

City of Scottsbluff, Nebraska

Monday, November 18, 2013

Regular Meeting

Item Consent3

Council to approve the RFP for professional services relating to the Economic Development Study and authorize the City Clerk to advertise for proposals to be received by December 27, 2013 at 2:00 p.m.

Staff Contact: Rick Kuckkahn, City Manager



2525 Circle Drive
Scottsbluff, NE 69361

REQUEST FOR Statements of Qualifications and Bid Proposals

FOR

PROFESSIONAL SERVICES RELATING TO:

Economic development study including market analytics, strategic planning, site selection,
community assessments and organization building
in [the Cities of](#) Scottsbluff, Gering, Terrytown and Scotts Bluff County.

Issue Date: [November 18, 2013](#)

Publish Dates: November 22, 2013; November 29, 2013 and December 6, 2013

Closing Date/Time: [Friday, December 27, 2013](#) at 2:00 p.m.

Contact

Rick Kuckkahn, City Manager
308-630-6213

NOTICE

REQUEST FOR STATEMENTS OF QUALIFICATIONS and BID PROPOSALS Economic Development Study

The City of Scottsbluff is soliciting Statements of Qualifications and bid Proposals from Economic Development Consultants or other qualified providers to provide services in market analysis, strategic planning, site selection, community assessments and ways to enhance the economic development process. The project is the evaluation of existing conditions and strengths with recommendations to determine "best fit" industry, location in the community and the potential for long term, quality employment and site selection for new projects. All submittals must be received by the City Clerk, of the City of Scottsbluff, 2525 Circle Drive, Scottsbluff, Nebraska, 69361, prior to 2:00 p.m., Friday, December 27, 2013. Submittals must be in a sealed envelope plainly marked "Statement of Qualifications and Bid Proposal, Economic Development Study". Inquiries shall be addressed to Rick Kuckkahn, City Manager, 2525 Circle Drive, Scottsbluff, Nebraska, 69361, 308-630-6213. A copy of the Request for Qualifications and Proposal document may be obtained from the City Clerk at City Hall at the above location noted herein.

/s/ Cindy Dickinson, City Clerk

Publish – 11/22/13; 11/29/13; and 12/6/13

1. INTRODUCTION

The intent of this request is to solicit written Statements of Qualifications and Bid Proposals, hereafter referred to as "Proposal", from a qualified person, firm, or corporation, hereafter referred to as "Economic Development Consultant," to provide design services for:

1. Market analytics, strategic planning, site selection, community assessments, recommendations on site selection and recommended improvements to the economic development process.

To be eligible for consideration, the Economic Development Consultant must be capable of supplying the services as noted herein, and must also meet all other criteria outlined in this Proposal.

2. INQUIRIES AND CORRECTIONS

All inquiries relating to this request shall be addressed to:

Rick Kuckkahn, City Manager
City of Scottsbluff
2525 Circle Drive
Scottsbluff, NE 69361
(308) 630-6213

If a proposing Economic Development Consultant, prior to submitting a Proposal, finds discrepancies in, or omissions from this request, or should require additional clarification of any part thereof, a written request for interpretation may be submitted. Any interpretation of, or change made to the document will be made by written addendum to each proposing Economic Development Consultant, and shall become part of the request for any contract awarded. The City of Scottsbluff will not be responsible for the accuracy of any oral explanations. All inquiries shall be made in writing and all responses will be provided in writing, with copies being sent to all proposing Economic Development Consultant. To be given consideration, inquiries must be received at least ten (10) calendar days prior to the date established for the opening of the Proposal. It shall be the responsibility of each proposing Economic Development Consultant to verify that every addendum has been received prior to submitting Proposals.

3. SUBMITTAL DATE, LOCATION, AND OPENING

All Proposals must be received by the City Clerk of the City of Scottsbluff, 2525 Circle Drive, Scottsbluff, NE 69361 prior to **2:00 p.m., Friday, [December 27, 2013](#)**. Proposals must be submitted in a sealed envelope plainly marked "Statement of Qualifications and Bid Proposal: Economic Development Study". These Proposals will be evaluated utilizing the evaluation criteria herein. Final approval will be given by the Scottsbluff City Council.

4. LATE AND TELEPHONIC PROPOSALS

Late Proposals will not be accepted under any circumstances, and any Proposal so received shall be returned to the proposing Economic Development Consultant unopened. In addition, telegraphic and/or Proposals sent by electronic devices are not acceptable and will be rejected upon receipt. Proposing Economic Development Consultants will be expected to allow adequate time for the delivery of Proposals. Sole responsibility rests with the proposing Economic Development Consultant to see that their Proposal is received on time.

5. CONDITIONS OF PROPOSAL SUBMITTAL

Proposing Economic Development Consultants shall comply with at least all conditions, requirements, and specifications contained herein, with any insufficiency constituting sufficient cause for rejection of the Proposal.

The Proposal must be signed by a duly authorized official of the proposing Economic Development Consultant submitting the Proposal.

No Proposal will be accepted from any Economic Development Consultant that is in arrears for any obligation to the Cities, county or that otherwise may be deemed irresponsible or unresponsive by the City of Scottsbluff.

All prices quoted must be firm for a period of ninety (90) days following the opening of the Proposal. A form reflecting the proposed price (refer to section 8, items E and F) must be put in a separate sealed envelope to be opened once a determination has been made on which firm is most qualified for this project.

The City of Scottsbluff reserves the right to reject any and all Proposals or any part thereof. The right is reserved to waive any formalities or informalities contained in any Proposal, and to award the Proposal to the most responsive and responsible proposing Economic Development Consultant as deemed in the best interest of the City of Scottsbluff.

The City of Scottsbluff will not return Proposals or other information supplied to them by any proposing Economic Development Consultant.

6. EVALUATION OF PROPOSALS

Proposals will be evaluated on the basis of the Evaluation Criteria noted herein. The City of Scottsbluff may make a selection on the basis of the Proposals received, or may choose to "short list" prospective Economic Development Consultants for further negotiations.

The Economic Development Consultant selected for the award will be chosen on the basis of the apparent greatest benefit to the City of Scottsbluff and participating entities, and not necessarily on the basis of lowest price. The city reserves the right to negotiate the contract price.

Proposals shall be evaluated on the basis of the following criteria:

- A. Responsiveness to the needs of the City of Scottsbluff, both in service cost and in the scope of the services offered.

- B. Responsibility of the proposing Economic Development Consultant and its experience in dealing with municipal governments, including the City of Scottsbluff, on projects of similar scope and nature.
- C. The degree to which the Proposal meets or exceeds the terms of this Request for Proposal.
- D. The thoroughness with which the Economic Development Consultant has included all anticipated costs in the Proposal for each phase, through completion of the project. This includes hourly rates for service outside the scope of work.
- E. [The ability of the Economic Development Consultant to confer with the City of Scottsbluff and participating entities pertaining to matters included and/or not included in this Request for Proposal.](#)

7. SELECTION CRITERIA

Proposals will be reviewed, evaluated, and ranked by the Consultant Selection Committee. Price is not the main selection criteria and it is not to be included in the firm's Proposal. The price is to be submitted separately as stated in section 5. The selection criteria including their relative importance are:

- 1) Professional qualifications necessary for satisfactory performance. (15 points)
 - Project manager and key [team](#) members are qualified to perform the work categories on the project.
 - Consultant's knowledge of standards and procedures.
 - Qualifications of the team members, special skills and endorsements.
- 2) Specialized experience and technical competence in the type of work. (10 points)
 - Consultant has provided comparable projects they have been involved with.
 - Technical skills and specific ED success of the consultant.
- 3) Past performance on similar projects. (15 points)
 - Past performance evaluations [and examples of completed projects.](#)
 - References from past two years projects of a similar nature.
- 4) The capacity to accomplish the work in the required time. (10 points)
 - Consultant has adequate staff for this project.
 - Current workload of the consultant.
 - Projected timeline to complete the project.
- 5) Understanding the project. (10 points)
 - Consultant has demonstrated understanding of key elements of the project.
 - Consultant has provided comparable projects they have been involved with.

- 6) Approach to the project. (10 points)
 - Consultant has recognized and identified special circumstances on the project.
 - Consultant has provided logical approach to tasks and issues on the project.
- 7) Quality of the interview with the preferred candidates (20 points)
 - Interview was clear and concise.
 - Questions were appropriately answered by consultant.
- 8) Location of the project and knowledge of the area. (10 points)
 - The consultant demonstrates their process for gaining an understanding of the community's strengths and potential of the Scottsbluff, Gering, Terrytown and Scotts Bluff County.
 - Location criteria shall not be based on a political boundary (e.g. city or county limits).

8. PROPOSAL ELEMENTS AND FORMAT

Proposals submitted shall contain all information as requested herein and any additional information necessary to summarize the overall benefit of the Proposal to the City of Scottsbluff [and participating entities](#).

Proposals shall include, but not limited to, the following:

- A. A cover letter shall be provided stating the name, address, and telephone number of the proposing Economic Development Consultant, and must bear the signature of the person having the authority to make the Proposal for the Economic Development Consultant and bind the Economic Development Consultant in a formal contract with the City of Scottsbluff.
- B. A response that defines the methods and means by which the proposing Economic Development Consultant will perform the services outlined in the Request for Proposal.
- C. A project timeline outlining the dates and specific tasks necessary to provide the requested services.
- D. A list of what portion, if any, of services will be subcontracted and who will be used (name, address and phone number).
- E. A list of all costs for each phase of the project, through its completion, including preliminary design format, public meetings, and final presentation and report to the committee and cities/county.
- F. A list of hourly rates that would be charged for additional service outside the scope of work.
- G. A list of at least three (3) references for which similar services have been provided. Include contact names, addresses, and telephone numbers.
- H. Any other information deemed necessary by the proposing Economic Development Consultant.
- I. Please provide **three (3)** copies of the Proposal.

Submittal of the Proposal shall constitute as certification that the Economic Development Consultant has full knowledge of the scope, nature, quality, and quantity of the work to be performed, and the detailed requirements and conditions under which the work is to be performed.

9. GENERAL REQUIREMENTS OF THE SUCCESSFUL PROPOSING ECONOMIC DEVELOPMENT CONSULTANT

Professional service or creative work including consultation, investigation, evaluation, planning, design, etc., must be performed by an Economic Development Consultant.

The successful proposing Economic Development Consultant shall be prohibited from assigning or subcontracting the whole or any part of the contract without the prior written consent of the City of Scottsbluff.

The successful proposing Economic Development Consultant shall demonstrate experience with a range of successful economic development strategies and approaches.

The successful proposing Economic Development Consultant shall not hire, discharge, promote, demote, or otherwise discriminate in matters of compensation, terms, conditions, or privileges of employment against any person otherwise qualified solely because of race, creed, sex, national origin, ancestry, physical or mental disability, color, or age.

The successful proposing Economic Development Consultant and its employees will operate as an independent contractor and will not be considered employees of the City of Scottsbluff or any member agency.

10. SCOPE OF SERVICES

Topics to be addressed in the RFP include the following. This list is not intended to exclude any potential options or topics of concern that may arise during the preparation of the Proposal. At a minimum, the Proposal shall indicate the options, concerns and recommendations for the proposed study. Proposal information and responsibilities should help the community answer the following questions: The following outlines basic elements but is not intended to limit contents of the Economic Development Consultants proposal.

- 1) Preliminary Field Surveys. The Economic Development Consultant may utilize whatever methods or practices they consider industry standard to compile information related to community preference, community potential and prospect for long term sustainability.
- 2) Review such available reports, plans, maps and other data relative to the project.
- 3) Meet with reviewing staff, Twin City Development, LB840 Committee and other economic development interests for the purpose of evaluating alternatives and best approach to fit the proposal to the area being considered in this RFP.

4) Public Meetings and private one on one meetings. Public meetings to gather input from the community and its leaders. The number and such meetings should be part of the proposal.

5) We seek to answer these question and address the following elements in the study:

What and how much commercial/industrial land should be added to meet the community's economic objectives now and in the long term?

Criteria used to identify commercial/industrial land.

What steps can local government take to add greater certainty to the land use permitting process, ensuring that projects conform to the plan?

What steps need to be taken to secure desired land without stimulating speculation?

How can the city participate in securing land without delaying the sale to purchasers?

What capital facilities and services need to be provided to maintain existing and promote future economic activities and attract new businesses, entrepreneurs and manufacturing to the area?

What transportation network improvements are necessary to promote economic activities and cost?

What utility improvements will be necessary to promote and support economic activities within the community and cost?

What considerations must be made to assure the right mix of housing to support economic objectives?

What are the necessary considerations for environmental quality and maintaining existing quality of life as the entities move to promote the areas full economic development potential?

A study of target industry has been completed. Based on a review of that information are additions or subtractions in order? Can the target industry "list" be refined or are specific industries ripe for recruiting at the national level. What steps need to be taken to recruit the short and long term targets?

Does the workforce meet the needs of the target industry and what training or enhancements can be made to recruit additional economic activity through workforce development?

What role do the historic resources play in economic development and how can these resources be managed in a manner that protects the resource, while maintaining Scottsbluff, Gering, Terrytown and quality of life and economic development potential?

What priority sites should be considered for future economic development activity and how should those sites be handled to promote it. This includes partnerships to purchase the subject property, options to purchase and any other forms of control that may be employed to implement recommended sites.

Several areas to locate commercial/industrial activity have been identified however a full evaluation of the potential of these sites will be required. This includes land use relationships, infrastructure costs, transportation, communication and design of the site to make it ready for immediate development. Companies interested in locating in the area must be convinced they will be able to quickly build and begin operations.

The area has a number of unique assets which must be considered as part of this study. A fiber loop, rail, highway corridors, excess sewer and water capacity.

The area draws from a market area well beyond it's boundaries. Employees and employers locate understanding the convenience of connections between various communities. Development potential for major commercial/industrial exist in these locations. We are interested in a good fit and are not attempting to force users to the Scottsbluff/Gering/Terrytown location if other better suited locations exist. An evaluation of the best fits is also an important consideration.

- 6) Ownership of Documents – Upon completion or termination of the project, all documents prepared by the Economic Development Consultant, including plans, tracings, drawings, estimates, specifications, field notes, investigations, studies and reports shall become the property of, and be delivered to, the City [of Scottsbluff](#). The City acknowledges that the documents are prepared only for the project. [The City of Scottsbluff reserves the right to share ownership of documents with participating entities.](#)

11. INDEMNIFICATION

The Economic Development Consultant agrees to indemnify and hold harmless the City of Scottsbluff, and its officers and its employees, from and against all liability, claims, demands, and expenses, including court costs and attorney fees, on account of any injury, loss, or damage, which may arise out of or are in any manner connected with the work to be performed, if such injury, loss, or damage is caused in whole or in part by, or is claimed to be caused in whole or in part by, the negligent act or omission, error, professional error, mistake, accident, or other fault of the Economic Development Consultant, subcontractor of the Economic Development Consultant, or any officer, employee, or agent of the Economic Development Consultant.

12. INSURANCE REQUIREMENTS

The Economic Development Consultant Firm will secure and maintain during the term of the contract a policy of professional liability insurance protecting the Economic Development Consultant and its employees in an amount not less than \$1,000,000. The Economic Development Consultant shall also maintain in effect a policy for worker's compensation insurance in the amount required by Nebraska Law. All policies will need to be secured from an insurance company authorized to do business in the State of Nebraska.

The Economic Development Consultant Firm will also secure and maintain an insurance policy or policies in an amount of not less than \$1,000,000 which protects it and the City from damages resulting from the Economic Development Consultant's

conduct. The Certificate of Insurance shall specifically name the City as an additional insured party.

The Economic Development Consultant Firm may not start work until evidence of all required insurance has been submitted and approved by the City. The Economic Development Consultant Firm must cease work if any of the required insurance is cancelled or expires.

Three (3) copies of certificates of insurance shall be submitted to and approved by the City prior to the execution of the contract. The certificates must contain the agreement of the insurance company notifying the City in writing ten (10) days prior to any cancellation or material alternation of the policy. The contractor shall not allow any work under the contract to be performed by a subcontractor unless evidence of similar insurance covering the activities of the subcontractor is submitted to and approved by the City.

13. CONTRACT NEGOTIATION

The City of Scottsbluff reserves the right to negotiate any and all items in the formal contract as they may relate to the Scope of Services, etc., found in this document.