

Request for Proposals for Planning Services

City of Platteville, Wisconsin



Issue Date – December 2, 2024

Due Date – February 3, 2025

INTRODUCTION

The City of Platteville is seeking written proposals from qualified planning individuals and project consultant teams to provide planning assistance for three projects. Assistance is requested with 1) Strategic Planning services, 2) an update to the Comprehensive Plan, and 3) an update to the Parks and Recreation Comprehensive Plan.

COMMUNITY INFORMATION

The City of Platteville, home to the University of Wisconsin-Platteville and a regional retail and service center, has an estimated population of just under 12,000. The City is approximately 75 miles from Madison and 20 miles northeast of Dubuque, Iowa. The City's historic downtown is listed on the National Register of Historic Places, which, along with other cultural and historical sites, attracts visitors from the area. The City has a very successful industrial park, which is home to a variety of industrial and commercial businesses that provide employment opportunities for the entire region.

The City operates under the City Manager-Council form of government. Under this form of local government, the seven-member Common Council determine policy and legislative direction while the City Manager oversees day-to-day operations of the City.

1. STRATEGIC PLANNING SERVICES

The purpose of the strategic planning session is to affirm the City mission, values, and financial tenets, and to identify the common council's operational priorities, policy goals, and strategic objectives. It is intended that these items will be compiled and published into a "Council Vision" report. This report will be referenced in the annual strategic planning process to build capital improvement plans, operational budgets and guide daily operations.

The City seeks an experienced consultant to facilitate discussion and guide planning sessions with the Platteville Common Council (supported by staff) in compliance with open meetings laws. The number of desired sessions would be at least three (no single meeting lasting longer than 2 hours), but as many sessions as are needed to reach an adopted report.

Information regarding the prior Strategic Plans can be viewed on the City's website at <https://www.platteville.org/citymanager/page/values-and-strategic-plan>

Specific Responsibilities:

- Coordinate with City staff and elected officials to facilitate strategic planning sessions for council member attendance, at times that allow for a quorum, in compliance with open meetings laws.
- Facilitate discussion to review, and possibly amend, the City mission statement, City values, and City financial tenets (all currently in existence).
- Guide council members to consensus on the City mission statement, City values, financial tenets, identified operational priorities, identified policy goals, and identified strategic objectives, which are compiled by the consultant into a drafted report for the council to consider for adoption by formal action.
- Incorporate appropriate community data and community survey responses to provide appropriate context for discussion and community priorities.

Deliverables:

- Delivered “Council Vision” report for council consideration
- Reviewed and affirmed City mission statement
- Reviewed and affirmed City values
- Reviewed and affirmed City financial tenets
- Identified operational priorities (for the next five years)
- Identified priority policy goals (for the next five years)
- Identified strategic objectives (for the next five years)

2. COMPREHENSIVE PLAN UPDATE

The City is seeking a consultant to update and revise the Comprehensive Plan with corresponding maps, images, data, and graphs. Consultants are encouraged to use any successful approach and practices that have worked well for them in developing plans and using any model plan that has been proven to best communicate information in a user friendly, easy to interpret, and easy to implement Comprehensive Plan.

The existing Comprehensive Plan was completed in 2013. This plan can be viewed on the City’s website at <https://www.platteville.org/cd/page/2013-city-and-town-platteville-comprehensive-plan>. The City believes that much of the content in the existing plan is still applicable, but some of the goals and objectives, the demographics, maps and other content, needs to be updated. The City’s desire is to revise the plan format into a more public-friendly and usable document. The plan should also be modified as needed to include relevant information from other planning documents that have been completed over the years, including the following:

- Housing Study and Needs Assessment 2019
- Parks and Recreation Comprehensive Plan 2019
- Platteville Airport Master Plan 2023

Specific Components:

- The Comprehensive Plan must meet Wisconsin Statutes Sec 66.1001. This law requires the following elements and describes their content: (1) Issues and opportunities element. (2) Housing element. (3) Transportation element. (4) Utilities and community facilities element. (5) Agricultural, natural, and cultural resources element. (6) Economic development element. (7) Intergovernmental cooperation element. (8) Land-use element. (9) Implementation element. The final plan will include these elements, whether individually or combined into larger elements.
- The City desires to complete a Comprehensive Plan process that maximizes the participation of citizens and other affected parties. The project should include a plan for public participation, in accordance with Section 66.1001(4)(a) Wis. Stats. The public participation programs submitted by respondents will be a consideration of the City when reviewing proposals.
- The plan shall specifically address an area on the east side of the City in the vicinity of Mound View Park. The City recently acquired approximately 35 acres of vacant land in this area that is projected to be utilized for housing development. This land is adjacent to other privately-owned land that is underutilized and available for additional development and redevelopment that could include commercial and/or residential uses. The City desires to have a neighborhood plan created that provides some guidance for the development of this area, including the desired mix of housing and commercial development and the necessary infrastructure needed to serve the area. A portion of the public participation efforts shall be directly targeted at this area.
- The plan and process shall also provide the necessary information, maps, and documentation to meet the Housing Affordability Report requirements of Section 66.10013 Wis. Stats.

The City will rely on the experience and expertise of the consultant in creating a plan that not only conforms to the State statute, but also considers the unique needs of the City of Platteville. It is expected that the consultant will, while observing Platteville's unique needs and concerns, offer additional advice and expertise regarding programs, planning initiatives, etc. that will help the City improve its quality of life. We expect to retain a consultant with a proven track record in comprehensive planning who can provide new ideas that supplement the experience and expertise of the City's staff.

3. PARKS & RECREATION PLAN UPDATE

Platteville is seeking proposals from qualified consulting firms to provide services to the community to update the City's Parks & Recreation Plan. The City is seeking a consultant to update and revise the Parks & Recreation Plan with corresponding maps, images, data, and graphs. Specifically, the consultant will collect and analyze data to develop a clear set of goals, policies and standards for the community's park system, green space, trails, recreation facilities and program development for the next 5 years.

The goal of this project is to create a usable, concise document with the long-term organizational framework for improving parks and recreation facilities to better serve the community. The planning

process will allow the City to assess current and future recreational needs, evaluate feasible options, develop a strategic action plan, and budget for long-term or phased-in development and improvements.

Information regarding the existing Park & Recreation Plan can be viewed on the City's website at <https://www.platteville.org/recreation/page/parks-recreation-comprehensive-plan>

PROPOSAL INFORMATION

Proposals should provide a work plan that best meets the above objectives and scope including all travel and costs incurred. The proposal may also include additional items that could be out of scope, but the consultant believes would be beneficial to the City and the project. The costs associated with the project will not be reliant upon grants or outside funding sources for which the Consultant will need to comply.

The City requests that firms responding to this RFP present a scope of services that achieves the project objectives listed in the previous sections. To accomplish this, the information supplied in a proposal should include (at minimum) the following:

1. A statement of your firm's understanding of the City's planning needs, based on the project objectives cited.
2. Your proposed approach to the project, including a detailed work program in narrative form, divided into the components of the scope of work. This work program will be the basis of the detailed Scope of Services Contract finally negotiated with the selected consultant.
3. Your proposed public participation approach. Please describe methods proposed for public discussion, group decision making, public hearings, dissemination of information, etc.
4. A description of the firm's experience in preparing comprehensive plans, recreation plans, strategic plans, and other similar plans, particularly in Wisconsin.
5. Provide contact information for other communities where you have provided similar planning services.
6. Resumes of professional staff members who will be assigned to the project, with a description of their responsibilities for this project.
7. An estimated schedule for completing the project. The City would like to see the Strategic Planning portion completed first.
8. An estimated cost to complete the project. Include the standard hourly rate for the professionals working on the project, travel costs, costs of deliverables, etc. The proposed budget should be broken down to provide separate costs for each component: 1) strategic planning, 2) comprehensive plan update and 3) park & recreation plan update. The City may choose not to move forward with all three components. If that has an impact on the price of any one component, please provide more information in the proposal.

9. If any responding firm wishes to subcontract any portion of this project, the above information should also be provided for the subcontractor(s).

PROPOSAL SUBMITTAL

Respondents shall submit one (1) electronic copy of the proposal in PDF format either via a USB Flash Drive, via email, or via a drop box. To be considered, proposals must be received no later than 4:00 PM, Central Time, **February 3, 2025**, and delivered to:

Joe Carroll, Community Development Director
City of Platteville
75 North Bonson Street
Platteville, Wisconsin 53818
carrollj@platteville.org

PROPOSAL SELECTION CRITERIA

1. The City seeks consulting services from an individual or firm that has demonstrated experience and expertise in planning for jurisdictions similar to the City of Platteville.
2. The City also prefers to retain a firm familiar with completing plans and planning efforts in Wisconsin. The firm should show knowledge of the comprehensive planning legislation as well as other aspects of Wisconsin planning law applicable to cities.
3. The completeness and compliance with the terms of this RFP.
4. The firm's specific approach to the project. Although the City has identified the general nature of services required, the consultant is encouraged to provide an innovative approach and methodology to provide the requested services based on their experience.
5. Experience and technical competence of the consultant to adequately engage the public.
6. The capacity of the personnel to perform the work on time.
7. Qualifications of individuals who will have direct involvement in this project.
8. Cost to perform the work.

PROPOSAL SELECTION PROCESS

1. A review committee will be formed to provide an initial evaluation of the proposals. The proposal review will be based on a comparative evaluation and scoring of each proposal in accordance with the criteria. The City will then select one or more finalists to advance in the selection process. During the evaluation, the City reserves the right to request additional information or clarification, or to allow corrections of errors or omissions. The City reserves the right to verify any information contained in the proposals.
2. The Committee may elect to conduct on-site interviews with the finalists before making a recommendation. Firms invited for an interview will be given ample time to prepare.
3. The top proposals may be reviewed by the Plan Commission and the Parks, Forestry & Recreation Committee, with a final recommendation being forwarded to the Common Council for final consideration.

4. The City will begin negotiations with the selected finalist. If a contract that is satisfactory to the City can be negotiated at a price considered fair and reasonable, the award will be made to that respondent. Otherwise, negotiations with other consultants will proceed until a contract is approved.

CONCLUSION

The City of Platteville shall not be liable for any costs incurred by a consultant in responding to this RFP or for any costs associated with discussions required for clarification of items related to this proposal.

The City reserves the right to reject any and all proposals submitted.

Inquiries regarding this Request for Proposals should be directed to:

Joe Carroll, Community Development Director
(608) 348-9741 x 2235
carrollj@platteville.org