

# Delridge ETOD Vision and Action Plan Consultant Scope

## Materials Requested by OPCD from Consultants to Facilitate Decision-Making for this Contract (30 points total)

1. **Strategic Approach, Vision, and Project Cost Estimate:** A summary of your strategy and vision for delivering the project, and your cost estimate for delivering the project. (10 points)
2. **Proposed Team and Qualifications Summary:** A summary of the main team members (names, roles, expertise, experience) and any subcontractors you suggest for the project. Please ensure to include a summary of your qualifications in **one** of the following formats:
  - o A table featuring comparable projects noting elements that are similar to this project (3- 5 projects maximum)
  - o (10 points total)
6. **Suggestions:** Please feel free to suggest any tasks, activities, or deliverables you think should be added, removed, or changed – and identify any add-on costs or cost savings associated with your suggestions. (10 points total)
7. **Please submit your materials to:** Jenna Franklin, EDI Division Director, [Jenna.Franklin@seattle.gov](mailto:Jenna.Franklin@seattle.gov); [PCD\\_EDI\\_RFP@seattle.gov](mailto:PCD_EDI_RFP@seattle.gov)

**This application is due by September 30<sup>th</sup> at 5 pm**

## Project Background:

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In 2019, the City of Seattle was awarded a grant from the Federal Transit Administration (FTA) to support equitable transit-oriented development along the West Seattle Link Extension (WSLE) and Ballard Link Extension (BLE) corridors. The purpose of the Pilot Program for Transit-Oriented Development (TOD) Planning grant is to do comprehensive planning for the light rail line from Ballard to West Seattle and will have implications for equitable transit-oriented development throughout the City. The main categories of work will be:

1. *Station Access and Catalytic Public Realm Project Coordination* to leverage public and private infrastructure investments within walking and biking distance to each station.
2. *Equitable Transit Oriented Development (ETOD) Strategy and Implementation Plan* to refine a community-driven strategy for Equitable Transit-Oriented Development, including a framework for remnant parcels and place-based strategies to build community capacity and community vision for ETOD.

### Objectives:

The Equitable Transit Oriented Development (ETOD) Strategy and Implementation Plan will refine the City of Seattle's approach to advancing community-driven outcomes in high-capacity transit station areas. By centering communities who are most impacted by investments in public infrastructure in the

process—Black and Indigenous and people of color, immigrants and refugees, English language learners, LGBTQ people, youth, elders, and people living with disabilities—this approach attempts to address the root causes of displacement and enable self-determination through community led and owned development. An Equitable TOD Strategy and Implementation Plan is actionable and may include identifying opportunity sites and funding mechanisms for key locations.

This RFP focuses on building a neighborhood specific vision and action plan for ETOD in the Delridge Corridor. As a neighborhood corridor experiencing displacement pressures and where a planned light rail station will both bring regional transit connection as well as significant increase in planned development, this vision and action plan will uplift community generated and prioritized strategies to help prevent and mitigate displacement. The consultant team will be expected to foster and deepen relationships with community stakeholders, conduct community outreach and listening sessions, and compose a vision and action plan. Station Area Planning, led by the City of Seattle, will occur parallel to this process and engagement and recommendations could be incorporated into the plan.

## Solicitation Objectives:

The City expects to achieve the following outcomes through this consultant solicitation:

- Hire a creative, racial equity-centered, and experienced consultant or community based non-profit team to develop the vision and action plan alongside communities in the Delridge Corridor.
- Hire a team with familiarity around redlining and other practices that have disproportionately harmed communities of color, with an emphasis on real estate and development practices. This team will be mission-aligned in the goal of reversing those impacts, with expertise on community development and other mechanisms to achieve this goal.
- Hire a team with familiarity with past and current conditions and strong community ties in the Delridge Corridor.

**Desired Qualifications** These qualifications are desired and not scored as part of your application.

- Demonstrated depth of relationship with communities at high risk of displacement along the Delridge Corridor.
- Knowledge of existing community initiatives and projects
- Strong project management and community engagement skills
- Ability to Deliver a final Vision and Action plan and presentation materials.

## Scope of Work:

### Phase 1: Planning and Context Setting

The Consultant shall focus to understand current conditions in the neighborhood, planning for engagement, and collecting information and examples to help contextualize an ETOD vision in the Delridge Corridor.

*Work may include, but is not limited to:*

- i. Develop a Needs Assessment: Conduct a thorough needs assessment to identify critical areas for equitable development around transit hubs. Analyze existing assets, infrastructure, community demographics, and potential development opportunities.
- ii. Develop Engagement Plan: Develop a comprehensive engagement plan to build the vision and action plan in partnership with community members, organizations and formations.
- iii. Best Practices Review: Conduct a literature review and research best practices in equitable transit-oriented development from other cities.
- iv. Planning and Regulatory Review: Review existing plans for the neighborhoods, policies and regulations related to transit-oriented development.

*Deliverables:*

- i. Needs Assessment
- ii. Engagement Plan
- iii. Case Studies
- iv. Summary document of policies that currently impact equitable development and/or ETOD.

### Phase 2: Outreach and Engagement

The consultant or community-based organization shall conduct extensive outreach and engagement to develop the vision in deep partnership and collaboration with communities at high risk of displacement throughout the Delridge Corridor.

*Work may include, but is not limited to:*

- i. Community Based Organization engagement: Work with Community Based Organizations and other community formations to host engagement events with their members to help inform the vision and action plan.
- ii. Direct engagement with residents, small business, community organizations, and other entities: Organizers meet with individual entities to solicit contributions towards the vision and action plan.

*Deliverables:*

- i. Demonstrated progress towards goals from engagement plan from meeting notes, agendas, etc.

### Phase 3: Final Vision and Action Plan Report

The consultant shall develop a final vision and action plan rooted in community expertise and informed by the initial context setting. The final vision creation and revision should occur in partnership, with the engaged community members and institutions.

*Work may include, but is not limited to:*

- i. Design Final Plan:
  - a. Synthesize inputs from engagement, produce final plan with 1) existing conditions 2) community vision 3) recommendations and next steps.
  - b. Report out and final feedback from CBOs
  - c. Establish clear performance metrics to measure the success of the ETOD initiatives. Regularly evaluate progress and adjust strategies based on feedback and outcomes.
- ii. Socialize the Plan: Offer training sessions for city staff, community organizations, and developers on the principles and practices of equitable development. Build local capacity for ongoing sustainable development.

*Deliverables:*

- i. Final Vision and Action Plan
- ii. Presentation materials for multiple audiences.