

# REQUEST FOR PROPOSALS

---

PROFESSIONAL PLANNING SERVICES

for a

COMPREHENSIVE PLAN AMENDMENT & ZONING ORDINANCE UPDATE

PARKDALE RURAL UNINCORPORATED COMMUNITY PLAN  
UPDATE/ADOPTION



Proposals must be received no later than 4:00 p.m. PST  
May 23, 2022

Hood River County  
Community Development Department  
601 State Street  
Hood River, OR 97031  
(541) 387-6840  
[plan.dept@hoodrivercounty.gov](mailto:plan.dept@hoodrivercounty.gov)

---

Hood River County, Oregon  
April 8, 2022

## **I. INTRODUCTION AND BACKGROUND**

Hood River County is soliciting proposals from a qualified consultant or consulting team for planning services related to Statewide Planning Goal 14 (Urbanization) and compliance with OAR 660, Division 22 for establishing Parkdale as a rural unincorporated community.

The community of Parkdale is an exception area located in the upper Hood River Valley, approximately 17 road miles south of the City of Hood River. As part of Hood River County's originally acknowledged comprehensive plan, the community of Parkdale was planned and zoned to accommodate both existing and new commercial, industrial, and residential development through the goal exception process. Parkdale contains multiple businesses, residential neighborhoods, community facilities (*e.g. elementary school, community center, and fire station*), and a large fruit packing operation. The community is served by public water and sanitary sewer systems, and private utilities.

The project being proposed was first initiated by the County in 2002 as part of a larger proposal, which included Odell, another exception area that is eligible to become an unincorporated community located approximately 9 miles to the north of Parkdale. This combined project got put on hold in 2004 so the County could bolster some of its findings related to the Odell unincorporated community boundary.

In 2008, the Parkdale portion of the project was reactivated separate of Odell and brought back before the County Board of Commissioners for consideration. As part of this process, it was realized that the Parkdale Sanitary District Wastewater Treatment Facility was out of compliance with DEQ discharge requirements, which might affect the systems overall capacity over time. Based on this information, the project was put on hold to give Parkdale Sanitary District time to work with DEQ to correct their system deficiencies.

According to Murray Smith Engineering, the engineering firm representing Parkdale Sanitary District, a new Wastewater Treatment Plant (WWTP) facility upgrade was completed almost two years ago. Based in part on this system upgrade, the County Board of Commissioners has directed staff to reactivate the Parkdale Community Plan for adoption and recognition as an official unincorporated community per the requirements of OAR 660, Division 22.

The general scope of services being sought includes the following:

1. Review and evaluate the original Parkdale Community Plan and related material from 2004.
2. Facilitate public outreach by soliciting community input through a mailed survey/questionnaire to affected residents and others, and hosting two in-person community meetings.
3. Work with affected public agencies to determine the capacity of their facilities to serve existing and future development within the Parkdale community.
4. Revise and update the Parkdale Community Plan based on pertinent information obtained from the public, affected public agencies, and others. As necessary, augment existing findings, zoning codes, comprehensive plan policies, and maps in compliance with the requirements of OAR 660, Division 22.
5. Present the revised Parkdale Community Plan to the County Planning Commission and Board for review and adoption.

## II. SCOPE OF WORK

The successful consultant will be required to complete the following:

### A. Project Kick-Off:

1. Review and analyze all pertinent County documents used in developing the original Parkdale Community Plan. Documents will be provided by the County in digital form.
2. Identify all applicable State and County requirements for completing the project (e.g. OAR 660-022).
3. Meet with County staff either in person or virtually to develop a project workplan and schedule. One or two meetings anticipated. Periodic check-in meetings will be likely as the project develops.

### B. Community Outreach/Notice:

1. Develop a community survey/questionnaire for mailing to affected Parkdale residents. A sample questionnaire from prior efforts is available. County staff will identify property owners and complete the mailing, while the hired consultant will analyze and summarize the results.
2. Host two in-person community meetings, including one focused on the Latino community, including presentation in Spanish. The purpose of the meetings is to inform the community of the project, determine the preferred vision of the community, and solicit other input for consideration in updating the revised Parkdale Community Plan. A written summary of each meeting with a description of comments received and answers given, like what was provided in Appendix D of the original Parkdale Community Plan, shall be provided. County planning staff will be responsible for all personal communications with individual property owners or interest groups with general questions related to the project.
3. Contact DLCD for project insight and coordination. County staff will provide a Form 1 notice to DLCD staff, as prescribed.
4. County staff to complete a Measure 56 notice (discussed in greater detail below).

### C. Public Facility Plan Work:

1. Contact affected public agencies, including but not necessarily limited to Parkdale Sanitary District, Parkdale Water District, Parkdale Fire District, ODOT, and County Public Works, to determine interest and potential involvement in the project based on the needs of the project.

2. Complete a public facility analysis for Parkdale Sanitary District to determine existing facility conditions and capacity to serve anticipated growth. As noted above under the Introduction/Background section, the capacity and DEQ discharge requirements of the Parkdale Sanitary District was the reason that the Parkdale Unincorporated Community Plan was not adopted in 2008. However, since that time, the Parkdale Wastewater Treatment Plant has been upgraded and brought into compliance with applicable DEQ requirements. Full DEQ compliance will need to be confirmed. Coordination with the Parkdale Sanitary District and possibly their hired engineer, Murray Smith Engineering, will also be required to determine the overall capacity of the District's entire collection system. If this information is not readily available, Murray Smith Engineering or another qualifying firm may need to be hired to complete a "collection system capacity analysis" for the Parkdale Sanitary District to help verify the community's growth potential. This analysis would be paid for by the County separately.
3. Obtain a current public facility plan or other details from Parkdale Water District confirming their water right, existing facility conditions, and capacity to serve anticipated growth. Some general information is available in the 2004 Parkdale Community Plan regarding this item, which will need to be confirmed and, if necessary, updated.
4. Revise or supplement the traffic analysis/information used as part of the original Parkdale Community Plan. This may result in obtaining a traffic assessment letter or other related data to update the prior traffic analysis. Seeking technical assistance or coordination with ODOT and County Public Works Department may be required.
5. Revise the buildout analysis completed as part of the original Parkdale Community Plan. Use the draft Parkdale Community Plan, Chapter II, Section A, as a guide to address existing land use and zoning conditions and Chapter III, Section B, as a guide to address the capacity to serve anticipated growth within the proposed community boundary. Develop and offer assumptions, similar to what was provided as part of Appendix E of the original Parkdale Community Plan.

D. Population Forecast Update:

1. Review and analyze the 2016 Coordinated Population Forecast and more recent population estimates from Portland State University for Hood River County, as well as the 2010 & 2020 census data for the Parkdale CDP (Census Defined Place), which will be provided by the County. The referenced population data will be used by the consultant to update the original Parkdale Community Plan.

E. Comprehensive Plan, Zoning Ordinance, and Zoning Map Revisions:

1. Review the comprehensive plan changes proposed as part of the original Parkdale Community Plan and determine if they still apply or need to be augmented based on updated findings. See Appendix F of the original Parkdale Community Plan for details.

2. Review the zoning regulations for the amended commercial, industrial, and residential zones proposed as part of the original Parkdale Community Plan and modify as necessary should changes be proposed. Confirm consistency with other similar zones in the County and consider any revisions identified by staff. Also, identify any State statute and rule or County zoning ordinance changes that have occurred since at least 2008 that should be considered for inclusion in the plan and/or amended ordinances (e.g., accessory dwelling units, short-term rentals, etc.)
3. Review the zoning maps proposed as part of the original Parkdale Community Plan and revise as necessary should changes be proposed. The work required to re-create the original proposed zoning map for Parkdale and any revision needed will be completed by the County GIS Coordinator.

F. Parkdale Unincorporated Community Plan Revisions:

1. Update and develop a new Parkdale Unincorporated Community Plan based on revised data and findings, as discussed above.
2. Use as much of the existing Parkdale Community Plan format and information as appropriate, including the draft findings to justify compliance with OAR 660-022, while supplementing it, as necessary.
3. Provide a revised draft copy of the Parkdale Community Plan to DLCD staff for review and initial input.

G. Measure 56 Notice:

1. County staff will prepare a Measure 56 notice, identify all affected property owners, and complete the requisite mailing.

H. Work Session/Public Hearing Presentations:

1. Give an in-person staff presentation during at least one work session and one public hearing before both the County Planning Commission and Board of Commissioners (4 total). County staff will schedule meetings, post information on its website, and provide mailings to commissioners and parties of record via USPS and/or email.
2. Revise findings and other information as necessary based on input from the Planning Commission and Board. Up to two draft revisions assumed.

I. Plan Adoption:

1. Develop and present a final ordinance for the Board to sign.
2. Provide final work products to the County, including the Parkdale Community Plan with final appendices. Submittals shall include one original hardcopy and digital copy in MS Word and PDF format delivered on a thumb drive.
3. County staff will complete and submit Form 2 notice to DLCD.

### **III. EXPECTATIONS**

The following are expectations related to the stated project:

- A. The consultant will be expected to either periodically meet with or provide written progress reports to the County Community Development Director over the duration of the project to establish objectives, discuss alternatives, provide direction, and review progress. The frequency of these progress meeting or reports will be determined in consultation with both the staff and the consultant before the project starts. All meetings shall occur over the phone or via teleconference (e.g. Zoom, MS Teams), while written reports shall be provided by email.
- B. The consultant will not need to hire any land use attorneys and is not providing legal advice as part of the final contract.
- C. The consultant will confer with County and DLCD staff, and other parties, via telephone, email, or other similar device. All required in-person meetings, excluding those specified in the above scope of work, shall be at the expense of the consultant.
- D. The County Community Development Director will be the primary contact to assist the consultant as needed and be available during all phases of the project to assist in providing technical assistance, information, documentation, and explanations. The Director will also be available to provide necessary background information and documents related to the project, necessary community contacts, logistics for arranging or conducting community meetings, work sessions, public hearings, etc.

### **IV. PROPOSAL SUBMITTAL REQUIREMENTS**

The consultant must provide a straightforward, concise description of their capabilities to satisfy the requirements of this RFP. Emphasis should be on completeness and clarity of content and cost effectiveness of the proposal. Proposals should be prepared generally in the format described below for the ease of the County in reviewing multiple proposals. Information included within the proposal may be used to evaluate your submission as part of any criteria regardless of where that information is found within the proposal. Information obtained from the proposal and from any other relevant source may be used in the evaluation and selection process.

- A. Letter of Transmittal: All proposals must include a cover letter addressed to Eric Walker, County Community Development Director, and signed by a duly constituted official legally authorized to bind the applicant to both its proposal and cost schedule. The cover letter must include name, address, and telephone number of the consultant submitting the proposal and name, title, address, telephone number, and email address of the person or persons to contact who are authorized to represent the consultant and to whom correspondence should be directed.

Cover letter shall also confirm consultant's intent to meet requirements set forth in this RFP. Confirmation of compliance with insurance requirements set forth on *Exhibit A* –

*Sample Personal Services Contract* – attached hereto and by this reference made a part hereof, and contractual matters pertaining thereto, shall be contained in the cover letter.

- B. Table of Contents: Include a clear identification of the material by section and page number.
- C. Executive Summary: The consultant shall use this section to introduce the scope of the proposal and to summarize the key provisions of the proposal. Provide a statement describing why you or the firm are qualified to perform this work.
- D. Billing Rates: Provide an itemized estimate, detailed by task, of the total cost of completing the project.
- E. Experience, Technical, and Other Qualifications (20 points): List the firm and key personnel qualifications relative to the scope of work for this RFP, including but not limited to the items listed below:
  - 1. Indicate the location of the office and the number of people, by level, expected to handle the project.
  - 2. Provide a list of the office's current and recent government clients, indicating the type(s) of services performed and the number of years served for each.
  - 3. Provide names of project manager, key personnel, and any subcontractors who will be assigned to the project, relative experience, qualifications, and periods of service with the firm.
  - 4. Describe the consultant's project management philosophy. Describe the management style of the proposed project manager and any unique abilities that person brings to the project. Describe the consultant's quality control program and methods used to maintain schedule and budget.
  - 5. Identify proposed sub-contractors, if any, and the portion(s) of the engagement for which they will be used.
  - 6. Describe liability insurance coverage arrangements to assure that it is sufficient to cover claims.
  - 7. Experience working with local jurisdictions in updating Comprehensive Plans, especially those related to planning for unincorporated communities and complying with relevant Oregon Administrative Rules. For those without direct Oregon experience, a thorough understanding of the Oregon Land Use System must be demonstrated.
- F. Response to Scope of Work (20 points): Demonstrate your understanding of the project and the needs of the County, approach to public involvement and participation, and ability to complete the necessary work on time and on budget. This includes but is not limited to the items listed below:
  - 1. Explain how you propose to coordinate with County personnel, if at all, to assist you during the project and indicate the approximate time required of County personnel in this capacity.
  - 2. Provide strategies to facilitate a creative public outreach and participatory process to gather community input.

3. Demonstrate a thorough understanding of applicable requirements from OAR 660-022 and the ability to gather the necessary data to support appropriate development densities, while ensuring adequate public facilities to accommodate a final unincorporated community boundary.
  4. Formulate, recommend, and ultimately draft – based on the results of community input – a revised Parkdale Community Plan, including amended zone ordinances, maps, and comprehensive plan goals and policies. It is envisioned that much of the existing draft Community Plan will be used.
  5. Provide a schedule (calendar) for completing the project by July 2023.
- G. References (10 points): Provide contact information for at least three (3) municipal clients, current and/or prior, with a brief description of the work performed by the consultant. Ideally, at least one of the references should be a governmental entity for which the consultant completed a project similar to the one described in this RFP. Hood River County will check references prior to entering a contract with the consultant.
- H. Additional Information: Any other information that the consultant feels applicable to the evaluation of the proposal should be included in this section, subject to the page limitations identified in Subsection J, below. You may use this section to address those aspects of your services that distinguish you or your firm from others.
- I. Compliance with Applicable Law: The proposal shall include a formal statement of the consultant’s intent to certify its compliance with the following:
1. All federal, state, and local laws and ordinances applicable to the work required under this proposal, including without limitation the provisions of ORS 279.111, 279.312, 279.314, 279.316, 217.318 and 279.320, as set forth in the *Exhibit A – Sample Personal Services Contract* – attached hereto.
  2. 31 U.S.C. § 1352 (Certification Regarding Lobbying); Title VI of the Civil Rights Act of 1964; Section V of the Rehabilitation Act of 1973; The Americans with Disabilities Act of 1990, Pub. L. No. 101-336; ORS 659.425, and all regulations and administrative rules established pursuant to those laws; and all other applicable requirements of federal and state civil rights and rehabilitation statutes.
- J. Proposal Deadline: Sealed RFP submissions must be received **no later than Monday, May 23, 2022 at 4:00 p.m. PST**. Late submissions will not be accepted. Submission should be addressed to:

Eric Walker, Director  
Hood River County Community Development Department  
601 State Street  
Hood River County, Oregon 97031

Phone: 541.387.6840  
Email: [eric.walker@hoodrivercounty.gov](mailto:eric.walker@hoodrivercounty.gov)

Proposals will be submitted in hard copy form (4 copies) in a sealed envelope clearly marked “**Parkdale Unincorporate Community Plan RFP.**” Proposals should be

prepared on standard sized paper and limited to 15 pages. Originals should be marked “Original” and must bear an original ink signature by an individual authorized to represent the consultant.

Hood River County reserves the right to reject proposals not in compliance with the prescribed procedures and requirements set forth in the RFP and may reject for good cause any or all responses upon a finding of the County that it is in the public interest do so.

Any questions or clarifications regarding the project or this RFP should be emailed to the Community Development Director at the email above no later than May 16, 2022.

Any addenda or amendments to this RFP will be in writing and posted on Hood River County Community Development Department website (<http://hrccd.co.hood-river.or.us/>), under Planning & Zoning. It will be the responsibility of potential consultants to check the website for addenda or amendments. No proposal will be considered that is not responsive to any issued amendments. Protests based on terms, condition, or requirement of proposal documents must be raised by submission deadline or be waived by consultant. Protests procedures are as defined under Oregon ORS 279C.110(8) and OAR 137-048-0240.

**FAILURE TO INCLUDE ALL INFORMATION REQUESTED AND/OR FAILURE TO PROVIDE EVIDENCE THAT THE APPLICANT MEETS THE MINIMUM QUALIFICATIONS LISTED HEREIN SHALL CAUSE SUCH PROPOSAL TO BE REJECTED AND NOT BE EVALUATED OR CONSIDERED IN THE SELECTION PROCESS.**

**V. PROPOSAL EVALUATION AND SCORING**

The County intends to select the most qualified consultant exhibiting the strongest ability to provide the highest quality service.

A. Proposal Evaluation: Proposals will be ranked according to the following, which are described further in Section IV, Subsections E, F, and G above:

<u>Points</u>	<u>Criteria</u>
20	Experience and qualifications of firm and individuals to be assigned to the project.
20	Understanding of the project, comprehensiveness, effective public involvement strategies, and ability to perform the work in an efficient and cost-effective way.
10	Expertise/experience including references from similar engagements.

B. Evaluation Committee: The County will assemble an Evaluation Committee made up of at least three individuals to evaluate the proposals based on the above criteria. Members of the Evaluation Committee will include staff and at least one outside person, such as a member of the County Planning Commission or Board of Commissioners or County resident.

- C. Interview: The Evaluation Committee reserves the right to select a short list of the highest-scoring consultants for interviews, which will be conducted either by phone or virtually (*e.g. Zoom*). Additionally, the Evaluation Committee may require submission of supplemental materials. Interviews will be ranked based upon the following:

Understanding and Approach	25 points
<u>Agent/Firm Capabilities</u>	<u>25 points</u>
Total	50 points

- D. Evaluation Process and Terms of an Agreement:

The County reserves the right to modify or incorporate additional steps in the evaluation process in the interest of having a thorough and comprehensive body of information to make a recommendation.

Upon completion of the evaluation process by the Evaluation Committee, the County will advise the consultant of the selection and negotiate the appropriate agreement(s) with the highest-ranked consultant to finalize a contract. If a contract cannot be successfully negotiated with the highest-ranked consultant, then negotiations will be terminated with that consultant and the County will enter negotiations with the next highest-ranked consultant until an agreement is reached or an impasse is declared.

The agreement(s) will define the extent of services to be rendered, method, and amount of compensation. The selected consultant whose qualifications meet the requirements stated herein and whose proposal best meets the selection criteria as determined by Hood River County agrees to enter into a contract with the County. This will include meeting all requirements for providing General and Professional Liability Insurance and Workers Compensation.

The County reserves the right to negotiate a final contract that is in the best interest of Hood River County. The proposal will become a part of the agreement. The consultant will serve at the pleasure of the Hood River County Community Development Department.

Once a tentative agreement is prepared, it will be presented to the Hood River County Board of Commissioners to award the professional services contract. Final award will be subject to the execution of the contract.

- E. Contract Duration: The selected consultant shall be designated as the County’s consultant for this project for a twelve (12) month term with one (1) optional six (6) month extension.
- F. Contract Fees: The Hood River County Board of Commissioners must approve the contract prior to commencement of work. Up to 90% of the total fee may be billed through interim or progress billings prior to issuance of the final product. Should circumstances arise during the project that require significant additional work to be performed in excess of the amounts set forth in the contract, additional costs shall be negotiated prior to commencement of the work.

- G. Acceptance or Rejection of Negotiation of Proposals: The County reserves the right to reject any or all proposals, to waive any irregularities in the request for proposal, to accept or reject any item or combination of items in a proposal, to request additional information or clarifications from respondents, and to negotiate or hold interviews with any one or more of the respondents. By requesting proposals, the County is in no way obligated to award a contract or to pay expenses of the proposing firms in connections with the preparation or submission of a proposal. Furthermore, the County reserves the right to reject any and all proposals prior to execution of a contract, with no penalty to Hood River County.
- H. Notice of Award and Appeal Process: A single consultant will be identified by the Evaluation Committee and a notification letter will be sent to all consultants. Any consultant wishing to appeal the recommendation must do so in writing within seven (7) business days of the notice being sent.
- I. Tentative Schedule for Selection Process:
- |  |                             |
|--|-----------------------------|
| RFP Posting on Website                         | <u>April 8, 2022</u>        |
| Legal Advertisement ( <i>Submitted</i> )       | <u>April 8, 2022</u>        |
| Proposal Submission Deadline                   | <u>May 23, 2022</u>         |
| Interviews ( <i>Optional</i> )                 | <u>Week of June 6, 2022</u> |
| Notice of Intent to Award ( <i>Tentative</i> ) | <u>Jun 22, 2022</u>         |
| Contract Award ( <i>Tentative</i> )            | <u>July 1, 2022</u>         |

*Note: This is the County's desired schedule. The County reserves the right to modify it.*

- J. Initial Scope and Fee Proposal: An initial scope and fee proposal will be required to be submitted within 7 calendar days of notification. The consultant selection process will be carried out consistent with Oregon Revised Statutes, Chapter 279C. The County will attempt to negotiate a satisfactory contract including fee with the top ranked consultant as specified in Section K below.
- K. Negotiations: After reviewing and ranking proposals, Hood River County will begin negotiating a contract with the highest ranked consultant. Hood River County will direct contract negotiations toward discussing, refining and finalizing the following:
1. The specific scope of services related to the referenced project.
  2. The consultant's performance obligations and performance schedule.
  3. The consultant's payment methodology as it relates to the rates and number of hours, and a maximum amount payable to the consultant for services related to the Comprehensive Plan Update that is fair and reasonable to Hood River County as determined solely by Hood River County, taking into account the value, scope, complexity and nature of the project.
  4. Any other conditions or provisions the County believes to be in its best interest to negotiate.

Hood River County shall, either orally or in writing, formally terminate negotiations with the highest ranked consultant, if Hood River County and the consultant are unable for any reason to reach agreement on a contract within a reasonable amount of time. Hood River

County may thereafter negotiate with the second ranked consultant, and if necessary, with the third ranked consultant until negotiations result in a contract.