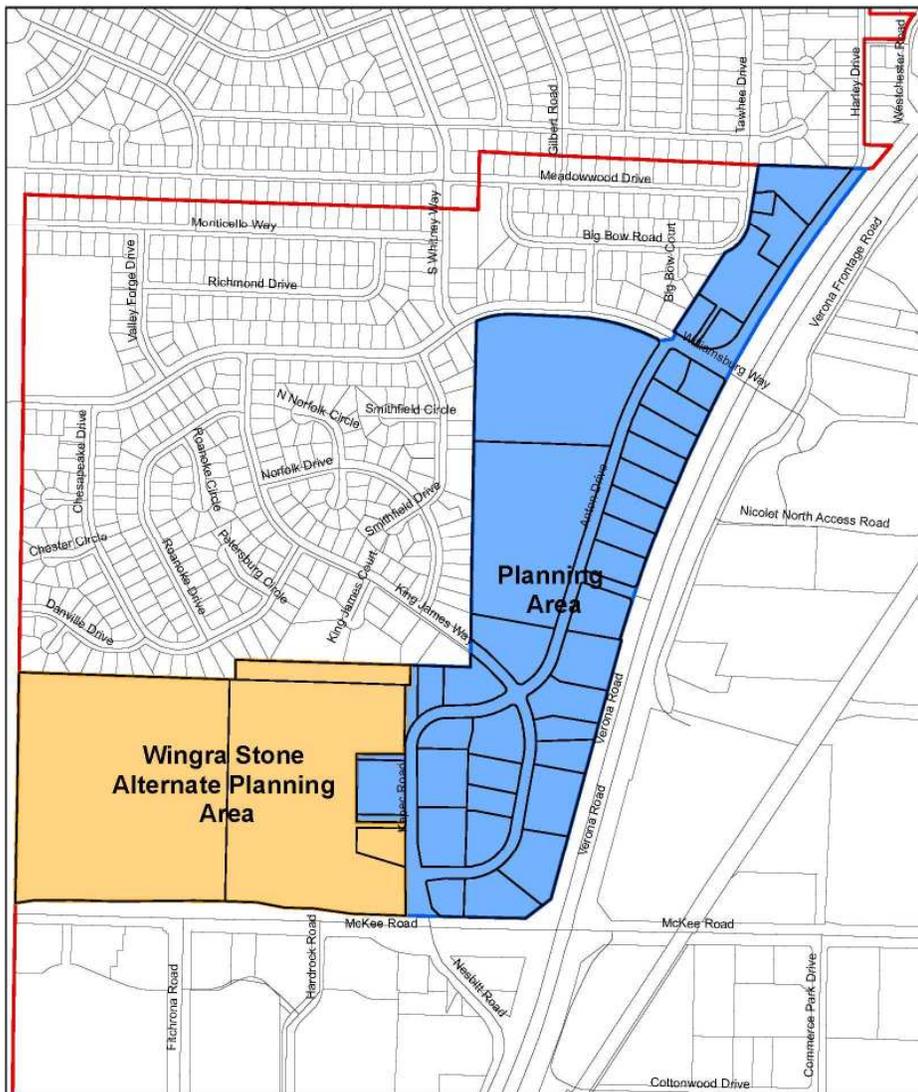


Request for Proposal
Anton Drive Planning Study
City of Fitchburg
April 13, 2015

I. Introduction

This Request for Proposal (RFP) is being issued by the City of Fitchburg for the purpose of securing a qualified planning or design firm to conduct research, site analysis, economic development positioning and public involvement to create a redevelopment and infill plan for the Anton Drive area. The Anton Drive Planning Area is approximately 91 acres with the Wingra Stone Alternate Planning Area being approximately 61 acres; the area is located west of Verona Road along the north side of McKee Road. The following map identifies the planning areas:



This area serves as a major highway commercial district for the City, given the close proximity to and visibility from Verona Road. The area also contains some multi-family residential parcels on the west side of Anton Drive.

The purpose of this study is to create an infill/redevelopment plan and implementation strategy for the Anton Drive Planning Area. The plan is to recognize the challenges and opportunities of the area, particularly with respect to the Verona Road reconstruction project, and analyze the impacts and opportunities for land use and public services due to the project along with creating strategies and an action plan for the area.

1. Background

The Wisconsin Department of Transportation (WisDOT) is embarking on a major reconstruction project of Verona Road, which will span the urban boundaries of the City of Fitchburg from the northern city boundary to south of County Highway PD (McKee Road). The project, which is scheduled to begin in fall 2016 and go through 2019, will include a single-point urban interchange at Verona Road and County Highway PD with Verona Road traffic to travel over PD. An interchange will also be constructed at Verona Road and Williamsburg Way with Verona Road traffic to travel under Williamsburg Way. Verona Road will also be expanded to three lanes from County PD north to Raymond Road. The plan will need to incorporate the requirements by the State of Wisconsin Department of Transportation (WisDOT) Verona Road Reconstruction Project. Information on this project can be found at:

www.dot.state.wi.us/projects/d1/verona/index.htm

The Verona Road reconstruction project will have significant impacts to properties located along and near Verona Road with reduced visibility and direct accessibility; however, the project also allows an opportunity to examine and potentially reshape the future vision of the area. This study will help recognize and analyze the impacts but also capture and identify opportunities for land use within the plan area.

The City's Comprehensive Plan, which was adopted in 2009, has identified the Anton Drive Planning area as business and high density residential land uses. The Comprehensive Plan sets the standards for the neighborhood and will guide the in-fill and redevelopment planning. The Comprehensive Plan allows the community to examine opportunities for improving and maximizing the economic and demographic viability of this important gateway to the community. The Consultant may recommend land use changes as part of this study in accord with the provisions of the Comprehensive Plan. This plan may be adopted as an appendix to the Comprehensive Plan.

2. Proposal Submission

Submitted proposals shall clearly identify the scope of activity to be performed by activity identified herein, and the time frame for completion of each project element. Firms are encouraged to add other areas of analysis they may feel appropriate to address planning needs and issues. However, any changes or alterations to the required work product, as outlined below, shall be clearly noted in the proposal. This RFP shall be used as a basis for the response, and each response shall clearly identify which part of the proposal is being addressed. Responses shall follow the format of this RFP.

II. The Infill and Redevelopment Plan

This Infill and Redevelopment Plan shall address, at a minimum, the following work elements (although as noted above the consultant may recommend additional work elements):

1. Analysis of Existing Conditions with Issues and Opportunities
2. Public Participation Plan
3. Transportation Analysis and Plan
4. Infrastructure Analysis and Plan (including a conceptual storm water management measures and plan)
5. Infill and Redevelopment Land Use Plan
6. Economic Analysis
7. Market Analysis
8. Implementation Plan with action strategies and any phasing approach

The work elements are more specifically described below.

1. Analysis of Existing Conditions with Issues and Opportunities

The process of creating a plan for the neighborhood shall involve a review of the planning considerations and issues for the area itself. The plan should explain how the outreach with the existing community will be handled, along with preserving confidentiality of information shared during the outreach process.

The following material(s) will be supplied, or made available on the city website, to the consultant for consideration and to be used in the planning process:

- City of Fitchburg Comprehensive Plan
- 2008 City of Fitchburg Bicycle and Pedestrian Plan
- 2010-2014 City of Fitchburg Transit Plan
- Arrowhead Neighborhood Plan data (east of this plan area)
- Maps- Aerial, Zoning, available Infrastructure (water, sanitary and storm water) layouts. City does not have gas, electric, or data communication data
- Available floodplain, wetland, soil data, and other information (GIS format)
- Parcel and Contact information for Property Involved in the Study
- Business Listing with Contact Information
- Strand 2004 Traffic Impact Analysis for Orchard Pointe
- Footprint and impervious surface areas (GIS format, some parcels may require consultant updating)
- 2015 SRF Fitchburg Transit Feasibility Study
- WisDOT Central Office Forecasting has undertaken projections (out to 2040) related to the Verona Road project. That project utilized land use anticipated by the City's "Comprehensive Plan" which mainly shows a variety of residential land uses for the Wingra Stone Co. property. In addition to forecasting, WisDOT also has 2012 and 2013 traffic counts for the following intersections: County PD and Fitchrona Road; County PD and Hardrock Road, County PD and Kapec Road/Nesbitt Road, County PD and Verona Road, Williamsburg Way and Anton Drive, and Kapec Road/Anton Drive and King James Way. WisDOT is willing to share the count data and modeling results at the various interesections.

The Verona Road Reconstruction Plan is available for downloading at www.dot.state.wi.us/projects/d1/verona/index.htm and requirements must be included within the neighborhood plan.

This analysis shall provide, at a minimum, the following:

- Maps, graphics and tabular data providing ownership, and existing land use (identify classification process to be used) by area (square feet or acres), building footprint, overall building square footage, Floor Area Ratio (FAR), Impervious Surface Ratio (ISR)
- Political and other relevant jurisdictional boundaries, including municipal, school, and any special district boundaries in place.
- For lands within 500' of the study area, provide existing zoning, existing and proposed land use (from current City Comprehensive Plan).
- Inventory of existing businesses, and employment; include SIC code.
- Provide any wetland, floodplain, or other limiting factors.
- Transportation, utility, storm water facilities in the study area, and other natural resources components, such as soil capability that may be present or adjoin the study area.
- Prepare an issues and opportunities report: using the analysis of existing conditions, combined with input from the land owners, identify potential issues along with opportunities.

2. Public Participation Plan

Responders shall propose methods to obtain property owner, business, neighborhood association and other public input throughout the planning process. Methods and formats may vary depending upon the intent and audience.

Property owner & business stakeholder interviews should be included in the Public Participation Plan. These interviews should be used to ascertain current and future plans of property owners and businesses in the planning area and help better identify their needs and desires. The Economic Development Director is willing to assist in setting up, and be present at interviews.

Working off of the goals, objectives and policies of the Comprehensive Plan, and the information from the public input sessions, create an initial set of goals, objectives and policies for the planning area. While these goals, objectives and policies shall be consistent with the Comprehensive Plan, they are expected to advance to a greater level of specificity than those contained in the Comprehensive Plan. This information shall be used in guiding the development of the overall plan document, but may be subject to refinement as the planning process advances (see section II 5 Infill and Redevelopment Plan, item M).

Public participation is to continue throughout the planning process. The proposal shall provide a public participation matrix which lays out intended public and staff meetings, the purpose of the meeting, and how each meeting will be conducted (i.e. methods used to obtain input to reach the desired meeting purpose). The matrix shall also include any individual stakeholder slots. The matrix is to identify whether the selected consultant or the city will be responsible for notification efforts. Websites or social media opportunities may be presented as part of the overall public participation process.

The public participation matrix shall also include appropriate touch points with Plan Commission, CEDA, a steering committee or other relevant City Committees or Commissions.

The Verona Road Business Coalition (VRBC), a volunteer group of Verona Road businesses and citizens working to minimize disruption to businesses over the construction period and promote the businesses in the corridor, will also be beneficial to and influential in the planning process.

Please provide a cost per meeting for consultant attendance at any public meeting not identified in the public participation plan or matrix.

3. Transportation Analysis and Plan

The transportation plan shall be multi-modal and deal with pedestrian, bicycle, motor vehicle and mass transportation opportunities by providing text, maps and other graphics to explain the following:

- A. Motor Vehicle: Suggest a collector or local street network that may be necessary to assist the infill and redevelopment of the study area, and provide appropriate connectivity. Take into account WisDOT plans for Verona Road reconstruction, and its connecting streets. Account for the Fitchrona Road extension through the Wingra Stone property north of McKee Road. Address and recommend ways to mitigate access and street limitations and opportunities within and adjoining the plan area. Be cognizant of access alterations to Verona Road and McKee Road. Provide an implementation strategy and cost for any new or modified streets or improvements.
- B. Pedestrian: Identify improvements for public sidewalks on the street network where no sidewalk or shared-use path exists. Provide locations of any necessary additional pedestrian routes, beyond those normally provided as sidewalks. The pedestrian routes shall be consistent with the 2008 City of Fitchburg Bicycle and Pedestrian Plan, but shall expand on such plan where appropriate. Provide an estimate of cost for the identified pedestrian improvements.
- C. Bicycle: Identify on- and off-road bicycle improvements to accommodate bicycle transportation within and through the study area. A number of shared-use paths adjoin the study area, including a connection to the Capital City State Trail. The Military Ridge Path and Badger State Trail are located about 3/4 of a mile east of Verona Road. Using intended WisDOT plans, the consultant shall work with City staff to develop any necessary short- and long- term solutions for access of these trails to the planning area and adjoining neighborhoods. Provide an estimate of cost for the identified bicycle improvements. WisDOT Plan affecting the study area include the following: the Williamsburg Way interchange will include a shared-use path on the north side of Williamsburg Way from Anton Drive east to the Verona Frontage Road. From there, WisDOT is constructing a path on the east side of the Verona Frontage Road to connect directly with the Capital City State Trail. The existing tunnel under

Verona Road will be removed with the interchange project. The McKee Road reconstruction will include a shared used path on the south side of McKee Road from Kapec Road east to Commerce Park Drive.

- D. Mass transit: Consultant shall meet with Madison Metro Transit to discuss future service changes and recommend potential transit routes within the study area. Consultant shall also provide an opinion on locations which may best fit into a local transit flexible bus route and shall identify opportunities and solutions to provide transit service to the study area.

E. Traffic Analysis:

Given the significant alterations to Verona Road, McKee Road and related connectivity changes, access and traffic for existing properties may see significant changes. Responder, or their sub-consultant, is asked to undertake and provide the following information:

1. Review and analysis of planning area traffic data
2. Review of alterations for access and traffic movement due to the reconfigured road and recommended street network.
3. Analyze traffic from the development within and adjoining the study area accounting for background growth and trips produced. Produce analysis for current conditions (2015), background-growth and existing development for 2025, and background with re-development in 2025. Maintain a LOS D or better for traffic movements, study area streets, and streets within the region of the study area affected by re-development. The land use element shall be sufficiently complete, with a good level of confidence, to allow appropriate traffic data to be analyzed.
4. Review land use recommendations while doing the traffic analysis and alter the land use plan as necessary.
5. Apply trip generation for each land use type, based on minimum and maximum densities as determined under the land use section of this proposal. Use the most recent edition of the ITE Trip Generation Manual. Following discussions with City staff, apply appropriate methods to determine trip distribution. Add the distributed traffic to the existing traffic, while also adding in appropriate background growth for the traffic scenario years of 2015 and 2025 identified in point 3 above (also assume full build out in 2025).
6. Based on the current land use, estimate average daily trips (ADT) for each roadway in the planning study and the AM, and PM peak-hour volumes for the following intersections:
 - a. Anton Drive-Williamsburg Way
 - b. Kapec Rd-proposed Fitchrona Rd
 - c. Proposed Fitchrona Rd-Anton Dr-King James Way
 - d. Proposed Fitchrona Rd and McKee Road (County PD)
7. For the intersections in point 6 above, provide estimated 2025 average daily trips (ADT) for each roadway and the AM and PM peak hour volumes using current development levels with estimated background traffic growth to 2025.
8. For the intersections, and roadways in point 6 above, provide estimated 2025 average daily trips for each roadway and the AM

and PM peak hour using background traffic based on the proposed infill and redevelopment land use plan (see section 5).

9. Provide an itemized list of intersection or street improvements necessary to meet the maximum estimated 2025 traffic from point 8, above. Identify what, if any, right-of-way is required and the level of acquisition to accommodate each itemized list of improvements.

- F. Connectivity: For the varied modes of personal transportation provide thoughts on the interconnectivity between the Planning Area and the Nesbitt Road—Orchard Pointe area south of McKee Road. While the Fitchrona Road extension will provide additional connectivity, alterations to Nesbitt Road, south of the planning area, will also complicate current connectivity.

4. Infrastructure Analysis and Plan

Sanitary, Water, Storm Water and Other Infrastructure Plans. Provide planned system maps, and analysis for sanitary sewer, water, and storm water management plans indicating locations, and general areas required.

- A. Review existing sanitary sewer routing and capacity, and include upgrades, modifications or additions necessary to accommodate the infill and redevelopment plan.
- B. Indicate any necessary water main connections or upgrades to accommodate the infill and redevelopment plan.
- C. The planning area includes properties that drain into two separate watersheds. The property at 5252 Verona Road and properties to the north drain to the Nine Springs Creek watershed. The remaining area south and west of 5252 Verona Road drains to the Badger Mill Creek watershed. The consultant shall analyze existing storm water systems to determine their sufficiency to handle any incremental increase in impervious surface or storm flow. Provide a conceptual storm water plan to address issues of sediment control, peak flow reduction, and infiltration for the infill and redevelopment levels proposed. Consult with Public Works on the level of improvements that may be necessary to provide the required storm water management. In addition, the storm water plan shall:
 1. Develop goals, objectives & planning criteria for the storm water management plan. The storm water management plan shall provide suitable information and analysis on three distinct components: quantity, quality and protection of natural resources. The quantity component will deal with analyzing existing and proposed runoff flows from the site to prevent flooding onsite or downstream. The water quality component deals with meeting DNR NR 216/151, the Rock River Total Maximum Daily Load (TMDL), Dane County Chapter 14, and City of Fitchburg regulatory requirements for water quality standards. The final component deals with the protection of existing wetlands and natural resource areas while enhancing the overall natural environment.

2. Provide a storm water structure inventory of critical components, using development levels determined in the infill and redevelopment plan, provide necessary systems to handle the increase in quantity from current development levels. Provide a plan of best management practices as to how to meet quality requirements.
 - i. Delineate watershed and sub-watershed boundaries that may affect the study area, and the location and capacity of existing treatment facilities.
 - ii. Using the goals identified in 4 C 1, and in consultation with Public Works, recommend future water quality management needs for the area.

Note: The proposal shall provide a separate cost for the following storm water information.

Hydrologic & Hydraulic Analysis

- i. Existing conditions. Peak runoff flows and volumes under existing conditions will be calculated through the use of the XPSWMM program using the SCS TR-55 method. Hydrologic modeling will be based on the 1, 2, 10 and 100-year recurrence storm events using NOAA Atlas 14 Rainfall depths and the MSE4 rainfall distribution. Existing hydraulic structures controlling runoff leaving the site will also be evaluated. Tables of peak runoff flows and volumes for existing conditions will be included.
- ii. Proposed land use. Peak runoff flows and volumes under the proposed land uses will be calculated and compared to existing conditions. Alternative concepts including infiltration/biofiltration, wet detention ponds and other best management practices will be analyzed to control and limit post development flows leaving the site. Tables of peak runoff flows and volumes for proposed conditions as well as recommended community water quality pond and infiltration areas will be included.
- iii. Infiltration. Emphasis will be placed on protection and recharge of ground water through proposed storm water management practices including infiltration, bioswales, raingardens, or other green methods. However, it may be necessary to balance storm water considerations as this is an infill and redevelopment site.

Water Quality Analysis

- i. WinSLAMM (Source Loading and Management Model for Windows) analysis. The most current version of the WinSLAMM program will be used to determine the nonpoint source pollutant loadings for the increase in development levels foreseen by the land use plan. WinSLAMM modeling will be performed for existing and proposed build-out land use conditions with the results documented in the report. Tables of pollutant loadings and reduction percentages will be included as well as recommendations for the design phase to reduce pollutant loadings to meet City and DNR regulatory requirements.
 - ii. Best management practices. Best management practices will be analyzed to determine which practices would be applicable to the site in terms of efficiency and costs.
- D. Using a map and written material provide an inventory of private utility facilities (data and telecommunications, electric and gas), and identify any new infrastructure required by the private supplier to serve the area.
- E. Provide itemized cost estimates for the improvements required under each specific utility area: sanitary, water, and storm water. Make sure costs are differentiated, where possible, between redevelopment cost and infill cost.
- F. If any residential component is proposed above and beyond that currently existing, please identify an area suitable to accommodate a park to assist with the created park demand.

5. Infill and Redevelopment Land Use Plan

Land within the planning area has been sought by a variety of uses due to its visibility and proximity to major arterials. While the Comprehensive Plan sets forth policies and goals, the intent of this plan is to recognize any land use alterations, in both use and intensity, to help advance the planning area, but still be consistent with the overall city vision as expressed by the goals, objectives and policies of the Comprehensive Plan.

The land use plan will be an iterative process that follows the issues and opportunities (see Section II 1) and works in concert with the transportation and infrastructure sections of the planning project. Plans should be innovative with an ability to balance the variety of concerns and needs, and may include joint parking structures, or other features necessary to assist in allowing additional development in the planning area. After working through the issues and opportunities and as planning advances to the transportation and infrastructure analysis, create a land use plan for the study which sets forth:

- A. A land use classification system consistent with the Comprehensive Plan. Provide a land use arrangement, and where the arrangement may differ from the Comprehensive Plan the document shall offer specific

justification for each alteration. As the Planning process proceeds the consultant and city staff will need to discuss whether or not the study should be adopted as part of the City's Comprehensive Plan. In addition, identify any aspects of the study that may not be consistent with the Comprehensive Plan.

- B. To assist in informing land uses, examine and provide information on how land uses have evolved in similar situations.
- C. Further refined descriptions of intended land use to advance the intended goals and objectives.
- D. Expected intensity and density of the development, using FAR, ISR or other descriptive features as may be permitted.
- E. Parking location and estimated number of stalls (for both motor vehicles and bikes), balanced with the anticipated build out.
- F. Anticipated storm water facilities
- G. Existing and proposed street network with functional classification. Ingress-egress locations to collector and arterial streets.
- H. Potential lot layout, with any lot line adjustments that may be necessary to accomplish the outcomes of this Plan.
- I. Conceptual water and sanitary lines relevant to the existing and proposed street network.
- J. Identify and address sections of the study area that present redevelopment options. Chart out the redevelopment options and use trigger mechanisms, such as but not limited to public actions, at which point redevelopment should be considered.
- K. Address, or otherwise explain, feasible expansion needs of uses in the study area. Provide, from stakeholder interviews, facility renovation and expansion plans for 2020 and 2025.
- L. Identify any public or private reuse, or redevelopment options for the existing fire station on King James Way. Station will be relocated to Marketplace Dr. in 2016.
- M. Goals, objectives and policies shall be created consistent with the Comprehensive Plan, but they shall also advance the more specific planning being accomplished through this planning effort. The goals, objectives and policies shall be sufficiently descriptive to apply and promulgate the work effort of this planning document. The goals, objectives and policies may see refinement as the planning process advances.
- N. Examine the socio-economic, cultural factors, and interaction with the Jamestown neighborhood and the potential to link employee availability with employment opportunities in the planning area.
- O. The Plan shall be practical and doable, and balance landowner, business, public, and city, and community interests. Some phasing may be necessary depending upon infrastructure, and desires of the landowners. There is an interest to provide for the preservation and expansion of existing uses, with the accommodation of new uses. There is also an interest in varied and diverse work force employment opportunities.
- P. With a cursory review of housing stock in and adjoining the study area, provide options that may exist to enhance or refresh the housing stock.

6. Economic Analysis

Provide an economic analysis of the expected valuation increases in the planning area. Analyze the cost-benefit of the proposed public improvements to the expected additional building construction. Provide an estimate of any financial gap, and methods to cover the gap such as New Market Tax Credits, Industrial Revenue Bonds, and Tax Increment Finance.

7. Market Analysis

This section will identify potential market segments (including lodging) or industry clusters which will be suitable for the planning area over a ten year period, and to opine on the likelihood of potential significant disruption to existing businesses over course of the Verona Road project. To that end the Responder will provide sufficient information and methodology to obtain these goals, with an analysis that will include the following:

- A. Review of existing uses in the planning area (see section II 1.)
- B. Overview of regional and local markets to provide a context for the planning area.
- C. Identify how the Verona Road reconstruction may alter or affect current market conditions, to provide an opinion on anticipated significant disruptions to existing business uses.
- D. Using market segment or industry clusters, identify any gaps, voids, and opportunities that may exist for the planning area.
- E. The final report will provide general conclusions on ten year market trends, identification of significant findings, and the results of a projection analysis to inform the decision on suitable market segments in a ten year period and the opinion regarding significant potential disruption to existing businesses.
- F. Identify the possibility of any positioning or placemaking options to help enhance the planning area.

8. Wingra Stone Alternate Planning Area

Consultants are asked to provide an alternate cost proposal for the Wingra Stone Company (Wingra) property, colored as gold on the map on page 1. The Wingra property is primarily designated in the Comprehensive Plan for a variety of residential uses. A representative of Wingra has expressed interest in a different land use option. This alternate will complete all of the work scheduled in the items above and those specifically noted below in this subsection (section II. 8) as an alternate to the overall scope of work, and provide a separate cost estimate as noted in Section III 1. B. Additional work elements shall include the following related to traffic:

As noted in section II. 1, WisDOT traffic modeling for the Wingra property was based on the current Comprehensive Plan which primarily identifies a variety of residential land uses. If a different land use is proposed for the Wingra property, the consultant shall model the traffic at the streets and intersections in point 7 above, using the land use option proposed in this planning study for Wingra. In addition, provide analysis of how significantly a change in land use on Wingra will affect the traffic modeling already completed by WIDOT and the effect of such traffic alteration to McKee Road and Verona Road.

For the Wingra Alternate Planning Area, designate a street, and utility pattern to accommodate the anticipated land use option. The Fitchrona Road extension north of McKee Road and east to Anton Drive is expected to be installed by the State of Wisconsin as part of the Verona Road project.

All other relevant planning and study information will continue as proposed, but the cost to undertake such work for the Wingra Alternate Planning Area shall be part of the alternate cost proposal for this item.

9. Implementation

The plan shall include an Implementation section to provide action items that may be feasible to advance the plan. The action items shall identify the lead party, be graded from most to least feasible, and also note the level of necessary cooperation to advance the action item. It is recognized that some items may be more feasible than others particularly given potential competing interest. The proposal shall recommend a format to address the items required for the implementation section.

III. Administrative Measures

1. Timing and Cost

Beyond that required above, the response to this proposal shall also provide the following:

- A. Time Frame and Cost. A time line to indicate how the analysis, study and public participation can be completed within an approximate twelve month period from award of contract. The proposal shall include a not to exceed cost for the services required to fulfill the requirements of this RFP and any additional recommendations within the submitted proposal. Please provide a separate cost by major element of work as noted in B., below.
- B. However, a separate cost for each of the following bullet points shall be provided:
 - Background review and Issues and Opportunities section and Public Participation and meetings
 - Transportation Analysis and Plan
 - Infrastructure Analysis and Plan (except that in next bullet)
 - Hydrologic and Hydraulic and Water Quality Analyses
 - Infill and Redevelopment Land Use Plan, Economic Analysis and Implementation
 - Market Analysis
 - Alternate cost proposal to include Wingra, as described in section II. 8.

Tally the above sections, to provide a final lump sum not-to-exceed cost.

- C. Provide a cost per meeting for each additional steering committee meeting, public information meeting, and city commission/committee meeting as may be held above and beyond that in the accepted public participation process. Staff meetings that occur above and beyond the scope originally identified will not be subject to reimbursement.
- D. Payments shall be tied to identified performance criteria (i.e. work program and deliverables) and not specific dates. The City will require a minimum 10% withholding of the estimated contract value, withheld prior to final payment, until all work has been satisfactorily completed.

2. Public Participation Plan

- A. Within the Public Participation matrix identify time frame, estimated cost of each element at that point in time, along with property owner and business stakeholder interviews, meetings (and responsible group) and the specific work product(s) to be produced. From the Public Participation discussion in section II 2, please provide method and purpose of each public participation item.

3. Work Products

All responses and work products shall follow the RFP format. Only identify areas where you will not conform to the RFP, or where there is a desire to add additional information as part of the response. All relevant work products to a section or subsection of this report shall be vetted through the appropriate public process and provided in a timely manner at the appropriate points at which the matter is dealt. The selected consultant shall be responsible for all necessary alterations and changes to the documents and plans. Identify in the RFP which deliverables will be provided to the City and at which point in the process.

- A. The Consultant shall recommend appropriate contact points to allow Fitchburg City staff time to review and comment on drafts prior to being made public. All draft work shall conform to the information requirements identified in this RFP. The draft and final plan document shall be internally consistent and consistent with the overall City Comprehensive Plan and/or provide recommendations for consideration.

Eight hard copies, of the following documents shall be provided:

- Public hearing draft
- Revised public hearing draft
- Final adopted plan document

All drafts and the final plan shall be provided in electronic format in the word processing format of MS Word or Adobe In-Design, and in PDF, and shall be accomplished in a standard 8.5" x 11" format, although 11" x 17" fold out maps may be provided with the document. Maps shall be at a scale appropriate to the information being provided. All final copies shall be appropriately bound. Maps shall be produced in ArcGIS version 10 and the ArcGIS files provided to the City at completion of the work.

4. General RFP requirements:

- A. Legal name of the firm and signature of the persons legally authorized to bind the firm to a contract. Please provide phone number, fax number and email address of the person who would be available to answer city inquiries on the response.
- B. Identify the four most recent examples of similar in fill and redevelopment plans accomplished with name and contact information for references.
- C. List the personnel to be involved in the study, their roles and responsibilities, and include a resume of each.
- D. Methodology addressing the scope of work, including how you will analyze existing information, perform the systems analysis, the public participation plan, and methods to evaluate land use.

- E. Methodology to prepare the development strategies and address timing issues of the plan. Address how aspects of this plan are to be evaluated in relation to other overall comprehensive plan issues, and potential other neighborhood plans to be requested.
- F. Provide a draft public participation plan following guidelines outlined in this RFP. In addition, address roles of city staff, commissions, council and any steering committee or task force that is recommended. Identify who is responsible (City or consultant) for public notifications. The City is able to provide mailing lists and contacts.
- G. Provide a methodology to undertake the market analysis in accord with the provisions of section II 7.
- H. Recommend an Implementation Plan format.
- I. Any sub-consultants to be utilized and the role to be played by the sub-consultant(s). Provide information on the most recent two similar projects for the respective work any sub-consultant(s) will be working on.
- J. Any proposer shall carefully review land owners in the planning area and identify any relationships, existing or potential conflicts of interest, and/or disclose any work that is being accomplished or has been completed for any owner of land in the planning area since January 1, 2010. If work is being, or was, accomplished for any land owner, identify the work accomplished, when it was accomplished, and for whom such work was accomplished. This section also applies to any sub-consultants. The City reserves the right to reject any proposal that it feels poses a conflict of interest.
- K. Agree to appear at a pre-selection interview at no cost. No reimbursement will occur for preparation costs by the responder or their sub-consultant(s).

5. Submission Deadline

Submission Deadline is May 11, 2015, 1:00 pm local time, with all proposals due to the City of Fitchburg Planning Department, Fitchburg City Hall, 5520 Lacy Road, Fitchburg, WI 53711. Five paper copies of the proposal response, with one additional copy in PDF on a CD are required. The city prefers that the paper copies be three holed punched, with a cover sheet, and each copy paper clipped. Please do not use a binder. The city is not responsible for any responder costs related to any evaluation, meetings, or interviews related to the preparation of a response to this proposal.

Staff will not provide direct individual responses to phone calls, emails or other inquiries related to this proposal, instead, interested firms are asked to submit their questions, either via email or regular mail to the identified staff contact (see section 8, below) by noon April 24, 2015. Staff will respond to the inquiries during a pre-submission meeting to be held at Fitchburg City Hall at 11:00 am on April 30, 2015, 5520 Lacy Road, Fitchburg, WI. The responses to the questions and whether or not an addendum to this RFP is to be issued will be posted on the City web site within two business days following the pre-submission meeting.

6. Disclosure and Evaluation

The City is undertaking this RFP under funds designated in the 2015-2019 Capital Improvement Program with a portion of the funds being included in the 2015 budget. Payments for this project will be spread over 2015 and 2016. \$50,000 has been

allocated for each year with the remaining funds anticipated from the private sector and grant.

Submitted responses will be evaluated based on the following factors:

- A. Experience of the firm and their sub-consultants, and abilities of assigned personnel
- B. Knowledge of regional and local conditions
- C. Methodology and approach to the project
- D. Understanding of project objectives
- E. Cost

7. Decision to Proceed

The decision to proceed will be based on the City securing a contract with the selected qualified consultant.

8. Staff Contact

Thomas D. Hovel
City of Fitchburg
5520 Lacy Road
Fitchburg, WI 53711
608 270 4255
thomas.hovel@fitchburgwi.gov

9. Interview

Proposers who are deemed most eligible for an interview will be notified of the intended time and date of the interview. The successful firm will then be asked to negotiate a final contract with the City. It is possible that the scope of services may be further refined to meet budget constraints, and such activity, if necessary will likely use the varied itemized costs provided in section III 1 B. This contract will require approval by the Finance Committee and the Common Council.

10. Ownership

All documents, graphics, maps and exhibits produced by the successful proposer as part of this planning project shall be provided to the City, become the property of the City of Fitchburg, and are to be available for use by the City in any manner the City deems appropriate.

11. Study Time Frame

The City will begin the planning process the second half of 2015 with the plan to be completed in the first half of 2016.

12. Budgeted amount

\$100,000 - \$160,000 depending upon funding sources

13. Dates

Questions on RFP due: April 24, 2015 by noon
Pre-submission meeting: April 30, 2015 at 11:00 am
Proposal submission date: May 11, 2015 by 1:00 pm
(For more information see item D, above)