



# REQUEST FOR PROPOSALS

## PORT OF BENTON STRATEGIC PLAN



Issued by Port of Benton | 3250 Port of Benton Blvd | Richland, WA 99354

RFP Coordinator	Sheri Collins
RFP Coordinator Contact Information	<a href="mailto:procurement@portofbenton.com">procurement@portofbenton.com</a> 509-375-3060
Issue Request for Proposals	Thursday, February 13, 2025
Proposals due	<b>Friday, March 7, 2025; 3:00pm Pacific</b>
Complete Proposal Evaluation	<b>Wednesday, March 12, 2025</b>
Announce “Apparent Successful Proposer”	<b>Thursday, March 13, 2025</b>
Begin contract work	<b>Upon Signed Contract</b>

**Submit all questions and proposals via the procurement email. Use the project name for the title of the email.**



## **1. INTRODUCTION/PROJECT REQUIREMENTS**

### **1.1 PURPOSE AND OBJECTIVES**

The Port of Benton (POB) is seeking proposals to this solicitation for the purposes of facilitating the development of a strategic plan for the Port of Benton (Port). The Port's strategic plan was last updated in 2020 and can be located at the Port's website, [www.portofbenton.com](http://www.portofbenton.com).

The Port of Benton is seeking qualified firms to support and provide development of a multi-year Strategic Plan to support decision-making for the Port's operating and capital budgets. The selected firm will be required to review all past efforts and initiatives, and hold workshop meetings with Port of Benton Commission, Staff and Stakeholders. They will also identify and address strategic policy issues for the overall economic strategy for the Port of Benton, explore and identify economic development trends, issues and circumstances, help create consensus regarding the goals and ensure that they are in alignment with the Port's mission, vision and purpose.

Ultimately, the plan will provide a broad vision for the current and future direction of the Port and will also provide clear guidelines for the development of the annual budget. The plan should include a 10-year vision; initiatives and objectives; metrics for charting and reporting on progress; and an implementation plan. The most capable Proposer will be selected from this process to provide services in 2025.

The firm may be requested to present the Final Strategic Plan to the Port of Benton Commission.

The successful Proposer should have extensive organizational strategic planning expertise and experience, with an emphasis placed on specific experience in the public and private sectors and preferably some experience working with ports. The successful Proposer must be able to demonstrate strong capabilities in communications and public outreach, and in effective management of set agendas and schedules.

### **1.2 PORT BACKGROUND**

Port of Benton was established in 1958 as a special purpose district under the Revised Code of Washington (RCW) 53. We were chartered to "promote industrial development and transportation, including general aviation, in Benton County."

The Port was created following the transfer of ownership of Richland from the U.S. Army Corps of Engineers to the citizens. Previously, Richland was the property of the federal government as part of a World War II secret mission called the Manhattan Project.



The property that was originally designated as the Port's District was 290 acres known as Camp Hanford. The land was transferred from the U.S. Army Corps of Engineers to the Port in 1959. Today, that property is known as the Technology and Business Campus in Richland.

Port of Benton was designated as a Nuclear Port in 1965 by the U.S. Coast Guard and is one of only a handful of ports in the nation authorized to handle radioactive materials.

The Port is committed to developing local businesses, recruiting industrial and commercial companies, collaborating with partners to create economic prosperity in the region and maintaining multi-modal transportation networks. The Port has a diverse economic-development focus ranging from agribusiness, transportation, high-tech research and development to manufacturing.

To learn more about the POB, visit [www.portofbenton.com](http://www.portofbenton.com)

### **1.3 SCOPE OF SERVICES**

The Port seeks a proposer to work with Port staff, Commissioners and community stakeholders and assist in the strategic planning process by facilitating the identification of goals, setting of priorities, and providing recommendations for the planning, communication, implementation, and evaluation of a plan that will result in a broad vision for the future direction of the Port, as well as specific initiatives to guide the annual planning and budgeting process.

The plan must emphasize an ever-changing economic climate, local, domestic, and international market opportunities. It is essential that the strategic plan reflects the values of Port Commissioners, the community, neighbors, and employees. It is anticipated that the strategic plan will be developed in the following manner.

#### **Task 1—Background Research and Review of Existing Documents**

This task will consist of a review of the existing Port Strategic Plan as well as other documents and community information to put the Port's upcoming discussion on strategy in context. The Proposer will conduct interviews with the individual Commission members and the Executive Director to identify areas of concern and vision.

Assumptions:

1. The Port will identify and provide select documents, studies, and reports to the Proposer for review.
2. The Port will schedule the interviews, expected to be one hour each. These interviews may be in person or remote.



Milestone Schedule: Task 1 should be completed approximately 20 calendar days after contract award

Proposed Task Fee - \$

### **Task 2—Stakeholder Engagement**

This task will include the following on-site events over a two-day period:

- Meet with a Port-selected and invited group of community leaders to solicit their input and insights on the Port’s role and mission in the community.
- Participate in a staff review of Port authorities, state of the industry and discuss issues specific to the Port of Benton.
- Meet with and interview stakeholders such as tenants as coordinated with the Port.
- Facilitate a 2 to 4 hour strategic planning workshop with the Port’s Commission and staff.

Assumptions:

1. The Port will schedule all meetings and provide the needed venues.
2. A total of up to 16 hours is assumed for completing the community meeting, staff engagement, and stakeholder meeting. All meetings will be held over the course of two consecutive days to minimize travel.

Milestone Schedule: Task 2 should be completed 50 calendar days after contract award.

Proposed Task Fee: \$

### **Task 3—Draft and Final Plan**

This task will include creating a draft strategic plan for review by the Port. Following the second workshop (Task 4) and again following the final presentation (Task 5), the Proposer will make identified amendments and put the plan into a final format.

Assumptions:

1. Up to two review cycles of the drafts will be completed.

Task Schedule: The initial draft strategic plan should be completed 90 calendar days after the contract award. The final report deliverable of Task 3 should be completed 130 calendar days After contract award.

Proposed Task Fee: \$

### **Task 4—Workshop #2**



This task will include facilitating a follow-up 2 to 4 hour on-site Commission and Staff workshop to finalize the strategic plan.

Milestone Schedule: Task 4 should be completed 110 calendar days after contract award.

Proposed Task Fee: \$

#### **Task 5—Presentation to the Commission and Community**

This task will include an on-site presentation to the Commission with invited community guests.

Assumptions:

1. There will be minor, if any, edits to the final Strategic Plan as a result of the presentation.

Milestone Schedule: Task 5 should be completed 130 calendar days after contract award.

Proposed Task Fee: \$

#### **Alternative Approach**

Based on its expertise and experience, the Proposer may offer an alternative approach to the strategic planning process, utilizing their proven methodologies. This alternative will be designed to meet the agency's unique needs and address the main objectives identified in the previous task list while ensuring it aligns with the established milestone schedule, maintaining seamless progress throughout the planning process.

#### **DELIVERABLES**

##### **Scope Determination:**

Specific deliverables may be further defined, but generally the deliverables required to accomplish the services are outlined below.

- Content, presentations, and materials for internal/external engagement, as requested.
- Content for Port Commission memos and presentations.
- Strength, weakness, opportunity, and threat (SWOT) analysis and a Situation Assessment Report.
- Up to four iterative Strategic Plan drafts.
- Preliminary Strategic Plan
- Strategic Plan presented to the Port Commission
- Final Strategic Plan for publishing through a variety of methods, including on the Port's website



## **2. GENERAL INFORMATION FOR PROPOSERS**

### **2.1 RFP COORDINATOR**

The RFP Coordinator ([procurement@portofbenton.com](mailto:procurement@portofbenton.com)) is the sole point of contact at the port for this procurement. All communication between the Proposer and the Port upon receipt of this RFP shall be with the RFP Coordinator specified on the cover page of this RFP.

### **2.2 SUBMISSION OF PROPOSALS**

The proposal must be received by the Port no later than 3:00 pm Pacific time, Friday, March 7, 2025. The proposal is to be sent electronically to the RFP Coordinator at the e-mail address noted on the cover page of this RFP.

### **2.3 PROPRIETARY INFORMATION DISCLOSURE**

All proposals received shall be deemed public records as defined in Chapter 42.56 RCW, "Public Records."

Any information in the proposal that the Proposer desires to claim as proprietary and exempt from disclosure under the provisions of Chapter 42.56 RCW must be clearly designated. The page must be identified and the particular exception from disclosure upon which the Proposer is making the claim must be stated. Each page claimed to be exempt from disclosure must be clearly identified by the word "Confidential" printed on the lower right hand corner of the page.

### **2.4 REVISIONS TO THE RFP**

In the event it becomes necessary to revise any part of this RFP, or if questions arise, an addendum will be published through the Port's website, at <https://portofbenton.com/business-with-us/#bids>. Questions arising from this proposal request will be documented and answered in written form and made available on the Port's website.

The Port reserves the right to cancel or to reissue the RFP in whole or in part, prior to execution of an AGREEMENT.

### **2.5 ADDENDUM ACKNOWLEDGEMENT**

The Proposer must acknowledge receipt of any addenda to the solicitation. Failure to acknowledge receipt of Addenda MAY render the proposal non-responsive and therefore void.

### **2.6 RESPONSIVENESS**



All proposals will be reviewed by the RFP Coordinator to determine compliance with administrative requirements and instructions specified in this RFP. The Proposer is specifically notified that failure to comply with any part of the RFP may result in rejection of the proposal as non-responsive. The Port also reserves the right, however, at its sole discretion to waive minor administrative irregularities.

## **2.7 MOST FAVORABLE TERMS**

The Port 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 that the Proposer can propose. The Port does reserve the right to contact a Proposer for clarification of its proposal during the evaluation process. In addition, if the Proposer is selected as the apparent successful Proposer, the Port reserves the right to enter into contract negotiations with the apparent successful Proposer, which may include discussion regarding the terms of the proposal. Contract negotiations may result in incorporation of some or all of the Proposer's proposal. The Proposer should be prepared to accept this RFP for incorporation into an AGREEMENT resulting from this RFP. It is also understood that the proposal will become part of the official contract file.

## **2.8 PORT OF BENTON GENERAL TERMS AND CONDITIONS**

The apparent successful Proposer will be expected to accept and enter into a Port of Benton CONTRACT AGREEMENT and its Personal Services General Terms and Conditions. In no event is a Proposer to submit its own standard contract terms and conditions in response to this solicitation. The Port will review requested exceptions and accept or reject the same at its sole discretion.

The successful Proposer shall comply with all local, state, and federal requirements.

## **2.9 COSTS TO PROPOSE / NO OBLIGATION TO CONTRACT**

The Port will not reimburse Proposer for any costs involved in the preparation and submission of responses to this RFP or in the preparation for and attendance at subsequent interviews. Furthermore, this RFP does not obligate the Port to accept or contract for any expressed or implied services. The Port reserves the right to request any Proposer to clarify their proposal or to supply any additional material deemed necessary to assist in the evaluation of the Proposer's proposal.

## **2.10 REJECTION OF PROPOSALS**

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

## **3. PROPOSAL SUBMITTAL AND EVALUATION PROCESS**



### **3.1 REQUEST FOR PROPOSAL FORMAT**

Proposers are required to submit an electronic proposal.

Proposals may be printed for review and evaluation by the Port and shall be formatted on 8 1/2 x 11-inch paper with tabs separating major sections of the proposal. It is preferred that proposal responses be limited to 20 pages (excluding cover pages, personnel resume(s) and required forms). This limit serves only as a guide and scoring will not be impacted if the proposal stays within a reasonable range to this limit request. Proposals shall provide information in the same order as presented in this document with the same headings. This will not only be helpful to the evaluators of the proposal but should assist the Proposer in preparing a thorough response.

### **3.2 CONFLICT OF INTEREST**

Please provide disclosure of any conflicts or potential conflicts of interest that may in any way influence or impact the ability to perform the services defined in this solicitation.

### **3.3 EVALUATION METHODOLOGY AND CRITERIA**

The objective of this solicitation is to evaluate and select one proposer to enter into an agreement. Responses to this RFP will be evaluated by a team of selected Port staff who will independently score each proposal based on the criteria defined in this solicitation. Interviews may be conducted with firms determined to be finalists. The proposer receiving the highest score from the evaluation process will be selected to enter into an agreement.

The following criteria will be used to evaluate and rank the applicants.

<b>Qualification and Experience</b>	<b>Maximum Point allowed</b>
Firm's Background, Qualifications, General Experience	30
Project Approach and Methodology	30
Cost	15
<b>TOTAL</b>	<b>75</b>

The following information is required and will be used to evaluate and rank responses (failure to submit these items may be cause for deeming a proposal non-responsive). Relative weighting is as indicated.

#### **Scoring Criteria 1: Firm's Background, Qualifications, General Experience (30 Points)**

- Provide a summary of qualifications, experience, and capability to perform all services as outlined in this RFP.





- Outline your organization's history, how long it has been in business, type of work your firm normally performs and areas of special expertise.
- Provide management and organizational structure (please provide an organizational chart).
- Provide resumes of individual staff members who will have a key role in this account (not to exceed one page per individual).
- Identify subconsultants and roles of involvement for the project.
- Provide examples of similar projects performed.
- Provide work your firm has performed for government/public agencies.

#### **Scoring Criteria 2: Project Approach and Methodology (30 Points)**

- Define project management philosophy.
- Provide a brief interpretation of the project and approach used that would yield the desired outcome.
- Outline plan for communication, outreach, and coordination with internal and external stakeholders. Include frequency of meetings and whether they will be in person or virtual.
- Identify project milestones and deliverables.
- Provide three client references (specify type(s) of project, current point of contact information including name, telephone, address and if available, email). Clients should have a similar-sized account or be a public agency.

#### **Scoring Criteria 3: Cost (15 Points)**

- Provide hourly rates for services and personnel involved with the project.
- Estimated total cost of project.

#### **3.4 ADDITIONAL RFP TERMS AND CONDITIONS.**

- The Port of Benton reserves the right to reject any and all RFP responses.
- The Port of Benton reserves the right to request clarification of information submitted, and to request additional information from any firm.
- The Port of Benton reserves the right to award any contract to the next most qualified firm, if an agreement is not reached.
- The contract resulting from acceptance of a proposal by the Port shall be in a form supplied or approved by the Port and shall reflect the specifications in this RFP. The Port reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP, and/or is not approved by the Port Attorney and Executive Director.



- The Port of Benton reserves the right to take any final contract subject to approvals of the Port of Benton Commission.
- The Port of Benton shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to the RFP.