

November 2024

Establishing Employment Lands Inventory in Rapidly Transforming County

Introduction: The Columbia River Economic Development Council is seeking proposals from qualified consultants or firms to identify parcels of land in Clark County, WA, that, when aggregated, will constitute larger employment land sites that can be preserved for industrial development--supporting viability of the existing manufacturing business base and inviting new business activity, optimizing Growth Management Act planning opportunities, and securing a responsible and balanced tax base.

Clark County, WA, is a rapidly changing community with a diverse economy, including advanced manufacturing, technology enhanced production, life sciences, software, clean tech, and professional services sectors. The physical space to accommodate commercial/industrial business growth and productivity is being quickly subscribed necessitating research to identify future opportunity to preserve balanced, long-term economic activity—this is the impetus for CREDC to commission additional research.

Funding has been secured by CREDC from the Economic Development Administration, with local match committed by Clark County.

Scope of Work: Successful consultant or firm will be responsible for completing the following tasks

1. Define Criteria & Identify Most-Likely Employment Centers
 - a. Identify a logical and transparent list of criteria for ranking site convertibility likelihood and site viability for employment purposes (i.e., proximity to transportation centers, population centers, land/building conversion cost competitiveness, access to utilities, etc.) based on national development industry standards and local-level expert consultation.
 - b. With a 40-year conversion prospectus consultant will identify parcels and contiguous parcels that can feasibly convert to accommodate a critical mass of quality jobs, as centers of employment and production. The site inventory identified will specify which sites/portions of sites are located within the current urban growth area (UGA), those which are in urban reserve or urban holding, and those which have other zoned designations (if appropriate). Consultant will measure and map how sites align with the criteria identified in 1a. above. Consultant will identify the most significant obstacles or conversely the most promising elements of most positive momentum that would find sites converting for business and industry purposes.
 - c. Deliver inventory of sites/groupings (in separate layers for [1a] and [1b]) with correlating zoning at the parcel level, such that the data can be created/conferred to CREDC's online electronic [mapping tool](#) for industrial and commercial lands availability.
 - d. Compare inventory delivered through this project's research to inventory of CREDC's [Employment Land Study published in 2020](#).

2. Identify Sites Within the UGA that Could Convert to Optimize Business & Employment Purposes
 - a. *The uncertainty of political will and operational budgets to grow the urban growth area to accommodate employment growth and business productivity invites a reimagination of how to best re-zone sites already in the UGA to facilitate positive advancement of business and employment activity.* Task 2a seeks a deeper exploration to identify major sites/contiguous parcels within (or majority within) the UGA which, if reconfigured/rezoned, can accommodate balanced job growth for quality jobs employers and facilitate capital investment enhancing the real property tax baseline.
 - b. Deliver site-by-site inventory (in separate layers for [2a]) and correlating zoning at the parcel level for the top 5 intra-UGA employment center sites, such that the data can be created/conferred to CREDC’s online electronic [mapping tool](#) for prospective industrial and commercial lands availability.
3. Document methodology for data capture and stakeholder interviews for arriving at deliverables in 1a, 1b, 1c, and 2a, 2b.
4. Collaborate with CREDC’s electronic mapping tool vendor on delivery of updated layers reflecting the region’s most viable opportunities to define, establish, and protect employment and/or business productivity centers into the future.
 - a. Present findings in a public forum, tentatively scheduled for April 2025.

Timeline:

December 14, 2024	CREDC Employment Lands/L4J Committee Initial Consultations
January 26, 2025	1(a)/(b)/(c)/(d) Deliverables Presented, Methodology Summary Consultant coordination work with Online Mapping Tool Administrator
February 16, 2025	2(a)/(b) Deliverables Presented, Methodology Summary Consultant coordination work with Online Mapping Tool Administrator
February 22, 2025	CREDC Employment Lands Committee Internal Presentation/QA Adjustments from Consultant to Online Mapping Tool Administrator
April TBD, 2025	Findings presented at Spring CREDC Event

Proposal Submission:

Proposals will be reviewed on a rolling basis, with selection committee convening on receipt of no fewer than three qualifying proposals.

Interested consultants or firms should submit a proposal to info@credc.org that includes the following:

- a. Cover letter: A brief cover letter that summarizes the consultant or firm's experience in economic development, understanding of zoning and land use policy, and availability of staff.
- b. Project Approach: A detailed project approach that outlines how the consultant or firm will address each of the tasks outlined in the scope of work.
- c. Work Plan and Statement of Timeliness: A work plan that includes specific tasks, timelines, and milestones for completing the project. All tasks must be completed before May 1, 2025, and otherwise in accordance with CREDC's described timeline.
- d. Budget: A detailed budget that includes all costs associated with completing the project, including consultant or firm fees and expenses, not to exceed \$75,000 in consultant contractual costs, and \$1,000 travel, with an additional \$15,000 designated for supplies in the form of payment for coordination/implementation of the updated electronic mapping tool with CREDC's tool administrator. All contract fees will be payable on a reimbursable basis, in alignment with CREDC's payment schedule with the Economic Development Administration. All costs must align with federal regulations, specifically 2 CFR Part 200 (Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards).
- e. References: A list of at least two references for similar projects completed by the consultant or firm.

Evaluation Criteria: Proposals will be evaluated based on the following criteria:

- a. Experience and qualifications of consultant or firm in economic development.
- b. Project approach and understanding of the of work.
- c. Work plan and timeline for completing the project.
- d. Budget and cost-effectiveness.
- e. References from similar projects.

Reference Materials:

- 2018-2023 [Clark County Comprehensive Economic Development Plan](#)
- 2019 [Employment Lands Study](#)
- 2023 [County Demographic Profile](#) and [Real Estate Landscape](#)

Clarifications may be submitted to info@credc.org, with the subject line: L4J RFP Inquiry [Plus your firm's name]