

**A REQUEST FOR PROPOSAL (RFP) FOR:  
NORTH FISH HATCHERY ROAD NEIGHBORHOOD CENTER (HUB)  
CONCEPTUAL PLANNING AND SITE DESIGN**



**DRAFT - Updated March 22, 2019: See Appendix B**

**Issued by:**

**City of Fitchburg Planning and Zoning, and  
Parks, Recreation, and Urban Forestry Departments**

**March 6, 2019**

**For further information regarding this RFP, contact:**

**Wade Thompson**

**Community Development Planner**

**(608) 270-4258**

**[wade.thompson@fitchburgwi.gov](mailto:wade.thompson@fitchburgwi.gov)**

**Proposals must be submitted by:**

**12:00 p.m.**

**Monday, April 1, 2019**

**LATE PROPOSALS WILL BE REJECTED.**

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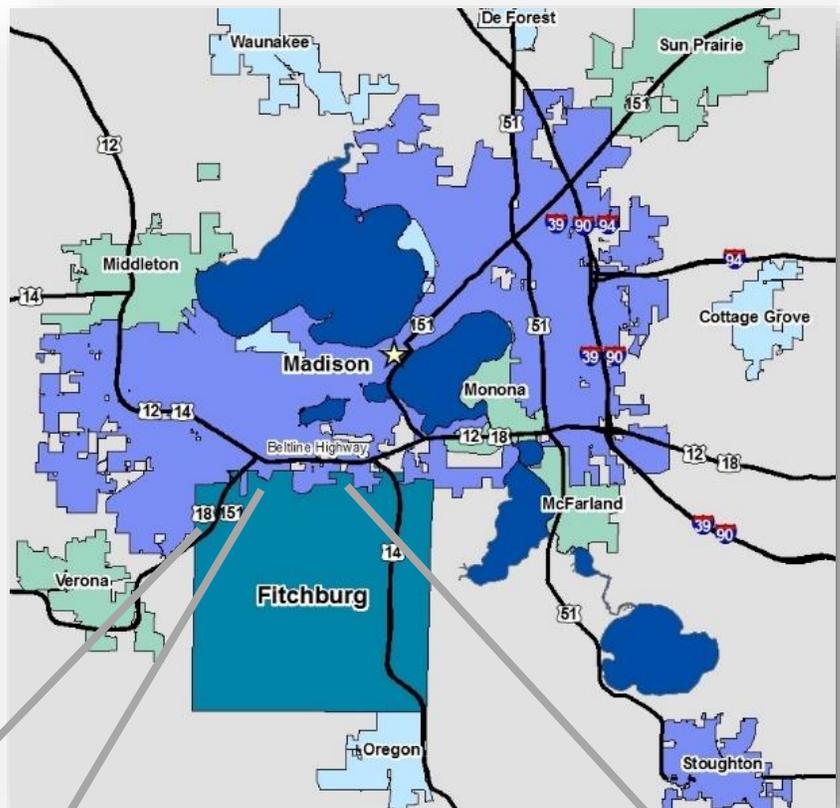
### 1.0 GENERAL INFORMATION

#### 1.1 BACKGROUND AND SUMMARY

The City of Fitchburg (hereafter “City”) is a community of over 28,000 residents, sharing its northern border with the southern border of the City of Madison, a community of approximately 250,000 residents.

Fitchburg is an economically and racially diverse city, containing over 22,000 acres within its municipal borders, with approximately 11,000 acres in agricultural use. The City strives for “sustainable and regenerative growth”, with the ultimate end of creating a desirable community in which to live, work, and play. Fitchburg has an integrated regional transportation network, varied housing stock, a diverse commercial/industrial base, three quality public school districts (Madison Metropolitan, Verona Area, and Oregon), and a comprehensive parks, outdoor recreation, and trail system.

The City of Fitchburg *Healthy Neighborhoods Initiative* (hereafter “HNI”) is a 5-year pilot program designed to formulate and implement a strategic, collaborative, and holistic approach to address specific issues in three northern City neighborhoods (see below map, Priority Neighborhoods), in conjunction with community/neighborhood partners and residents.



A draft HNI strategic plan has been developed (scheduled for City adoption in March 2019), with various action items identified therein to begin to implement the HNI. Please see the following website, <http://www.fitchburgwi.gov/2481/Healthy-Neighborhoods-Initiative>, for further HNI detail and draft strategic plan. Action Item 2, under the “Places” Category in said draft plan, identifies the following:

- *Develop a neighborhood hub feasibility study and site plan at the Nine Springs Golf Course in conjunction with interested partners*

As such, this Request for Proposal (RFP) seeks proposals from qualified entities to develop a conceptual site design, and associated information, (Phase I\*) for a Neighborhood Center or “Hub” at the City’s Nine Springs Golf Course (9-hole), and adjacent properties, in the North Fish Hatchery Road (NFH) neighborhood. The Hub is envisioned as a neighborhood and regional gathering place (see Appendix A), consisting of the following three components:

- Indoor space consisting of a facility housing learning, recreation, culture, resource, and sociable neighborhood-gathering spaces
- Public park space housing a prominent outdoor recreational amenity(s)
- A modified and improved golf course

A comprehensive community engagement process will be required to complete the Hub conceptual planning and site design process, including developing relationships with all relevant stakeholders, to include but not limited to the following:

- Neighborhood and other City residents
- Neighborhood landowners
- Neighborhood program/service providers (existing and potential)
- Government officials and staff

The City is well-equipped to lead the community engagement process, having multiple staff with varying skill sets. Additionally, over recent years, the City has collected extensive data and feedback on the neighborhood in which the Hub would be located, culminating in the aforementioned HNI strategic plan.

The City is interested in exploring creative partnerships related to ownership and operation of any potential Hub. As such, the conceptual planning and site design will require formulation of three options for ownership and operation of the Hub as follows:

- Publicly-owned facility, with either public and/or private operation and opportunities for leased space (single site)
- Privately-owned/operated facility, with opportunities for leased space (single site)
- Publicly-owned facility, with either public and/or private operation and opportunities for leased space, and privately owned/operated facility (two sites)

The City does have Hub concept planning partners that may take an active role in the project, depending on their interest level. These partners include The First Tee of South Central Wisconsin and Bike Fitchburg (non-profit organizations), and EJ Plesko (private landowner whose lands encompass a portion of Project Area, as identified on map on following page).

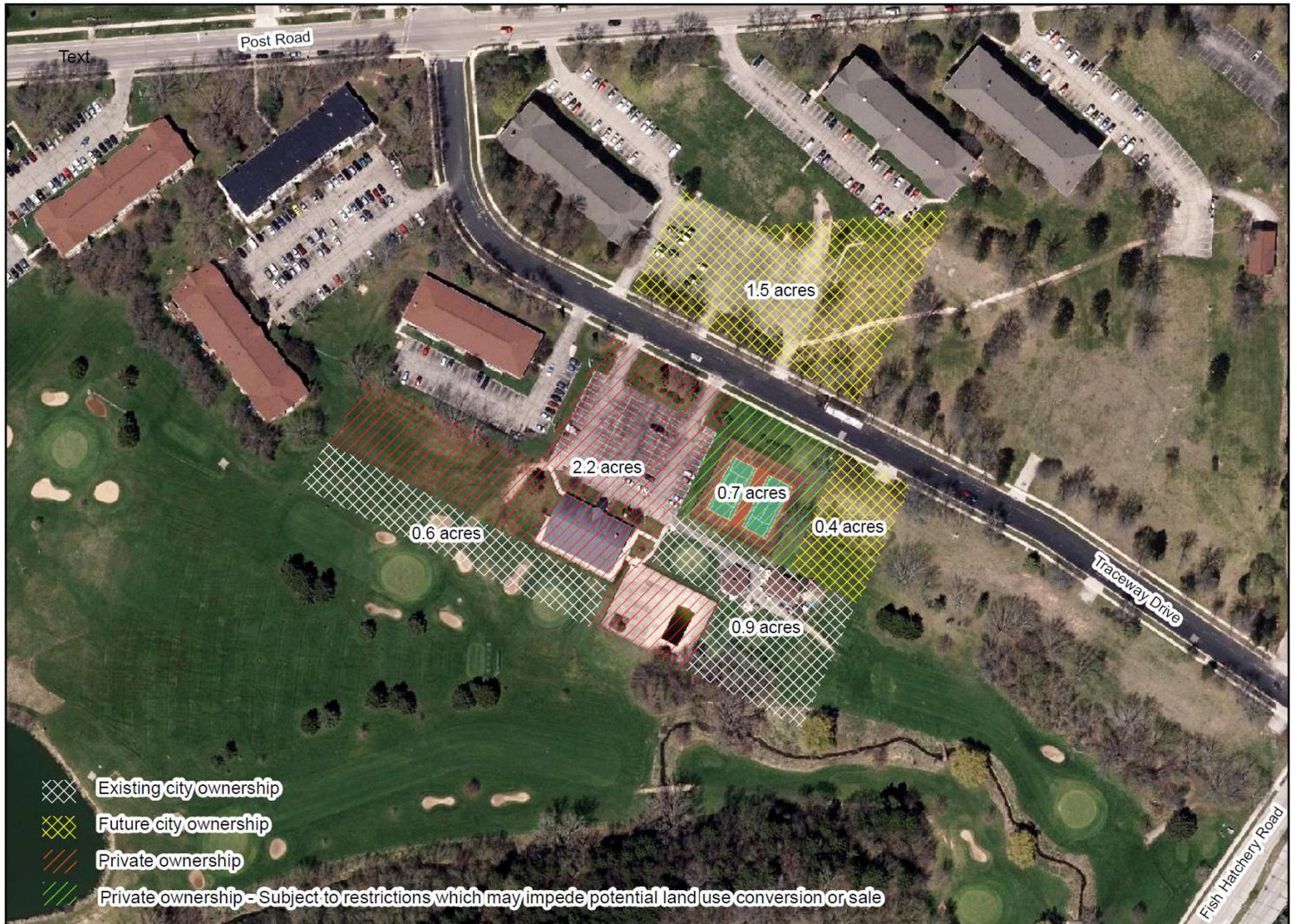
*\*Depending on the outcome of Phase 1 and subject to available funding, additional phases may be necessary to include elements such as a more detailed market, funding, and operational analysis, and cost estimate.*

The selected Proposer(s) will be required to attend various public meetings, and present before the City’s Common Council, select City bodies, and the general public. A project effort extending approximately six to nine months is envisioned, with a desired intent to execute a contract in April 2019 and complete the project by late 2019.

**1.2 PROJECT AREA**

The project area is identified on Map 1 below:

**Map 1: Project Area**



**1.3 PROJECT SCOPE**

The project scope contains the following six major tasks, a. – f.:

**a. Community Engagement** (see notation\* at the top of page 5)

1. Identify stakeholders
2. Coordinate and host general public, specific stakeholder, and City staff/committee feedback meetings/workshops – The selected Proposer(s) attendance will be required at a minimum of three of these meetings/workshops.
3. Gather information on desired Hub programs/services and amenities

**b. Site and Program/Service/Amenity Analysis**

1. Review existing facilities, programs/services, and previous planning efforts
2. Analyze site ownership, proximity to existing facilities and users, size, expansion capability, access, and parking

**c. Conceptual Layout and Design** (see notation\* at the top of page 5)

1. Develop concept plan/renderings to include the following:
  - i. A facility housing learning, recreation, culture, resource, and sociable neighborhood-gathering spaces
  - ii. Public park space housing prominent and complimentary outdoor recreational amenities
  - iii. Public park space housing a bike pump track and associated features
  - iv. Golf course modifications and improvements

**d. Operational Analysis/Partnership Opportunities**

1. Identification and analysis of operation/partnership models to include the following:
  - i. Publicly-owned facility, with either public and/or private operation and opportunities for leased space (single site)
  - ii. Privately-owned/operated facility, with opportunities for leased space (single site)
  - iii. Publicly-owned facility, with either public and/or private operation and opportunities for leased space, and privately owned/operated facility (two sites)

**e. Design/Build/Construction Cost Estimates**

1. Design/build and construction cost estimates for the concepts and site models as identified in **1.3 c.** and **d.** herein

**f. Final Reporting** (see notation\* at the top of page 5)

1. Compile all information in a final report
2. Present final report to the general public, select City bodies, and the City's Common Council at a minimum of two separate meetings
3. Provide all files, including GIS data\* (in ESRI ArcGIS 10 or greater format), to the City

\*The aforementioned tasks a. – f. are subject to the following notation, 1. – 3.:

1. Task a. will be coordinated by City staff.
2. Task c.1.iii. will be coordinated by City staff and the International Mountain Bicycling Association (IMBA), subject to an expected grant award from IMBA. If this grant is not awarded, Task c.1.iii. shall be coordinated by the selected Proposer(s).
3. Task c.1.iv. will be coordinated by Oliphant Companies (<https://www.oliphantgolf.com/>), subject to City Council approval (to be determined early April 2019)

The selected Proposer shall work with the parties identified in the above notation, 1.-3., to ensure that all products/reporting produced in accordance with the Project Scope are integrated and coordinated.

The City shall provide the following information to the selected Proposer, to complete Project Scope:

- a. Applicable existing City-held GIS data, including most current City-held aerial photography
- b. Applicable existing City and related plans, studies, blueprints, etc.

#### 1.4 **PROJECT COST**

All project tasks, duties, materials, and documents, as identified in **1.3** herein, shall be provided to the City at a cost not to exceed **Thirty Thousand Dollars (\$30,000.00)**.

As noted in **1.3** herein, the City has submitted a grant application to IMBA for a bike pump track planning award. If the grant is awarded to the City, and the City chooses to accept the award, the City would be required to allocate \$2,500.00 of the aforementioned \$30,000.00 as a grant match.

#### 1.5 **PROJECT TIMELINE**

Project timeline is envisioned as follows:

- a. March 6, 2019: RFP made available.
  - b. March 19, 2019, 2:00 p.m. (CST): Conference call (optional) organized by City staff to provide any additional information required by potential Proposers. To participate in the conference call, dial 608-270-4299, then wait for the prompt to enter an Access Code (This prompt will come after a prompt for a PIN. Do not enter a PIN). Enter the following Access Code: 0359028
  - c. April 1, 2019: Proposals due by 12:00 p.m.in the manner identified in **2.1** and **2.2** herein.
  - d. April 9-12, 2019: Selected Proposer interview dates.
  - e. Late April, 2019: City staff to garner required City approvals and contract with selected Proposer.
  - f. Late April – December, 2019: Project initiated and completed, per Project Scope as identified in **1.3** herein
-

## 2.0 PROPOSAL

### 2.1. **PROPOSAL SUBMISSION AND CONTACT INFORMATION**

Proposers shall submit one (1) electronic version of all materials required for acceptance of their proposal by 12:00 p.m. Monday, April 1, 2019, to the following email:

Wade Thompson, Community Development Planner, City of Fitchburg

Email: [wade.thompson@fitchburgwi.gov](mailto:wade.thompson@fitchburgwi.gov)

If the Proposal is larger than 20 megabytes, please use the following “dropbox” URL to submit an electronic version of all materials: <https://dropbox.fitchburgwi.gov/> (register). Include the following as an email subject line in proposal submittal: *City of Fitchburg – NFH Neighborhood Hub – Conceptual Planning and Site Design Proposal*.

No oral, fax, or telephone proposals will be accepted. All costs directly or indirectly related to preparation of a proposal in response to this RFP or any oral presentation required to supplement or clarify a proposal shall be the sole responsibility of the Proposer. This includes charges for delivery, insurance, license fees, permits, preparation costs, and any other costs. All proposals submitted shall be valid for a minimum period of ninety (90) days after the date of the proposal opening.

Late proposals will not be considered for review. The City reserves the right to determine the timeliness of all proposals submitted. The City reserves the right to extend the deadline for proposal submission should such action be in the best interest of the City.

In the event the proposal submission deadline is extended, Proposers will have the right to revise their proposal. Proposals may be withdrawn by written request, signed by an authorized representative of the submitting entity, and submitted to City prior to the scheduled closing time for receipt of proposals.

Submission of a proposal pursuant to this RFP shall constitute acknowledgement and acceptance of the terms and conditions set forth herein. All or portions of this RFP and the contents of the proposal submitted by the successful Proposer may become contractual obligation if a contract is awarded. Failure of the successful Proposer to accept these obligations may result in cancellation of the award. The City reserves the right to either reject any or all proposals if it deems such to be in the best interest of the City and the general public, or to withdraw this RFP at any time without prior notice for any reason, without making an award, if it deems such to be in the best interest of the City and the general public. All proposals submitted in response to this RFP shall become the property of the City.

Any questions concerning this RFP should be directed to the following Project Contact, in written form via e-mail or standard mail:

Wade Thompson, Community Development Planner  
City of Fitchburg  
5520 Lacy Road  
Fitchburg, WI 53711

Email: [wade.thompson@fitchburgwi.gov](mailto:wade.thompson@fitchburgwi.gov)

Responses to all questions and any revisions/amendments and/or supplements to the RFP will be provided to all those recipients that received this RFP directly from the City, and those that received this RFP from a party authorized to distribute this RFP by the City.

## 2.2 **PROPOSAL CONTENT AND ORGANIZATION**

Proposals are to be prepared in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of this RFP. **Proposals shall not exceed twenty (20) pages.** Elaborate proposals (e.g. elaborate artwork, expensive bindings and promotional materials) beyond that sufficient to present a complete and effective proposal are not necessary or desired. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements, and clarity of content. Proposers shall respond to all questions as thoroughly as possible. Any omission or deviation from the stipulations and requirements identified in this RFP may be cause for the rejection of the entire proposal.

All proposals shall contain all of the following elements, **a. – f.**, organized chronologically under, and to include, the below headings:

### **a. Cover letter**

The cover letter should be addressed to the Project Contact at the address noted in **2.1** herein and must contain, at a minimum, the following information limited to one page:

1. Statement of interest;
2. The name, address, telephone number, fax number, and e-mail of the individual to contact regarding the proposal;
3. Certification that the information submitted is true and complete to the best knowledge of the individual signing the letter;
4. Signature of an authorized principal or partner of the Proposer firm;

### **b. Firm general description**

A summary of the Proposer firm, limited to two pages.

### **c. Firm relevant experience**

A summary of the Proposer firm's experience with similar conceptual planning and site design and processes, entailing a detailed description (no longer than one page each) of one or more recently completed, similar projects, to include the following information:

1. Final products/reports
2. Project start and completion dates
3. Contact information for the client (name, address, telephone number)
4. Project manager
5. Internet links to the projects, if available

### **d. Firm personnel**

Qualifications and experience summaries of personnel that would be assigned to work on the project, with emphasis on previous experience in similar roles on similar projects. If applicable, include a description of sub-consultants, indicating what portion of the work is to be done by them.

### **e. Budget**

A proposed budget, to identify individuals and their hourly billing rates and function/responsibility (e.g. project manager, technician, etc.), major tasks to be overseen/completed by said individuals, and total project hours per individual. Also include a generalized cost per public meeting as identified in **1.3.a.2.** and **1.3.f.2.** herein.

**f. Timeline**

A proposed timeline, to include identification and completion dates of major milestones, for completion of the Project scope.

**2.3 PROPOSAL EVALUATION AND AWARD**

**a. Selection Criteria**

Proposal evaluation and award of contract will be based on the information submitted in the proposal, in addition to a review of references and any required oral presentations. The selected Proposer will be identified through a qualification-based selection process. Proposals submitted in accordance with this RFP will be reviewed based on the following factors:

1. Experience with similar projects.
2. Qualifications of personnel.
3. Completeness of project approach.
4. Familiarity with needs/wants of customers who would likely utilize the Neighborhood Hub.
5. Ability to meet proposed timeline.

**b. Right to Reject Proposals and Negotiate Contract Terms**

The City reserves the right to reject any and all proposals and to negotiate the terms of the contract with the selected Proposer prior to entering into a contract. A response may be rejected if it fails to meet each of the requirements of the RFP. If contract negotiations cannot be concluded successfully with the highest scoring Proposer, the City may negotiate a contract with the next highest scoring Proposer.

**c. Compensation for Services**

A committee shall select the proposal deemed most suitable to the City’s needs and enter into a contract for the work, subject to approval by the City’s Finance Committee and Common Council. After selecting a Proposer in accordance with **2.3 a.** herein, the City will negotiate a contract with the said Proposer. The contract shall include an upset figure (“not to exceed”) for total contract cost as well as hourly rates/fees upon which billings shall be based. The City does not pay for incidental expenses.

**d. Oral Presentations**

Selected Proposers may be required to make oral presentations to supplement their proposals, if requested by the City. In accordance with **1.5** herein, oral presentations would be conducted April 9-12. The City may choose to conduct these interviews by conference call. The City will make every reasonable attempt to schedule each presentation at a time that is agreeable to the Proposer. Failure of a Proposer to conduct a presentation to the City on the date scheduled may result in rejection of the proposal.

**3.0 Contract Terms and Conditions**

**3.1 INSURANCE REQUIREMENTS**

The selected Proposer(s) must meet the City of Fitchburg Insurance Requirements.

**3.2 OWNERSHIP**

All documents, graphics, maps, and exhibits produced by the selected Proposer(s) as part of a proposal in response to this RFP shall be provided to the City, become the property of the City, and are to be available to the City in any manner the City deems appropriate.

**3.3 CONFLICT OF INTEREST**

The Proposer certifies that to the best of its knowledge no employee of the City, nor any member thereof, nor any public agency or official affected by any contract that results from this RFP, has any pecuniary interest in the business of the Proposer, and that no person associated with the Proposer has any interest that would conflict in any manner with the performance of the contract.

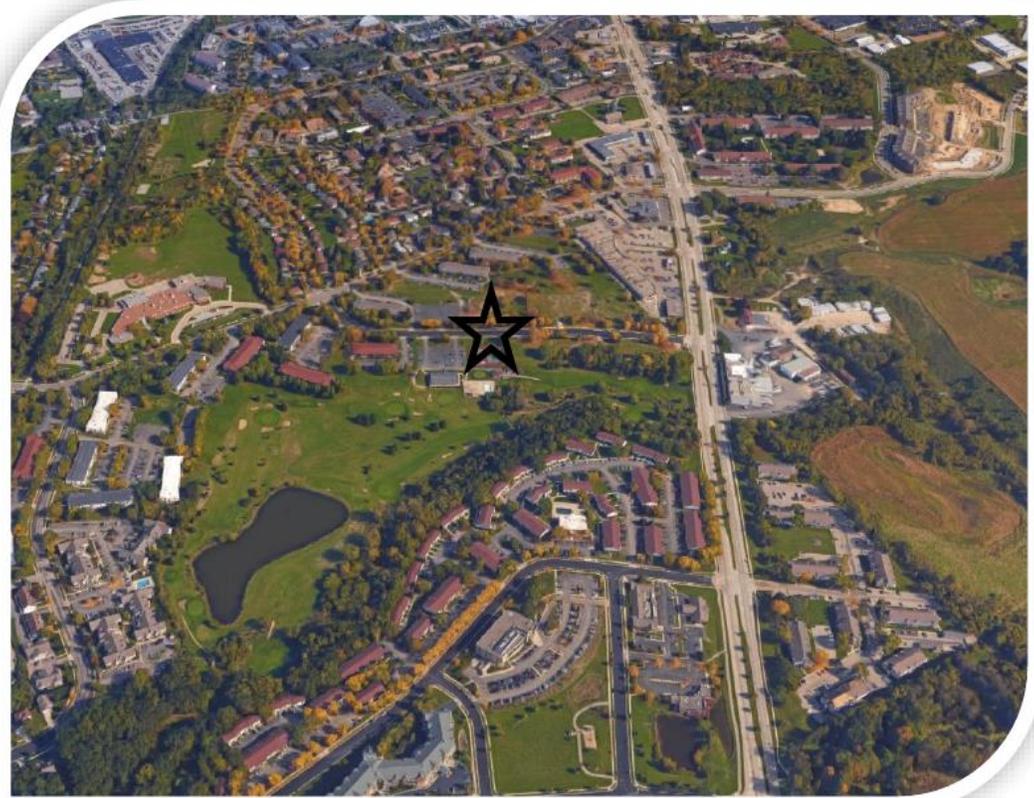
**3.4. REGULATIONS**

The Proposal shall meet all current, pending and future regulatory requirements of all authorities having jurisdiction over its design, construction and operation, including the Federal, State and local laws and statutes including Dane County and the City.

The Proposer shall fully comply with all applicable laws, regulations, and building codes governing non-discrimination in public accommodations and commercial facilities, including without limitation, the requirements of the Americans with Disabilities Act and all regulations thereunder.

No contract shall be awarded to any person, firm, joint venture, or corporation that is in arrears or is in default to the City upon any debt or contract or that is a defaulter as surety or otherwise upon any obligation to the City.

## APPENDIX A



# Nine Springs Neighborhood Hub

# Concept



Prepared by:

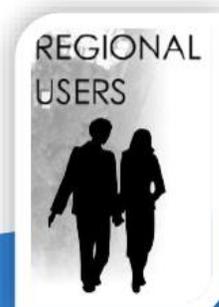
City of Fitchburg Planning and Zoning Department – October 2018



THE PROPOSED **NINE SPRINGS NEIGHBORHOOD HUB**, IN THE NORTH FISH HATCHERY ROAD NEIGHBORHOOD, WOULD SERVE AS A NEIGHBORHOOD AND REGIONAL GATHERING PLACE OR “HUB”, CONSISTING OF **INDOOR AND OUTDOOR SPACE** PROVIDING SOCIABLE, RECREATIONAL, CULTURAL, LEARNING, AND RESOURCE OPPORTUNITIES.

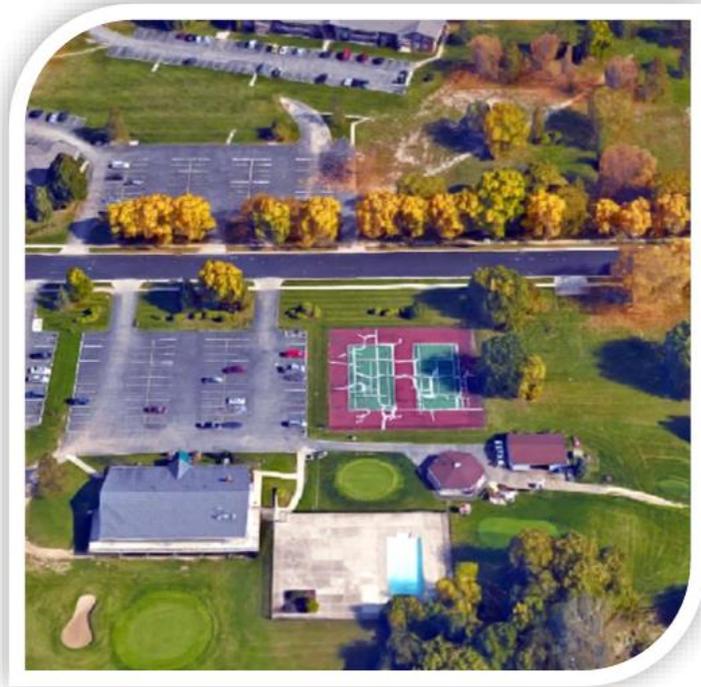
➤ PARTNERS:

- City of Fitchburg: A municipality working to build a “Healthy Neighborhood” in its North Fish Hatchery Road Neighborhood by developing a strategic, comprehensive, and integrated approach to address specific issues (Healthy Neighborhoods Initiative).
- First Tee of South Central Wisconsin: A non-profit youth development organization that works to impact the lives of youths and their families by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf.
- Bike Fitchburg: A nonprofit organization that works to promote bike safety, bicyclist education, and improved infrastructure and access for bicyclists and pedestrians in the City of Fitchburg.
- Others to be determined



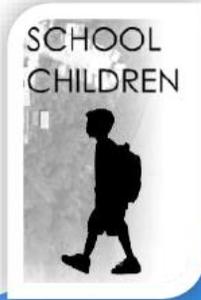
**ADVANCING THE HEALTHY NEIGHBORHOODS INITIATIVE**

**EXISTING SITE**



➤ **LOCATION:**

- Includes Nine Springs Golf Course, a City-owned/public 9-hole course
- In the North Fish Hatchery Road Neighborhood, one of the densest residential neighborhoods in Dane County and an easy walk from many apartment complexes and Aldo Leopold Elementary School
- Just off Fish Hatchery Road (48,000 cars per day)



**ADVANCING THE HEALTHY NEIGHBORHOODS INITIATIVE**

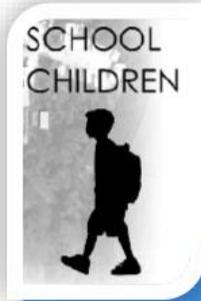
**POTENTIAL INDOOR SPACE**



➤ **LEARNING, RECREATION, CULTURE, AND RESOURCE SPACES**

- City of Fitchburg
- Other Neighborhood Partners

➤ **SOCIABLE NEIGHBORHOOD-GATHERING SPACES**



**ADVANCING THE HEALTHY NEIGHBORHOODS INITIATIVE**

POTENTIAL INDOOR SPACE



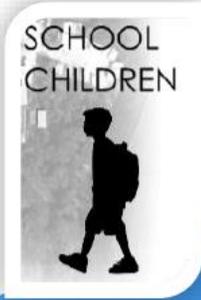
ADVANCING THE HEALTHY NEIGHBORHOODS INITIATIVE

POTENTIAL OUTDOOR SPACE



ADVANCING THE HEALTHY NEIGHBORHOODS INITIATIVE

**STEP 1 – PLAN**



**ADVANCING THE HEALTHY NEIGHBORHOODS INITIATIVE**

## APPENDIX B

### TEXT AMENDMENTS AND CLARIFICATIONS TO ORIGINAL REQUEST FOR PROPOSAL ISSUED MARCH 6, 2019

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**TEXT AMENDMENTS** (All text identified in red in the preceding pages shall be amended to read as identified below. Page numbers denoted below reference amended text location in the RFP.)

1. **Page 5 (top of page):** 2. Task c.1.iii. will be coordinated by the selected Proposer(s), with the City not allocating any funds to match an IMBA grant.
2. **Page 5 (1.4 PROJECT COST):** Second paragraph deleted.
3. **Page 6 (2.1 PROPOSAL SUBMISSION AND CONTACT INFORMATION):** Proposers shall submit one (1) original hard copy version, two (2) duplicate hard copy versions, and one (1) electronic version of all materials required for acceptance of their proposal by 12:00 p.m. Monday, April 1, 2019. These materials shall be submitted in a sealed envelope/packaging to the Project Contact as follows:

Wade Thompson, Community Development Planner  
City of Fitchburg  
5520 Lacy Road  
Fitchburg, WI 53711

**CLARIFICATIONS** (All text identified in green in the preceding pages shall be clarified as identified below. Page numbers denoted below reference clarified text location in the RFP.)

1. **Page 4 (c. Conceptual Layout and Design, 1.i. – iii.)** Concept plan/renderings shall include the following:
  - a. Facility and parking location in Project Area
  - b. Facility floor plan to include total square footage, with said plan to include specific use areas and square footages thereof
  - c. Artistic renderings of facility side elevations and selected interior
  - d. Public park space prominent recreational amenity(s) type, size, location, and parking in Project Area
  - e. Artistic renderings of public park space prominent recreational amenity(s)
2. **Page 4 (e. Design/Build/Construction Cost Estimates)** Funding has not been identified for implementation of any planning or design concepts that may result from the Project Scope as identified herein. If City funding is identified for implementation, the City would issue another RFP, in the same manner as this RFP, seeking bids for design/build/construction.
3. **Page 5 (top of page):** 3. Oliphant Companies shall be considered a “sub-consultant” and will be solely responsible for planning and design concepts for golf course modifications/improvements. City staff will facilitate communication between Oliphant and the selected Proposer, as needed and desired by Oliphant and said Proposer. The selected Proposer may create planning and design concepts that incorporate northern portions of the golf course, as identified in **Map 1: Project Area**, as contained on page 3 herein. All products prepared by the selected Proposer and Oliphant shall be integrated and coordinated for final presentation/reporting.
4. **Page 7 (2.2 PROPOSAL CONTENT AND ORGANIZATION):** Proposals shall not exceed twenty (20) pages (i.e. 1 side of a sheet of paper shall be considered 1 page, 2 sides of a sheet of paper shall be considered 2 pages).