of Lacey and develop policies and implementation measures that will continue to shape the community over the next 20 years. The Comprehensive Plan include an Economic Development Element that will be an inter-disciplinary effort, focusing on economic development, and its relationship to land use, transportation, social services, and community events.

March 17, 2021

Prior to developing the Economic Development Element, the City will need to assess market conditions to help identify opportunities and barriers to economic development in the City, and provide the City with a better understanding of economic linkages between the City and commercial clusters in adjacent communities. This market analysis will lay the groundwork for a citywide economic strategy to retain, recruit, grow, and incubate industrial, office, and retail companies. The City of Lacey's 2015 Market Study is available upon request.

SCOPE OF SERVICES: The City intends the market analysis to be a focused and intense effort that will conclude within four months of contract execution with the selected consultant. The market analysis for the City of Lacey will realistically assess the economic potential for commercial, retail, office, and industrial development and redevelopment recognizing the context in which the development must occur over the 20-year period from 2021-2040. The scope of work will include the following items:

1. Conduct interviews with business owners, City officials, Thurston Economic Development Council, Lacey South Chamber of Commerce, Thurston Chamber of Commerce, Saint Martin University, South Puget Sound Community College, and workforce development organizations to assess local economic conditions and climate.
2. Fiscal analysis of the City and its economic relationship to the regional and local market including the City's residential base.
3. Update the inventory of existing businesses, including name, type, industrial classification, and whether it is minority/woman-owned. This inventory will be delivered as an Excel file that can be used as the starting point for a database of existing City businesses.
4. Compile a summary of characteristics and performance metrics for retail, office, and other commercial businesses in the City. This summary would include such factors as type, class, square footage requirements, typical employees, and their relationship to retail and other clusters within the City.
5. Update the inventory of existing vacant or underutilized commercial space and properties. This inventory will be delivered as an Excel file that can be used as the starting point for a database of existing vacant or underutilized commercial space and properties.
6. Identify key industries, types of services, amenities, and/or available leasable space lacking in the area to service Lacey's existing and future demographic profile.
7. Develop a retail leakage/surplus analysis based on city boundary and existing and potential regional market area and provide potential resolutions.
8. Assess future demand potential for commercial, retail, office, and industrial development.
9. Based on a 20-year time horizon, develop a demographic profile of projected residents and industries in the City.

March 17, 2021

10. Identify and describe opportunities and barriers to developing, leasing, starting, and/or opening businesses in the area.
11. Identify potential trends and opportunities to meet the economic development demands of 2021 and beyond (post-Covid19).
12. Identify feasible commercial uses for the existing building stock in the area with no changes to current zoning, including any physical constraints associated with reuse of existing building stock.
13. Identify strategies for recruiting and retaining commercial, retail, office, and industrial development.
14. Develop a clear, concise presentation of the study findings and strategies. The presentation should be crafted for the general public with time and attention spent on communicating economic data and analysis to general audiences. Economic jargon should be avoided. The use of graphics is encouraged to help communicate findings.
15. Give two presentations of the market study (one to the Planning Commission and one to the City Council).

Project deliverables:

1. Draft study (pdf)
2. Final study (pdf)
3. Business Inventory (Excel file)
4. Vacant/Underutilized Commercial Space and Properties (Excel file)
5. PowerPoint presentation
6. Meetings (four in-person/virtual, see below), plus phone meetings when needed.
 - a. Kick off meeting
 - b. Draft plan meeting
 - c. Presentation to Planning Commission
 - d. Presentation to City Council

PROPOSED BUDGET

Project costs are expected to be less than **\$50,000**. The final dollar amount will be negotiated as part of the final contract and scope of work with the successful consultant.

PROJECT TIMELINE

March 17, 2021	RFP Issued
April 5, 2021	Final day to submit questions
April 12, 2021	Proposal packets due
April 23, 2021	Evaluations of packets and finalists selected
May 10, 2021	Presentations and interview with selected finalists
May 17, 2021	Selection of Consultant
June 04, 2021	Contract negotiations, finalized, and signatures
June 10, 2021	Notice to Proceed
October 1, 2021	Final deliverables due (negotiable within 2 weeks)

March 17, 2021

DESIRED CONSULTANT QUALIFICATIONS AND SUBMISSION REQUIREMENTS:

The successful Proposer will be able to demonstrate competency and experience in analyzing local and regional market trends and identifying strengths, weakness, and opportunities as they relate to commercial, retail, office, and industrial sectors. Specifically, we seek the following characteristics in a consultant:

- Experience with similar projects
- Commitment of key staff to project
- Ability to complete work in a timely manner
- Experience in analyzing and interpreting local community market factors and economic strategies.
- Strength of client recommendations

Proposal

Based on the information provided within this RFP, briefly describe your recommended project approach, and a preliminary outline of major project milestones or tasks to be completed

Statement of Qualifications

Provide a summary of the firm's and project team's background, capabilities, experience, and qualifications related to this type of project. Include a synopsis of similar projects completed with an emphasis on market analysis for local communities. Please provide at least two examples or links to examples of community market analysis that best illustrate your firms completed work.

Submittal Requirements

Firms interested in being considered for this project must submit three copies of their Proposals and Statement of Qualifications and one PDF copy electronically via e-mail to wnguyen@ci.lacey.wa.us. Submittals must be limited to 6 double-sided pages (12 total faces), including an introductory letter. Submittals must include the following information:

1. Name, address, e-mail address, and telephone number of the firm or individual, and the primary contact;
2. Brief description of the consultant team and its background, size, and nature of services;
3. Names of principals and key personnel who would work on this project, fees for service, and their experience and qualifications;
4. Availability of personnel who would be dedicated to this project;
5. Experience working with City officials, economic development councils, chambers of commerce, workforce organizations, and business communities;
6. List of at least three project references, including contact persons, and phone numbers;
7. Description of a recommended project approach and strategy including preliminary milestones and tasks to be completed.

March 17, 2021

Submittal Deadline

RFPs for this work must be received no later than 5:00 p.m., Pacific Standard Time (PST) on **April 12, 2021** at Lacey City Hall located at 420 College Street SE, Lacey, WA 98503.

Communication for Questions and Answers

This is an important and complicated project. In order to ensure that all potential Proposers have the same information and the same opportunity to make their very best proposal, all questions will need to be submitted electronically, with answers shared among all Proposers who have expressed interest. This is how the process will work:

Any potential Proposer interested in participating in the questions and answers will e-mail their contact e-mail address to the City of Lacey. Any questions will be e-mailed to the City of Lacey. The City will then e-mail both the questions and the answers to all potential Proposers who have requested to participate in the process. The identity of the Proposers asking the questions and the Proposers receiving copies of the questions and answers will NOT be shown in any of the e-mails. In order to participate in this process, and to submit questions, please e-mail wnguyen@ci.lacey.wa.us. Questions will be answered as received. All questions should be submitted no later than April 5, 2021 at 5:00 p.m. PST. Minority and women-owned firms are encouraged to apply.

Selection Process

A selection committee comprised of staff from the City of Lacey will begin a review of the submitted proposals during the week of April 12. The committee will develop a short list of firms to invite for interview. The City of Lacey will notify firms of the outcome of this process.

SELECTION PROCESS

Staff members will review all proposals. Each staff member on the evaluation panel will rate the criteria on a scale from 1 to 5 (Poor, Below Average, Average, Above Average, and Excellent), and scores will be added to help determine the most qualified consultants.

Proposals will be rated based on the following criteria:

- Expertise and design experience – 50%
- Overall approach and schedule – 25%
- Understanding of project components – 25%

Staff members may choose a short list of qualified consultants to interview over the phone. Interviews, if needed, will be arranged in middle of May. Based on the proposals and/or interviews, the selection panel will choose the firm which, in its opinion, best meets the requirements set forth in this Request for Proposals (RFP) and negotiate a consultant agreement.

March 17, 2021

Terms and Conditions

1. The City of Lacey reserves the right to reject any and all proposals and to waive minor irregularities in any proposal.
2. The City of Lacey reserves the right to request clarification of information submitted, and to request additional information from any consultant.
3. The City of Lacey reserves the right to award any contract to the next most qualified consultant if the successful consultant does not execute a contract within thirty (30) days after the selection of the consultant.
4. Any proposal may be withdrawn up until the date and time set forth above for opening of proposals. Any proposal not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to provide the City of Lacey the services described in the attached specifications or until one or more of the proposals have been approved by the City of Lacey, whichever occurs first.
5. The contract resulting from the acceptance of the proposal by the City of Lacey shall be in the form supplied or approved by the City of Lacey, and shall reflect the specifications in this RFP. A copy of the City of Lacey's standard contract is included with this RFP. Proposers should review all of the terms and conditions of the contract, including indemnity and insurance requirements, to ensure that they are able to execute and comply with all of the terms and conditions specified in the contract. The City of Lacey reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP and which is not approved by the City of Lacey.
6. The City of Lacey shall not be responsible for any costs incurred by the firm in preparing, submitting, or presenting its response to the RFP. The City of Lacey shall not be responsible for any costs incurred by the firm for any work in anticipation of being awarded the contract, any work performed prior to the execution of the contract, or any work outside of the scope of the contract unless the contract is modified to include any such work.
7. All proposals and information included therein or attached thereto submitted in response to this RFP shall become public record upon proposal opening and will be available for review upon request.

The City will disclose those parts of records the proposal has marked "proprietary information" only to authorized persons unless: (a) the City discloses the records in response to a public disclosure request or (b) the proposer has given the City express advance written permission to disclose the records. "Authorized persons" means those City officers and employees for whom the proprietary information is necessary to evaluate proposal and to perform their duties or obligations to the City.

March 17, 2021

If the City receives a public disclosure request for records that the proposer has marked "proprietary information", the City may promptly notify the proposer of the request. The City may postpone disclosing these records for thirty (30) business days after it has sent notification to the proposer, in order to allow the proposer to file a lawsuit to enjoin disclosure. If the City has notified the proposer of a public disclosure request, and the proposer has not obtained an injunction and served the City with that injunction by the close of business on the tenth business day after the City sent notice, the City will then disclose the record.

Compensation

1. Upon selection of the most qualified firm, the City of Lacey will negotiate a price which it determines fair and reasonable. If the City of Lacey is unable to negotiate a satisfactory contract with the firm selected, negotiations with that firm will terminate and the City of Lacey may select another firm.
2. Payment by the City of Lacey for the services will only be made after the services have been performed, an itemized billing statement is submitted in the form specified by the City of Lacey, which shall specifically set forth the services performed, the name of the persons performing such services, and the hourly labor charge rate for such person. Payment shall be made on a monthly basis thirty (30) days after receipt of such billing statement.

Post-Closing Discussion

After any responses are open, conversations may take place between the City of Lacey and consultants for purposes of clarification regarding the selection process only. Consultants shall be bound by the information submitted in their proposals and subsequent negotiations.

Those submitting proposals may be required to make a presentation to the City of Lacey as part of the selection process. The presentation team should include the Project Manager and any other key personnel necessary to address administrative and technical issues.

Proposal Acceptance/Rejection

The City of Lacey reserves the right to accept or reject any or all proposals received from this RFP, or to negotiate separately with any Proposer, and to waive any informalities, defects or irregularities in any proposal, or to accept that proposal which, in the judgment of the proper officials, is in the best interest of the City of Lacey.

Award

The City of Lacey reserves the right to award the contract to a consultant that it deems to offer the best overall proposal. The City of Lacey is therefore not bound to accept a proposal on the basis of lowest price, and further, the City of Lacey has the sole discretion and reserves the right to cancel this RFP, to reject any and all proposals, to

March 17, 2021

waive any and all irregularities, or to re-advertise with either the identical or revised specifications if it is deemed to be in the best interest of the City.

Assignment

The awarded contractor shall not assign, transfer, convey, sublet, or otherwise dispose of any award or any of its rights, title, or interests therein, without the prior written consent of the City of Lacey.

Additional Language

The City of Lacey reserves the right to introduce additional terms and conditions at the time the final contract is negotiated. Any additional terms or conditions would be limited to ones having the effect of clarifying the RFP language and/or correcting defects, such as omissions or misstatements, which are discovered after the RFP is issued, or that reflect State or Federal Law changes, or as required by funding entities.