



Request for Proposal:

Allouez Planning Study
Phase I: Riverside Drive Corridor Study

Allouez Village Hall
1900 Libal Street
Allouez, Wisconsin 54301

September 2014

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I. INTRODUCTION

A. Project Summary

The Village of Allouez is requesting proposals to select a consultant for the Allouez Planning Study. The Village of Allouez is a residential community in Northeastern Wisconsin that lies between the banks of the East River and Fox River. The community's main transportation network – HWY 172, Riverside Drive/HWY 57, and Webster Avenue – connect Allouez to the surrounding communities and the rest of the region. Riverside Drive/HWY 57 and Webster Avenue are both scheduled to be reconstructed within the coming decade. A main priority of the study will be to plan for these major infrastructure improvements in a way that fits with the existing residential character of Allouez, while utilizing the ecologic and economic benefits that the Fox River and the major regional thoroughfares have to offer.

(Add map of Northeast Wisconsin)

The Allouez Planning Study is divided into three (3) phases. This Request for Proposal is for **Phase I, the Riverside Drive Corridor Study only**. However, it is asked that the consultant considers the other two phases when drafting a response, as the deliverable must be adaptable for use in the following phases of the project – Webster Avenue Corridor Study and a South Allouez Master Plan. (Insert Map highlighting Study Areas) Note that the consultant selected for the Riverside Drive Corridor Study is not guaranteed the awarding of the other two phases, but will be given special consideration based on the satisfaction of the final product of Phase I.

Funding for consulting services is being discussed in the 2015 Village of Allouez Municipal Budget, with other funds coming from community planning grants and TID resources.

The Village seeks to complete the initial phase of work by **Monday, August 31, 2015**.

The consultant selected to do this work will contract with, and be responsible to, the Village Administrator, the Village Board, and any other relevant committees for the completion of work described in the RFP.

B. Project Contact

Questions for clarification concerning the RFP should be directed to:

Brad Lange, Village administrator
1900 Libal Street
Allouez, WI 54301
Office - 920-448-2800
brad@villageofallouez.com

C. Directions for Submittal of Proposal

Consultants shall submit ten (10) complete copies of the proposal and ten (10) copies of the estimated project budget for performing the required services. The project budget shall be provided in a separate sealed envelope labeled “Fee Structure – Do Not Open”. A CD of the proposal and project budget shall also be included with the proposal.

These materials must be received at the Allouez Village Hall by **4:00 p.m. on Wednesday, November 12, 2014**, at the following address:

*Brad Lange, Village Administrator
1900 Libal Street
Allouez, WI 54301*

Packages containing the proposal and any related materials shall be plainly marked on the outside in the following manner:

“Riverside Drive Corridor Study”

Envelopes or packages containing proposals and related materials received after the date and time stated above will be returned unopened.

D. Pre-Proposal Meeting

There are no pre-proposal meetings pertaining to the RFP specifically scheduled at this time. Consultants intending to submit formal proposals and who may wish to discuss the proposed project should email their questions to Brad Lange, Village Administrator. Written responses to the questions will be provided to all consultants prior to the deadline for submittal of proposals. Note that the deadline for submission of questions requesting a response are due one week prior to the bid due date.

II. PROJECT DESCRIPTION

As mentioned above, the Village of Allouez is looking to capitalize on the future reconstruction projects that are on the horizon for the two main arterial thoroughfares in the Village. Riverside Drive/HWY 57 is scheduled as the first of the two reconstruction projects and consequently lies within the initial target area and Phase I of the Allouez Planning Study – The Riverside Drive Corridor Study.

Phase I: Riverside Drive Corridor Study

The Riverside Drive Corridor Study will focus on the properties and the area immediately along Riverside Drive/HWY 57 and Marine Street in the Village of Allouez. This corridor contains a mixed use of development ranging from residential to industrial, large amounts of undeveloped land, with the entire western border fronting on the Fox River. Portions of this corridor do fall within the Village’s TID and may also be eligible for other redevelopment programs.

It is the understanding that this portion of the corridor study will identify land uses, densities, architectural styles, green space opportunities, and development tools to best utilize the current and future needs of the Village. The consultant will interview local businesses, stakeholders, Village staff, and officials to gain a clear understanding of the desired need and vision for the Riverside Drive Corridor. This phase will specifically identify what the immediate and long-range goals are for the corridor, keeping in mind ways to mix public space with residential and commercial uses along the Fox River.

(Insert Map if initial map does not show enough detail)

Phase II: Webster Avenue Corridor Study

The Webster Avenue Corridor Study will focus on the properties and area immediately adjacent to Webster Avenue in the Village of Allouez. This high traffic corridor has a few vacant parcels, however, with the majority of the land area being developed, the focus should be on urban renewal, façade improvements, and on the public/private interactions of this urban space. Portions of this corridor do also fall within the Village’s TID and are eligible for other redevelopment programs. While this area was originally developed as a boulevard community, it is the hope of the Village to develop the northern portion of this area into one with a more walkable, Main Street feel, building on the area’s sustainable attributes.

(Insert Map if initial map does not show enough detail)

Phase III: South Allouez Master Plan

The South Allouez Master Plan will focus on the cluster of vacant properties and existing commercial real estate located along Riverside Drive, south of HWY 172. Land use options and initial development strategies for this area of the Village are likely to be identified in Phase I: The Riverside Drive Corridor Study.

Land use options should be consistent with the character of Allouez as highlighted in various community plans and stakeholder meetings, as well as being able to fit the market use within the surrounding communities. The initial development strategies will include potential ways to develop the area cohesively with the adoption of the South Allouez Master Plan. These strategies should include, but not be limited to, the feasibility of a TID in the area, understanding the goals of stakeholders in the area, determining ways for the Village to acquire land in the area, and to illustrate connectivity throughout the area considering all methods of multi-modal transportation.

(Insert Map if initial map does not show enough detail)

III. SCOPE OF SERVICES FOR CORRIDOR STUDY

The scope of work outlined below is to be used as a general guide and is not intended to be a complete list of all work necessary to complete the project. Consultant proposals may suggest a modified scope as part of their proposal.

A. Anticipated Scope of Work

The consultant will analyze the area involved by reviewing any/all existing and future plans pertaining to the Riverside Drive Corridor Study area; conduct interviews with staff, stakeholders, landowners, Village Board and committee members; perform market research for viable development scenarios; analyze the zoning code for implementation recommendations; and identify environmental and topographical benefits and limitations.

The consultant will prepare plans based on the data collected. The consultant is required to provide the Village with different development scenarios based on budgetary constraints and stakeholder buy-in levels. The plans should provide, but not be limited to the following:

1. An analysis of land uses, densities, architectural styles, and green space preservation.
2. Scenarios to include and promote resident and stakeholder buy-in.
3. Renderings or visual representation of what potential development would look like.
4. An approach to rezone the corridor to better suit desired development.
5. A clear understanding of market need and carrying capacity.
6. Cost estimates for proposed improvements that can be used for grants and budget requests.
7. A schedule for plan implementation.

Final plans will be prepared and presented to the Plan Commission and Village Board.

B. Data Gathering and Analysis

The work shall be carried out with the input and cooperation of the Village of Allouez staff and applicable stakeholders. The work shall be consistent with historic and current land use concepts, coexisting with existing and future land uses in the corridor and adjacent areas. The consultant shall make use of, but not be limited to, the following information:

1. Village of Allouez Comprehensive Plan.
2. Village of Allouez Outdoor Recreation and Open Space Plan.
3. WisDOT's Riverside Drive/HWY 57 Reconstruction Plan.
4. Local building and zoning regulations.
5. Village of Allouez TID#1 Project Plan.
6. Interviews with major stakeholders.
7. Interviews with Village of Allouez Department Heads (Village Administrator, Director of Public Works, Director of Finance, Director of Parks and Recreation, and others as requested).
8. Interviews with Village Board and committee members.
9. Other existing studies.

After the data collection phase, interviews with appropriate groups/organizations/agencies and determination of needs, alternative plans will be developed. The plans will be presented to staff for review and revision.

C. Development of Alternative Scenarios

The consultant should be ready to devise multiple scenarios that take into account different budgetary constraints and stakeholder buy-in levels.

D. Implementation Planning

The consultant will list planning strategies that will help the Village attract desired development that fit within the plan, enable the Village to help the desired developer overcome any environmental and economic constraints, and allow the desired development and public space to thrive and fit the current and future needs of residents of Allouez, while also attracting new residents and businesses to the area.

E. Community and Stakeholder Participation

The Village of Allouez would like to involve the community and stakeholders in the project when appropriate both for input and as a way to educate each on the necessary strategies highlighted in each phase of the plan.

The consultant will need to be able to detail multiple scenarios in which to involve the community and stakeholders in the project.

F. Project Timeline and Budget

The consultant will be required to present estimated costs and timelines for proposed improvements that can be used for grants and budget requests for each of the plan options proposed.

G. Deliverables

The selected consultant should expect to, but is not limited to, provide the following deliverables:

1. A consensus reached with Village Officials and stakeholders on the final plan.
2. Probable cost of implementing major recommendations in the project
3. Redevelopment strategies for the proposed plan implementation.
4. Provide electronic copy of final conceptual corridor plans for distribution and reproduction to applicable groups, committee, etc.
5. A minimum of one open house for Village residents.
6. Six (6) public presentations, three (3) to Village Committees and three (3) to the Village Board.
7. A final report prepared for public distribution.

IV. PROPOSAL REQUIREMENTS

A. Executive Summary

The executive summary will be submitted to Village Committees and the Village Board. The consultant should address their approach to the project in terms that would be understood by the general public. Fees must not be included in this letter or in any portion of the submittal except the sealed envelope. This summary will be limited to three pages.

B. Introductory Letter

This letter shall stipulate the following:

1. All terms and conditions outlined in the Request for Proposals are acceptable to the Consultant, or if not, clearly define those elements and reasons for the objection.
2. Person(s) authorized to represent the consultant during the evaluation process, any negotiations, and signing of agreement that may result.
3. Any additional items the consultant believes should be added to the project.

C. Description of Firm.

Description and Firm applies to the firm and any sub consultants. All sub consultants and their respective roles, qualifications, and experience must be clearly identified. This section will provide a basis for judging how well the firm's qualifications and experience relate to this specific project. Firm profiles may be included. Elements that will be evaluated are:

1. Background & Stability of the firm. (Length of time in business, ownership, affiliations, etc.)
2. Relevant projects the firm has done. (Including references)
3. Background of any sub consulting firm(s) used on this project, and an explanation of prior relationships with the consultant.
4. Relevant projects the sub consulting firm(s) has done. (Provide references)

D. Project Team and Experience with Similar Projects

This criterion relates to the project principals, project manager, key staff, and sub consultant staff. This section will provide a basis for judging how well the project team's qualifications, experience with similar projects, and time allocation relate to this specific project. Individual resumes must be included. Amount of involvement for each project team member must be identified in this section. Elements that will be evaluated are:

1. Number of people and their amount of time assigned to this project to be provided.
2. Extent of principal and project manager involvement. Meeting with the Project Team as often as necessary to meet objectives and additional meetings, as consultant believes necessary to enhance this project.
3. Key project team members on similar projects and unique qualifications that make them a valuable resource on this specific project, including experience with other design teams and consulting firms.

4. Key project team member roles during this project.
5. Evidence that the project team covers all phases of this project.
6. Project Manager's technical and managerial experience with projects of similar scope and nature.
7. Present any and all after-project services provided.

E. Project Understanding

A discussion of the approach the firm will use to complete the project. There needs to be a clear and concise understanding of the project, the work to be completed, and the coordination required based on existing information. Elements that will be evaluated are:

1. Demonstrated understanding of the project.
2. Clear and concise explanation of specific tasks needed to accomplish the project.
3. List of project tasks in sequential order.
4. Define issues to be resolved in the course of the project.
5. Proposed schedule of design and progress meetings with the Project Team.
6. Are there elements to this project not identified in this proposal that the Village may wish to consider?

F. Project Schedule.

This relates to the consultant's time requirements to complete those tasks identified. Elements that will be evaluated include:

1. Time required to complete tasks (duration).
2. Inter-relations between tasks (dependencies).
3. Key events during the project (milestones).
4. Critical input points from the Village.

G. Additional Information

The consultant may submit any information they believe relevant that does not fit within the body of the proposal. This may include brochures, company information, supplemental resumes, additional project descriptions, and any other information the consultant believes is useful. This additional submittal will be used by the Project Team as they see fit and may not have a significant bearing on the selection process.

V. FEE INFORMATION

Proposed consultant fees for this project must be submitted in a spreadsheet format in a sealed envelope marked "**Fee Structure – Do Not Open.**" The fee structure relates to the total estimated fee for this project as described by the consultant in Section IV – Project Understanding. Proposed resources for each task must be identified, including hours and wage rates for consultants and sub consultants. Work that the consultant would not provide, and must be provided separately by the Village, must also be identified. Elements that will be evaluated include:

1. Availability of resources from the consultant and sub consultant(s) for the project.
2. Estimated hours and fees to complete individual work elements.
3. Estimated total fee for the project, based on hourly rates and travelling expenses including a not-to- exceed cap.
4. List of tasks not performed by consultant or sub consultant(s) for project, which must be performed by the Village.
5. Identify what your firm considers reimbursable expenses and detailed costs of each.

VI. FINAL AGREEMENT

The Village Attorney will review the consultant's standard consulting agreement. Modifications to that agreement may be required at the Village Attorney's discretion.

VII. INSURANCE

Certificate of insurance to be provided with your submittal for this RFP according to the attached requirements (see Attachment).

VIII. EVALUATION PROCESS

A selection committee will evaluate the proposals and conduct interviews as a secondary step. The proposals will be evaluated and ranked based on the information submitted in the proposals according to the evaluation criteria.

Project fees will be evaluated separately after ratings of the proposals are completed. Weighing of the project fee will be subjective; however, lowest cost does not assure selection. The Village reserves the right to select any consultant it believes to be in its best interest and to negotiate proposed scope elements and fees, or to reject any or all proposals at its sole discretion. The proposals will require an estimated ten to fifteen (10-15) working days for evaluation.

If the Selection Committee deems interviews are required, they will be held approximately twenty (20) working days after the proposals are received. The Selection Committee will recommend the award of the contract to the Village Board.

The Selection Committee may request that consultant firms schedule trips for the Selection Committee to view relevant projects. All costs of such visits will be borne by the Village. Additional references may be required prior to final selection.

Final selection is subject to approval of the Village Board. These officials have the right to terminate the project or to change the contract or budget, subject to subsequent agreement by the proposer.

The Village of Allouez will not be liable for any costs incidental to the preparation of the Request for Proposals, presentations, or interviews relating to the selection process.

Confidentiality – Proposals will be treated as proprietary and confidential from the time of receipt and throughout the review process; however, the Proposer shall understand that all submitted proposals become the property of the Village of Allouez and information included therein or attached thereto shall become public record pursuant to Wisconsin Statute after recommendation for endorsement of contract is made. Any specific portions of the proposal which the submitting firm desires to remain confidential due to legitimate “proprietary information” or “trade secret” must be clearly labeled as such upon submittal. The Village of Allouez will be the final authority as to whether the information qualifies as confidential. In the event the Village judges the information to be non-confidential, the proposer will be notified and given the opportunity to change the designation or withdraw the proposal prior to evaluation.

