



# REQUEST FOR COUNCIL ACTION

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**Title:** Streetscape and Parking Plan Request for Proposals

**Preferred Agenda:** October 13, 2020

**Submitted By:** Blair Larsen, Community & Economic Development Director

**Reviewed By:** Ray Towry, City Manager

**Type of Action:** Resolution \_\_\_\_ Motion  Roll Call \_\_\_\_ Other \_\_\_\_

**Relevant Code/Policy:** §3.12.010 Public Contracts and Purchasing

**Towards Council Goal:** Goal 4.4 Develop a Downtown Streetscape Plan, Goal 3.2: Community Safety

**Attachments:** Streetscape and Parking Plan Request for Proposals  
Streetscape and Parking Plan Project Map  
Draft Streetscape and Parking Plan Contract  
Streetscape and Parking Plan RFP Advertisement

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**Purpose of this RCA:**

The purpose of this RCA is to finalize the Downtown Streetscape and Parking Plan Request for Proposals (RFP).

**Background/Context:**

Earlier this year, the Council set a goal for the completion of a Downtown Streetscape and Parking Plan. The intent of the project is to create a standard plan for landscaping, trees, lighting, signage, street furniture and parking in the downtown core (identified as the Main and Long Street Corridors between 9<sup>th</sup> avenue and 18<sup>th</sup> Avenue). Ultimately, the goal is to make downtown Sweet Home a more appealing place for residents and visitors by beautifying the public right-of-way, and making the area more pedestrian friendly. Private businesses and property owners will be able to capitalize on this increase foot traffic by beautifying their own properties and increasing the offered products and services in the area.

This project is funded in the current budget within the Economic Development Fund. \$464,696 is available in this fund for Economic Development Projects such as this one, the Commercial Exterior Improvement Program, and other Council Economic Development priorities.

Staff expects this project to cost at least \$25,000. However, Staff intentionally wrote the RFP to have a broad scope, which may lead to larger cost estimates from proposers. Staff's intention was to be open to greater possibilities, but tighten the scope in the future if necessary.

If the proposed RFP is approved, Staff will in the future bring a negotiated contract with the selected firm to the Council for approval.

### **The Challenge/Problem:**

How does the City accomplish its goal of creating a Downtown Streetscape and Parking Plan?

### **Stakeholders:**

- Sweet Home Residents – Residents deserve an appealing and walkable downtown area where they can spend their leisure time and find the services and products they want.
- Downtown Businesses and Property Owners – Downtown Businesses and Property Owners deserve a public right-of-way next to their buildings that properly directs the flow of both vehicle and foot traffic, and provides typical downtown amenities that attract visitors and create a pleasant experience for patrons.
- Sweet Home City Council – The City Council has an interest in adopted plans for the downtown right-of-way that accomplish its goals and improve the overall quality of life within the City.

### **Issues and Financial Impacts:**

Staff estimates that the creation of a Downtown Streetscape and Parking Plan will cost at least \$25,000. This includes only the plan, and none of the actual costs of construction. The Economic Development Fund currently has \$464,696 available for projects such as this.

### **Elements of a Stable Solution:**

A stable solution includes the approval of a Request for Proposals that will further the Council goal of creating a Downtown Streetscape and Parking Plan.

### **Options:**

1. Do Nothing – The Council could choose to do nothing at this time, and work toward its goal at a later time.
2. Approve the proposed Request for Proposals for the Sweet Home Downtown Streetscape and Parking Plan as presented – By approving the proposed Request for Proposals as presented, the Council would start the process outlined in the RFP for advertising, receiving proposals, evaluating submissions, selecting a proposal and negotiating a contract.
3. Approve the proposed Request for Proposals with Changes – The Council may choose to direct Staff to make changes to the RFP and approve the amended document.
4. Direct Staff to Research Other Options – The Council may direct staff to research other ways to accomplish its goals.

### **Recommendation:**

Staff recommends option 2: Motion to approve the proposed Request for Proposals for the Sweet Home Downtown Streetscape and Parking Plan as presented.