



## **City of Colville, Washington**

# **Request for Proposals (RFP) for a Strategic Plan**

The City of Colville is seeking a qualified person or firm to contract for consulting services to guide a citywide Strategic Planning process. The deadline for submittals is **4:00 p.m. March 11, 2016.**

**SUBMIT PROPOSAL TO:**

City of Colville  
RJ Keetch, City Planner  
Building and Planning Department  
170 S. Oak  
Colville, Wa 99114

**SCOPE OF SERVICES:** The Colville Strategic Plan will consist of the following minimum deliverables:

1. One Community Visioning/Strategic Plan “kick off” meeting
2. Interviews with key community and City stakeholders to identify visioning influences, community priorities, identification of system deficiencies and cost-effective ideas for improvements
3. Two meetings with Planning Commission and/or City Council to explain findings and/or facilitate needed discussion
4. A final presentation to City Council
5. A written plan with:
  - a. An executive summary outlining key recommendations and findings
  - b. A visioning chapter
  - c. A community priorities chapter
  - d. Analysis of community/City strength’s, weaknesses, issues and opportunities
  - e. A phased, strategic plan chapter with prioritized recommendations/capital investments:
    - i. Prioritized projects should be assigned to key staff, elected members or community groups for championing and/or implementation
    - ii. The document should include a list of financing/grant sources for major prioritized projects
  - f. A capital projects prioritization process/ranking system for future strategic investments and level-of service/reoccurring capital facilities

## WHAT THE CITY IS LOOKING FOR

The City is preparing to update its comprehensive plan in 2017. Completing this strategic planning process is vital to ensure the update reflects current conditions and honors the community's ability to invest sustainably in its infrastructure. It will also enhance the City's ability to discern realistic comprehensive planning scenarios, ensuring that the comprehensive plan is implementable upon its adoption.

The Colville Strategic Plan will consist of the following components:

1. Visioning
2. Identify community priorities
3. Identify community opportunities
4. Phased, strategic 10 year plan
5. Cost-effectiveness evaluation of proposed improvements
6. A capital projects prioritization process

The planning process should:

- Provide an exciting shared community vision with input from the community. Create a blueprint and process to implement quality-of-life improvements economic development strategies and strategies to maintain important critical infrastructure.
- Help the City and community decide what it wants to be in the future, including identification of what makes Colville unique and special. Identify how the City might position itself to take advantage of what makes Colville special.
- Based on community and stakeholder input the effort will provide the City with a unifying written strategic vision with linkages to sub-visions outlined in the City Comprehensive Plan and the written 2015 City Council goals.
- Result in a new plan, one that will inform the community's comprehensive plan update, economic development strategy and help direct efforts and resources toward a clearly defined vision for its future.
- Affirm the community's long-range vision and establish a systematic and strategic investment program in the community's infrastructure to attain the community's vision. Infrastructure reinvestment in Colville is urgently needed, and this process will provide the framework for making decisions, reconciling investment tradeoffs and empowering the community's voice in the outcomes.
- Provide the City with written recommendations and strategies that will align City resources with vision, comprehensive plan element sub-visions and Council goals. Provide the City a process for prioritizing strategic capital investments so that they align with the identified strategic vision, comprehensive plan element sub-visions and Council goals.
- Identify deficiencies that are keeping the City and community from achieving identified vision, comprehensive plan sub-vision elements, Council goals and

strategic resource allocation. Provide the City with recommendations on how to address identified deficiencies.

- Evaluate the feasibility, cost-effectiveness/return on investment of suggested strategies and recommendations.

## **BACKGROUND**

The City first adopted a comprehensive plan in 1997. The plan was updated in 2011. The City adopted and implemented a successful downtown redevelopment plan in 2000. The City has a 6-year street plan, a water-system plan, waste-water system plan, an airport layout plan and capital facilities ranking for 2016.

The City Colville, like many smaller cities in Washington, is facing a looming fiscal crisis, brought about by the need to maintain levels of services in the face of the need to reduce costs for providing those services. Investment in community infrastructure must be prioritized to ensure greatest effect, both in terms of sustaining community levels-of-service and to support economic growth.

Identified problems:

- The community and the city administration lack a compelling strategic vision to guide resource allocation. As a result, City resource allocation (capital and human) is primarily driven by city department priorities, Council priorities, the current ad-hoc capital ranking process and reactively - in response to internal or external demands.
- Like most small communities Colville does not have the resources to both maintain required level-of-service capital needs and invest in vision-oriented capital investment projects.
- Without strategic investments the City's quality of life and economic vitality will decline and certainly not improve.
- The current capital facilities ranking system does not distinguish between capital projects needed to maintain comprehensive plan level-of-service targets and capital projects that might be identified as strategic vision-oriented projects. As a result capital funds are directed almost exclusively to addresses high-ranking level-of-service projects, which are weighted strongly in favor of health and safety projects.

## **ABOUT THE CITY**

Colville is a regional hub mountain town of 4,690 in America's forested northwest, a town with Victorian, as well as traditional modern homes, a clean looking town that serves recreational, timber, and farm interests. Colville (pronounced "Call-ville") is the county seat of Stevens County (population, est. 40,066 in 2000 census) and lies in the Colville River Valley about one-half mile east of the Colville River and 10 miles east of the Kettle River and Columbia River.

Colville is located at the junction of U.S. Highway 395 (north-south) which runs completely from Mexico to Canada through the center of Colville, forming the town's main street, and State Highway 20 (east-west), which runs from the Idaho-Washington border to the Pacific coast and Washington's San Juan Islands. Colville is approximately an hour north of Spokane.

Colville operates under the Mayor-Council form of government. More information about the City is available on our website at <http://www.colville.wa.us>

### **QUALIFICATIONS**

Any combination of skills and experience that can successfully and effectively address the scope of services.

### **COMPENSATION**

Please submit your compensation proposal for consideration.

### **PROCESS FOR QUESTIONS**

For questions regarding the City's RFP process or the services being sought, please City Planner RJ Keetch via email at [plandir@colville.wa.us](mailto:plandir@colville.wa.us) or via telephone at 509.684.5097, up to 4:00 p.m. March 11, 2016.

### **PROCESS AND TIMELINE FOR SELECTION\***

The City's process and timeline for selection of a Consultant are as follows:

- March 11, 2016 - Deadline for RFP submittals
- March 11, 2016 to March 25<sup>th</sup>, 2016 - Consideration of submittals and selection of preferred candidate

\*Planning Process to start the spring of 2016 and be completed by the end of 2016

### **SUBMITTAL REQUIREMENTS**

To be considered, interested parties must submit by the deadline three copies of a proposal package that includes the following:

- Letter of interest – must be no more than two pages (note: one page is one side of an 8½" x 11" paper) in length and include contact information and signature.
- Summary of qualifications, experience and availability – must be no more than five pages in length. It should summarize qualifications, relevant experience, and availability to participate in the RFP process and provide services to the City. It should also identify key staff members who will be participating.
- Proposed approach to the process, including a proposed schedule and description of

proposed public involvement methods – must be no more than eight pages summarizing method and approach to providing consulting services to the City.

- Proposed budget – must be no more than four pages and include overall project costs, separate costs estimated by task and separate estimated hours detailed by task. Actual compensation is subject to contract negotiation.
- List of professional references – must be no more than one page listing most recent professional references and their contact information.

## **EVALUATION CRITERIA**

The successful candidate will be able to:

- Help City of Colville staff, Council and Planning Commission establish a shared community vision.
- Establish benchmarks or milestones that measure the City's progress throughout the Strategic Planning process.
- Develop and initiate a public involvement program that engages the community in the planning process.
- Coordinate the process with City staff.
- Participate in Planning Commission briefings.
- Facilitate Community meetings.
- Facilitate Council discussion and decision-making at Council meetings and/or retreats.
- Articulate the planning process, milestones and outcomes to stakeholders.
- Create a clear concise written document that provides a roadmap for implementation.

The following will be considered in evaluating each proposal:

- Completeness of response to the RFP requirements
- Experience with similar projects
- Creativity of approach
- Proven experience in developing effective public involvement and incorporating citizen input
- Demonstrated facilitation skills in successfully working with City Councils and Planning Commissions
- Demonstrated knowledge/experience with implementation of possible strategies
- Cost (fixed-price contract)
- Local Familiarity