

CITY OF DE PERE MEMO



To: Potential Comprehensive Plan/West Downtown Vision Plan Update - Interested Parties
From: Daniel Lindstrom, Development Services Director
Date: February 24, 2021

RE: **Request for Proposals Questions and Responses.**

Below you will find the City of De Pere responses to the questions received by 4:00 pm, February 19, 2021 for the 2040 Comprehensive Plan Update and West Downtown Vision Plan. The questions and responses are grouped by subject/topic.

Timeline/Timeframes/Structure

1. Can you please provide information on the City's preferred timeline? Specifically, is there a defined date that the City would like the plans completed by?

De Pere Response:

The City does not have a defined start date for the project and prefers the project teams propose a timeline they think best fits the project parameters and the current state of the pandemic. The City assumes the project would start late spring/summer 2021 and would extend well into 2022. Moreover, public engagement is a vital part of this planning process and COVID is still impacting public engagement; therefore, we leave it up to the project teams to set a timeline that creates flexibility for initial online engagement with the ability to transition to in-person events if the City returns to in-person meetings.

2. Does the City have a tentative start and end dates for the project?

De Pere Response:

See above.

3. Are you expecting two separate proposals? One for the Comprehensive Plan Update and one for the Downtown Plan?

De Pere Response:

The City expects a single proposal and fee from a project team (single or multiple organizations) to update the Comprehensive Plan and create the West Downtown Vision Plan.

Public Hearings/Meetings/Open House - COVID

4. Can you provide more context about the City's preferences for, or openness to, virtual meetings rather than in-person meetings for some of the project team, steering committee, and community meetings?

AND

5. Does the City have a preference for virtual or in-person meetings for the desired working meetings with the Steering Committee?

AND

6. We don't know when it will be safe and appropriate to conduct meetings in-person vs. remote/online. Can we assume that the City is open to optional approaches to scope and budget in some parts of the process, to say we will do in-person meetings if possible, but remote if not?

De Pere Response:

See above response for timeline and COVID procedures. The City is still under virtual meetings for all community meetings. Community meetings should be performed in-person only after the City identifies that in-person meetings should be facilitated.

However, the Steering Committee can determine if their meetings should be hosted in-person or virtually, and staff anticipates the Steering Committee will select virtual meetings until 2022 unless the City moves to reopen all public meetings in the coming months. Project teams shall anticipate facilitating the steering committee meetings virtually until 2022.

7. Are the 2-5 open house/focus group meetings referenced within the public engagement portion of the General Planning Process Tasks inclusive of the desired 2-3 day Charrette for the West Downtown Vision Plan?

De Pere Response:

The City assumes the design Charrette to be one of the open house events, specifically for the West Downtown Vision Plan. The City also assumes the Charrette would occur as late in the process as possible to allow opportunities for in-person events. Therefore, the majority of the initial work done earlier would focus on the Comprehensive Plan update.

8. The RFP says the City will prepare posters, handouts, online materials, etc., but we assume the consultant will prepare the actual drafts of the Plan documents, correct?

De Pere Response:

That is correct. The City will work with the selected project team to establish the design theme to ensure consistency. The City will also lead all publishing of notices and printing of open house and steering committee meeting materials.

Existing Plan/Future Plan

9. Will the City staff or Plan Commission start the Comp Plan update with an edited/annotated version of the Plan highlighting or striking content that is no longer relevant, or will that only come out of the audit/assessment meetings with the Steering Committee and consultant?

De Pere Response:

The City of De Pere Development Services Staff will provide the selected project team with an annotated version of the existing Comprehensive Plan highlighting or striking content that is no longer relevant. This is the internal version of the "triage" audit/assessment to retain, revise, renew, and/or remove, the existing goals, objectives, and policies. However, the majority of the "triage" audit/assessment will be done by the Steering Committee.

10. Can you explain in more detail the triage process for the Plan audit noted in the RFP?

De Pere Response:

The City of De Pere Development Services Staff assembled recommendations from the 2010 plan into a single document that can be used for the audit/assessment method stated above.

11. Does the City have examples of plan document/styles in mind that represent the ideal format and style?

De Pere Response:

The City does not have an example plan that represented the ideal format and style. As stated in the RFP the Plans should be simplified guiding documents that reflect the community's unique character and provide clear development goals. The City requests to keep a majority of the comprehensive plan background materials in the appendix and reserve the plan chapters for the goals, objectives, and policies. Documents may be in word or InDesign format.

GIS/Mapping Support

12. The RFP says the City GIS Division will assist with mapping. Can we assume they will do all the mapping with our guidance?

De Pere Response:

Yes, the City will provide the selected project team with the services of our GIS Division with project team guidance. The City will also maintain any story mapping and/or interactive mapping exercises necessary for the public engagement process.

13. Will the City provide the selected consultant team with electronic copies of GIS layers and orthorectified aerial photos of downtown and adjacent areas? If so, does the City have a style-guide or branding strategy they would like to use for the map updates?

De Pere Response:

Yes, the City can provide the selected project team with a large data set and 2020 orthographic photos. Our GIS Division Manager also leads the City of De Pere Drone Team and can provide the project team with any requested pictures, videos, etc. for the West Downtown Vision Plan and the Comprehensive Plan update.

Data – Housing Analysis

14. For the Housing Market Analysis to be included in the appendix of the Comprehensive Plan, it seems like the request is a more robust study than what is typically included in the statutorily-required housing chapter of a comprehensive plan. Is that the City's intent?

De Pere Response:

The City desires a simplified housing analysis following the release of the 2020 Census information. The analysis will be used as a basis for a more detailed housing study in 2022 prepared by City staff.

Wayfinding

15. Who is managing the 2021 Downtown Wayfinding project?

De Pere Response:

The City contracted with Kimley-Horn/Sparc in 2020 for a Wayfinding Master Plan. This is the same project team the City contracted with for the 2018 Branding Initiative.

(document link: https://www.deperewi.gov/egov/documents/1540501996_58048.pdf)

16. Will the Downtown Wayfinding effort be independent of the Comprehensive Plan and West Downtown Vision Plan projects, or will there be cross over?

De Pere Response:

The final or draft plan will be shared with the selected firm. The City anticipates adoption of the Wayfinding Plan later this spring. The City expects Wayfinding Plan results to be integrated into the process.

17. What is the status of the Downtown Wayfinding project?

De Pere Response:

See above.

Zoning Code Update

18. What is the status of the City's 2021 Zoning Code Update?

De Pere Response:

In 2019, the City contracted Duncan Associates to complete a zoning code update. The code update is approximately 80% complete and City staff is currently reviewing the draft code for suggested revisions. The City expects the zoning code to be adopted by October 2021, but would delay the implementation if necessary after discussions with the selected firm. The City utilized the recommendations from the current comprehensive plan and the recommendations from the Cultural District Master Plan to create the current draft.

19. Will the Zoning Code Update inform this planning effort, or will this planning effort inform the Zoning Code Update?

De Pere Response:

See above. The City believes the zoning code work completed to date would inform this planning process; however, the City would delay the implementation to ensure the Comprehensive Plan and zoning code work in coordination. The draft code will be shared with the selected firm.