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AGENDA COVER MEMORANDUM

AGENDA DATE: September 29, 2004

TO: LANE COUNTY BOARD OF COMMISSIONERS

FROM: Economic Development Standing Committee, Donald Hampton, Chair

PRESENTED BY: Peter Thurston, Community and Economic Development Coordinator

AGENDA ITEM: ORDER/IN THE MATTER OF AWARDING CONTRACTS FOR ECONOMIC DEVELOPMENT STRATEGIC INVESTMENT PROJECTS AND DECIDING LANE METRO PARTNERSHIP PROTEST OF EVALUATING COMMITTEE RECOMMENDATIONS OF CONTRACT AWARDS

I. MOTION

IT IS MOVED THAT THE ORDER BE ADOPTED IN THE MATTER OF AWARDING CONTRACTS FOR ECONOMIC DEVELOPMENT STRATEGIC INVESTMENT PROJECTS AND DECIDING LANE METRO PARTNERSHIP PROTEST OF EVALUATING COMMITTEE RECOMMENDATIONS OF CONTRACT AWARDS

II. ISSUE OR PROBLEM

Shall Lane County award contracts for the highest ranked proposals to provide economic development services, listed in Attachment A, as recommended by the Economic Development Standing Committee (EDSC)? Shall the protest by Lane Metro Partnership of the evaluation committee recommendations for funding be decided, or another course of action authorized?

III. DISCUSSION

A. Background.

Based on Order 04-6-30-1, the Economic Development Standing Committee to the Board of Commissioners released a request for proposals on July 6, 2004 to implement the Economic Development Strategic Investment Program, described in Lane Manual Chapter 4.110(2). Attachment A to this agenda packet includes the one-page proposal summaries from all seven (7) applicants, in the rank order shown in Attachment B – EDSC RFP Rating and Ranking. Attachment C is the text of the RFP, without attachments. Part 2 in the RFP states that \$200,000 is available for projects and that the Board of Commissioners may

award all, part, or none of it. Additionally, the video lottery economic development reserve in the current fiscal year is budgeted at \$434,914 . Under new budget rules, these reserve funds are not available for economic development program operations until next fiscal year. A \$10,000 contingency fund may be used for program operations this fiscal year. The three projects recommended for funding by the Economic Development Standing Committee add up to \$106,100, leaving a balance of uncommitted economic development project funds of \$93,900.

On the RFP deadline of August 6, 2004, seven proposals were received, opened, and passed on to the EDSC for rating and ranking in accordance with the RFP. Copies of all proposals, as submitted, are available in the board secretary's office, along with a complete copy of the RFP. Upon completing the rating and ranking of projects on August 26, 2004, the EDSC forwarded the project descriptions and ranking to the Lane Economic Committee (LEC) for review and comment, as provided for in Lane Manual 4.110(2)(e). The LEC assigned a subcommittee to prepare comments and the full LEC discussed these comments at a regular meeting held September 27. The LEC comments will be presented at the Board meeting on September 29.

All applicants and interested parties were notified on August 26, 2004 of the EDSC recommended rank order of the applications and the three projects recommended for award. The notice also initiated the 5-day appeal period for applicants to protest the award recommendations from the evaluation committee. One appeal of the evaluation committee recommendation was received from the Lane Metro Partnership, as shown in Attachment D. Analysis of the grounds for protest and the options for dealing with it are described below. All applicants recommended for funding were advised they may comment on the appeal on or before September 14, 2004. No written responses were received within the 7-working day comment period. According to the RFP, action by the Board of Commissioners on funding recommendations for the Initial Proposal Cycle marks the point where the Open Proposal Cycle starts and proposals may be received until December 31, 2004, as described in Part 10 of the RFP. As noted above, there remains \$93,900 in uncommitted project funds and \$10,000 in contingency funds that may be expended this fiscal year.

B. Analysis

There are two separate questions addressed in the analysis and several alternatives presented, depending on the Board's decisions: 1) shall the grant awards recommended by EDSC be approved, and 2) is the appeal by Lane Metro Partnership approved or denied?

Recommendation of the Selection Committee. The EDSC followed a deliberate process rating and ranking proposals against the criteria described in the request for proposals

(RFP). The preliminary consideration of the proposals resulted in one project being disqualified from the rating and ranking process because it was incomplete and did not meet the threshold criteria. The committee (four of five members present) then individually scored the remaining six proposals and each listed their scores in a meeting of the committee on August 26, 2004. This initial rating of the projects resulted in scores below the 80-percent threshold. The committee then discussed the top ranked projects and concluded that three projects warranted scores of 96 points, or more. The committee then moved to recommend the top three projects and offered suggestions for the other applicants about how to improve their proposals. To receive the highest ranking, projects had to demonstrate their benefit to the economy of Lane County, including such factors as: long-term job and business development, creation or retention of jobs with wages and benefits sufficient to support a family, potential for upward advancement on a career path, and workforce training opportunities that increase job opportunities.

Appeal of the Selection Committee Recommendation. Appeal of the ranking and rating process is provided for in the RFP. Notice of the EDSC recommendation was sent to all interested parties stating that appeal of the EDSC recommendation could be made within five days after notice of the recommended awards, and that evaluation of such an appeal would be brought to the Board for consideration as part of the project award process. The Board's determination on such an appeal may then be incorporated in the final action on the Initial Proposal Cycle, as determined appropriate. Lane Metro Partnership submitted an appeal within the allowed time frame, which is attached as Attachment D.

Under LM 21.107(9), anyone responding to an RFP who is not recommended for award by the evaluation committee may appeal the recommendation to the Board or County Administrator, depending on which has authority to award the contract. The appeal must be made in writing, be received prior to the contract award, clearly state the grounds for appeal and indicate the condition(s) that resulted in the proposal not being recommended for award.

Grounds for appeal are:

- Different criteria were used to evaluate different proposals.
- The evaluation committee unfairly applied the evaluation criteria to a proposal.
- A member or members of the evaluation committee had a relationship with a proposer which represented a conflict of interest.
- The criteria used to evaluate proposals did not pertain to the services requested.
- A member or members of the evaluation committee demonstrated bias toward a proposal or responder.

Lane Metro Partnership has submitted their appeal within the deadline listed in the RFP. They are appealing on the grounds that: 1) the evaluation committee unfairly applied

evaluation criteria to their proposal, and 2) the criteria used to evaluate proposals did not pertain to the services requested.

As indicated in Lane Manual 21.107 (9) (c), the Community and Economic Development staff has prepared a written analysis of the appeal and made a recommendation to the Board as to the appropriate action to be taken.

Lane Manual 21.107 (9) also describes the procedure to be used in hearing the appeal. Lane Manual 21.107 (9) (g) states that the procedure set forth in the Lane Manual is directory and not mandatory and that failure to follow or complete the action in the manner described does not invalidate the decision. The procedures set forth in the Lane Manual are as follows:

- The department which issued the RFP (Community and Economic Development Program) shall present the issues orally or in writing at a public meeting.
- The appellant (Lane Metropolitan Partnership) shall then have 10 minutes to specifically address the appeal criteria, and the evaluation committee's recommendation, and
- The recommended proposer(s) (the applicants recommended for award) shall have a total of 10 minutes to respond.
- The Board . . . shall consider the evaluation committee's recommendations and allegations of the appeal before rendering a final decision.
- (The Board) . . . shall state the conclusions reached and the reasons either in writing or on the record in a public meeting. Any decisions to overturn the recommendation shall be based on a finding that one of the criteria of LM 21.107 (9) (d) . . . occurred to the substantial prejudice of the appellant.

Analysis of the Appeal. On the appeal that the evaluation committee unfairly applied evaluation criteria to the Lane Metro Partnership proposal, the following observations are made by staff: 1) The evaluation committee used their best judgment, based on the information present in the proposal, to apply the criteria and points listed in the RFP. 2) Top ranked projects were discussed among committee members and scores were adjusted accordingly. 3) The scores were averaged for the four members present and presented as the committee's recommendation to the Board of Commissioners. 4) The appellant presents the argument that because the proposal is part of a larger strategy and a part of a multi-year plan that the points allocated by the committee were not sufficient. 5) This argument by itself does not demonstrate that the committee unfairly applied the criteria. However, if the Board sees merit in the argument that their proposal is part of a larger strategy that deserves funding, then an award could be made to Lane Metro Partnership as the next project on the ranking list. Alternatively, the Board could assign the EDSC to negotiate a satisfactory scope of work and return for contract at a later date.

On the appeal that the criteria used to evaluate proposals did not pertain to the services requested, the following observations are made by staff: 1) The focus of the RFP funding process over the past three years has been on projects that produce measurable results in the form of outputs and outcomes, in a set period of time. 2) Applicants funded in the preceding year must demonstrate that they produced the anticipated outputs and outcomes in order to be favorably ranked for funding. 3) The emphasis in the RFP process has not been on funding continuing projects with the RFP funds. 4) The RFP protest procedures provide an opportunity to comment on the RFP specifications, including the selection criteria, at the time of RFP release. 5) It does not necessarily follow that commitments of funding to a work plan by Lane Metro Partnership members means that the selection criteria in the RFP do not pertain to economic development.

Recommendation: The appeal is not substantiated on the grounds that the committee unfairly applied the criteria and that the criteria used did not pertain to the services requested.

If merit is found in the argument that the project is part of a larger strategy, the Board may award the project by determining that it is in the public interest to do so. Not all of the project funds were recommended for award by EDSC. The Board could award the Lane Metro Partnership project as the next project on the priority list.

Alternatively, the Lane Metro Partnership may resubmit the application under the Open Proposal Process in the RFP and it may be reconsidered by the Economic Development Standing Committee. Or, the Board of Commissioners may authorize the EDSC to negotiate a satisfactory scope of work, based on the Lane Metro Partnership proposal. These options are described in the last paragraph of Part 10 of the RFP. A couple other alternatives include: reject all proposals, or, add new selection criteria and request all applicants respond to these criteria – then re-rate and re-rank the proposals. The Economic Development Standing Committee recommends the top three ranked projects for award. The Order is presented with the recommendations for award that resulted from the EDSC rating and ranking process. The Order also includes denial of the appeal.

C. Alternatives/Options

The Board may:

- 1) Approve the ORDER implementing the selection committee recommendations and then hear the appeal from Lane Metro Partnership and make a decision on the appeal, or

- 2) Hear the appeal presentation by Lane Metro Partnership, make a decision on the appeal, and then decide how to proceed with the RFP process and awards, or
- 3) Determine not to hear the appeal at this time and ask the Economic Development Standing Committee to extend the RFP process to receive input from applicants on new suggested criteria that evaluate proposals as part of an on-going activity and evaluate the applicants' demonstrated ability to properly expend public funds, or
- 4) Determine that it is not in the best interest of Lane County to award funding to any of the proposals and reject all of the proposals.

D. Recommendations

The EDSC recommends the top three ranked projects for award. Staff recommends that the appeal be denied, in that: 1) the EDSC fairly applied the evaluation criteria, and 2) the criteria used to evaluate proposals do pertain to the economic development services requested. Therefore, in accordance with the criteria listed in LM 21.107 (9), the RFP selection criteria were not applied in substantial prejudice to the appellant.

E. Timing. Contracts will be processed during the month of October, if the board directs that awards be made.

IV. IMPLEMENTATION/FOLLOW-UP

Upon approval of the Board, contracts will be prepared and processed in substantial conformance with the proposals submitted and after County Counsel review.

ATTACHMENTS

ORDER

- A – Summary of Final Rating and Ranking – EDSC RFP Project Proposals
- B – Project summaries from all applications
- C – Request for Proposal (not including attachments)
- D – Protest letter from Lane Metropolitan Partnership

Note: The board secretary has copies of all proposals, as submitted.

IN THE BOARD OF COUNTY COMMISSIONERS, LANE COUNTY, OREGON

ORDER NO.) **IN THE MATTER OF AWARDING CONTRACTS FOR**
) **ECONOMIC DEVELOPMENT STRATEGIC**
) **INVESTMENT PROJECTS AND DECIDING LANE**
) **METRO PARTNERSHIP PROTEST OF EVALUATING**
) **COMMITTEE RECOMMENDATIONS OF CONTRACT**
) **AWARDS**

WHEREAS, Order 04-6-30-1 authorized release of a request for proposals (RFP) for the Economic Development Strategic Investment Program; and

WHEREAS, the Economic Development Standing Committee has completed rating and ranking of proposals received in accordance with the RFP; and

WHEREAS, the RFP provides for a protest process, described in LM 21.107 (9), and one appeal was received in accordance with this process; and

WHEREAS, the Lane County Board of Commissioners has reviewed the ranked list of projects and determined those that are in the public interest to fund; now, therefore,

IT IS HEREBY ORDERED that the following Lane County Strategic Investment Projects are awarded in the amounts indicated:

- a) Lane MicroBusiness - Entrepreneurial Training and Business Development Project - \$60,000,
- b) Eugene Area Chamber of Commerce - Business Retention, Expansion, Development Programs, \$30,600,
- c) McKenzie Chamber of Commerce – Eagle’s Pride Project, \$15,500; and it is

FURTHER ORDERED that the appeal submitted by Lane Metro Partnership is denied for the reasons recorded in the minutes of the regular Board of Commissioners meeting held on the date of this Order; and it is

FURTHER ORDERED that the County Administrator is authorized to sign the contracts authorized under this Order.

Signed this 29th day of September 2004.

Bobby Green, Sr., Chair
LANE COUNTY BOARD OF COMMISSIONERS

APPROVED AS TO FORM
Date 9/14/04 lane county
D Laidlaw
OFFICE OF LEGAL COUNSEL

APPROVED AS TO FORM
Date _____ Lane
County _____

OFFICE OF LEGAL COUNSEL

Section 2 - Project Summary

Lane County Strategic Goals

Lane MicroBusiness proposes a one-year project to assist a minimum of 20 microentrepreneurs to start or expand a microenterprise in Lane County. This proposed project represents an enhancement of business developments services recently awarded to serve targeted communities in Lane County. The principle goal of this project is to identify and assist individuals or existing microenterprises in targeted communities *that have the potential for future business growth, job creation and wage growth and/or require assistance to stabilize their microenterprises*. Project activities will involve beginning and intermediate business trainings, technical assistance to clients, and access to capital in the forms of debt or equity that will facilitate skill building and capital acquisition necessary to grow the business. Project partners include Lane Community College's Business Development Center who will play a significant role in training and counseling businesses determined to have growth potential. O.U.R. Federal Credit Union shall supply microloans and financial literacy training.

This proposed project employs business development activities for business creation, stabilization, and expansion. These proposed activities enhance recently awarded projects that are beginning in these communities by providing entrepreneurial and business skill development and access to capital beyond the scope of the basic training and technical assistance. More specifically, project activities will identify and focus on the needs of individual entrepreneurs by tailoring business development services, where practical and reasonable, to aid them in obtaining resources and acquiring skills to grow, stabilize, and expand. These proposed project business development goals and activities directly align with the stated goal of the Lane County Strategic Plan under "Business Development" and activities included in business creation (start-ups) and expansion. Performance measures are based on skills acquired and used (outputs) and business started and increased wages (outcomes)

Area and Population Served

The proposed project will serve low-income individuals within the boundaries of Lane County and specifically in the communities of Eugene, Springfield, Creswell, Oakridge, and Westfir. We propose to serve a minimum of 20 low-income individuals in the pre-venture, start-up, and existing stages of business. There is no proposed restriction on types of businesses served, however individuals will be required to demonstrate that their business has the potential for growth in a meaningful way. This will occur through a self-administered feasibility assessment and evaluation by LMB or LCC's BDC personnel.

Economic Development Category

The economic development category for this project is business development services.

Timeline

Projects awarded are in the final contract stages and will be completed in the next few weeks. These services enhancements can begin immediately upon funding with the identification, recruitments and screening of potential microentrepreneurs. Trainings, technical assistance, and access to capital activities can begin thereafter.

Rank order: 2 - Eugene Area Chamber of Commerce

Section 2 -Project Summary

The Eugene Area Chamber of Commerce is submitting a grant request of \$30,600 per year for three years to address business development goals in the Lane County Strategic Plan. The request focuses efforts designed to maintain and create new jobs for Lane County residents by supporting the growth and development of existing companies. Healthy communities have strong, healthy businesses. It is estimated by many economic development experts that 80%-90% of all net new jobs come from existing companies. The same holds true in Lane County. As competition increases among communities for businesses, business retention programs serve as an essential component of local economic development efforts. The programs in this proposal focus on where the greatest potential for job growth is.

Our *Business Retention, Expansion, and Development Initiative* includes two interrelated programs aimed at retaining and creating family-wage job opportunities for Lane County residents by concentrating on the needs of existing businesses. These effort include:

CONTACT – an award winning business retention, expansion, and development program that focuses on outreach to local employers. Each year CONTACT combines the efforts of 80-100 volunteers from businesses and government and 10 public and private business assistance organizations to reach out to 100 companies in the Eugene/Springfield area that collectively represent thousands of employees in traded sector industries with above family-wage level jobs for Lane County. In May 2004, CONTACT earned an award as one of the leading programs of its kind by an international organization comprised of economic development professionals from multiple countries. Business Retention Expansion International (BREI) recognized CONTACT as “the leading business retention expansion program to document lasting impact in a locale over a period of time.” In August of 2004, CONTACT will also receive an economic development award by the Association of Chamber of Commerce Executives.

International Trade Promotion – an on-going effort to help Lane County businesses grow through the development of international markets for their products. This is accomplished by increasing the diversity of markets local companies sell to by teaching them how to do business internationally, exposing them to new market opportunities, and connecting them with resources that can facilitate movement into international markets. By helping businesses grow the international component of their market we can make our economy less susceptible to changes in any given market and of bringing more “new” money into the local economy from outside of the area. The Chamber’s international trade activities have been acknowledged as one of the most active in State of Oregon by the State’s International Trade Division.

This proposal includes a request for multi-year funding. At the current activity level it takes three years to reach each company representing traded sector industries in the area. These programs have also developed a large volunteer base and activities that require continuity and would lose effectiveness caused by lapses in funding. Each program promotes partnerships that further the economic development goals of Lane County. Collectively the proposal will maintain existing jobs, add new jobs, increase tax revenue, stabilize the economy, and bring new money into the area. The chamber is prepared to implement these programs immediately.

Rank order: 3 - McKenzie River Chamber of Commerce

Section 2 Eagle's Pride Project Summary

Rationale: The seed for the Eagle's Pride project was planted during the two years Lane County funded a Lane Business Education Compact position to work with the McKenzie School District. The Eagle's Pride project is focused on developing additional rural employment opportunities for youth in the McKenzie Valley through the creation of a student run business. Project goals include the development of job skills for youth by providing on the job training in a nursery and landscaping business.

The business will cover a range of activities including: plant propagation in two greenhouses, setting up and maintaining a small tree farm, and wholesale and retail sales of native and non-invasive plants, along with a landscaping service for commercial and residential customers. Five McKenzie High School students will be involved during the startup year.

Workforce Development: This project will address workforce development. Two positions will be funded by Lane County Economic Development grant. Youth positions will be funded by the business. Job descriptions for the grant positions are -

Program Director: Set up legal business structure with county, state, and federal agencies. Research and apply for additional funding sources (grants). Develop additional promotional materials for nursery and landscaping services. Seek out additional clients for business and establish a customer contact database. Develop partnerships with businesses and agencies for creation of future youth employment. Works with both youth supervisors, greenhouse manager, and school district staff and administration. Set up learning experiences through teaching programs, tours, and field trips for staff to learn about different jobs throughout the industry (Forest Service, Extension Service, OSU, native plant nurseries, tree farms, etc.). Work with business teacher to set up future employment opportunities in office and sales management, advertising, account management, payroll and commissions.

Youth Supervisor - Nursery: Works with program director, nursery/landscaping technicians, nursery manager, and staff. Meets daily with staff for training opportunities. Supervises staff for on-site projects. Keep track of work logs and time cards of staff. Evaluates employees weekly on their work performance and report to project director. One hour per day, 160 days of school year. Supervises youth during construction of the nursery's display gardens at the school and at the school marquee in 2005.

Timelines:

1/02/05 - Set up new nursery & landscaping business and create .25 FTE jobs

3/1/05 - Have the greenhouses in production (.25 FTE jobs)

6/1/05 - Secure Landscaping Contracts (1.5 FTE jobs)

9/1/05 - Develop Wholesale & Retail Sales (1.5 FTE jobs)

10/1/05 - Business Is Self Sufficient (1.5 FTE)

Partners: The following is a partial list of businesses and agencies that have volunteered to assist in this program: Weyerhaeuser; Gloria Perez, Community Development Specialist, Willamette/Siuslaw National Forests; Bob Whipple Landscaping Contractor; Megan Finnessey, McKenzie Watershed Council; McKenzie River Nursery; Blackberry Hill Nursery; Rainbow Acres Nursery; Harbick's Country Store, Meyer's General Store; Roy Richardson, retired excavation contractor; Rich Totten, road construction contractor; McKenzie River Chamber of Commerce.

Clients: The McKenzie Watershed Council has agreed to purchase native plants from the Eagle's Pride Nursery for restoration projects in the valley.

Tokatee Golf Club has requested a proposal from the Eagle's Pride landscaping service to design, landscape and maintain 5 native plant garden sites on their golf course for work to begin in the fall 2004.

Goals 2005-06: Create more paying jobs and raising existing salaries through the success of this program. Five part time jobs winter and spring seasons, plant wholesale and retail sales from the greenhouses, and three full time jobs in the summer and fall seasons through landscaping clients.

Rank Order: 4 - Lane Metro Partnership

Section 2 - Project Summary Lane County Outreach Initiative II

The Lane County Outreach Initiative is a second-year business development program that encourages business growth and investment through business attraction, retention and expansion as well as start-up and emerging business. This proposal is the second of a three phase program strategically planned to brand Lane County *Open for Business*.

Lane County Outreach Initiative II is designed to bring new investments, expansions, and emerging-business developments. This effort will create economic diversity, new jobs and retain existing jobs in the geographic area of Lane County which has a population base of approximately 350,000 (more than half of whom are employment-age individuals). The ultimate goal for each year of the three year strategic plan is quality jobs for all of Lane County, which is also the number one goal of the Oregon Benchmarks and the first step in providing a stable tax base throughout Lane County. The Lane County Outreach Initiative II specifically correlates to Oregon Benchmarks #1 - employment dispersion; #3 - new companies; #6 - economic diversification; #7 - research & development; and #11 per capita income.

The performance measures, (evident in the first phase) will be increased as our marketing of Lane County moves closer toward the three-year goal of working to improve economic well being and quality of life by encouraging a strong and diverse regional economy, and expanding the number of family wage jobs in Lane County. In year one of the Outreach Initiative's ad placement program, we received more than ten pre-qualified leads and direct contacts from siting consultants. We are actively working with at least one of those leads and are expecting more than a thousand jobs if our efforts are successful.

As a continuum, inquiries and pre-qualified leads will be generated with thoroughly researched ad placements in trade and industry publications with a readership of more than 50 thousand siting professionals, industry consultants, specialists and corporate chief executives. The second year's Outreach Initiative is designed not only as a stand-alone recruitment program, but as a follow-through to allow completion of much of the business development work that began in year one.

Year two of the Outreach Initiative will generate investment inquiries from target industries through branding strategies that include ad placements, recruitment missions, trade show and conference attendance, direct mail and other direct contact programs, partnership with the State of Oregon Economic Development Associations and networking with local businesses and progressive community leaders, siting consultants including trade and industry specialists. We are planning a third targeted industry workshop, the upgrade of our website to include an interactive electronic industrial park site map and placement of available rural and metro properties as well as the other outreach programs that are outlined in this proposal.

Rank Order: 5 - Lane County Land Management Division

Lane County Economic Development Project

Section 2 - Project Summary

Project Title: LMD E-Commerce Activities and Building Permit Processing

This project proposal is a hybrid of the Business Development category in that it seeks to strengthen the partnership between the construction community, private property owners, and County government. The anticipated results are not intended to directly create jobs in the workforce. The success of this project will be in the creation of a more accessible and responsive building permit process with cumulative benefits that will save time and money for all the players, private and public, in the development scenario.

Lane County Land Management Division (LMD) has three programs (Building, Sanitation and Planning) that interact on a daily basis with property owners, contractors, and consultants in the processing of building permits. The Division is intent on improving the experience these parties have with LMD and providing a service that is increasingly more efficient.

The current contacts are based predominantly on:

- face-to-face applications for mechanical, plumbing and electrical permits at the customer service counter in the LMD lobby;
- call-in requests for scheduling appointments for review of construction projects by the three programs;
- voice-mail requests for next-day, onsite inspections;
- call-in to the LMD switchboard with requests for permit status including building permit approval timelines;
- voice-mail requests for next-day, onsite inspections; and
- follow-up call-in requests for onsite inspections results.

These services to the public require a commitment of time and expense by citizens and LMD personnel that could be more efficiently conducted through the implementation of available online systems. The LMD Management Team has identified e-commerce systems used by other jurisdictions that have immediately improved the communication of needs and an increased efficiency in responding with timely services. As the old adage states, "Time is money", and in the construction trades the effort to secure building permits, schedule inspections, and coordinate subcontractors on a job site should be as responsive and fluid as feasible. This requires interaction between the aspirations of property owners and commitment of private sector professionals with the Building Program's mission to protect the health and public welfare of Lane County citizens. It is this commitment that is addressed in Lane County's Strategic Plan goals to (1) work for a strong regional economy, (2) contribute to appropriate community development, and (3) provide efficient and effective financial and administrative support and systems to direct service departments.

Rank Order: 6 - Oregon Council for Business Education

Project Summary

The Oregon Crafted Art Trail is a comprehensive project that builds upon the existing art and handcraft community in Lane County. Using a successful 10-year model that has revitalized Western North Carolina, this project helps Lane County artists make their studios and galleries visitor friendly, trains the artists on customer service, then markets the studios and galleries to the public. Lane County Economic Development funding will help the Oregon Council for Business Education complete the necessary steps to open the art trail by May 2005, specifically, by enabling staff to complete work with artists in upgrading their studios and developing the Art Trail Guidebook that will provide directions to more than 50 studios and galleries in Lane County.

The Art Trail meets the Lane County Strategic Plan goals of working for a strong regional economy by expanding the number of family wage jobs available. Oregon Crafted's primary outcomes are to increase per capita incomes for 50 artists and employment diversification. As a Business Development Program, the Art Trail encourages business growth of the existing art and handcraft segment of the economy through business retention, and expansion and tourism.

Currently, more than 700 local artists are actively creating and selling art locally, regionally, and for a few, nationally. The medium that these artists choose to work in varies widely and includes glass, wood, pottery, fiber, and painting. Lane County is home to 35 art galleries, art shows, art walks, and Saturday markets that help serve both the artists and the public.

The Art Trail design will be finalized this fall. The 50 artists have already been identified who are participating on the art trail. After an initial visit and tour of each artist's studio/gallery, the Oregon Crafted staff is working with each artist to turn their studios into viable "cultural destinations." The finishing touches on the studios will be completed this fall and the marketing will begin by January 2005. The primary marketing tool is an Art Trail Guidebook, an attractive and informative guidebook that will direct visitors to local art studios and galleries. With sufficient funding, the Trail should be open by May 2005.

Oregon Crafted has developed a strong list of primary partners for this project including: the **Oregon Tourism Commission** which will fund the cost of distributing the Guidebook; **Oregon Downtown Development Association**, which is providing educational workshops and technical assistance to artists; and, **Lane Community College**, which is providing classroom and studio space for these workshops.

Currently the artists and handcrafters of rural Southern Willamette Valley have limited access to wholesale and retail markets. An Economic Impact Survey by the University of Oregon Program for Watershed and Community Health conducted in the winter of 2004 found that 55% of the artists in the four county area gross less than \$10,000 in art sales annually. The artists have requested help in developing venues, business/marketing, and art instruction. This project will help. This project will also help boost the local economy by drawing tourists and enticing them to stay in the area longer which will positively impact restaurants, lodging, and other tourist related businesses.

Rank Order: Incomplete proposal - MacRenewal

PROJECT SUMMARY

Based in Eugene, Oregon, MacRenewal (doing business as Computer Reuse and Recycling Center) is a 501(c)(3) non-profit corporation dedicated to refurbishing and recycling electronic waste in Lane County. We are applying for Lane County Video Lottery funds to expand our work and development of the Computer Reuse and Recycling Center (CRRC). Specifically, these funds will allow us to: 1) create technical jobs related to computers and recycling 2) increase business partnerships in the area of e-waste, 3) increase gross sales in the computer thrift store and the sale of e-waste by-products to third party vendors 4) increase our capacity to handle Lane County's e-waste needs. The CRRC project directly meets three of Lane County strategic plan goals as follows:

1) CRRC is a volunteer, citizen-based project where community members are provided education and training on proper recycling techniques and the refurbishment of electronic waste, including computers, monitors, printers, scanners, and cell phones. Volunteers dismantle computer related hardware (e-waste), work the Lane County Solid Waste Management Electronic Receiving Station, provide education outreach while staffing tables at community events, and assist at the CRRC office, promoting community involvement within Lane County.

2) CRRC reduces the release of hazardous waste into Lane County's environment. By providing additional e-waste recycling services through expansion of its volunteer workforce recycling training program, and increasing our capacity to recycle electronic waste, the environmental hazards of computer waste will be dramatically reduced.

3) CRRC contributes to poverty reduction. In March of 2002, Lane County was designated a distressed area by the Oregon Economic and Development Department (see attachment A); one of CRRC's main objectives is to provide disenfranchised residents with access to computers and the Internet, thus supplying tools for employment, social connection, and independent living.

Nature of Business / Geographic Area: CRRC is an e-waste refurbishing / recycling facility, education facility, and low-income computer thrift store located in the Whiteaker neighborhood at 222 Polk Street Eugene, Oregon 97402. The majority of the workforce training programs, e-waste recycling services, and partnerships will be with other Lane County based organizations.

Target Population: CRRC is primarily targeting two populations: low-income and disenfranchised Lane County residents and community members seeking job skills training with computers, computer refurbishment, recycling and retail work within the thrift store.

Category of Economic Development: CRRC is an emerging small business which is proposing a business development project encouraging development of e-waste job training, retail sales training, education outreach, and office management skills training in Lane County.

Timeline for implementation and delivery of activity: The timeline required for CRRC to complete its e-waste refurbishment / recycling facility and thrift store is immediate, with completion in one year.

Project Partners: CRRC actively partners with many organizations, including Free Geek Technology Center (a successful Portland based non-profit also dedicated to recycling and reuse of e-waste in Oregon), JMUG-CONNECT (a national internet service provider), BRING Recycling Center, Portland State University Community Service Program, Laurel Hill Rehabilitation Center, and Lane County Waste Management. CRRC is the contract holder for receiving reusable e-waste material at the newly opened Lane County Electronic Receiving Station. These partnerships and contracts will benefit from the increased workforce at CRRC, and provide a rich foundation for further networking of e-waste recycling and the placement of reusable materials.

EDSC - RFP Rating and Ranking - August 26, 2004

Please note: Proposals need to receive 80% of the total points available (96 points) to be recommended for funding

Ranking	# / Proposal Title / Organization	Amount Requested	Reviewer	Addresses Strategic Plan and Oregon benchmark(s)	Work Readiness	Readiness to Proceed	Opportunities for Future Development	Leverage of Other Funds	Partnerships	Budget	Audit and Accounting Adequacy	Total
				20	15	25	15	15	10	10	10	120
1	#7 / Lane Microbusiness Entrepreneurial Training and Business Development / Lane MicroBusiness	\$60,000	Hampton	20	15	25	15	15	10	10	10	115
			Mackey	18	14	23	13	12	8	9	10	107
			Forsier	15	5	25	8	12	7	7	10	89
			Gangle	15	10	20	10	10	9	6	8	88
			Total	68	44	93	46	44	34	32	38	399
			Average	17	11	23.25	11.5	11	8.5	8	9.5	100
2	#1 / Business Retention, Expansion, Development Program / Eugene Area Chamber of Commerce	\$30,600	Hampton	15	0	25	15	7	5	10	10	87
			Mackey	18	10	25	15	13	9	10	10	110
			Forsier	16	0	25	15	15	10	10	10	101
			Gangle	15	0	20	15	12	9	9	8	88
			Total	64	10	95	60	47	33	39	38	386
			Average	16	2.5	23.75	15	11.75	8.25	9.75	9.5	97
3	#3 / Eagle's Pride / McKenzie River Chamber of Commerce	\$15,500	Hampton	10	15	25	10	15	10	10	105	
			Mackey	12	13	23	10	13	10	10	10	101
			Forsier	5	12	25	7	10	10	10	10	89
			Gangle	10	10	25	7	10	10	8	10	90
			Total	37	50	98	34	48	40	38	40	385
			Average	9.25	12.5	24.5	8.5	12	10	9.5	10	96
4	#6 / Lane County Outreach Initiative II / Lane Metro Partnership	\$100,000	Hampton	10	0	25	10	0	10	10	75	
			Mackey	16	12	23	13	8	7	10	8	97
			Forsier	16	0	25	12	10	10	10	10	93
			Gangle	15	0	22	10	12	9	9	8	85
			Total	57	12	95	45	30	38	39	36	350
			Average	14.25	3	23.75	11.25	7.5	9	9.75	9	88
5	#2 / LMD E-Commerce Activities and Building Permit Processing / Lane County Land Management Division	\$75,000	Hampton	20	5	25	15	15	10	10	110	
			Mackey	10	5	15	10	7	0	5	10	62
			Forsier	15	0	25	12	7	8	10	10	87
			Gangle	15	0	20	10	12	5	6	7	77
			Total	60	10	85	47	41	23	33	37	336
			Average	15	2.5	21.25	11.75	10.25	5.75	8.25	9.25	84
6	#5 / Oregon Crafted / Oregon Council for Business Education	\$63,866	Hampton	5	5	25	5	5	10	10	75	
			Mackey	5	5	10	5	7	7	5	5	49
			Forsier	10	2	20	8	12	8	10	10	80
			Gangle	10	0	20	7	7	5	8	7	64
			Total	30	12	75	25	31	30	33	32	268
			Average	7.5	3	18.75	6.25	7.75	7.5	8.25	8	67
	#4 / Computer Reuse and Recycling Center / MacRenewal	\$81,500	Hampton								0	
			Mackey									0
			Forsier									0
			Dwyer									0
			Gangle									0
			Total	0	0	0	0	0	0	0	0	0
Average	0	0	0	0	0	0	0	0	0			
Total Funds Requested		\$426,468	Project not scored due to Incomplete proposal									

Project not scored due to incomplete proposal

Attachment
B

**Lane County 2004-05 Economic Development
Request For Proposal (RFP)
June 2004**

Initial Proposal Cycle: Received until August 6, 2004 at 2 p.m.
Open Proposal Cycle: Received until December 31, 2004, 2 p.m.

Submit Proposals to:

Lane County Economic Development Standing Committee
Attention: Peter Thurston
County Administration Office
125 E. 8th Avenue
Eugene, OR 97401

A – Request for Proposals Description

B – Proposal Forms and Submittals

Section 1 – Proposal Cover Page
Section 2 – Project Summary
Section 3 – Project Narrative
Section 4 – Budget Proposal and Narrative
Section 5 – Project Performance Measures and Targets
Section 6 – Program Assurances
Section 7 – Letters of Support
Section 8 – 2003 project status report

C – Attachments

A – Lane Manual Chapter 4
B – Examples of Performance Measure Indicators
C – Oregon Economy Benchmark Information
D – Protest Process
E – Sample Contract Form
F – Lane County Strategic Plan Economic Development Goals
G – Advertisement – Request for Proposals

**Pre-proposal conference opportunity: July 16, 2004, 2 p.m., Bob Straub Conference Room, Lane County Public Service Building, 125 E. 8th Avenue, Eugene, Oregon.
Proposal Deadline: August 6, 2004, 2 p.m., in the Lane County Administration Office.**

Lane County 2004-05 Economic Development Request For Proposal June 2004

2003 Initial Proposal Cycle Deadline: August 6, 2004, 2 p.m.

2003 Open Proposal Cycle Deadline: December 31, 2004, 2 p.m.

Part 1. What is the purpose of these funds?

The Lane County Video Lottery Allocation Policy (Lane Manual Chapter 4) defines economic development and provides for funding of Economic Development Strategic Investment Program activities (Attachment A, including all, except Section 4.110 (1)). The projects funded under this program must address economic development needs, described below, produce measurable results in a specific period of time, and justify the need for funding, in order to accomplish Lane County Strategic Plan economic development goals¹ to: 1) work for a strong regional economy to expand the number of family wage jobs available in Lane County, and 2) contribute to appropriate community development in the areas of transportation and telecommunications infrastructures, housing, growth management and land development.

Economic development² is a program, a group of policies, and/or activity that seeks to improve the economic well being and quality of life for a community. Ideally, it will create and retain jobs and provide a stable tax base. In order to create an effective program that works to improve the local economy, the County will consider the following categories of development, based on the geography, economy, and policies of local jurisdictions including unincorporated areas:

(1) Business Development. Programs that encourage business growth and investment such as business attraction, retention and expansion, tourism, and start-up and emerging businesses.

(2) Workforce Development. Partnerships between business, education and government that build the skills of the local workforce.

Part 2. How much money is available?

A total of \$200,000 is available for 2004-05 Strategic Investment projects that may be awarded through the Initial Proposal Cycle and the Open Proposal Cycle. Preliminarily, these funds are allocated in the following categories of economic development in these amounts: Business

¹ Adopted Lane County Strategic Plan, Lane County's Goals, page 13 (please see Attachment F)

² Lane Manual Chapter 4, paragraph 4.105 (please see Attachment A)

Development, \$100,000; Workforce Development, \$100,000. Awards are competitive and must be determined to be in the public interest. Lane County reserves the right to award all, part, or none of these funds, and to change the allocation of funds in each category or the total amount of funds awarded. The above funds will first be made available through the Initial Proposal Cycle, described in detail in Part 10.

In addition to the allocations listed above, Lane County has established a strategic opportunity reserve account of \$434,914 that may be awarded at anytime in fiscal year 2004-05. Funds in the strategic opportunity reserve account, and any strategic investment funds not awarded in the initial proposal cycle, may be awarded through the Open Proposal Cycle, described in Part 10.

Projects will be evaluated on their ability to leverage other funds and resources. Non-cash match can be, but is not limited to, the current fair-market value of donated employee time, space, materials, or equipment. Non-cash match requires documentation demonstrating the value of the proposed support and the method of calculating its value to the project. Successful Applicants will be required to document and report all expenditures – whether cash or non-cash - that are claimed as part of the match.

If no projects are recommended, or only part of the initial proposal cycle funds are awarded, then all uncommitted strategic investment funds may be awarded under the open proposal cycle deadline, or be retained for future strategic investment economic development projects. Lane County reserves the right to reevaluate, rate, and re-rank proposals from the initial proposal cycle and receive new proposals during the fiscal year 2004-05 open proposal cycle.

Part 3. How can the money be used?

Activities must be labeled as a Business Development or Workforce Development project. Applicants are encouraged to address demonstrable results that are measurable and improve and stabilize economic conditions for the residents of Lane County. Please refer to Attachment B for examples of performance measures for each category. In the event a proposal includes public improvements as defined in Oregon Revised Statutes Chapter 279.011, Subsection 8, the applicant must comply with all applicable provisions in ORS Chapter 279. Modifications of Oregon contracting statutes that become effective March 1, 2005 may apply to awards under this RFP process. Proposals that have as their sole product(s) a plan, study, or report will not be ranked for funding.

Part 4. What is the period of performance?

The project must demonstrate measurable results within twelve (12) months from the date of execution of the contract. The first report is due three months after the contract period begins. The initial contract period may be up to three (3) years, if documented as essential to project success, if regular performance measures are met, and if funding is available. Reporting of project outcomes may be required for tracking of results after the contract period.

Part 5. Who may apply?

Any individual, business, organization, or corporation who can demonstrate an adequate level of professional, fiscal and management capacity may apply. For illustrative purposes only, the following is a list of groups or organizations which would be eligible applicants:

1. Businesses or business organizations or associations
2. Non-profit corporations
3. Local governments, districts, and other public organizations
4. Economic Development Districts and organizations
5. A consortia of those mentioned above
6. Community Colleges, Universities, public and private education and workforce development organizations.

Part 6. What should the proposal address?

Project proposals must clearly demonstrate relevance to Lane County's economic development goals (Attachment F), selected economic development objectives listed in Part 1, and outputs and outcomes (as described in Oregon Progress Board materials in Attachment C) that are directed to making a measurable difference that benefits the economy of Lane County and its citizens. Proposals must address the Business Development or Workforce Development categories described in Part 1, above. Preference will be given to projects that integrate job creation and workforce development. Applicants may submit more than one proposal if funding is requested for more than one project covering more than one economic development category. In addition to Attachment C, please refer to Attachment B for examples of performance measures in each category. Applicants may use these measures or propose other outputs and outcomes specific to their proposal.

Applicants currently contracting with Lane County under 2003 competitive RFP contracts to deliver strategic investment services or products must include as a separate attachment (maximum of 2 pages) a comprehensive report on the status of output and outcome results as of the application submittal date.

Generally, proposals must demonstrate their relevance to Lane County's economic development goals and the principal goal to create or retain jobs. Proposals that have as their sole product(s) a plan, study, or report will not be ranked for funding. If the proposal includes communities or organizations outside Lane County, the primary focus must be demonstrated to be on the Lane County economy.

Part 7. How is project success evaluated?

Each applicant will be required to track no less than two (2) performance measures, at least one of which addresses Oregon Benchmarks, identified in Attachment C, Economy Benchmark Overview and Benchmark listings. Performance measures (outputs and outcomes) may be proposed by the applicant or be selected using Attachments B and C. Performance must be tracked through the duration of the project. The applicant will be required to demonstrate how the data will be collected and reported. Proposals must demonstrate that the project targets for each performance measure are reasonable and attainable.

Part 8. What are the reporting requirements?

Each grant recipient will be required, at a minimum, to submit a progress report, including all measures of outputs or progress to date, not later than three months after contract execution, and every three months thereafter until project completion. The format for reports will be prescribed in the contract, based on the applicant's proposal. Please see the sample form Contract (Attachment E) for an example. Reporting will be based on proposed outputs and outcomes presented in Section 5 of the proposal. The reports are designed to measure grantee success at meeting or exceeding their project targets. All reports are considered public information.

Part 9. What is the estimated schedule of procurement activities?

Issue Request for Proposals	6/30/04
Initial Proposal Cycle Pre-Proposal Conference, 2 p.m.	7/16/04
Initial Proposal Cycle Deadline, 2 p.m.	8/6/04
Initial Proposal Cycle rating, ranking	8/26/04
Letter of Interest (LOI) requested, as needed	8/26-12/31 '04
Announce Contractor Awards from Initial Proposal Cycle –Estimated date Open Proposal Cycle may begin	9/15/04
Negotiate and Finalize Contracts	11/30/04
Open Proposal Deadline, 2 p.m.	12/31/04

Part 10. What is the proposal evaluation and award process?

Initial Proposal Cycle. Each proposal will be reviewed by the Economic Development Standing Committee to the Board of County Commissioners. Proposals will be preliminarily scored based on the criteria detailed in Parts 11 and 12. Proposals will be initially rated and ranked against other proposals submitted in the same category. Individual committee members' scores will be totaled and then averaged for each rating criterion. Proposals receiving at least eighty (80) percent of the total points available (80% = 96 points) will be considered for final rating and ranking by the committee. An eighty (80) percent or higher score does not assure a project will be recommended or funded. Rating and ranking of proposals will be completed by the Economic Development Standing Committee, comprised of: Commissioner Don Hampton, Commissioner Bill Dwyer, County Assessor, Jim Gangle, Chuck Forster, Lane Workforce Partnership Executive Director, and Janice Mackey, citizen appointee. The initial proposal cycle under this RFP is complete when the selection committee sends notice of recommended award(s) to all applicants who submitted a proposal by the initial proposal cycle deadline.

Open Proposal Cycle. In accordance with Part 5 of this RFP, any eligible applicant may apply in the Open Proposal Cycle, and participation in the Initial Proposal Cycle is not a prerequisite. Consideration, rating and ranking of Open Proposal Cycle projects will begin after the Initial Proposal Cycle is complete, as shown in Part 9. After the Initial Proposal Cycle is complete, the EDSC (on its own or at the request of an unsuccessful proposer from the Initial Proposal Cycle under this RFP) may reconsider, clarify, request and collect additional information about projects, negotiate with applicants and re-rate and re-rank proposals. However, in reconsidering a prior proposal, the committee would likely expect to see some substantial change in order to warrant reconsideration. The reconsideration may result in a lower rating and ranking depending on changes. Upon receipt of a proposal, or reconsideration of previously proposed project, it will be rated and ranked using the selection criteria and Open Proposal Cycle evaluation process described in the RFP. An open proposal cycle application must receive eighty percent (80%), or more, which equals 96 points or more, to be eligible for consideration of an award, and assuming availability of funds. Upon receipt of a proposal determined to be eligible for consideration, Lane County may then place an ad in a newspaper of general circulation soliciting letters of interest for any other projects. Letters of interest (LOI) will be received from potential applicants for a period of two weeks from the publication of the notice. If a LOI is received in the designated period, all interested parties will be sent notice that two additional weeks from the date of the letter will be allowed to submit their complete proposal(s) under the open proposal cycle guidelines. The same process as in the initial proposal cycle for rating, ranking and recommending awards will be followed for the open proposal cycle.

In order to complete the final ranking in the initial proposal and open proposal cycles, the committee may call applicants for interviews to clarify the written proposals, seek additional written information or ask follow up questions. Information derived from this additional inquiry will be used in the final rating and ranking of proposals. The committee will use its good faith judgment and discretion based on the criteria described in this RFP. The Board of County Commissioners will then receive recommendations from the Economic Development Standing Committee, in accordance with the schedule in Part 9, above. The committee will specify an allocation for each project that is recommended for award. Applicants may not receive all funds requested. EDSC may choose not to recommend any awards in the Initial Proposal Cycle process.

All awards will be made to those proposals that best meet the requirements set forth in this RFP and that are in the best interest of Lane County. Lane County reserves the right to waive minor irregularities and may reject any proposal not in compliance with all prescribed public bidding procedures and requirements, and may reject for good cause any or all proposals upon a finding that it is in the public interest to do so. Lane County also reserves the right to negotiate the scope of work based on any additional clarification or follow up responses and on the proposed budget as it is affected by negotiating the scope of work. If a proposal is submitted for professional services, the contract form (Attachment E) may be modified to appropriately reflect the applicant's labor standards requirements. Modifications of Oregon contracting statutes that become effective March 1, 2005 may apply to awards under this RFP process.

Part 11. What are the required format and sequence requirements?

To be considered for funding, proposals must be complete and meet the evaluation criteria cited below. *The county may reject a proposal not meeting any one of the following criteria:*

Required Format

Seven copies of the completed proposals

- ✓ 12-point font (applies to narrative only)
(Prefer Times Roman or similar font, but not required)
- ✓ No less than 1 inch margins on 8 ½ x 11 size paper
- ✓ No additional materials, e.g., tapes, videos, appendices or additional cover sheets
- ✓ No spiral bindings
- ✓ No faxed, e-mailed, late, or incomplete proposals. If incomplete they will be neither accepted nor reviewed.

Required Sequence:

Section 1 – Complete and signed Proposal Cover Page
Section 2 - Project Summary
Section 3 - Project Narrative
Section 4 - Accurate Budget Proposal and Narrative

Section 5 – Project Performance Measures and Targets
Section 6 - Signed Program Assurances
Section 7 - Letters of Support
Section 8 – 2003-04 Status Report (Existing contractors with Lane County, only)

Part 12. What are the evaluation criteria for the proposal and budget narratives?

After considering the requirements in Part 11, the proposals will be evaluated on the information presented in all sections of the proposal. Answers will be evaluated, rated and ranked by the Economic Development Standing Committee (as described in Part 10) on how well they meet the program scoring criteria, below. Additionally, other factors, as set forth in the proposal description beginning on page 10, will be considered within this evaluation.

- 1) Addresses Lane County Strategic Plan economic development goals and Oregon economy benchmark(s) (20 points) – Measures the degree to which the project will improve Lane County's net job growth, per capita income, wages, and employment factors.
- 2) Increases work readiness (15 points) – Measures the degree to which the capacities of workers will be enhanced and improved to work in the changing economy.
- 3) Readiness to proceed (25 points) – Will the project begin immediately upon funding award.
- 4) Opportunities for future development (15 points) – Evaluates the degree to which the results of the program will promote future development of industrial, commercial, and residential facilities, expands global economic opportunities, produces local products, increases the tax base and reduces future responsibilities of government.
- 5) Leverage of other funds (15 points) – Measures the commitment of other agencies and organizations to work toward the project goals by the degree to which they are willing to commit funds and other resources to the project.
- 6) Partnerships (10 points) – Evaluates how many public or private sector organizations are working in partnership to develop new and innovative ways of accomplishing economic development goals, and the relevance of the proposal to a strategic plan or regional economic development goal to create or retain jobs.
- 7) Budget presentation (10 points) – The budget, and budget narrative, thoroughly discuss the project costs and the budget is reasonable and consistent with the proposal as a whole.
- 8) Audit and accounting adequacy (10 points) – Measures the extent to which the applicant accounts for project funds separately from other programs, minimizes overhead costs, and provides a clear method of reporting project expenses and related results.

Proposals are subject to the Oregon Public Records Law and open for public inspection.

Part 13. How is the budget evaluated?

In addition to the over all rating criteria described in Section 12, the committee will apply the following factors when evaluating the budget proposal and narrative describing the budget.

- ✓ Expenses are reasonable, necessary and reflect current cost trends to complete the proposed scope of work.
- ✓ Expenditures are clearly described , reflect all project activities, and relate directly to project activities, outputs and outcomes.
- ✓ Expenditures described in the budget narrative clarify the budget figures.

Part 14. What procedure is used if I wish to: 1) object to or clarify the provisions in the RFP document, 2) protest the evaluation committee's decision, or 3) protest the contract award?

Please see Attachment D.

Part 15. Where can I get technical assistance, if needed?

A free pre-proposal conference will be conducted on July 16, 2004 at 2 p.m. in the Bob Straub Conference Room, Public Service Building, 125 East 8th Avenue, Eugene. Attendance at the pre-proposal conference is strongly recommended, but not required. Please send your name, title, organization name, and contact information to Peter Thurston at the address below, stating your intent to participate in the pre-proposal conference.

Information and technical assistance about the request for proposals process is available by contacting Peter Thurston, Lane County Community and Economic Development Coordinator, at 541-682-4062. E-mail: peter.thurston@co.lane.or.us. Mailing address: Peter Thurston, Community and Economic Development Coordinator, County Administration Office, 125 E. 8th Avenue, Eugene, Oregon 97401

Eight (8) copies of the completed proposal, in the required sequence, and in a sealed envelope marked "Economic Development Proposal", must be received at Lane County Administration Office no later than 2:00 p.m. on August 6, 2004. Please mail or deliver proposals to:

**Lane County Administration Office, Attention: *Peter Thurston*,
Community and Economic Development Coordinator, 125 E. 8th
Avenue, Eugene, Oregon 97401**

Attachments

- A – Lane Manual Chapter 4**
- B – Examples of Performance Measure Indicators**
- C- Oregon Economy Benchmark Information**
- D – Protest Process**
- E – Sample Contract Form**
- F - Lane County Strategic Plan Economic Development Goals**
- G – Advertisement – Request for Proposals**

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Lane Metro Partnership

September 2, 2004

Appeal of Recommendation to Award
of Lane County Economic Development Project Grant
Relating to
Lane County Outreach Initiative II / Lane Metro Partnership

This appeal is made to the decision of the Economic Development Standing Committee not to award the grant requested by Lane Metro Partnership to fund the Lane County Outreach Initiative II. Notice of the decision not to award this grant was received on August 30, 2004 and appeal is hereby made within five days of the receipt of such notice.

This appeal is based upon the following grounds:

1. The evaluation committee unfairly applied evaluation criteria to our proposal.

The evaluation committee did not give adequate credit for the application in three areas:

(a) Addresses Strategic Plan and Oregon Benchmarks; (b) Opportunities for Future Development; and (c) Leverage of Other Funds.

(a) The Lane County Outreach Initiative is part of a strategy to market Lane County for job-creation and economic development over a three-year period. Although the original grant was approved in 2002, the marketing plan wasn't developed until 2003 and the actual marketing effort was begun in late 2003 and continued through early 2004. The goals for job-creation and retention were based on three-year projections because of the understanding that the cumulative effort of such marketing would not be likely to bear significant fruit before that time. If successful, the creation and retention of jobs and businesses would significantly improve Lane County's net job growth, per capita income, wages and employment factors. The evaluation committee only awarded an average of 14.25 points out of 20 for this criteria.

(b) If successful in attracting new businesses to Lane County and thereby creating and retaining jobs in our local economy, the Lane County Outreach Initiative would clearly promote future development of industrial, commercial and residential facilities by spurring demand and improving the community's ability to fund such facilities. It will also expand global economic opportunities by attracting businesses that are able to compete in a global economy and produce local products. By attracting new investment, this will clearly increase the tax base and, by providing gainful employment that reduces indigency and the stresses that contribute to social dysfunctions, reduce future responsibilities of government. The evaluation committee only awarded an average of 11.25 points out of 15 for this criteria.

(3) The Lane County Outreach Initiative is an integral part of the work of the Lane Metro Partnership, but to be successful we need a fully-staffed, full-functional organization to follow-up on the leads generated by our marketing and to facilitate and assist the location of new businesses in Lane County, as well as our on-going efforts to retain existing businesses and help them expand. Yet no portion of the grant is designated for overhead or existing operational expenses. Every dollar of the grant goes

1401 Willamette Street, Second Floor
Eugene, OR 97401
P.O. Box 10398, Eugene, OR 97440

Phone: (541) 686.2741
Fax: (541) 686.2325
Web: www.lanemetro.com



Lane Metro Partnership

directly into the marketing and outreach effort. The \$387,675 raised from Lane County, the cities of Eugene and Springfield, the Eugene and Springfield Chambers of Commerce and donations from the private sector cover 100% of our operating costs and other expenses. This represents a 3.87-to-one match for this effort. The evaluation committee only awarded an average of 7.5 points out of 15 for this criteria, the lowest of all six projects that were ranked.

If the average scores on the criteria above were increased from 14.25, 11.25 and 7.5, respectively, were increased to 17, 13.75 and 12.5, respectively, the point total for the Lane County Outreach Initiative II request would have been 391 and funding of the program should have been approved.

2. The criteria used to evaluate proposals did not pertain to the services requested.

While we believe a fair application of the criteria above would result in a grading of the proposal sufficient to justify approval of the grant request, we also believe that the criteria used to evaluate proposals do not entirely pertain to the services requested. As indicated above, this outreach effort began as an initiative agreed upon by all of the partners in the Lane Metro Partnership, including Lane County, in 2002. It was at that time that the three governmental bodies increased their annual financial commitments to this organization and outlined a three year plan to significantly increase Lane County's outreach for jobs and businesses from outside the area.

Unfortunately, nowhere in the criteria is there an opportunity to evaluate the grant proposal as part of an on-going activity the continuation of which is not only necessary to capitalize on the money already invested, but which is likely to yield a compounding return on future investment. Failing to continue the marketing program would have the effect of squandering much of the money already spent and increase the likelihood that the public will receive little or no return on the investment that has already been made.

If this criteria were added to the evaluation form, it is our belief that both our proposal and the Business Retention, Expansion, Development Program of the Eugene Area Chamber of Commerce (whose CONTACT program likewise builds on and benefits from previous year's efforts) would benefit from this inclusion over the other grant requests. The CONTACT program was recommended for funding in any event, but the Lane County Outreach Initiative II was not.

Inclusion of this criteria, in conjunction with some adjustment in scoring of the criteria listed above, we believe would have resulted in a finding by the evaluation committee that the grant request should have been approved.

Very truly yours,

JACK ROBERTS
Director

1401 Willamette Street, Second Floor
Eugene, OR 97401
P.O. Box 10398, Eugene, OR 97440

Phone: (541) 686.2741
Fax: (541) 686.2325
Web: www.lanemetro.com