

AGENDA BILL

**Beaverton City Council
Beaverton, Oregon**

SUBJECT: Contract Award – Downtown Design & Development Readiness Project

FOR AGENDA OF: 09-19-17 **BILL NO:** 17196

MAYOR'S APPROVAL: *Denny Dale*

DEPARTMENT OF ORIGIN: CDD *CT*

DATE SUBMITTED: 09-05-17

CLEARANCES: City Attorney *W. Kelly*
CAO *RMG*
Purchasing *HOY*
Finance *Stodew*
Planning *[Signature]*

PROCEEDING: CONSENT AGENDA
(CONTRACT REVIEW BOARD)

EXHIBITS: A. List of Proposals Received
B. Evaluation Matrix and Scoring

BUDGET IMPACT

EXPENDITURE	AMOUNT	APPROPRIATION
REQUIRED \$120,000*	BUDGETED \$120,000**	REQUIRED \$-0-

*The Expenditure Required is based on the Project Manager's estimate, and may be revised following contract negotiations.

**Account Number 001-70-0676-511 – General Fund – Community Development Department – Planning Division – Professional Services Account.

RECOMMENDED ACTION:

City Council, acting as Contract Review Board, authorizes the Mayor to sign a contract, not to exceed \$120,000, with SERA Architects, in a form approved by the City Attorney, for the Downtown Design & Development Readiness Project.

HISTORICAL PERSPECTIVE:

On July 13, 2017, the City issued Solicitation #3246-18B for "Request for Proposal Downtown Design and Development Readiness Project." This solicitation was advertised in the Daily Journal of Commerce. Ultimately, the City received five proposals, which staff opened on August 8, 2017. All proposals were from firms with offices in Portland, Oregon. See Exhibit 1 for a list of all proposers.

INFORMATION FOR CONSIDERATION:

Staff evaluated and conducted a weighted scoring of all the proposals based on criteria that addressed:

1. knowledge and experience;
2. project approach and understanding;
3. relevant project experience;
4. the Minority, Women, Service Disabled Veteran, Emerging Small Business Program; and
5. contract price.

From these results, the top two proposals were selected for interviews: SERA Architects (ranked first), Walker Macy (ranked second). Staff interviewed the top two proposers on August 24, 2017. The interviews provided an opportunity for clarification and elaboration of each proposal. After the

interviews provided an opportunity for clarification and elaboration of each proposal. After the interviews, staff re-evaluated the top two proposers based on the same criteria as the first evaluation. From this process, staff identified SERA Architects as the top proposer. Based on the firm's proposal and interview, the firm received an average score of 93 of the maximum 100 points available. The complete evaluation results are shown in Exhibit 2.

After identifying SERA Architects as the top proposer, staff commenced negotiations with the firm as authorized under the terms of the request for proposals. The purpose of the negotiations are to confirm and clarify the scope of work for the study and, if necessary, adjust the contract price to reflect any negotiated changes. Contract negotiations are ongoing, and the final agreed upon price and revised scope of work will be provided with the contract to be reviewed and signed by the Mayor.

QUALIFICATIONS AND EXPERIENCE

The recommended team is led by SERA Architects. The rest of the team consists of ECONorthwest; Raimi and Associates; Toole Design Group; and Cogan Owens Greene. SERA Architects has worked throughout the state of Oregon and the west coast. The firm's experience includes developing a variety of downtown and other district plans, including several in the Portland Metro area. During the interview, the firm demonstrated a thorough knowledge about how to help Beaverton achieve the goal of a vibrant downtown.

Additionally, the firm demonstrated an understanding of the tasks to be accomplished to complete the major objectives of the project, including completion of research and analysis; developing an urban design framework; identifying implementation tasks; and completing changes to Beaverton's development rules that promote desired development. SERA Architects also brings an existing understanding of downtown Beaverton, having participated as a member of the 2016 Urban Land Institute Technical Assistance Panel.

SCOPE OF WORK

The project will act on and help implement prior planning work, including the Community Vision, the Creekside Plan and the Civic Plan. The project goal includes efforts to:

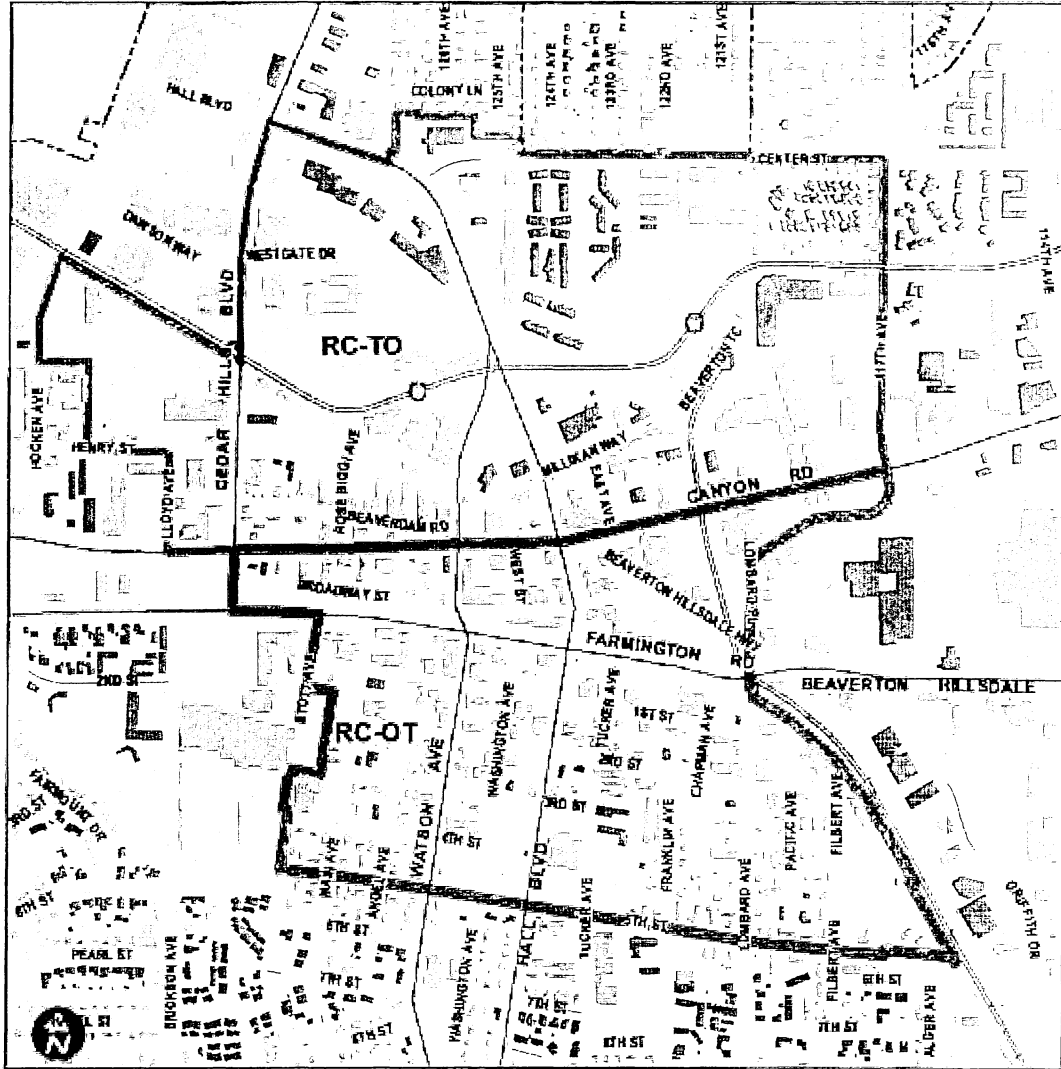
- Remove obstacles to development;
- Encourage new buildings, jobs and housing;
- Promote vibrant, active places (including urban open spaces);
- Define mini-districts so strategies and development rules can be more fine-grained;
- Rethink and improve site and building design rules;
- Promote safe and inviting streets and sidewalks that work with adjacent development; and
- Develop implementation next steps.

The project will include the following steps and cover the geography in the map below.

1. Project introduction: Identify and inform stakeholders about the project. Listen to ideas.
2. Research and analysis: Identify issues and opportunities. Research innovative/successful practices from other cities.
3. Urban Design Framework: Work with stakeholders to determine how streets, sidewalks, buildings, urban open spaces and other features can combine to make Downtown Beaverton an even more interesting, lively, vibrant place to live, work, play and own a business.
4. Implementation: Update development rules to promote desired development and quality site and building design. Identify other implementation projects or programs that can help achieve a vibrant Downtown.

Public engagement will be included at each phase.

The Downtown study area is made up of the Regional Center – Old Town (RC-OT) and Regional Center – Transit Oriented (RC-TO) zoning districts.



**CITY OF BEAVERTON
PROPOSALS RECEIVED**

Date: August 8, 2017 @ 2:00 PM

Project: Request for Proposals for the Downtown Design and Development Readiness Project, #3246-18B

Proposals Submitted:

1. David Evans and Associates, Inc., Portland, Oregon
2. MIG, Inc., Portland, Oregon
3. SERA Architects, Inc., Portland, Oregon
4. Walker Macy, LLC, Portland, Oregon
5. ZGF Architects, LLP, Portland, Oregon

Request for Proposal Downtown Design and Development Readiness Project #3246-18B

Evaluation Committee Score Sheet - August 24 Interview

Company Name	Evaluation Factor	Total Possible	Eval 1	Eval 2	Eval 3	Eval 4	TOTAL	AVERAGE	Overall Position
SERA	1. Knowledge & Experience	32	32	30	32	32	126	31.5	1
	2. Project Approach & Understanding	24	24	22	24	22	92	23	
	3. Relevant Experience & References	20	20	20	20	20	80	20	
	4. M/W/SDV/ESB Program	12	8	8	8	8	32	8	
	5. Contract Price	12	12	10	10	10	42	10.5	
	Total Maximum Points	100						93	
	Walker Macy	1. Knowledge & Experience	32	30	30	32	29	121	30.25
2. Project Approach & Understanding		24	16	18	18	18	70	17.5	
3. Relevant Experience & References		20	20	20	20	19	79	19.75	
4. M/W/SDV/ESB Program		12	8	8	8	8	32	8	
5. Contract Price		12	10	11	11	10	42	10.5	
Total Maximum Points		100						86	

EXHIBIT
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2