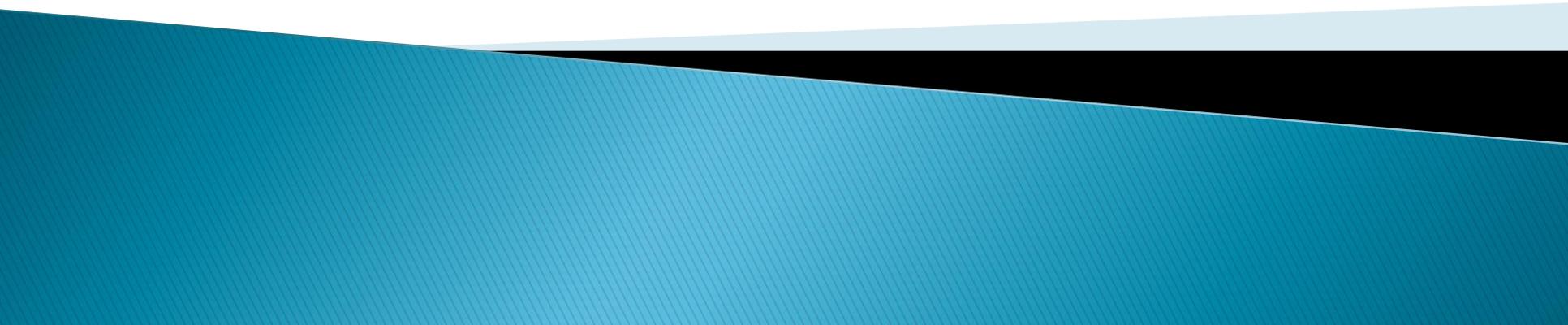


**City of Auburn  
City Council Study Session  
May 11<sup>th</sup>, 2015**

**REQUEST FOR PROPOSAL Briefing  
10 Year Economic Development Strategic Plan  
Authorized and Budgeted in 2015/2016**

**Departments of Administration - Economic Development Division  
&  
Community Development & Public Works**



# **SUMMARY OF REQUEST FOR PROPOSAL**

- **The City currently has Economic Development as a chapter in the City's Comprehensive Plan and has conducted previous limited economic development studies, but has not conducted a citywide and long-term Economic Development strategic planning effort**
- **The completion of the Strategic Plan will hopefully allow the City to be more strategic in future policy making, targeted strategic infrastructure investments, branding and business development support to maximize it's return on investment**

# **SUMMARY OF REQUEST FOR PROPOSAL**

- **Increase the City's overall market awareness, how it lags, competes and excels in the market, the target industries that the City should pursue to create taxable value and employment opportunity value for the community**
  - **Will assist the City in making appropriate decisions to insure that both the community's quality of life and the quality of its workforce are at a level to insure that the City can effectively compete in the global marketplace**
- 

# **SUMMARY OF REQUEST FOR PROPOSAL**

## **Plan shall contain**

- **Detailed recommendations on economic development strategies that the City should pursue over the course of ten years**
  - **Actions including projects, programs, policy additions and changes that the City should strive to implement over the course of ten years to implement the economic development strategies**
  - **Performance measures with timelines that will be used to evaluate whether and to what extent goals and objectives have been or are being met.**
  - **An implementation plan outlining the timing, anticipated cost and funding source of each action**
- 

# **SUMMARY OF REQUEST FOR PROPOSAL**

## **Key tasks will include**

- **Existing Conditions Analysis**
  - **Current and Future Market Capacity Study for Retail Office, Light Industrial and Manufacturing Sectors**
  - **Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis**
  - **Reverse Site Selection**
  - **Site Selectors Perception Survey**
  - **Best Practice Case Studies and Performance Metrics**
  - **Target Industries Validation & Selection**
  - **Community and Business Engagement**
- 

# **SUMMARY OF REQUEST FOR PROPOSAL**

## **City and Public Engagement**

- **Prepare for and facilitate community workshops with business community leaders, the business community in general, the Auburn Chamber of Commerce, Auburn Downtown Association and other groups and citizens in the Auburn community**
  - **Prepare for and facilitate meetings with City staff and key community members to identify and prioritize economic development goals and objectives and proposed activities and programs.**
- 

# **SUMMARY OF REQUEST FOR PROPOSAL**

## **City and Public Engagement**

### **Stakeholder interviews**

- **Mayor and City Council members**
- **City Department Directors, Assistant directors and Managers**
- **President/CEO Auburn Area Chamber of Commerce**
- **Executive Director of Auburn Downtown Association**
- **Superintendent of Auburn School District**
- **President of Green River College**
- **King County Executive**
- **Pierce County Executive**
- **President of Economic Development Council of Seattle and King County**
- **President of the Pierce County Economic Development Board**
- **Ten Additional Organization/Community Representatives to be determined through consultation with City Administration**

# **SUMMARY OF REQUEST FOR PROPOSAL**

## **Innovative Approach to Services**

- **RFP Proposal Submittal Requirements; Page 19.b**
  - **The Consultant will be able to provide a narrative statement demonstrating an understanding of the overall intent of this RFP, as well as the methods used to complete assigned tasks. Identify any issues or concerns of significance that may be appropriate. They can include any suggested changes that may streamline the process resulting in a cost savings.**
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# **SUMMARY OF REQUEST FOR PROPOSAL**

- ▶ **City staff will be soliciting proposals in order to identify qualified individuals, firms or teams of firms to act as a consultant to the City for the preparation of a Ten Year Economic Development Strategic Plan**
  - ▶ **The qualified individual, firm or team of firms will have demonstrated experience, knowledge and qualifications in the preparation of a comprehensive and long-term economic development strategic plan for the entire City of Auburn**
  - ▶ **Consultant selection will be based upon a qualitative review of the Proposals submitted**
  - ▶ **City staff will conduct an initial evaluation identify those firms that will be selected to proceed to an interview**
  - ▶ **Review Committee that will make a recommendation to the City Council on the selection of the consultant determined to be the most qualified for the project**
- 

# PROPOSED PROJECT SCHEDULE

- **City Council Briefing** **May 11<sup>th</sup>, 2015**
  - **RFP Issued:** **May 20<sup>th</sup>, 2015**
  - **Deadline for Proposed Submission:** **June 22<sup>nd</sup>, 2015**
  - **Consultants Selected for Interviews:** **July 3<sup>rd</sup>, 2015**
  - **Interviews by RFP Review Committee:** **July 16<sup>th</sup>, 2015**
  - **Consultant Agreement Approved by Council:** **August 3<sup>rd</sup>, 2015**
  - **Notice of Agreement Award:** **August 5<sup>th</sup>, 2015**
  - **Project Completion Date:** **December 1<sup>st</sup>, 2016**
- 

# **10 Year Economic Development Strategic Plan**

## **Questions**

**Departments of Administration - Economic Development Division  
&  
Community Development & Public Works**

