



City of Kenmore, Washington

City of Kenmore Request for Proposals (RFP)

RFP Number: 25-C3154

RFP Title: City of Kenmore Levy Lid Lift or Metropolitan Park District (MPD) Consulting Services

Date Issued: July 22, 2025

Proposals Due: **Wednesday, August 13, 2025 5:00 PM**
Proposals shall be delivered electronically no later than 8/13/2025.

Proposals shall be referenced as "RFP No. RFP No. 25-C3154 Levy Lid Lift or Metropolitan Park District (MPD) Consulting Services." Proposals submitted after the deadline will not be accepted.

Publication Date: Seattle Times and Seattle Daily Journal of Commerce
07/22/2025 and 07/29/2025.

Questions Deadline: August 1, 2025

Electronic Only: bids@kenmorewa.gov

SECTION 1 – GENERAL INFORMATION

NOTICE:

The City of Kenmore (“City”) is inviting proposals from qualified consulting firms (“Firms”) to develop a robust public input and voter education and engagement plan in preparation for a 2026 ballot measure. This plan will aim to raise community awareness, gauge public interest, and enhance understanding of a potential ballot measure and voting opportunity. Initially, the initiative will focus on informing residents about the City’s current financial challenges—similar to those experienced by many other cities—and gathering feedback on potential solutions through a ballot measure, with particular emphasis on options such as a levy lid lift for public safety and human services and/or the formation of a Metropolitan Park District (MPD). The selected firm will be responsible for designing and leading a public engagement strategy, which includes conducting focus groups to test messaging, creating outreach materials to promote participation in community feedback sessions, facilitating interactive sessions with live polling, and compiling a summary of community input for City leadership and Council review. The firm will advise the City’s administration and Council on the legal considerations and limitations associated with each ballot measure option. Once a ballot measure option is selected by Council, the follow up work will also involve producing key informational materials, including fact sheets, FAQs, display boards, a timeline, and a voter education postcard to be mailed to all households. The firm will develop social media content and a calendar of suggested posts for City staff to implement, and will collaborate with staff to ensure the City’s website is updated with accurate, accessible information.

BACKGROUND INFORMATION:

During the Kenmore City Council retreat held on Saturday, May 17, 2025, the City’s financial outlook was a key focus of discussion. Staff presented a sobering forecast showing that expenditures are projected to outpace revenues significantly, leading to a serious and unsustainable budget deficit. After reviewing the data, Council members acknowledged that while budget cuts would be necessary, they also agreed that pursuing a ballot measure was essential to address the City’s long-term financial challenges and stabilize Kenmore’s financial future. Supporting documents from the retreat can be accessed at the links below:

- [Retreat Agenda](#)
- [Financial Forecast Memorandum – May 2025](#)
- [City Manager’s Financial Sustainability Plan Recommendations – November 2024](#) and [Presentation – Financial Sustainability Plan Update – May 2025](#)
- [Presentation – 2026 Ballot Measure Options](#)
- [Council Retreat Recording](#)

BUDGET:

The estimated budget for this project will be \$50,000 including sales tax.

DURATION OF CONTRACT:

Once selected, the City will negotiate and execute a professional services contract with the Firm. The term of the Contract will be from approximately summer 2025 through spring 2026. The Contract resulting from this RFP shall remain in effect until completion and final payment of the services described in the Contract, unless terminated earlier in accordance with the City's contractual policies.

PROCESS:

Soon after the due date for proposals, the City will review the proposals and select one or more for further consideration, including an interview with potential Firms. After interviews and reference checks, the City will negotiate an agreement with the selected final Firm. The selected Firm will meet with the City Manager and the Contract will be considered for adoption by City Council in September 2025. Upon execution of the Contract, the Firm will proceed with the scope of work.

DELIVERABLES AND SCOPE OF SERVICES

The selected consultant will be responsible for leading a comprehensive public engagement initiative and preparing a series of reports and recommendations to guide City Council decision-making regarding a potential ballot measure. The initial scope of services includes, but is not limited to, the following:

1. Development and execution of a public engagement strategy.
2. A report summarizing public input, key findings, and recommendations, including a proposed approach and timeline for placing a measure on the ballot.
3. A final report and presentation to the City Council detailing the engagement outcomes and suggested next steps.

The final report must include, at a minimum, the following elements:

- Introduction with background, methodology, and consultant qualifications.
- Summary of the public engagement approach and activities.
- Assessment of community understanding and interest in the potential ballot measure and voting opportunity.
- Samples of outreach and informational materials used throughout the engagement process.
- Results from focus groups, polling, and other community feedback efforts.
- A strategy for informing residents about the City's financial challenges.
- Recommendations based on public engagement for potential ballot measure options, with specific consideration of a levy lid lift and/or formation of a Metropolitan Park District (MPD).
- Overview of legal requirements and limitations associated with each ballot measure option.
- Comparative analysis of similar measures pursued by other jurisdictions, including evaluation of outcomes and levels of community support.

- A proposed course of action for the City Council, supported by data, community input, and relevant research.

Once a ballot measure option is selected by the Kenmore City, a follow up public engagement plan must include, at minimum:

- Producing key informational materials, including fact sheets, FAQs, and display boards
- Voter education postcard to be mailed to all households.
- Social media content and a calendar of suggested posts for City staff to implement
- Collaboration with City staff to ensure the City's website is updated with accurate, accessible information.

QUALIFICATIONS

The City of Kenmore values and promotes diversity, equity, inclusion, and accessibility (DEIA) and encourages proposals from a broad range of qualified Firms. The selected Firm should demonstrate the following qualifications:

- Proven experience designing and implementing public input and engagement plans.
- Expertise in organizing and facilitating focus groups.
- Demonstrated ability to lead community feedback sessions, including real-time polling, and produce clear and concise summary reports.
- Experience engaging with the public and effectively communicating complex topics, such as property tax structures, in a clear and accessible manner.
- Familiarity with educating both the public and elected officials on levy lid lifts and/or the formation of a Metropolitan Park District (MPD), including the associated processes and implications.
- Strong background in developing high-quality print and digital materials in accessible formats that meet a range of community needs.
- A qualified project manager with demonstrated ability to work independently, offer strategic guidance, and clearly convey technical information to elected officials, staff, and community members.
- Excellent analytical, communication, and public engagement skills.
- Capacity to produce a thorough and actionable final report with clear recommendations.
- Solid understanding of the legal and regulatory framework governing ballot measures.

PROPOSAL REQUIREMENTS AND FORMAT:

Firms responding to this Request for Proposals (RFP) must include the following components in their submission:

1. Letter of Interest

A letter or email indicating interest in the project, highlighting the Firm’s relevant qualifications, and providing at least one example of a recent public engagement plan of a similar nature.

2. Scope of Work and Deliverables

A detailed description of the proposed approach to the project, including all tasks to be performed and anticipated deliverables.

3. Budget Estimate and Timeline

An estimated budget with a breakdown of costs and a proposed timeline for completing the work. Please also include information about your Firm’s track record for meeting project deadlines.

4. Client References

At least two references from clients for whom your Firm has provided comparable services. Include each reference’s name, title, organization, and contact information.

5. Submission Format

Submit one (1) electronic copy of your proposal in PDF format. The RFP response shall not exceed 15 pages (8.5” x 11”), not including cover letters and resumes.

EVALUATION CRITERIA AND PROCESS

Proposals will be evaluated by a selection committee based on the following criteria:

- **Firm’s Qualifications and Experience** – 30%
- **Proposed Approach and Methodology** – 30%
- **Cost Proposal and Timeline** – 20%
- **References and Past Performance** – 20%

(Evaluated specifically for the individual assigned to the study, not just the company as a whole)

QUESTIONS:

Questions regarding this project may be directed to the Kenmore City Clerk’s via e-mail to bids@kenmorewa.gov no later than August 1, 2025 by 5:00 PM. Please place “RFP No. 25-C3154 – Levy Lid Lift or Metropolitan Park District (MPD) Consulting Services” in the subject line. Unauthorized contact regarding this RFP with other City employees may result in disqualification. Any oral communications will be considered unofficial and non-binding on the city. Any questions will be answered in writing and posted on the City’s website at www.kenmorewa.gov/requestsforproposals. It is the responsibility of the Firm to check the website for any amendments or Q&A’s to this RFP.

All proposals will become the property of the City and will become public documents

subject to public disclosure with limited exceptions. The Washington State Public Disclosure Act (RCW 42.17) requires public agencies in Washington to promptly make public records available for inspection and copying unless they fall within the specified exemptions contained in the act or is otherwise privileged. Qualifications submitted under the RFP process shall be considered public documents and with limited exceptions proposals that are recommended for contract award will be available for inspection and copying by the public. The City is not responsible for any costs incurred in proposal preparation. The City of Kenmore looks forward to receiving proposals from qualified applicants.

SECTION 2 – CODE OF CONDUCT POLICY – COMPETITIVE SOLICITATIONS

DEFINITIONS:

Solicitations: method of acquiring goods, services, and construction for public use in which offers are made to the City between two or more sources. Typical documents used by the City are titled: Invitation to Bid, Invitation to Quote, Request for Proposals, Request for Qualifications, Request for Information, or any other method of obtaining competitive offers.

Blackout Period: The period between the time a solicitation is issued by the City and the time the City awards the contract.

Lobbying: The attempt to persuade or influence any City employees, officials, or representatives responsible for reviewing, evaluating, ranking, or awarding the work or contract for goods or services for or against any solicitation; provided, however, that lobbying shall not include the submission of required materials in direct response to the solicitation according to the instructions to respondents in such solicitation.

CONDUCT OF PARTICIPANTS: After the issuance of any solicitation, all bidders, proposers, contractors, agencies, or individuals acting on their behalf are hereby prohibited from lobbying any City employee, official, or representative at any time during the blackout period.

SANCTIONS: The City may reject the submittal of any bidder, proposer, contractor, and/or team who violates the policy set forth herein.

REJECTION OF SUBMITTALS: The City reserves the right to reject any and all submittals and to waive irregularities and informalities in the submittal and evaluation process. This RFP does not obligate the City to pay any costs incurred by agencies in the preparation and submission of their proposals. Furthermore, the RFP does not obligate the City to accept or contract for any expressed or implied services.

RFP ADDENDUMS: The City reserves the right to change the RFP schedule or issue addendums to the RFP at any time. The City also reserves the right to cancel or reissue

the RFP. All such addenda will become part of the RFP. In the event that it becomes necessary to revise any part of this RFP, the City will issue the addenda on the City's website, link above.

It is the agencies' responsibility to confirm whether any addenda have been issued.

QUALIFICATION MODIFICATION & CLARIFICATIONS: The City reserves the right to request that any team clarify its submittal or to supply any additional material deemed necessary to assist in the evaluation of the submittal.

Modification of a submittal already received will be considered only if the request is received prior to the submittal deadline. All modifications must be made in writing, executed, and submitted in the same form and manner as the original submittal.

EXCEPTIONS: If a team takes exception to any term or condition set forth in this RFP and/or any of its Exhibits and Attachments (including Insurance Requirements), said exceptions must be clearly identified in the response to this RFP. Exceptions or deviations to any of the terms and conditions must not be added to the proposal pages but must be submitted in a separate document accompanying team's proposal and identified as "Exceptions." Such exceptions shall be considered in the evaluation and the award processes. The City shall be the sole determiner of the acceptability of any exception.

QUALIFICATION SIGNATURES: An authorized representative must sign submittals, with the team's address, telephone, and email information provided. Unsigned submittals may not be considered.

CONTRACT AWARD: The City reserves the right to make an award without further discussion of the submittals. The team selected as the apparently successful team will be expected to enter into a contract with the City. The City shall not be bound, or in any way obligated, until both parties have executed a contract. No party may incur any chargeable costs prior to the execution of the final contract.

The City reserves the right to award multiple contracts to multiple agencies for this scope of service if it is in the best interest of the City or use a contract different from the sample City contract.

SECTION 3 – TERMS AND CONDITIONS

EQUAL OPPORTUNITY EMPLOYMENT: The successful Firm must comply with the City of Kenmore equal opportunity requirements. The City of Kenmore is committed to a program of equal employment opportunity regardless of race, color, creed, sex, age, nationality, disability, or sexual orientation.

TITLE VI: It is the City of Kenmore's policy to assure that no person shall, on the grounds of race, color, national origin, or sex, as provided by Title VI of the Civil Rights

Act of 1964, be excluded from participation in, be denied the benefits of, or be otherwise discriminated against under any of its federally funded programs and activities.

INSURANCE REQUIREMENTS: The selected Firm shall maintain insurance that is sufficient to protect the Firm's business against all applicable risks, as set forth in the City's Standard contract (available upon request).

INDEMNIFICATION: The selected Firm will be required to indemnify the City in the manner identified in the City's Standard contract (available upon request).

BUSINESS REGISTRATION AND TAXATION: The Firm awarded the contract will be subject to City of Kenmore Business Registration and Business Taxation as presented in the Kenmore City Code.

NON-ENDORSEMENT: As a result of the selection to supply products and/or services to the City, Firm agrees to make no reference to the City in any literature, promotional material, brochures, sales presentation, or the like without the express written consent of the City.

NON-COLLUSION: Proposal and signature of a proposal swears that the document is genuine and not a sham or collusive, and not made in the interest of any person not named, and that the Firm has not induced or solicited others to submit a sham offer, or to refrain from proposing.

COMPLIANCE WITH LAWS AND REGULATIONS: In addition to nondiscrimination and affirmative action compliance requirements previously listed, the Firm ultimately awarded a contract shall comply with federal, state, and local laws, statutes, and ordinances relative to the execution of the work. This requirement includes, but is not limited to, protection of public and employee safety and health; environmental Protection; waste reduction and recycling; the protection of natural resources; permits; fees; taxes; and similar subjects.

OWNERSHIP: Any reports, studies, conclusions, and summaries prepared by the Firm shall become the property of the City. The City will own the deliverable(s) and, in its sole discretion, will be authorized to display images and depictions in various formats and publications. The Firm will also be authorized to do the same at the Firm's discretion.

CONFIDENTIALITY OF INFORMATION: All information and data furnished to the Firm by the City, and all other documents to which the Firm's employees have access during the term of the Contract, shall be treated as confidential to the City. Any oral or written disclosure to unauthorized individuals is prohibited.