

DRAFT ESAP Refresh SOW

OVERVIEW

The City of Redmond (City) is updating the 2020 Environmental Sustainability Action Plan (Plan) with a vision that is bold, actionable, engaging, and capable of achieving deep emissions reductions in alignment with the Redmond [2050 Climate Resilience and Sustainability Element](#). The Plan will outline a five-year workplan and long-term roadmap for city and community decision-making that advances Redmond's pursuit of holistic sustainability and high quality of life. The updated Plan is expected to include:

1. A prioritized and concise action-oriented workplan that includes specific City of Redmond targets, strategies, actions, and timelines for the next five years and beyond.
2. Alignment with priorities from existing plans and strategies: Redmond 2050, Climate Emergency Declaration, 2025 Transportation Master Plan, Climate Vulnerability Assessment, City Operations Zero Carbon Strategy, etc.
3. Feedback from innovative and inclusive community engagement and education efforts.
4. A visually engaging and easy to understand plan that is relevant to multiple community perspectives and easily translatable to a variety of media for different audiences.

BACKGROUND

The City adopted its first comprehensive sustainability plan in 2020. The Environmental Sustainability Action Plan (ESAP) has and will continue to serve as the City's roadmap to reduce emissions to net zero by 2050 and enhance our natural systems for future generations. Implementation of the City's sustainability work is a cross-departmental effort, with representatives from each department playing a role in Redmond's progress towards its climate and sustainability goals.

The vision for the updated plan is to prioritize actions for the next 5 years (through 2030), educate and engage the community in a way that builds a network of implementers and catalyzes community action, and puts Redmond on a path to rapidly and equitably reduce greenhouse gas emissions to net zero and create a thriving, climate resilient community.

Key objectives for the update process include:

1. Create a data-informed 5-year workplan to meet 2030 goals.
2. Establish a long-term trajectory to meet 2040 and 2050 goals.
3. Simplify and prioritize strategies and actions to maximize impact and use of City's limited resources.
4. Align with Redmond 2050 and the Climate Resilience and Sustainability Element.
5. Educate and engage the community in an inclusive and innovative manner that catalyzes individual action.
6. Strengthen partnerships to accelerate progress.
7. Enhance reporting, transparency, and community engagement during Plan implementation.

SCOPE OF WORK

The City of Redmond is seeking consultants to work with staff, community members, regional partners, and other experts to update the 2020 Environmental Sustainability Action Plan and develop a comprehensive, robust, and innovative Plan that will:

1. Unify the City's sustainability initiatives, strategies, and plans.
2. Establish a set of cohesive sustainability strategies, an implementation plan, and metrics for measuring progress, and for improving Redmond's sustainability, and its contribution to regional and State strategies and initiatives.
3. Activate and engage residents, businesses and institutions with positive actions and tangible benefits.

4. Build on past momentum while also adjusting to reflect the needs and pressures to which the City must respond.

The updated Plan will be presented to the Redmond City Council for adoption by end of 2025. The total budget for this scope of work is up to \$130,000.

The work outlined in this scope will be complimented by additional community engagement and the development of a plan dashboard/tool. The goal of the complimentary work is to leverage the update process to build community understanding and engagement in ESAP implementation work long term.

The scope detailed below can be built upon. We invite your creativity in crafting an integrative approach that delivers the greatest possible benefit, and the greatest possible value. Consultants are permitted to bid on some or all aspects of the scope below.

1. Project Management

Regularly meet with the City's project team to coordinate data needs, access staff expertise, and ensure full understanding and agreement on scope specifications, including desired deliverable formats. Conduct meetings/presentations with Council, city leadership, staff, and community stakeholders advising on the progress of the Plan, as well as requesting any input needed from departments regarding Plan evaluation and monitoring responsibilities.

2. Facilitation and Outreach

Throughout the plan development, the consultant shall identify best practices for community and stakeholder engagement and education. The consultant will organize the outreach and engagement efforts at various points in the process. This process is anticipated to include three to five community events/gatherings and additional core team and committee meetings.

The engagement process will prioritize education and community input, with an acknowledgment that the public might have a low level of information about climate change and that accessible terms and language must be used. It is critical to connect the Plan to why and how community members should be involved, the benefits of climate action and the impacts of non-action, and to demonstrate that individual actions can make a difference. Multiple channels of outreach will be used to accommodate diverse communication styles (webinar, social media, in-person meetings, videos, etc.). Communications will be in multiple languages.

Throughout the drafting process, there will be several City Council Meetings, Commission and Committee meetings, and community workshops where input will be acquired. It is anticipated that City staff would lead stakeholder identification, scheduling, and logistics. The consultant would assemble and present content and lead facilitation of discussions.

Facilitation and Outreach Deliverables:

- a. Outreach material development
- b. Facilitate ongoing meetings, including:
 - i. City sustainability staff
 - ii. City Departments and Division staff
 - iii. Steering Committee (City staff)
 - iv. Environmental Sustainability Advisory Committee (approximately 4 meetings)
 - v. Community forums (approximately 3 forums), events, roundtable, and/or other meetings as identified by the consultant.

3. Technical Analysis and Action Development

The City seeks to develop an actionable, data-informed Plan with actions to reach its climate and sustainability goals. The consultant shall support the development of actions and analysis of key data, including:

- a. Develop an updated Business as Usual (BAU) forecast of emissions for the community and City operations if left unmitigated. The forecast should be consistent with policies, measures and actions taken at the Federal and State level.
- b. Develop a wedge analysis or equivalent to understand the contribution of individual strategies/actions toward the overall GHG reduction targets.
- c. Recalibrate targets and KPIs against City carbon neutrality goal, projected growth, and other Redmond 2050 assumptions.
- d. Review existing actions and develop a descriptive list of actions for achieving the 2030, 2040 and 2050 targets. The actions should include policies, programs, measures, projects, infrastructure where the City has control and key community member actions. The roadmap should seek to synergize mitigating emissions as well as adapting to current and future climate change impacts.
 - a. Quantify potential emission reduction/relevant KPI for each proposed strategy/action.
 - b. Quantify cost and benefit for each proposed strategy/action.
 - c. Identify associated co-benefits of each strategy/action.
 - d. Identify responsible City divisions, community institutions, etc.
 - e. Ensure that the collective actions positively impact all populations and move the city toward greater social equity.
 - f. Integrate considerations from the City's existing plans or opportunities for plans in development i.e. Redmond 2050, Housing Element, Transportation Master Plan, Economic Development Plan, Climate Vulnerability Assessment, Capital Improvement Strategy, Capital Facilities Strategy, etc.
- e. Provide an analysis of the staffing and budget needs required to implement and monitor the Plan programs and projects.
- f. Optional (please provide cost information): Conduct financial modeling of the Plan to show the potential costs and savings for residents and businesses.
- g. Optional (please provide cost information): Complete an economic analysis illustrating the impacts of the actions to Redmond's economy, as well as an assessment of the cost of doing nothing.

Technical Analysis Deliverables

- a. Inventory and Forecasting
 - a.1. Business as usual forecast
 - a.2. Wedge analysis
 - a.3. Cost analysis
- b. Development of Strategies and Actions
 - b.1. Proposed list of Plan strategies and actions
 - b.2. Analysis of Plan actions (impact, cost, co-benefits, staff resources, budget, etc.)
 - b.3. Final list of Plan strategies and actions

4. Report

The consultant will develop an updated Plan for the City and community for review and feedback. The Plan will be prioritized from the 2020 version, easily navigable, and will make effective use of infographics, typography, and photographs so that it is both accessible and informative for all audiences. The text will be concise and contain sufficient information that it is both understandable by the public and useable as a planning tool by City staff. Where appropriate, details may be added to an appendix.

The Plan will tie together the City's existing and developing sustainability initiatives and plans with community goals and be presented in a manner that helps demystify sustainability for the community. The

Plan will be developed in an open, transparent manner, balancing the interests of the entire community, and set a long-term vision with clear and compelling implementation pathways.

Report Deliverables

- a. Draft 2025 Environmental Sustainability Action Plan
- b. 2025 Environmental Sustainability Action Plan
- c. Excel tracking spreadsheet with all strategies and actions
- d. Optional (please provide cost information): PowerBI Dashboard to facilitate KPI tracking

5. **Communications and Marketing**

By the end of the project, the consultant shall develop a stylized Plan toolkit to support ongoing communication and outreach efforts around the Plan. This shall include, but not be limited to: infographics, icons, standard presentation slide deck, annual report template, graphs, one page summary of the Plan, and other visual tools to effectively communicate the Plan to the community.

Communications and Marketing Deliverables

- a. PowerPoint template
- b. Plan summary handout
- c. Annual report template
- d. Infographics, icons key graphs, and other stylized data

6. **Other As Needed Technical Assistance**

Provide other technical assistance to aid the City as requested at an hourly rate.

SCHEDULE

The City will provide the following items to the consultant to facilitate the Plan development:

- 1. A project manager (City Sustainability Program Manager)
- 2. An internal cross-departmental team of City employees (ESAP Refresh Core Team)
- 3. A public advisory committee (Environmental Sustainability Advisory Committee)
- 4. Data and supporting documents for all existing City community wide and municipal GHG inventories, including a 2023 greenhouse gas inventory completed by Cascadia consulting in Q4 2024 in preparation for the Plan update.
- 5. Access to all applicable City records.
- 6. Assistance with logistics and scheduling of stakeholder meetings.

The first draft of the Plan is due August 2025.

The final draft is due October/November 2025.

Below is a **sample schedule** but should be modified as needed in the proposal.

Preliminary Schedule	Tasks
Winter 2025	• To be updated when RFP is released
Spring 2025	•
Summer 2025	•
Fall 2025	•

1.