



**MASON COUNTY  
COMMUNITY DEVELOPMENT**

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Permit Assistance Center, Building, Planning

**Mason County  
Request for Proposals**

**2025 Periodic Comprehensive  
Plan Update and EIS**

**Mason County  
Department of Community Development  
615 W. Alder Street  
Shelton, WA 98584**

**Issue Date:** May 26, 2023

**Due Date:** June 16, 2023

# REQUEST FOR PROPOSALS

## 2025 Comprehensive Plan Update and EIS

**Solicitation Date:** May 26, 2023

**Last Day for Questions:** June 9, 2023, 4:00 PM

**Proposals Due:** June 16, 2023, 4:00 PM

### PURPOSE

The purpose of this Request for Proposals (“RFP”) is to solicit responses from qualified multidisciplinary consultants (“Proposer”) to assist Mason County (“County”) in updating its Comprehensive Plan for the 2025-2045 Periodic Update cycle, as required under the Washington State Growth Management Act (“GMA”). In addition, the County seeks consultant support in updating the Comprehensive Plan Environmental Impact Statement (“EIS”), which was last updated in 1996. The County is seeking consultant support from teams experienced in land use planning and zoning, housing policy, visioning, demographic analysis, environmental analysis/SEPA, community engagement, and other aspects of comprehensive planning. The expected timeline for the Comprehensive Plan Update is to begin in July 2023, with a completion timeline of June 30, 2025.

### BACKGROUND

Mason County encompasses an area of approximately 1,051 square miles, is predominantly rural and is known for its natural beauty, including its rugged coastlines, dense forests, and scenic rivers. The County is home to several state parks including Twanoh, Potlatch, and Lake Cushman, which offer a variety of recreational opportunities such as hiking, boating, fishing and camping. The County’s only city is the City of Shelton with a population of just over 10,000 residents. The towns of Allyn and Belfair are the County’s two other non-incorporated Urban Growth Areas (UGAs). Total population is approximately 69,000 people with a median household income of around \$58,000 per year.

### SCOPE OF WORK

The County has prepared a Scope of Work, which will be refined by the selected Proposer, in collaboration with the County. The scope of the Proposer’s work includes, but is not limited to the following items:

- **Project Management Plan:** detailed overview of how the Proposer will manage all aspects of the project, and coordination with the County on other related tasks and deliverables.

- **Public Participation Plan (“PPP”):** detailed breakdown of community and stakeholder engagement strategies to implement throughout the duration of the project, to include engagement on the Comprehensive Plan update (Visioning, Elements, etc.), EIS, and updates to development regulations. The PPP should also include an overview of potential outreach materials, communications, and costing assumptions.

o In tandem with the PPP, the County will utilize its established **Planning Advisory Commission (“PAC”)** as the platform for most, but not all, workshops, meetings and public hearings and should be referenced in the PPP. The PAC is a seven member commission served by volunteers appointed by the Board of County Commissioners.

- **Visioning and Community Engagement:** A key first step in community engagement is the Visioning process. The selected Proposer should plan for engagement with community in developing a “Community Vision.” The Proposer is expected to engage community throughout the duration of the project, and at each phase. This should be incorporated in the above referenced PPP.
- **Public Meetings:** Prepare presentations, supporting materials, and present alongside County staff at public hearings, meetings, and workshops, as necessary. These include presentations before the Planning Commission, County Commission, and/or at community workshops/Open Houses. These should be incorporated in the above referenced PPP.
- **Review and Update Existing Comprehensive Plan:** Review and update existing goals and policies for each Comprehensive Plan Element (Land Use; Housing; Utilities; Rural; Transportation; Economic Development) to ensure consistency with the Growth Management Act, and Mason County Countywide Planning Policies. The Countywide Planning Policies and Housing Element will be developed in coordination with the City of Shelton. Mason County desires a new format to its existing 2036 Comprehensive Plan.

The Proposer will be expected to identify any updates needed to the County’s land use and zoning maps and shall work collaboratively with the County’s GIS Specialist.

Other items include:

- o Ensure consistency with the adopted [2021 Shoreline Master Plan](#);
- o Ensure consistency with the [Planned Action Ordinance for the Belfair UGA](#);
- o Ensure consistency with the [2022-2027 Parks and Rec Comprehensive Plan](#);
- o Ensure consistency with the [2023 \(DRAFT\) Hazard Mitigation Plan](#);
- o Ensure consistency with the [2018 Comprehensive Solid Waste Management Plan](#) which will also be updated during the same timeframe; and
- o Ensure consistency with the adopted [2021 Resource \(Critical Areas\) Ordinance](#).

- **Review and Update Existing Development Regulations, Policies, and Codes:** Review existing development regulations to determine necessary updates to ensure consistency with the Comprehensive Plan and requirements under GMA (actual amendments may be processed by County staff depending on scoping, budget, and timing of the adoption of the comprehensive plan update).
- **SEPA Scoping and Environmental Impact Statement (EIS):** An important component of the Comprehensive Plan Update is to prepare an updated EIS. The current EIS was last updated in 1996.
- **Sub-Area Planning:** The County has identified areas that will be critical for determining opportunities for growth, increased residential, commercial, and/or industrial uses, and potential transportation improvements.
  - UGAs: Allyn; Belfair; and Shelton
  - Rural Activity Centers (RACs): Hoodspout; Taylor Towne; and Union
  - Hamlets: Bayshore; Dayton; Deer Creek; Grapeview; Lilliwaup; Matlock; Potlatch; Spencer Lake; and Tahuya

### **Estimated Budget**

The allocated budget for the project is up to **\$350,000** for consulting services, expenses related to community engagement, and goods/materials costs. The budget for consulting services includes all tasks for the Comprehensive Plan Update, EIS, and other related items. The final budget, scope of work, and methodology for the overall project will be negotiated with the selected Proposer. The County shall not be responsible for any costs incurred during the preparation of materials and submittal of the Request for Proposal.

### **Required Qualifications**

- Demonstrated experience and expertise in preparation of Comprehensive Plans and associated EISs including environmental documents.
- Experience and expertise in preparation of GMA compliant Comprehensive Plans and/or Sub Area Plans.
- Experience working in rural and small urban (growth) areas relating to long-range planning and zoning.
- Experience in community outreach and facilitation.

### **Project Timeline**

The Proposal shall provide a timeline for the project including the anticipated start date, milestone dates and project completion date.

### **Costs/Budget**

The Proposal shall explain what is included for each budget item. Describe exactly what is included in the pricing for the proposal broken down by Phase and Tasks. The County is

interested in considering a range of Tasks within each Phase that can be included or excluded depending on budget constraints and/or timing.

### **Proposal Requirements**

The Proposal must be submitted by email, not to exceed 20 pages in length and contain the following components:

1. Contact name, address, telephone number and e-mail address.
2. Detailed description of skills, experience, and ability to prepare a Comprehensive Plan Update and EIS with all necessary supporting documents and required public outreach.
3. Identification and designation of roles/responsibilities of key project staff.
4. Minimum of three, maximum of five client references including project type, dates, contact information and description.
5. Proposed Scope of Work in Phases.
6. Proposed budget per Phase and Tasks including time (salary and benefit costs or hourly fee), travel, supplies and other expenses as allowed.
7. Anticipated timeline of proposed activities based on the stated performance start and end date.
8. Statement of acceptance, ability, and willingness to enter into a Professional Services Contract.
9. Statement as to whether the Proposer is a minority- and/or women-owned firm.

Note: Proposers are to refrain from submitting proposals that will not be easily printed and duplicated such as those with over-sized paper.

### **Proposal Submission**

Interested firms should email their proposal pursuant to this RFP. The proposal coversheet should include the following information: firm name, address, phone numbers; and name of Principal-in-Charge and Project Manager. The submittal shall also include resumes of key personnel who will perform the work, including descriptions of similar projects they have been involved with, their role in each project, and professional certifications. Resumes are in addition to the 20-page maximum.

Mason County will review all proposals and may request interviews. The County will select the qualified applicant in a priority ranking and will negotiate the estimated professional services based on the general scope of work outlined in the proposal. If agreement with the top-ranking applicant is not reached, the County may negotiate with the next ranked applicant, or reopen the RFP process.

Mason County encourages disadvantaged, minority, and women-owned consulting firms to respond.

*"Mason County, in accordance with Title VI of the Civil Rights Act of 1964, (78 Stat. 252, 42 U.S.C. 2000d to 2000d-4) and the Regulations, hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award."*

Please note that information obtained from sources other than the Project Manager or with respect to this project may not be accurate. Notices related to revisions or updates to the RFP will be provided via e-mail, unless the Proposer requests to receive it by regular mail. Regular mail will be post marked the same date any e-mails are sent. All costs for proposal preparation and negotiation incurred by the Proposer, whether they lead to execution of a contract and agreement with Mason County or not must be borne entirely and exclusively by the Proposer. Mason County reserves the following rights for acceptance, modification, and/or rejection of submitted proposals such as:

- Rejection of any or all proposals.
- Rejection of any proposal not in compliance with proposal requirements.
- Providing addenda, amendments, supplementary material or other modifications to the proposal specifications.
- Cancellation of this Request for Proposals without issuance of another Request for Proposals.
- Issuance of subsequent requests for new proposals.
- Request for submission of further information by the proposer to complete evaluation by Mason County.
- Determination to select one or more Proposers for attempted negotiation of a final contract(s).
- Decisions made by Mason County will be final. Mason County further reserves the sole right to determine which proposal best serves the County's interest or to reject any or all proposals.

**9. Request for Proposal Process and Timeline**

Issuance of RFP	Friday, May 26, 2023
Last Day to Submit Questions	Friday, June 9, 2023
Proposals Due	Friday, June 16, 2023
Short List of Consultants*	Friday, June 23, 2023
Interviews (if required) *	June 26 – 30, 2023
Final Selection*	Friday, July 7, 2023
Execute Contract*	Tuesday, July 18, 2023

\*Dates with an asterisk are estimated dates and are for informational purposes only.

### Proposal Evaluation Criteria

Proposals will be reviewed to ensure that they meet the specifications as detailed in this RFP. Proposals that do not meet the requirements will not be scored and will be removed from further consideration.

Proposals that pass the technical review will be scored by a Review Committee based on the following criteria:

The scoring criteria are subject to change without notice.

<b>Proposal Component</b>	<b>Rated from 1-10 with 1 being the lowest</b>									
Demonstrated project experience and skills	1	2	3	4	5	6	7	8	9	10
Capabilities of key project staff	1	2	3	4	5	6	7	8	9	10
Creative Public Outreach practices	1	2	3	4	5	6	7	8	9	10
Experience working in project area	1	2	3	4	5	6	7	8	9	10
Proposed approach (the narrative)	1	2	3	4	5	6	7	8	9	10
Proposed scope-of-work	1	2	3	4	5	6	7	8	9	10
Proposed timelines	1	2	3	4	5	6	7	8	9	10
Proposed deliverables	1	2	3	4	5	6	7	8	9	10
Project budget	1	2	3	4	5	6	7	8	9	10
Inclusion of required Statements	1	2	3	4	5	6	7	8	9	10
Client references	1	2	3	4	5	6	7	8	9	10
Minority and Women’s Business Enterprises	1	2	3	4	5	6	7	8	9	10

After selection, the successful Proposer and the County will enter into a professional services agreement, subject to approval by the Board of County Commissioners. The County shall not be bound or in any way obligated until both parties have executed the agreement. The County reserves the right to award the agreement to the next most qualified Proposer if the successful Proposer does not execute an agreement within thirty (30) days after notification of the award of the bid.

### Contract Term

The County anticipates an initial two (2) year contract (July 2023 – June 2025), with no automatic renewal, however, options for extensions may be negotiated. The County reserves the right to negotiate all elements which comprise the apparent successful Proposer to ensure that the best possible consideration is afforded to all concerned. County representatives and the selected finalist will review in detail all aspects of the requirements and the proposal. During the review of the most favorable, apparent successful proposal, the Proposer may offer, and the County may accept revisions to the proposal.

### Contact Information

Questions should be directed to Marissa Watson, Senior Planner, Mason County Department of Community Development. Marissa can be reached by phone at (360) 427-9670 ext. 367, or by

email at [mwatson@masoncountywa.gov](mailto:mwatson@masoncountywa.gov). All e-mail messages related to this RFP must use the subject line: *RFP: Mason County 2025 Periodic Comprehensive Plan Update*.

**Relevant Plans and Information (not exhaustive):**

- [Belfair Planned Action EIS & Subarea Plan](#)
- [Mason County GIS with Current Zoning](#)
- [Mason County Housing Needs Assessment \(12/28/2022\)](#)
- [Mason County 2036 Comprehensive Plan](#)