



City of Des Moines, Washington

Request for Qualifications for Strategic Planning & Facilitation

www.desmoineswa.gov

RFQ #25-002

Issue Date: March 21, 2025

Due Date: April 21, 2025

**REQUEST FOR QUALIFICATIONS
(RFQ)**

Notice is hereby given that the City of Des Moines, Washington, will receive Qualifications for **Strategic Planning and Facilitation Services** by filing with the City Clerk's office.

Address submittals to:
Des Moines City Clerk's Office
ATTN: Taria Keane
21630 11th Avenue S, Suite A
Des Moines WA 98198
RE: Strategic Planning and Facilitation Services

RFQ Published	03/21/25
<u>Questions due</u>	<u>04/11/25</u>
<u>Responses posted</u>	<u>04/16/25</u>
<u>Qualifications due no later than</u>	<u>04/21/25</u>

Qualifications submitted after the due date and time may not be considered. Vendors accept all risks of late delivery of mailed Qualifications regardless of fault.

The City of Des Moines reserves the right to reject any and all submittals and to waive irregularities and informalities in the submittal and evaluation process. This RFQ does not obligate the City to pay any costs incurred by respondents in the preparation and submission of a proposal.

Furthermore, the RFQ does not obligate the City to accept or contract for any expressed or implied services.

The successful respondent must comply with local, state, and federal requirements regarding equal opportunity and employment practices and the City of Des Moines Professional Services Agreement. The City is committed to a program of equal employment opportunity regardless of race, color, creed, sex, age, nationality or disability.

I. INTRODUCTION

The City of Des Moines (City) is a Council-Manager form of government incorporated in 1959. The City is governed by a seven-member Council whose members are elected at large. The Mayor and Councilmembers serve four-year terms. The City Manager directly reports to the City Council. Although members of the council from time-to-time may have different views as to what actions the City should take or not take, historically, members of the Council have

worked together respectfully and in the interest of the community.

The City has approximately 176 employees, of which approximately 150 are full-time. City staff provide a wide range of municipal services, including community development, building inspections, parks and recreation, senior services, engineering, finance, human resources, administration, IT, marina, police and public works.

Des Moines is a waterfront community situated between Seattle and Tacoma in Washington State. It boasts numerous beaches and public parks along Puget Sound. The City offers housing options for every income level and continually seeks new business and development opportunities. The marina is conveniently located next to our small-town shopping district. Our fishing piers and boardwalk are premier spots to stroll as the sun sets behind the Olympic Mountains. The residential population of Des Moines is approximately 33,500. Additionally, Des Moines is home to Highline College and several senior living facilities.

II. BACKGROUND AND PROJECT GOALS:

The City of Des Moines is seeking Qualifications from qualified persons or firms to contract for consulting services to guide a Strategic Planning process for the City. Consultants are invited to submit a proposal that includes an outline of their experience and qualifications in performing work directly related to the services required. The City desires to complete the Strategic Planning process within six to twelve months from the initiation of the process.

In November 2024, the City Council held a workshop to develop their Mission, Vision and Values. This document is Appendix A of this document.

Additionally, the City is currently updating its Comprehensive Plan ([website](#)) and Marina Capital Improvement Plan ([website](#)). There is an approved Recreation and Senior Services Master Plan ([website](#)). The City has not undergone a strategic planning process before this initiative.

The City Council has the following goals for the Strategic Plan:

- Define and document shared goals and priorities for the City for the next five years.
- Facilitate discussions on future preparedness while preserving Des Moines' unique character.
- Assist the City in identifying opportunities to utilize City assets for increased revenue and improved service delivery.
- Establish measurable milestones to track progress toward goals.
- Align with the City's vision, mission, and values while outlining specific policy objectives.

- Identify key issues and set realistic, actionable steps to address them.
- Support informed decision-making and prioritize resource allocation.
- Ensure meaningful public engagement throughout the process.
- Strengthen community trust through the strategic planning process.

Current conditions:

- Many cities in Washington are experiencing financial strain as rising costs outpace revenue growth. Limited tax flexibility and state-imposed restrictions hinder cities' ability to fund essential services such as public safety, infrastructure, and quality of life programs. These challenges compel municipalities to seek alternative funding sources or implement difficult budget cuts. In late 2024, the City of Des Moines had to implement significant budget cuts—including programs, projects, and staff- to balance its budget. The City must prioritize sustainable revenue growth as part of its future planning.
- The City of Des Moines does not currently have an adopted economic development strategy, and it is anticipated the Strategic Plan will outline some initial steps towards achieving that.
- In November 2025, elections will take place for the City Council, with four positions on the ballot. Since the Strategic Planning process may not be completed by that time, the consulting team must balance allowing potential new Councilmembers to provide input while ensuring the process remains on track and follows the established timeline.

III. SCOPE OF WORK

Once the successful respondent is selected, the City will collaborate with the Respondent to finalize the scope of work and associated costs. The information below serves as preliminary guidance to assist potential Respondents with the general framework for the project.

- a. City Council Strategic Planning Retreat: The selected consultant will be responsible for working with staff to develop a detailed agenda for a City Council Strategic Planning Retreat, and for planning and facilitating the meeting with elected officials and senior staff in order to deliver a productive retreat experience that results in clear strategic planning direction for the City. The retreat is expected to last no longer than one day.
- b. Community Engagement: The selected consultant will develop a plan to ensure community participation and feedback during the process. City staff can play a key role in supporting this effort.
- c. Development of Strategic Plan: The selected consultant will produce a written document that summarizes the process and Council's deliberations. Senior staff can provide details on specific action items and initiatives to accomplish the goals and priorities. Additionally, the consultant should provide the final plan in a format that is aesthetically pleasing and professional. There should also be a summary one-page document providing an overview of the Strategic Plan in a format suitable for use on posters or other materials that will be used by staff and the community.

IV. SUBMITTAL REQUIREMENTS

Respondents to this RFQ shall provide the following:

- a. Letter of interest with contact information for the primary contact for this project
- b. Summary of qualifications, experience and availability. It should also identify key consultant team members who may work on this project.
- c. Description of approach to the project, including interaction and involvement with City Council and City staff. Description of the approach to community engagement.
- d. Include at least three professional references for which similar services have been provided. Include the period for which you provided the service, brief description of the scope of work, contact name, title, and telephone number
- e. A minimum of two examples of relevant written work related to Strategic Planning; at least one will represent a strategic plan prepared on behalf of a municipality or public agency.

There is a 10-page limit for items a. through d.

V. EVALUATION CRITERIA

The evaluation criteria listed below will be utilized in the evaluation of the respondent’s written Qualifications and/or demonstration/ presentation accordingly. Staff may choose to interview the respondents who are most competitive. Interviews may be done virtually.

Description	Possible Points
Capacity to Perform	40
Experience: Demonstrated experience with City Councils and municipal government; experience with communities experiencing financial challenges	30
References	15
Approach to Community Engagement	15

VI. PROJECT CONTACT & DEADLINE TO SUBMIT RFQ QUESTIONS

- a. Upon release of this RFQ, all consultant communications concerning this information request should be directed in writing to the Director of Administration listed below. Unauthorized contact regarding this RFQ with other City employees may result in disqualification.

Bonnie Wilkins
bwilkins@desmoineswa.gov

206.870.6519

- b. Respondents may submit written questions to the RFQ via email until 5:00 PM on April 11, 2025. Respondents shall email questions to bwilkins@desmoineswa.gov. Please reference the RFQ number in the subject line of the email.

VII. DELIVERY OF QUALIFICATIONS

Each Proposal must be received by the date and time set for closing receipt of offers. The envelope shall be sealed and identified with the RFQ name STRATEGIC PLANNING AND FACILITATION SERVICES. The envelope(s) must include 2 printed copies of the proposal and one electronic copy in a standard searchable PDF format.

Qualifications shall be addressed to:

Des Moines Office of the City Manager
ATTN: Bonnie Wilkins
21630 11th Avenue S, Suite A
Des Moines, WA 98198

Appendix A



Mission & Vision

Des Moines is a waterfront community committed to maintaining a safe, sustainable environment, while ensuring a high quality of life for all to live, work and play.

VISION

To be the premiere waterfront destination in the Pacific Northwest.

VALUES

Core Values of the City of Des Moines are:

- Safety
- Sustainability
- Integrity
- Transparency
- Innovation

