



Allyson Brooks Ph.D., Director
State Historic Preservation Officer

REQUEST FOR PROPOSALS

July 2022

Consultant Contract

Project Title:

Underrepresented Communities in Seattle Cultural Mapping Project

Procurement Schedule

Schedule of Events	Date/Time
Issue Request for Proposals	July 7, 2022
Question and Answer Period Ends	August 10, 2022
Pre-proposal Conference (virtual)	August 10, 2022
Proposal Submission Deadline	August 22, 2022
Evaluate Proposals By	August 26, 2022
Conduct Interviews with Finalists, if req'd	August 31, 2022
Announce Apparent Successful Contractor	September 5, 2022
Hold Debriefing Conferences, if req'd, by	September 9, 2022
Negotiate Contract	September 23, 2022
Begin Contract Work	September 26, 2022
First Project Orientation Meeting	TBD

*The Department reserves the right to modify this schedule.
Changes will be posted on the Department's website at www.dahp.wa.gov*

Procurement Contact

Kim Gant, Survey Coordinator
Kim.gant@dahp.wa.gov, 360-584-5900(c)

All RFP materials must be emailed to the above contact.



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1. INTRODUCTION

1.1 PURPOSE AND BACKGROUND

The Department of Archaeology and Historic Preservation (DAHP), hereafter called “DEPARTMENT”, is initiating this Request for Proposal (RFP) to solicit proposals from firms or organizations interested in participating on a project to:

Design and conduct a community engagement strategy and facilitate information collection about historic and cultural resources that are important to marginalized communities within the City of Seattle.

1.2 HISTORY

During the 2022 legislative session, the Washington State Legislature appropriated funding into ESSB 5693.SL for the DEPARTMENT to develop a trial mapping project that will result in information that state and local planners may use to make land use and transportation decisions through an equity lens. To that end we have been charged with the following:

1. Engage with marginalized communities and other relevant stakeholders to prioritize locations included in the trial mapping project
2. Create and publish documentation of historic places and buildings included in current cultural resources practice framework
3. Make available geographic information system data that is compatible across state and local government mapping platforms

1.3 OBJECTIVE

The letting of a contract by the DEPARTMENT is to attain a qualified consultant who will successfully engage with community groups and individuals to obtain information, photographs, and locations of important historic or cultural sites. Information will be entered into our GIS database through a digital portal.

1.4 MINIMUM QUALIFICATIONS

The contractor must include individuals or represent a team of individuals who meet the following qualifications:

1. Possess a thorough knowledge of and familiarity with historically marginalized communities in Seattle.
2. Demonstrated ability to successfully engage with historically marginalized communities on a variety of topics and to receive quality feedback.
3. Ability to reach people through multiple methods including in-person or virtual meetings, open houses, fairs and festivals, social media, etc.
4. Ability to obtain translation services to reach traditionally non-English speaking communities.
5. Familiarity with online survey interfaces that may be used on phones or tablets.

1.5 FUNDING

The DEPARTMENT has a set budget not to exceed \$100,000 for this project. Any contract awarded as a result of this procurement is contingent upon the availability of funding.

1.6 PERIOD OF PERFORMANCE

The period of performance of contract resulting from this RFP is tentatively scheduled to begin **by September 26, 2022 and to end by June 30, 2023**. Amendments extending the period of performance, if any, shall be at the sole discretion of the DEPARTMENT if additional funding becomes available.

1.7 DEFINITIONS

DEPARTMENT – The DEPARTMENT is the agency of the State of Washington that is issuing this RFP

CONTRACTOR – The individual, project team, or company submitting a proposal in order to attain a contract with the DEPARTMENT.

PROPOSAL – A formal offer submitted in response to this solicitation.

REQUEST FOR PROPOSALS (RFP) - Formal procurement document in which a service or need is identified but no specific method to achieve it has been chosen. The purpose of an RFP is to permit the contracting community to suggest various approaches to meet the need at a given price.

2. GENERAL INFORMATION FOR CONTRACTORS

2.1 RFP COORDINATOR

The RFP Coordinator is the sole point of contact in the DEPARTMENT for this procurement. All communication between the Contractor and the DEPARTMENT upon receipt of this RFP shall be with the RFP Coordinator, as follows:

Name: Kim Gant
Phone Number: 360-584-5900
E-Mail address: kim.gant@dahp.wa.gov

2.2 ESTIMATED SCHEDULE OF PROCUREMENT ACTIVITIES

Procurement Schedule

Schedule of Events	Date/Time
Issue Request for Proposals	July 20, 2022
Question and Answer Period Ends	August 10, 2022
Pre-proposal Conference (virtual)	August 10, 2022
Proposal Submission Deadline	August 22, 2022
Evaluate Proposals By	August 26, 2022

Conduct Interviews with Finalists, if req'd	August 31, 2022
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2.3 PREPROPOSAL CONFERENCE

A pre-proposal conference is scheduled to be held virtually on **August 10, 2022 at 10:00 am PDT**.

Here is the link for the Zoom meeting:

<https://us06web.zoom.us/j/87603608323?pwd=cEh4Qk1hVIRyNVk5T2Uxa2ZBdU9SZz09>

The session will be recorded for anyone who is unable to attend. Further information regarding call-in information will be posted on our website at www.dahp.wa.gov, or you can contact the RFP Coordinator directly for information. All prospective contractors are encouraged to attend; however, attendance is not mandatory. Written questions may be submitted in advance to the RFP Coordinator. The DEPARTMENT shall be bound only to written answers to questions. Any oral responses given at the pre-proposal conference shall be considered unofficial.

2.4 SUBMISSION OF PROPOSALS

Contractors are required to submit an electronic copy (PDF) of their proposal to the DEPARTMENT via email. The PDF must be compressed into a single PDF with the following naming convention: FIRMorCONSULTANTNAME_SeattleMappingRFP_Date.pdf and must be received by the DEPARTMENT **by 11:59 pm PDT on Monday, August 22, 2022**.

The proposal is to be sent to the RFP Coordinator at the DEPARTMENT address. See RFP Coordinator contact information (above) for DEPARTMENT address. Late proposals will not be accepted and will be automatically disqualified from further consideration.

All proposals and any accompanying documentation become the property of the DEPARTMENT and will not be returned.

All proposals received shall remain confidential until the contract, if any, resulting from this RFP is signed by the Director of the DEPARTMENT and the apparent successful contractor; thereafter, the proposals shall be deemed public records as defined in RCW 42.17.250 TO 42.17.340, "Public Records."

2.5 MINORITY & WOMEN-OWNED BUSINESS PARTICIPATION

In accordance with the legislative findings and policies set forth in chapter 39.19 RCW, the state of Washington encourages participation in all of its contracts by firms certified by the Office of Minority and Women's Business Enterprises (OMWBE). No preference will be included in the evaluation of proposals, no minimum level of MWBE participation shall be required as a condition for receiving award of contract, and proposals will not be rejected or considered non-responsive on the basis of minority and women owned business participation.

2.6 ACCEPTANCE PERIOD

Proposals must provide sixty (30) days for acceptance by the DEPARTMENT from the due date. A proposal that does not state sixty days for acceptance will not be rejected; however, any proposal that places an acceptance of less than sixty (30) days by the DEPARTMENT will be automatically disqualified from further consideration

2.7 RESPONSIVENESS

The DEPARTMENT reserves the right at its sole discretion to waive minor administrative oversights.

2.8 MOST FAVORABLE TERMS

The DEPARTMENT reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially on the most favorable terms which the Contractor can propose. There will be no best and final offer procedure. The DEPARTMENT does reserve the right to contact a contractor for clarification of its proposal.

2.9 COSTS TO PROPOSE, NO OBLIGATION TO CONTRACT, REJECTION OF PROPOSALS

The DEPARTMENT will not be liable for any costs incurred by the Contractor in preparation of a proposal submitted in response to this RFP, in conduct of a presentation, or any other activities related to responding to this RFP.

This RFP DOES NOT OBLIGATE THE State of Washington or the DEPARTMENT to contract for services specified herein.

The DEPARTMENT reserves the right at its sole discretion to reject any and all proposals received without penalty and not to issue a contract as a result of this RFP.

3. PROPOSAL CONTENTS

Contractors are required to submit an electronic copy (PDF) of their proposal to the DEPARTMENT via email. The PDF must be compressed into a single PDF with the following naming convention: FIRMorCONSULTANTNAME_Seattle MappingRFP_Date.pdf and must be received by the DEPARTMENT **by 11:59 pm PDT on Monday, August 22, 2022.**

Proposal submittals must include the following items to be considered complete and responsive to this Request:

1. One-page cover letter summarizing the contractor's interest in the Project and identifying the contact information of the project manager/key contact. Federal Employer Tax Identification number or Social Security number and the Washington Uniform Business Identification number (UBI) is to be included if applicable.
2. Names, resumes (including an email address), and any other relevant qualifications of the project lead, the project manager/key contact (if different), and key personnel who will work on the project. It is highly desirable that the proposal include references for the principals and members of the project team (if any) of the Contractor.
3. Names of any sub-consultants (including key personnel and resumes) and a summary of their scope of services and their responsibility(ies) as part of the project team.

4. A statement of project approach that addresses how the consultant will accomplish the identified scope of work.
5. Identification of key stakeholder individuals and organizations.
6. A proposed schedule to complete the Project (timeline including key milestones for deliverables after Notice to Proceed).
7. A project budget and fee schedule itemized by each work task/phase outline that identifies:
 - a. The standard hourly billing rate for personnel (or employee classification) anticipated to work on the Project
 - b. The number of hours worked per staff member
 - c. The percentage of total work completed by the prime consultant and any sub-consultant(s)
 - d. Any travel or miscellaneous expenses
 - e. Total cost for all anticipated reimbursable expenses.
 - f. Reimbursable cost must not exceed \$100,000.
8. A proposed engagement strategy that includes details about outreach and engagement and description of media and communication tools for engaging with the public such as development of social media posts, in-person events, virtual events, hybrid events, videography, graphics, etc.
9. For the consultant and any sub-consultants: description of three (3) similar or related projects successfully completed. As necessary, include additional information demonstrating understanding and insights related to the project scope.

4. SCOPE OF WORK

The apparent successful contractor shall in their proposal best describe how the following scope of work will be executed and performed by the contractor. Specific detailing of each element and project timeline is highly desirable.

- 4.1 Design and conduct an engagement strategy to reach traditionally marginalized communities within the City of Seattle to obtain information about places of historic and/or cultural importance. Photographs of the places are desired, so part of an outreach plan may include visiting the locations.
- 4.2 Work with the DEPARTMENT to identify and agree upon specific communities and organizations for engagement and possible pass-through funding.
- 4.3 Work with the DEPARTMENT to formulate questions for a digital survey application. Questions may vary depending on the audience. Language translation may be required.
- 4.4 Become familiar with and then assist individuals with inputting information into DEPARTMENT supplied digital survey application.
- 4.5 Some information may only be offered orally. Ability to transcribe information received orally into the DEPARTMENT supplied survey interface.
- 4.6 At least one draft of all products identified in 4.1, 4.3 shall be provided to the DEPARTMENT for review and comment before receiving the DEPARTMENT's approval and acceptance as complete,

though ongoing communication is expected. The DEPARTMENT has final discretion as to what constitutes a completed work product as identified above.

- 4.7 Progress reports shall be submitted to the DEPARTMENT on a monthly basis throughout the duration of the project. Each report shall at minimum summarize progress in accomplishing each task, describe any problems encountered, and discuss any questions or unforeseen circumstances that may arise.
- 4.8 Products of communication, such as social media posts, event flier / advertisements / programs, etc.
- 4.9 All products identified in 4.1 through 4.7 shall be provided to the DEPARTMENT in electronic format and in a timely manner according to the project schedule.

5. COST PROPOSAL

The maximum fee for this contract must be \$100,000 or less to be considered responsive to this RFP.

The evaluation process is designed to award this procurement not necessarily to the Contractor of least cost, but rather to the Contractor whose proposal best meets the requirements of this RFP. However, Contractors are encouraged to submit proposals which are consistent with State government efforts to conserve state resources.

6. EVALUATION AND CONTRACT AWARD

Responsive proposals will be evaluated strictly in accordance with the requirements stated in this solicitation and any addenda issued. The evaluation of proposals shall be accomplished by an evaluation team, to be designated by the DEPARTMENT, which will determine the ranking of the proposals.

The DEPARTMENT, at its sole discretion, may elect to select the top-scoring firms as finalists for an oral presentation.

7. DEBRIEFING OF UNSUCCESSFUL PROPOSERS

Upon request, a debriefing conference will be scheduled with an unsuccessful Proposer. The request for a debriefing conference must be received by the RFP Coordinator within three (3) business days after announcement of the apparent successful contractor. The debriefing must be held within five business days of the request.

8. PROTEST PROCEDURE

Protesting of this procurement must be in writing and signed by the protesting party. The protest must state the grounds for the protest with specific facts and complete statements of the action(s) being protested. A description of the corrective action being requested should also be included. All protests shall be addressed to the RFP Coordinator. A protest can only be filed following attendance of a debriefing conference and must be filed with the RFP coordinator within three business days of the date of attendance of the debriefing conference.

Only protests stipulating an issue of fact concerning the following subject shall be considered.

- A matter of bias, discrimination or conflict of interest on the part of the evaluator.
- Errors by the evaluator.
- Non-compliance with procedures described in the procurement document or DEPARTMENT policy.

Upon receipt of a protest, a protest review will be held by the DEPARTMENT. The DEPARTMENT director or an employee delegated by the Director who was not involved in the procurement will consider the record and all available facts and issue a decision with five business days of receipt of the protest. If additional time is required, the protest party will be notified of the delay.