

City of McMinnville Community Development Department 231 NE Fifth Street McMinnville, OR 97128 (503) 434-7311

www.mcminnvilleoregon.gov

# McMinnville Economic Vitality Leadership Council Wednesday, January 10, 2024 – 3:00 PM

# HYBRID Meeting IN PERSON – 231 NE Fifth Street or ZOOM Online Meeting

(Please note that this meeting will be conducted via ZOOM meeting software due to the COVID-19 event.) <a href="https://mcminnvilleoregon.zoom.us/j/84010782518?pwd=dHNOWE5sbjNlRnluMDFmOEIZVU4zUT09">https://mcminnvilleoregon.zoom.us/j/84010782518?pwd=dHNOWE5sbjNlRnluMDFmOEIZVU4zUT09</a>

Meeting ID 840 1078 2518

Meeting Passcode: 417092

Or join ZOOM Meeting by phone via the following number: 1-669-900-9128

Council Members	Αg	jenda Items
Carson Benner, Chair McMinnville School District	1.	Call to Order / Introductions
Mike Morris, Vice-Chair	2.	Election of Officers (Exhibit 1)
Chamber of Commerce	3.	Minutes - March 8, 2023 (Exhibit 2)
Trena McManus, McMinnville Water and Light	4.	Discussion Items
Chris Chenoweth, City of McMinnville		<ul> <li>Business Assistance/Resiliency Grant (8212) Update (Exhibit 3)</li> </ul>
Walt Gowell, City of McMinnville		Innovation Campus Master Planning and Public
Steve Patterson, Chamber of Commerce		Infrastructure Feasibility Analysis (Exhibit 4)
Dani Chisholm, MDA	5.	Rumor Mill
Heather Miller, MDA	6.	Citizen Comments
John Dietz,	7.	Committee Member Comments
MEDP	8.	Staff Comments
Deven Paolo, MEDP	9.	Adjournment
Erin Stephenson, Visit McMinnville		
Gerardo Ochoa, Linfield University		
Michael Mulkey, Willamette Valley Medical Center		
Vacant, Visit McMinnville		

The meeting site is accessible to handicapped individuals. Assistance with communications (visual, hearing) must be requested 24 hours in advance by contacting (503) 434-7311 – 1-800-735-1232 for voice, or TDY 1-800-735-2900.

<sup>\*</sup>Please note that these documents are also on the City's website, <u>www.mcminnvilleoregon.gov</u>. You may also request a copy from the Planning Department.



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# EXHIBIT 1 - MEMORANDUM

**DATE:** January 10, 2024

TO: McMinnville Economic Vitality Leadership Council FROM: Heather Richards, Community Development Director

SUBJECT: Agenda Item - Election of Officers

The annual election of officers has been placed on your January 10, 2024 meeting agenda. As part of this process, the McMinnville Economic Vitality Leadership Council (MEVLC) shall elect a Chair and Vice-Chair at the first meeting of each year. The Chair presides over the meeting and public hearings. The Vice-Chair will preside over the meetings and public hearings in the Chair's absence.

The following outline is provided to help guide you through this election process.

Nominations of chair and vice-chair

- 1. Begin with the nominations for the position of the chair. Any committee member may nominate another member. Committee members can also nominate themselves. Nominations do not have to be seconded. If a nominee does not wish to be considered, that person can decline the nomination. When nominations stop, the chair will call for any more nominations. When no other nominations are forthcoming, the chair will state that the nominations are closed. Once the nominations are closed, the chair will state the names of the nominees. Each member must state their vote for the chair. If one person receives a majority of the vote, the chair will declare the result of the vote. If no one receives a majority of the vote must be done again. No person can be eliminated as a nominee, but any nominee can withdraw their nomination. The voting will continue until one person receives a majority of the vote.
- 2. The vice-chair will then be elected in the same manner.
- 3. At the close of the elections, the new chair will preside over the remainder of the meeting.



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# **EXHIBIT 2 - MINUTES**

March 8, 2023

McMinnville Economic Vitality Leadership Council

Regular Meeting

McMinnville, Oregon

**Members Present:** Carson Benner, Chris Chenoweth, Steve Patterson, Dani Chisholm, Deven

Paolo, Erin Stephenson, and Mike Morris

Members Absent: Walt Gowell, John Dietz, Heather Miller, Trena McManus, Ellen Brittan, and

Gerardo Ochoa

Staff Present: Gioia Goodrum - McMinnville Chamber of Commerce, Jeff Knapp - Visit

McMinnville, Patty Herzog and Heather Hadley Blank - McMinnville Economic Development Partnership, and Heather Richards - Community

**Development Director** 

Others Present: Dave Haugeberg and Brett Baker – Newberg Dundee Bypass Parkway

Committee and Jody Christensen - Community Development Special

Projects Manager

#### 1. Call to Order

Chair Benner called the meeting to order at 3:00 p.m.

2. Election of Chair and Vice-Chair

This item was not discussed.

- 3. Minutes
  - October 12, 2022

There was no quorum present to approve the minutes.

- 4. Discussion Items
  - Newberg Dundee Bypass

Dave Haugeberg, Newberg Dundee Bypass Parkway Committee Chair, spoke about what had been accomplished for Phase 1 of the Bypass and the money that had been raised. He explained what was next for Phase 2 in purchasing right-of-way, engineering, realigning

Wilsonville Road, and constructing the interchange on 219. Construction for the interchange was set to start in 2024. The next piece needed was from 219 to 99W and Rex Hill.

Brett Baker, Newberg Dundee Bypass Parkway Committee member, discussed the funding needed and possible sources.

Mr. Haugeberg discussed working with legislators for the funding and strategy for Phase 3. The groups were working as one unit to get the project done.

Community Development Director Richards said the portion from Dayton to McMinnville was not yet done. Was there a way to have it be Phase 4?

Mr. Haugeberg said it might be a long time before that was completed, and they needed to make sure things were in place to make it possible.

Mr. Baker explained how lobbying worked and Springboard Enterprises' contribution.

There was discussion regarding threats to the project, how the Parkway Committee and partnerships had been critical to the success so far, and the need to function as a team.

Mr. Haugeberg asked if Committee members could promote the project to elected officials.

# MESO 40/60 Forgivable Loan

Jody Christensen, Community Development Special Projects Manager, reviewed the projects funded by the 8212 or Noble Grant which helped businesses with recovery from the impacts of Covid. This proposal was to develop a loan forgiveness program with Micro Enterprise Services of Oregon. The point of a 40/60 loan program was to help businesses not ready to go to a traditional bank. She had been working with MESO on the 40/60 loan, which originally had been up to \$500,000, which would mean \$10,000 loans with \$4,000 forgiven. The terms were to be 36 months with a grace period of 4 months to make the first payment. However, MESO expressed concern about the appetite for \$10,000 loans and building connections with the businesses. The money had to be obligated by June 30, 2024 and fully expended by December 31, 2026. MESO came back with \$20,000 loans instead with \$8,000 forgivable with 24-month terms, and the City's \$235,000 would be the entire amount for the program. MESO would administer the loan program and charge \$500 for technical assistance.

There was discussion regarding making it work with MESO or looking at other alternatives such as local banks who could contribute to the program or reaching out to the Council of Governments. There was further discussion regarding risk, timelines, repayment, interest on the loan, grants vs. loans, and possibly moving this money to the current business assistance grant program.

There was consensus to move forward with the loan program with the terms suggested by MESO.

#### At-Large Vacancy Position

The Committee gave suggestions for possible candidates to fill the at-large vacancy position.

5. Rumor Mill

None

6. Citizen Comments

None

7. Committee Member Comments

None

8. Staff Comments

None

9. Adjournment

Chair Benner adjourned the meeting at 4:43 p.m.



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# **EXHIBIT 3 - STAFF REPORT**

**DATE:** January 10, 2024

TO: McMinnville Economic Vitality Leadership Council FROM: Jody Christensen, Special Projects Manager

SUBJECT: Resolution No. 2024-01 and Resolution No. 2024-02,

8212 State ARPA McMinnville Business Recovery and Resiliency Plan,

**Contract Extension** 

#### **STRATEGIC PRIORITY & GOAL:**



#### **ECONOMIC PROSPERITY**

Provide economic opportunity for all residents through sustainable growth across a balanced array of traditional and innovative industry sectors.

**OBJECTIVE/S: Improve systems for economic mobility and inclusion** 

#### **Report in Brief:**

This is an update on the 8212 contract extension, which was approved by the Department of Administrative Services via email on 01.02.2024.

On 01.09.2024, the City Council will consider by Resolution No. 2024-01 authorizing the City Manager to sign a contract with Chemeketa Community College for \$146,000 to deliver two workforce programs as part of the City of McMinnville's 8212 Grant from the State of Oregon for COVID Business Recovery and Resiliency Assistance.

In a second action, the City Council will consider by Resolution No. 2024-02 authorizing the City Manager to sign Amendment #1 to a contract with McMinnville Economic Development Partnership (MEDP) changing the scope of work, contract termination date and budget for sustainable workforce development programs as part of the City of McMinnville's 8212 Grant from the State of Oregon for COVID Business Recovery and Resiliency Assistance.

At the 11.08.23 McMinnville Economic Vitality Leadership Council ("MEVLC") meeting, staff discussed the opportunity to reallocate \$166,000 of the 8212 State American Rescue Plan Act ("ARPA") funds in the McMinnville Business Recovery and Resiliency Plan. The MEVLC gave direction to allocate the funds to workforce development programs, which upon further review required a contract extension request to the state.

Staff submitted a contract extension request to the Department of Administrative Services ("DAS") on 12.26.23.

# McMinnville Business Recovery and Resiliency Plan Background:

During the 2021 Oregon Legislative session, then-Representative Ron Noble (HD-24) worked with the McMinnville Economic Development Partnership ("MEDP") and the City of McMinnville to secure \$750,000 in HB 5006 for the McMinnville Business Recovery and Resiliency Plan ("Plan").

The Plan was developed by the McMinnville Economic Vitality Leadership Council ("MEVLC"). It invests in priority projects identified to help McMinnville businesses recover from the ongoing effects of the COVID-19 pandemic and become more resilient in the future. The Plan addresses the following issues: 1) Recruiting and Retaining Workforce; 2) Trained Workforce; and 3) Business Resiliency. The Plan has four goals: Goal 1 - Develop Business Assistance Grants for Workforce Recruitment and Retention; Goal 2 - Coordination of Sustainable, Localized Workforce Programs; Goal 3 - Develop a Loan Forgiveness Program with Micro Enterprise Services of Oregon ("MESO"); and Goal 4 - Develop Bilingual Business Training/Mentorship Program.

#### **Extension Background:**

Since the City needs to expend all of the funds by June 30, 2024, Staff has been monitoring 8212 contractors to determine if funds need to be shifted to other programs in order to take full advantage of the grant and expend all of the funds successfully by the due date.

Thus far, the Business Assistance Grant has been completed, the Business/Training Mentorship Program is near completion and the Workforce Coordination and Loan Forgiveness Program are underway.

In the course of monitoring, Staff was meeting bi-weekly with the team at Micro Enterprise of Oregon Services (MESO) regarding the deliverables for the \$235,000 40/60 loan program contract. On 10.23.23, it was mutually determined that the MESO 40/60 loan program will be under spent by \$166,000. To date, the loan program has three approved loans. The total fund will be \$60,000 for loans and \$9000 for administration, client support, and training. The MESO team does not believe there is time to secure additional loans in time to meet the loan terms deadline.

Staff worked with the Department of Administrative Services and MEVLC on the possibility of redirecting funds to other programs if some contracts were not able to deploy the funds, and applying for a contract extension if necessary.

At the 11.08.23 MEVLC committee meeting, staff shared that \$166,000 of the 8212 funds allocated to the MESO 40/60 forgivable loan program needed to be reallocated. Staff then presented three scenarios to reallocate funds to the successful business assistance grant program and the business training/mentorship program which had both demonstrated success in terms of interest and program deployment. Please see below. Each scenario had administrative, marketing, and Latina/o business community outreach costs.

Option 1	Budget	Notes
Administration	\$ 16,600.00	
Marketing (mailers) and Translation	\$ 1,500.00	
Business Assistance Grants Round 2	\$112,900.00	Up to \$10,000 grants = 11 grants
Grants Community Outreach	\$ 35,000.00	
	\$166,000.00	
Option 2		
Administration	\$ 16,600.00	
Marketing (mailers) and Translation	\$ 1,500.00	
Business Assistance Grants Round 2	\$ 94,375.00	Up to \$10,000 = 9 grants
Grants Community Outreach	\$ 35,000.00	
Bilingual Business Training Round 2	\$ 18,525.00	Cohort like existing contract - up to 10 businesses
	\$166,000.00	
Option 3		
Administration	\$ 16,600.00	
Marketing (mailers) and Translation	\$ 1,500.00	
Business Assistance Grants Round 2	\$ 92,900.00	Up to \$10,000 = 9 grants
Grants Community Outreach	\$ 35,000.00	
Bilingual Business Training Circle	\$ 20,000.00	Participants from Round 1 moving to next level - 8 businesses
	\$166,000.00	

The committee considered the proposed scenarios and elected to pursue allocating the remaining funds into workforce coordination and development instead of the direct business assistance programs. They asked staff to work with the Department of Administrative Services on whether that would be viable and to ask for the necessary time extension for it to be successful.

Staff at the Department of Administrative Services indicated that the City of McMinnville would need to apply for the contract extension, and that they would not be able to provide a response until early 2024.

Staff then worked with MEDP and Chemeketa Community College on a proposal to utilize the reallocated grant funds for workforce development and coordination.

This program was brought back to the MEVLC at their 12.13.2023 committee meeting where they recommended that the City should submit a request for an extension to give the time needed to execute the workforce programs and the City Council should reallocate the funds accordingly.

The following information gives more details about the proposed reallocation of the funds:

- Chemeketa Community College proposed pre-apprenticeship and hospitality certification programs for up to 80 participants with internships at businesses within the city limits. The cost would be \$146,000. The completion date would be December 31, 2025.
  - Staff recommended that community engagement be included for program outreach to underserved and underrepresented community members and businesses. The budget would be \$3,400 for this work under an amended contract with MEDP, who would add it to an existing contract.
- MEDP, the Workforce Coordination contractor, proposed removing one of their deliverables, the development of an apprenticeship program with Chemeketa Community

College, and shifting the funding under their current contract to potentially extend the contract of the Workforce Coordinator and/or other staff to build out the business network to support the pre-apprenticeship and hospitality certification programs and to have additional time for the data driven action plan implementation.

The City would allocate \$16,600 for staff support to administer the new programs.

# The Extension Request:

On December 26, 2023, the City of McMinnville submitted an extension request to the Department of Administrative Services (DAS) for the 8212 City of McMinnville contract, and the City received approval via email on 01.02.2024.

Contract	Current	Extension (proposed)	Action
Obligation	June 30, 2024	December 31, 2024	All funds under contract.
Completion	October 1, 2024	December 31, 2025	All funds expended.

Pending the City Council's 01.09.2024, the City may enter into a contract with Chemeketa Community College to deliver two workforce programs. And the McMinnville Economic Development Partnership's current contract would be amended in Amendment No. 1 to support the pre-apprenticeship and hospitality certification programs and to have additional time for the data driven action plan implementation. Both the contract and amendment extension scopes of work will be completed on or before December 31, 2025.

The proposed resolutions authorize the City Manager to sign the respective contracts with Chemeketa Community College and MEDP to execute the programs upon the approval of the DAS.

#### **Fiscal Impact:**

The State ARPA \$750,000 Business Recovery and Resiliency grant was received by the City in 2022. Both programs and the city administration associated with the programs is funded fully by this grant.

#### **Actions:**

No action requested. Information only.



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# **EXHIBIT 4 - STAFF REPORT**

**DATE:** January 10, 2024

TO: McMinnville Economic Vitality Leadership Council FROM: Jody Christensen, Special Projects Manager SUBJECT: Innovation Campus Request for Proposals Update

#### **STRATEGIC PRIORITY & GOAL:**



# **ECONOMIC PROSPERITY**

Provide economic opportunity for all residents through sustainable growth across a balanced array of traditional and innovative industry sectors.

# **OBJECTIVE/S: Improve systems for economic mobility and inclusion**

#### **Report in Brief:**

The City is preparing to release a Request for Proposals (RFP) for master planning, public infrastructure feasibility analysis, and marketing development of the Innovation Campus site on Highway 18. The project is expected to take 12 months.

#### **Background:**

The Innovation Campus site concept was identified in the Three Mile Lane Area Plan. On November 8, 2022, the City Council voted to approve Ordinance No. 5126 adopting the Three Mile Lane Area Plan and its appendices as a supplemental document to the McMinnville Comprehensive Plan.

The City is ready to move towards planning the campus to prepare for future development. In next few weeks, the City will release a Request for Proposals (RFP) for professional services to provide master planning, public infrastructure feasibility analysis, and marketing for the Innovation Campus, which is slated to be the community's next large employment center. This project will entail master planning the three impacted properties with the planned commercial development and the innovation campus contemplating three growth scenarios (high density, medium density, and low density). A preferred growth option will be selected that will inform the public infrastructure feasibility analysis. In addition, the consultant team will work with the city and property owners to develop a marketing campaign for the campus, including a website and other promotional materials.

#### Discussion:

Below are the scope of work and selection process from the draft RFP for discussion purposes. The City will be selecting a consultant team based on the qualifications of the team, including

their proposed approach to the project, lead project managers, proposal costs and experience. Please see attached draft RFP and excerpts below.

# **Excerpts from the Draft RFP:**

The City of McMinnville is requesting proposals for professional services to provide master planning, a public infrastructure feasibility analysis, and marketing for the McMinnville Innovation Campus, which is slated to be the community's next large employment center. The Innovation Campus site concept was identified in the Three Mile Lane Area Plan. On November 8, 2022, the City Council voted to approve Ordinance No. 5126 adopting the Three Mile Lane Area Plan and its appendices as a supplemental document to the McMinnville Comprehensive Plan.

Now the City is ready to move towards planning the campus to prepare for future development. This project will entail master planning three different growth scenarios (high density, medium density and low density). The master planning will include the planned Innovation Campus (140 – 160 acres) and the adjacent Retail Center (40 – 60 acres). Then a preferred growth option will be selected that will inform the public infrastructure feasibility analysis, including transportation, wastewater, water, power, natural gas and broadband). The public infrastructure analysis will be comprised of needed infrastructure to support the preferred scenario, estimated costs of the needed public infrastructure and a suggested funding plan. In addition, the project will include the development of a marketing campaign to help the city and the property owners promote the innovation campus to potential partners.

The City will complete a Qualification Based Selection Request for Proposals (RFP) process to select a consultant team. Following the selection of a consultant team, the City will negotiate a Professional Services Contract for the project. The Consultant will identify the type of services, work scope, project team, sub-consultants, fee, schedule, and terms of payment for services.

Proposers responding to the RFP do so solely at their expense, and the City is not responsible for any costs or expenses associated with the preparation of RFP.

#### A. BACKGROUND

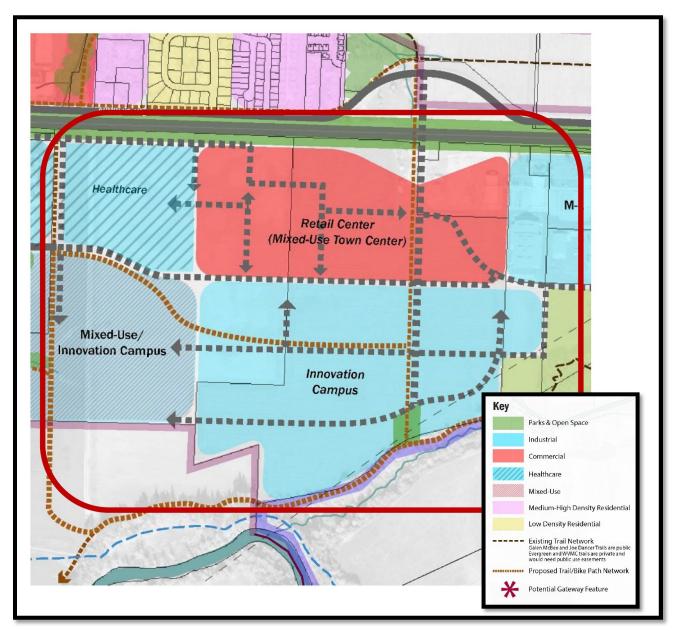
The City of McMinnville has a population of approximately 35,000 people and is located approximately 35 miles southwest of Portland, in the heart of Oregon's wine country. The Innovation Campus will serve as the next employment center for McMinnville. The vision for the campus is to attract high-wage, high-density employment for the community.

On November 8, 2022, the City Council voted to approve Ordinance No. 5126 adopting the <a href="Mile Lane Area Plan"><u>Three Mile Lane Area Plan</u></a> ("3MLAP") and its appendices as a supplemental document to the McMinnville Comprehensive Plan. This plan adopted a preferred land-use vision for the study area relative to housing, commercial development, industrial development and public amenities. The land-use vision reflects a desire for higher density development in this area relative to housing and job creation, as well as the opportunity to fulfill a commercial deficit for the community. Out of that process a discussion emerged about an Innovation Campus and Retail Center on 200 acres of vacant land south of Oregon Highway 18. Please see maps below.

The innovation Campus is intended to be a high-density employment campus responding to the next generation of industrial and entrepreneurial jobs where research and development are nurtured and supported in a thoughtful and intentional campus design in partnership with

education and private business. The campus will house class "A" office space, flex spaces, incubator spaces, and manufacturing facilities, interconnected with trails and public open spaces as well as a mixed-use town center.

The Retail Center is included in this master planning due to its symbiotic relationship with the Innovation Campus.



RFP Project Area Illustrating Innovation Campus and Retail Center (Mixed-Use / Innovation Campus and Healthcare Campus are part of the study area) Total Acreage = Approximately 200 Acres

This project will support the development of an Innovation Campus site on 140 - 160 acres of vacant industrial land on Oregon Highway 18, adjacent to the Springs Living Corporate Office, the Jackson Family Oregon Headquarters and Winery, and the City of McMinnville Municipal Airport to the east, Willamette Valley Medical Center to the west, rural farmland to the south and Oregon

Highway 18 to the north. The study area is under private ownership by three parties, who are interested in the pursuit of development of a campus concept, and will be participating in the project. These sites are vacant and zoned M-1 industrial. Currently, the city has only planned for the infrastructure necessary to serve a low-density general industrial user.

The study area includes three properties under private ownership (Tax lots R44200600; R442700700; R442700100/200). Property owners are engaged and will be participating in the project.

#### (ADD MAP here - Andrew/GIS)

The study area is at the gateway to McMinnville, topographically flat with signalized access to Oregon Highway 18, adjacency to McMinnville Airport with potential access, and has been farmed for decades.



Aerial image of the site.

#### **DESCRIPTION OF PROJECT**

This project will include the master planning of a preferred growth scenario with design and development standards, a public infrastructure feasibility analysis for the site, and marketing development to attract future private development. This work will help prepare the City for federal and state programs to fund the public infrastructure.

#### Proposed Scope of Work

1 Master Planning must be completed by August 31, 2024, and will include:

- 1.1 Development of Low-, Medium-, and High-Growth Scenarios with office, manufacturing, flex, and public spaces. (Include the retail center in the growth scenarios.)
- 1.2 Design and development standards for the preferred growth scenario for both the retail center and the innovation campus.

#### 2 Public Infrastructure Feasibility Analysis

- 2.1 Evaluate the public infrastructure (broadband, water, wastewater, stormwater, power, telecommunications, transportation, and other infrastructure as identified in the master planning process) needed to serve the preferred growth scenario by type, size, and cost.
- 2.2 Develop a project specific public infrastructure capital improvement project list.
- 2.3 Identify funding opportunities for the public infrastructure capital improvements.

#### 3 Marketing Development

- 3.1 Branding including site naming options,
- 3.2 Website development, which must be completed by August 31, 2024, and
- 3.3 Communication assets, which may include videos and print-ready documents.

The master planning process and marketing campaign must be completed by August 31, 2024, due to the funding source.

#### PROPOSAL EVALUATION AND CONTRACT AWARD

#### A. RESPONSIVE PROPOSER

Proposers that submit all of the required information, on time and in the requested format, per the requirements of this RFP will be considered responsive proposers. Only those proposals from responsive proposers will be considered for evaluation. Non-responsive proposers will be notified in writing that they did not meet the submittal requirements and will be disqualified for further consideration.

### B. EVALUATION CRITERIA

The City will make a selection based on the evaluation of the written proposals from responsive proposers, and any interviews it conducts. The City may elect to interview all responsive proposers or only the highest ranked responsive proposers. The City reserves the right to make a selection based only on the evaluation of the written proposals and not conduct any interviews. Written proposals and interviews will be evaluated based on the following criteria:

#### 1. PROPOSERS EXPERIENCE & QUALIFICATIONS

Points: 35

Provide a brief history of the Proposer's firm(s), type of work executed, and capabilities. Highlight recent and local project experience within the last five (5) years, with a particular emphasis on experience that is relevant to the type of work outlined in this RFP.

Provide project descriptions including project scope, type of facility, year completed, project size, and project setting. For all projects listed, provide the name of the owner, the owner's contact person and current phone number. Contact information must be current and accurate to be considered. No special measures will be taken by the City to locate incorrectly listed contacts.

The proposer shall highlight projects that demonstrate the qualifications, specialized experience, and technical competence of the staff that will work directly with the City rather than describing the general experience and qualifications of the firm. Identify key project personnel by name, title, location, and work that they perform, and describe their relevant experience with similar projects. The City will not consider promotional literature of a general nature.

Provide any other information that the proposer feels applicable to the evaluation of their qualifications for accomplishing the project. Use this section to identify how the proposer will serve all of the objectives of this project, and address those aspects of proposer's services that distinguish the proposer from other proposers.

#### 2. UNDERSTANDING OF PROJECT AND SERVICES REQUESTED

Points: 15

Demonstrate a clear and concise understanding of the project. Discuss your approach to completing the required tasks necessary to complete the project as described in this RFP.

#### 3. PROJECT MANAGEMENT

Points: 20

Describe the proposer's ability to manage projects, including information regarding processes used to:

- Ensure project completion on schedule and within the allocated budget.
- Facilitate disparate property owners in a master planning process.
- Provide meaningful public engagement in balance with private property master planning.
- Identification and analysis of necessary public infrastructure to serve a project.
- Foster successful Owner Design Team collaboration and public involvement.

Please provide at least two examples of projects managed in the past five years of at least \$500,000. Include the following:

- Proposed consulting cost estimates for listed projects.
- Associated consulting cost change orders for listed projects
- Actual final consulting costs for listed projects.
- Explanation of any differences between proposed cost and final cost.

For the projects listed, provide the name of the owner, the owner's contact person and current phone number.

#### 4. AVAILABILITY

Points: 10

Describe current workload and ability to deliver this project within the schedule outlined in the RFP.

#### 5. COST ESTIMATING

Points: 10

This evaluation criterion will help determine how well the proposer estimates public infrastructure project costs. Describe proposer's approach to developing cost estimates. Provide a minimum of two (2) recently completed, similar projects with public infrastructure

For the projects listed, provide the name of the owner, the owner's contact person and current phone number.

#### 6. BUDGET

Points: 10

Proposals should include a budget to deliver the project as described in this RFP.

EVALUATION CRITERIA	POINTS
1. PROPOSERS EXPERIENCE & QUALIFICATIONS	35
2. UNDERSTANDING OF PROJECT AND SERVICES	15
REQUESTED	
3. PROJECT MANAGEMENT	20
4. AVAILABILITY	10
5. COST ESTIMATING	10
6. BUDGET	10
TOTAL POINTS POSSIBLE :	100

Information gained during an interview may be used to re-evaluate proposals according to the above criteria.

# **Fiscal Impact:**

The City Council approved city American Rescue Plan Act (ARPA) funds for \$250,000 for the Innovation Campus Public Infrastructure Feasibility Analysis. The City applied and received \$160,000 from Business Oregon for master planning and marketing the campus. And the Community Development Department is providing \$25,000 authorized in this fiscal year budget for design and development standards. The total project is \$435,000.

#### **Actions:**

No action requested. Information only.



# CITY OF McMINNVILLE REQUEST FOR PROPOSALS

QUALIFICATION BASED SELECTION (QBS) PROCESS FOR THE DEVELOPMENT OF MASTER PLANNING, PUBLIC INFRASTRUCTURE FEASIBILITY ANALYSIS, AND MARKETING OF THE:

# **Innovation Campus Planning Project**

PROPOSALS DUE: Month, day, 2024 by 5:00 p.m.

SUBMIT PROPOSAL TO: Jody Christensen

jody.christensen@mcminnvilleoregon.gov

REFER QUESTIONS TO: Jody Christensen

Jody.Christensen@mcminnvilleoregon.gov

RFP ISSUE DATE: Month, day, 2024

#### **REQUEST FOR PROPOSALS**

The City of McMinnville will receive electronic proposals until 5:00 p.m. on Month, Day, 2024, for the following services:

CONSULTING SERVICES RELATED TO THE DEVELOPMENT OF MASTER PLANNING, PUBLIC INFRASTRUCTURE FEASIBLITY ANALYSIS, AND MARKETING FOR MCMINNVILLE'S INNOVATION CAMPUS SITE.

This solicitation and selection will be conducted using the Qualification Based Selection (QBS) process. The intent is to select a qualified firm to provide professional services related to completing master planning and public infrastructure feasibility analysis documents and marketing for the Innovation Campus Planning project. Facsimile or paper transmitted proposals will **not** be accepted. Late proposals will not be considered. There will be no formal Proposal opening.

The Request for Proposals (RFP) documents may be obtained from the City's DEMANDSTAR at: (LINK HERE)

The RFP documents are also available for review at the offices of the City of McMinnville Community Development Department (231 NE Fifth Street, McMinnville, OR 97128) on working days between the hours of 12:00 pm and 5:00 pm.

Addenda, clarifications, and notices will be distributed through the City's online plan holder system. Potential proposers are responsible for ensuring contact information is registered correctly and that email updates are being received. It is in the best interest of potential proposers to check the website periodically to ensure all updates are received. The City is not responsible for failure of proposers to receive notifications.

The City reserves the right to reject any and all proposals, to waive any irregularities, and to accept the proposals deemed in the best interest of the City. The City may reject any proposal not in compliance with all prescribed procedures and requirements, and may reject for good cause any or all proposals upon a finding by the City that it is in the public interest to do so.

PUBLISHED: Daily Journal of Commerce, Month, Day, 2024

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#### SECTION I – BACKGROUND AND SCOPE OF WORK

# A. GENERAL INFORMATION

The City of McMinnville is requesting proposals for professional services to provide master planning, a public infrastructure feasibility analysis, and marketing for the McMinnville Innovation Campus, which is slated to be the community's next large employment center. The Innovation Campus site concept was identified in the Three Mile Lane Area Plan. On November 8, 2022, the City Council voted to approve Ordinance No. 5126 adopting the Three Mile Lane Area Plan and its appendices as a supplemental document to the McMinnville Comprehensive Plan.

Now the City is ready to move towards planning the campus to prepare for future development. This project will entail master planning three different growth scenarios (high density, medium density and low density). The master planning will include the planned Innovation Campus (140-160 acres) and the adjacent Retail Center (40-60 acres). Then a preferred growth option will be selected that will inform the public infrastructure feasibility analysis, including transportation, wastewater, water, power, natural gas and broadband). The public infrastructure analysis will be comprised of needed infrastructure to support the preferred scenario, estimated costs of the needed public infrastructure and a suggested funding plan. In addition, the project will include the development of a marketing campaign to help the city and the property owners promote the innovation campus to potential partners.

The City will complete a Qualification Based Selection Request for Proposals (RFP) process to select a consultant team. Following the selection of a consultant team, the City will negotiate a Professional Services Contract for the project. The Consultant will identify the type of services, work scope, project team, sub-consultants, fee, schedule, and terms of payment for services.

Proposers responding to the RFP do so solely at their expense, and the City is not responsible for any costs or expenses associated with the preparation of RFP.

# B. BACKGROUND

The City of McMinnville has a population of approximately 35,000 people and is located approximately 35 miles southwest of Portland, in the heart of Oregon's wine country. The Innovation Campus will serve as the next employment center for McMinnville. The vision for the campus is to attract high-wage, high-density employment for the community.

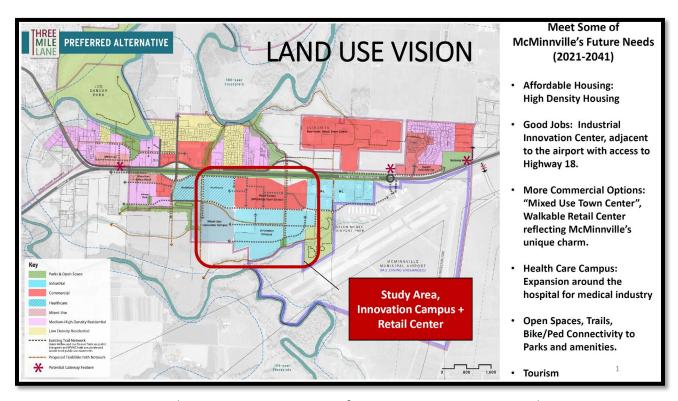
On November 8, 2022, the City Council voted to approve Ordinance No. 5126 adopting

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the <u>Three Mile Lane Area Plan</u> ("3MLAP") and its appendices as a supplemental document to the McMinnville Comprehensive Plan. This plan adopted a preferred land-use vision for the study area relative to housing, commercial development, industrial development and public amenities. The land-use vision reflects a desire for higher density development in this area relative to housing and job creation, as well as the opportunity to fulfill a commercial deficit for the community. Out of that process a discussion emerged about an Innovation Campus and Retail Center on 200 acres of vacant land south of Oregon Highway 18. Please see maps below.

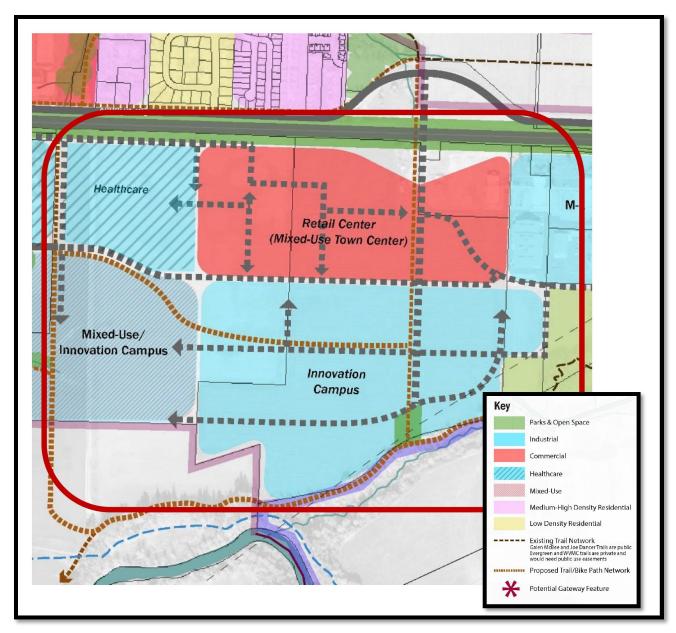
The innovation Campus is intended to be a high-density employment campus responding to the next generation of industrial and entrepreneurial jobs where research and development are nurtured and supported in a thoughtful and intentional campus design in partnership with education and private business. The campus will house class "A" office space, flex spaces, incubator spaces, and manufacturing facilities, interconnected with trails and public open spaces as well as a mixed-use town center.

The Retail Center is included in this master planning due to its symbiotic relationship with the Innovation Campus.



Three Mile Lane Area Plan Preferred Land Use Alternative

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RFP Project Area Illustrating Innovation Campus and Retail Center (Mixed-Use / Innovation Campus and Healthcare Campus are part of the study area) Total Acreage = Approximately 200 Acres

This project will support the development of an Innovation Campus site on 140 - 160 acres of vacant industrial land on Oregon Highway 18, adjacent to the Springs Living Corporate Office, the Jackson Family Oregon Headquarters and Winery, and the City of McMinnville Municipal Airport to the east, Willamette Valley Medical Center to the west, rural farmland to the south and Oregon Highway 18 to the north. The study area is under private ownership by three parties, who are interested in the pursuit of development of a campus concept, and will be participating in the project. These sites are vacant and zoned M-1 industrial. Currently, the city has only planned for the

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infrastructure necessary to serve a low-density general industrial user.

The study area includes three properties under private ownership (Tax lots R44200600; R442700700; R442700100/200). Property owners are engaged and will be participating in the project.

# (ADD MAP here - Andrew/GIS)

The study area is at the gateway to McMinnville, topographically flat with signalized access to Oregon Highway 18, adjacency to McMinnville Airport with potential access, and has been farmed for decades.



Aerial image of the site.

# C. <u>DESCRIPTION OF PROJECT</u>

This project will include the master planning of a preferred growth scenario with design and development standards, a public infrastructure feasibility analysis for the site, and marketing development to attract future private development. This work will help prepare the City for federal and state programs to fund the public infrastructure if necessary.

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# Proposed Scope of Work

- 1 Master Planning must be completed by August 31, 2024, and will include:
  - 1.1 Development of Low-, Medium-, and High-Growth Scenarios with office, manufacturing, flex, and public spaces. (Include the retail center in the growth scenarios.)
  - 1.2 Design and development standards for the preferred growth scenario for both the retail center and the innovation campus.

# 2 Public Infrastructure Feasibility Analysis

- 2.1 Evaluate the public infrastructure (broadband, water, wastewater, stormwater, power, telecommunications, transportation, and other infrastructure as identified in the master planning process) needed to serve the preferred growth scenario by type, size, and cost.
- 2.2 Develop a project specific public infrastructure capital improvement project list.
- 2.3 Identify funding opportunities for the public infrastructure capital improvements.

# 3 Marketing Development

- 3.1 Branding including site naming options,
- 3.2 Website development, which must be completed by August 31, 2024, and
- 3.3 Communication assets, which may include videos and print-ready documents.

The master planning process and marketing campaign must be completed by August 31, 2024, due to the funding source.

# D. <u>ANTICIPATED PROJECT SCHEDULE</u>

The City must have the master planning and website completed by August 31, 2024, due to the funding source requirements.

The City hopes to have the public infrastructure feasibility analysis completed in nine to twelve months.

# E. QUALIFICATIONS AND REQUESTED SERVICES

The City will work jointly with the selected consultant to develop a final, comprehensive scope of work, project schedule, and associated consulting services fees for the proposed project. Submitted proposals should demonstrate the consultant's (both the firm and key staff) experience and expertise with the following broad range of services that may be included in the project scope of work:

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- Oregon land use standards and ability to facilitate master planning of a large site amongst three separate property owner interests.
- Public Infrastructure Modeling, Capacity Evaluation and Design
- Public Engagement with elected officials such as Mayor and City Councilors, public committees such as the Planning Commission, and the community at large.
- Branding and marketing development for business recruitment and/or large multi-owner sites
- Demonstrated Diversity, Equity, and Inclusion Engagement Methods

This project will be executed in accordance with federal, state and local regulations, including the City's Comprehensive Plan and McMinnville Municipal Code, Oregon Revised Statutes and Administrative Rules, American Public Works Association Oregon Department of Transportation, Oregon Division of State Lands, etc.

# SECTION II - PROPOSAL PROCESS

# A. RFP SCHEDULE

Month day 2024

The approximate schedule for the RFP process follows. The dates and times are subject to change.

REP advertisement in Daily Journal of Commerce

Month, day, 2024	Ki F advertisement in Daily Journal of Commerce
Month, day, 2024	Deadline for questions, requests for clarification, and solicitation protests
Month, day, 2024 (5:00pm	n) Deadline for City responses to questions, requests for clarification, and solicitation protest
Month, day, 2024 (5:00pm	n) Proposals due
Month, day, 2024	Notify consultants of results of selection process.
Month, day, 2024	Deadline for written protest of selection results
Month, day, 2024	City response to protest
Month, day, 2024	City Council approval
Month, day, 2024	Notice of Award

# B. PROPOSAL DUE DATE

Proposers shall submit electronic proposals to the project manager via email:

# **Jody Christensen, Project Manager**

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City of McMinnville Community Development Department Email: jody.christensen@mcminnvilleoregon.gov

The proposals are due no later than 5:00 p.m. on Month, day, 2024. Proposals received after the deadline will be rejected. Facsimile and paper transmitted proposals will not be accepted.

# C. QUESTIONS AND CLARIFICATION

Questions and requests for clarification regarding this RFP solicitation must be directed in writing via email to:

# Jody Christensen, Project Manager

City of McMinnville Community Development Department Email: jody.christensen@mcminnvilleoregon.gov

The deadline for submitting questions or requests for clarification is seven (7) days prior to the proposal due date. If a substantive clarification is necessary, an addendum will be issued no later than 72 hours prior to the due date to all recorded holders of the RFP solicitation. Note that statements made by the City are not binding upon the City unless confirmed by written addendum.

# D. <u>SOLICITATION PROTEST</u>

A proposer who believes the proposal requirements or specifications are unnecessarily restrictive or limit competition may submit a protest, or request to change, in writing via email. Protests or requests to change any provision of this RFP, including the submittal requirements, evaluation criteria, or contract terms, **must be submitted no later than seven (7) days prior to the proposal due date**. No protest of the selection of a consultant, or award of a contract, because of a RFP provision, submittal requirements, evaluation criteria, or contract term will be considered after such time.

The protest or request for change shall include:

- The reason for the protest or change;
- The proposed language to address the protest or change; and
- The reason(s) why the proposed language will benefit the City.

The City shall consider the protest or request for change, and may reject the protest or request for change, issue an addendum, or cancel the RFP.

Protests or requests for change must be submitted in writing via email to:

### Jody Christensen, Project Manager

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City of McMinnville Community Development Department Email: jody.christensen@mcminnvilleoregon.gov

# E. PROPOSAL MODIFICATIONS OR WITHDRAWAL

Proposal modifications or erasures made before signing by the authorized representative must be initialed in ink. Once submitted, proposals may be modified in writing before the time and date set for proposal closing. Any modifications shall be prepared on company letterhead, signed by an authorized representative, and state that the new document supersedes or modifies the prior proposal. Modifications must be submitted via email with the subject "Proposal Modification", and identifying the proposal title and closing date and time. Proposer may not modify proposal after proposal closing time.

Any proposal may be withdrawn at any time before the proposal due date and time by providing a written notification on company letterhead by an authorized person. The withdrawal of a proposal will not prejudice the right of the proposer to file a new proposal.

# F. <u>CANCELLATION, DELAY OR SUSPENSION OF RFP SOLICITATION; REJECTION</u> OF PROPOSALS

Nothing in this RFP shall restrict or prohibit the City from cancelling, delaying, or suspending the RFP solicitation at any time. The City may reject any or all proposals, in whole or in part, if in the best interest of the City, as determined by the City.

# G. IRREGULARITIES

The City reserves the right to waive any non-material irregularities or information contained in this RFP, or in any received proposal.

# H. PROPOSAL COSTS

The City is not liable for any costs incurred by a proposer in the preparation and/or presentation of a proposal. Execution of a contract is subject to the availability of funds.

# I. <u>AVAILABILITY OF RFP RESPONSES; PROPRIETARY INFORMATION</u>

Per the terms of ORS 279C.107, the City will open the proposals so as to avoid disclosing the contents to competing proposers during the process of negotiation. Proposals will not be available for public review until after the issuance of the Notice of Intent to Award.

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The City will withhold from disclosure to the public trade secrets, as defined in ORS 192.501, and information submitted to the City in confidence, as described in ORS 192.502, that are contained in the proposal. Proposals must clearly identify such material, keep it separate, and provide separate notice in writing via email of the status of this material to:

# Jody Christensen, Project Manager

City of McMinnville Community Development Department Email: jody.christensen@mcminnvilleoregon.gov

### <u>SECTION III – PROPOSAL FORMAT AND EVALUATION CRITERIA</u>

# A. ORGANIZATION OF PROPOSAL

Proposals shall be prepared simply and economically, providing a straightforward and concise description of the proposer's capabilities to satisfy the requirements of this RFP. Emphasis should be on the completeness, clarity, and succinctness of the content of the proposal.

Proposers shall submit one (1) electronic copy of the proposal via email in a single pdf file.

The proposal shall not exceed twenty-five (25) pages in length, including pictures, charts, graphs, tables, and text. Pages shall be 8  $\frac{1}{2}$ " x 11", and the text font shall not be less than 11-point type. Resumes of key individuals proposed to be involved in the project are exempted from the 25-page limit if they are appended to the end of the proposal. All pages of the proposal shall be consecutively numbered.

# B. TRANSMITTAL LETTER

All proposals shall contain a transmittal letter identifying the authorized representative of the business; the existing location(s) of the business; and a summary of the key provisions of the proposal. This letter is included in the 25-page limit.

# C. **EVALUATION CRITERIA**

Evaluation of the written response portion to the RFP will be based on a point system where responses to the following requests for information will be scored by members of the Evaluation Committee. The possible point values are listed by each evaluation criterion. Please see SECTION IV – PROPOSAL EVALUATION AND CONTRACT AWARD for a summary of the complete evaluation process.

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Results obtained in reference checks may be used to score any relevant evaluation criteria. Reference checks will be limited to information that is listed within the evaluation criteria.

The Evaluation Committee may contact Proposers for clarification of proposal responses; however no additions, deletions or substitutions that cannot be termed as clarifications may be made to proposals.

# SECTION IV - PROPOSAL EVALUATION AND CONTRACT AWARD

# A. RESPONSIVE PROPOSER

Proposers that submit all of the required information, on time and in the requested format, per the requirements of this RFP will be considered responsive proposers. Only those proposals from responsive proposers will be considered for evaluation. Non-responsive proposers will be notified in writing that they did not meet the submittal requirements and will be disqualified for further consideration.

### B. EVALUATION CRITERIA

The City will make a selection based on the evaluation of the written proposals from responsive proposers, and any interviews it conducts. The City may elect to interview all responsive proposers or only the highest ranked responsive proposers. The City reserves the right to make a selection based only on the evaluation of the written proposals and not conduct any interviews. Written proposals and interviews will be evaluated based on the following criteria:

# 1. PROPOSERS EXPERIENCE & QUALIFICATIONS

Points: 35

Provide a brief history of the Proposer's firm(s), type of work executed, and capabilities. Highlight recent and local project experience within the last five (5) years, with a particular emphasis on experience that is relevant to the type of work outlined in this RFP.

Provide project descriptions including project scope, type of facility, year completed, project size, and project setting. For all projects listed, provide the name of the owner, the owner's contact person and current phone number. Contact information must be current and accurate to be considered. No special measures will be taken by the City to locate incorrectly listed contacts.

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The proposer shall highlight projects that demonstrate the qualifications, specialized experience, and technical competence of the staff that will work directly with the City rather than describing the general experience and qualifications of the firm. Identify key project personnel by name, title, location, and work that they perform, and describe their relevant experience with similar projects. The City will not consider promotional literature of a general nature.

Provide any other information that the proposer feels applicable to the evaluation of their qualifications for accomplishing the project. Use this section to identify how the proposer will serve all of the objectives of this project, and address those aspects of proposer's services that distinguish the proposer from other proposers.

# 2. UNDERSTANDING OF PROJECT AND SERVICES REQUESTED

Points: 15

Demonstrate a clear and concise understanding of the project. Discuss your approach to completing the required tasks necessary to complete the project as described in this RFP.

# 3. PROJECT MANAGEMENT

Points: 20

Describe the proposer's ability to manage projects, including information regarding processes used to:

- Ensure project completion on schedule and within the allocated budget.
- Facilitate disparate property owners in a master planning process.
- Provide meaningful public engagement in balance with private property master planning.
- Identification and analysis of necessary public infrastructure to serve a project.
- Foster successful Owner Design Team collaboration and public involvement.

Please provide at least two examples of projects managed in the past five years of at least \$500,000. Include the following:

- Proposed consulting cost estimates for listed projects.
- Associated consulting cost change orders for listed projects
- Actual final consulting costs for listed projects.
- Explanation of any differences between proposed cost and final cost.

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For the projects listed, provide the name of the owner, the owner's contact person and current phone number.

# 4. AVAILABILITY

Points: 10

Describe current workload and ability to deliver this project within the schedule outlined in the RFP.

### 5. COST ESTIMATING

Points: 10

This evaluation criterion will help determine how well the proposer estimates public infrastructure project costs. Describe proposer's approach to developing cost estimates. Provide a minimum of two (2) recently completed, similar projects with public infrastructure

For the projects listed, provide the name of the owner, the owner's contact person and current phone number.

# 6. BUDGET

Points: 10

Proposals should include a budget to deliver the project as described in this RFP.

EVALUATION CRITERIA	POINTS
1. PROPOSERS EXPERIENCE & QUALIFICATIONS	35
2. UNDERSTANDING OF PROJECT AND SERVICES	15
REQUESTED	
3. PROJECT MANAGEMENT	20
4. AVAILABILITY	10
5. COST ESTIMATING	10
6. BUDGET	10
TOTAL POINTS POSSIBLE :	100

Information gained during an interview may be used to re-evaluate proposals according to the above criteria.

# C. METHOD OF SELECTION

A selection committee, comprised of key staff from the City's Community Development Department and Engineering Division, as well as a Planning Commission

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member and staff from the McMinnville Economic Development Partnership will evaluate each submitted written proposal and each interview, when applicable, based on the criteria and weight given to each as set forth in the table in Section IV (B) above. Based upon the evaluation, the City will select the highest ranked firm. If an interview is recommended, the firms will be invited to interview.

# D. CONSULTANT SELECTION

Following the selection of a consultant/firm, the City will negotiate a Personal Services Contract (see Section V, Exhibit 1) for the project (see Section V, Exhibit 2).

The Personal Services Contract will identify the type of services, work scope, project team, sub-consultants, fee, schedule, and terms of payment for services. The matters subject to negotiation shall be limited to the following:

- 1. Comprehensive scope of work.
- 2. Proposer personnel committed to the project.
- 3. Availability to begin work.
- 4. Proposed sub-consultant(s).
- 5. Professional fees, including reimbursable expenses.
- 6. Agreement to the City's contract terms (Note: A copy of the City's standard Personal Services Contract is attached to this RFP as Exhibit 1).

Nothing in this RFP shall restrict or prohibit the City from cancelling the solicitation at any time, and the City reserves the right to award work covered under this solicitation using a different procurement method if deemed by the City to be in the best interest of the City.

# E. NOTICE OF INTENT TO AWARD

Based on upon the completion of the evaluations, the City will issue a Notice of Intent to Award. The official award is anticipated to occur at the Month, Day, 2024 City Council meeting.

# F. RIGHT TO PROTEST

Proposers who disagree with the City's selection decision may protest that decision. The judgment used in the scoring by individual evaluators is not grounds for appeal. No protest because of a solicitation provision, evaluation criteria, scope of work, specification or contract term that could have been raised as a solicitation protest will be considered. The selection protest must be submitted in writing within seven (7) calendar days of the Notice of Intent to Award. The protest shall be submitted to the Community Development Department to the following email:

# **Jody Christensen, Project Manager**

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Email: jody.christensen@mcminnvilleoregon.gov

The selection protest must state all the relevant facts that establish that higher ranked proposers were ineligible for selection because their proposals were nonresponsive or the proposer was not responsible. A written decision will be sent to the protester.

The award by the City Council shall constitute a final decision of the City if no written protest of the award is filed with the City within seven (7) calendar days of the Notice of Intent to Award. The City will not entertain a protest submitted after the time period established in this section.

# SECTION V - ADDITIONAL INFORMATION

Exhibits: 1. Example Personal Services Contract (add)

2. Three Mile Lane Area Plan (add)

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