



**REQUEST FOR PROPOSALS**  
**City of De Pere, Wisconsin**

**2040 Comprehensive Plan Update**  
**and**  
**West Downtown Vision Plan**

**Development Services Department**

**Issued: February 9, 2021**

**Proposals Due: March 5, 2021, by 4:00 PM**

Respondent shall submit one (1) complete original hard copy proposals and one (1) electronic copy in PDF format on USB Flash Drive of the entire proposal in a sealed package marked with the project name, " De Pere 2040 Comprehensive Plan Update and West Downtown Vision Plan" shall be marked on the front of the package.

To be considered, proposals must be received no later than 4:00 PM, Central Time, March 5, 2021, and delivered to:

Daniel Lindstrom, Development Services Director  
City of De Pere  
335 S. Broadway  
De Pere, WI 5411

## **A. SUMMARY**

The City of De Pere, WI seeks proposals from qualified planning individuals or project teams to prepare an update to the current Comprehensive Plan previously adopted in 2010 and a new West Downtown Vision Plan. The City believes that a large majority of the content is still applicable in the Comprehensive Plan, but this process should update the Comprehensive Plan to retain, revise, renew, or remove the vision, goals, objectives, and policies that will guide the City's decisions and will incorporate recently approved plans and studies. The process should also update the background information and demographics with the 2020 census information. Furthermore, the Plan should be streamlined to a much more public-friendly and usable document. To that end, the format of the document should be modernized and reformatted as appropriate and should utilize modern tables and graphics to the greatest extent possible. The City will take a lead effort to illustrate the Comprehensive Plan process in the public realm through posters, handouts, online, or other innovative ways to summarize the goals and objectives and help take the document "off the shelf".

### *Comprehensive Plan*

The Plan update will assist City Staff, Plan Commission, Common Council, and other advisory committees to gauge the direction in which citizens and various stakeholders within the community would like to see the City advance. The Plan update must guide the City on appropriate implementation of new development and redevelopment plans within the community, while also meeting the service demands that come with community growth. The Plan will describe a desired future for the community over the next 20 years and establish goals to move toward that future.

### *West Downtown Vision Plan*

During the 2010 Comprehensive Plan update, the City simultaneously prepared a Downtown Master Plan. These planning processes did not result in planning documents that worked well together. The new plan format must ensure that does not happen again; therefore, the City requests the planning individuals or teams to also prepare a proposal to create a West Downtown Vision Plan similar to the Cultural District Master Plan that was prepared in 2018 for the east side of the Downtown. The Comprehensive Plan and the West Downtown Vision Plan projects should run concurrently and capitalize on combined public engagement and project management efforts

The two plans shall be referenced individually or shall be collectively described as "Plans" throughout this RFP.

## **B. COMMUNITY OVERVIEW**

The 24,970 people, who call the City of De Pere, Wisconsin home, know that the community provides a high quality of life in the Greater Green Bay metropolitan area. The city has two excellent school districts, an urban private college, a dynamic downtown, successful business parks and safe neighborhoods served by ample parks and natural areas have resulted in considerable loyalty and community pride among residents.

The residences, businesses, and commercial areas are connected with a transportation and green space network that accommodates cars, bikes, and pedestrians. The beautiful Fox River is the focal point of the City Center, and the Claude Allouez Bridge unites the two sides of our dynamic downtown. Whether you are on the east side or west side, historic buildings thoughtfully blend with new redevelopment to provide a mix of housing, employment, shopping, dining, and entertainment.

## C. SCOPE OF WORK

The Plans should guide decisions affecting the physical development and redevelopment within the City. The process for the Comprehensive Plan Update and the West Downtown Vision Plan will be critical to City success and must ensure that the final documents reflect the desired vision for the community as determined by appointed/elected officials, citizens, landowners, business leaders, and other stakeholders through community participation. The Plans shall be simplified guiding documents that reflect the community's unique character and provide clear development goals. The Plans will help maintain collaborative and respectful relationships within the community and with surrounding neighbors and collaborative organizations.

The City of De Pere anticipates a scope similar to the following. These are general requirements for the planning process and are not intended to be a comprehensive list of tasks and deliverables. It is expected that project teams will provide the City with more specific recommendations for approaches, tasks, and deliverables based on their expertise from past work on comprehensive plan projects.

### 1. General Planning Process Tasks

The planning individuals or project team selected will provide a range of municipal planning services required to update the City's Comprehensive Plan and create the West Downtown Vision Plan. The combined general tasks between the two plans shall include but are not necessarily limited to:

- a) Project Management: Project Management includes effective coordination with staff, Common Council, and the Plan Commission. The project team will assist with the creation of a Comprehensive Plan Update and West Downtown Vision Plan Steering Committee to lead the process. Project management tasks shall include at a minimum the following:
  - i. Conduct an initial project management team meeting; including an immersion site tour to create a shared understanding of the project purpose, process, and schedule between the project team, the City, and the Steering Committee (see below).
  - ii. Conduct an initial stakeholder analysis by identifying key stakeholders, their issues, levels of involvement, and strategies for outreach.
  - iii. Prepare a project process roadmap: Prepare a guiding document for the project management team that lists the project phases, schedule of events/activities, and products on a timeline and assigns roles and responsibilities for each task.
- b) Assessment: Assessment includes conducting an initial review of the existing community planning reports and studies. The City will provide links to all existing, related community-planning reports, plans, and studies from local planning agencies and community advocacy groups for the project team review. Current plans include:
  - i. 2010 Comprehensive Plan
  - ii. Downtown Master Plan (2010)
  - iii. Cultural District Master Plan (2018)
  - iv. Cultural District Plan Market Analysis (2018)
  - v. Downtown Wayfinding (2021)

- vi. Current Zoning Code
- vii. Zoning Code update (ongoing)
- viii. Historic Preservation Plan/Historic District Maps
- ix. Comprehensive Outdoor Creation Plan
- x. COVID Business Aid programs
- xi. Business Improvement District Operating Plan (2021)
- xii. Downtown façade grant program
- xiii. Housing and Housing Affordability Reports
- xiv. Tax Increment Districts (No. 7-16)
- xv. 2020 ESRI Market Analysis Documents.

LINK TO City of De Pere web page for access to above documents:

[www.deperewi.gov/rfp](http://www.deperewi.gov/rfp)

c) Public Engagement

The City of De Pere values the participation of citizens in every stage of the decision-making process. Participation of citizens, landowners, business owners, appointed and elected officials, and other stakeholders throughout the community is paramount to the success of the Plan update; therefore, the City will place a strong emphasis in the selection process on choosing a project team that has strong facilitation skills.

*Steering Committee*

The engagement process will include a steering committee that should meet regularly based on the proposed scope. The preliminary list of stakeholder representative groups is as follows:

- i. City of De Pere Resident(s)\*
- ii. Business Owners\*
- iii. Council Member(s)\*
- iv. Plan Commission Member(s)\*
- v. Park Board Member
- vi. Board of Public Works Member
- vii. Redevelopment Authority Member
- viii. De Pere Chamber
- ix. Definitely De Pere\*
- x. Historic Preservation Commission Member\*
- xi. St. Norbert College \*
- xii. City of De Pere Staff – Planning, Parks, Administration, Public Works/Engineering\*

\* Represents a subset of representatives for the West Downtown Vision Plan

*Public Meetings/Focus Groups*

The project team may also utilize focus groups and open houses to elicit responses for specific visioning and strategies, and community surveys as a broad visioning tool. The process shall include at least two but no more than five open houses or focus group meetings to review the results of the

comprehensive planning process and the draft plan. The public meetings for the Comprehensive Plan can also be used to gain specific insight into the West Downtown Visions Plan; however, at least one (1) separate focus meeting should be held to plan for the future of West Downtown. The selected project team shall also present ways to engage with the public during the current pandemic where public facilities are typically closed.

*Final Plans:*

The final Plans shall be presented to the Plan Commission and Common Council by the consultant; however, City Staff expects the members of the Committee to take on a leadership role and also present the plan to the appropriate bodies.

*Staff Support:*

The City has several staff members with significant experience in public engagement and expects to participate in the engagement process. The selected project team will be responsible for working with the staff to prepare the framework for the most impactful ways to obtain public participation. The project team will be responsible for organizing and then co-leading public events with City Staff. To assist with the project budget, the City anticipates being able to supply staff members to support virtual “Zoom Room” or in-person engagement efforts. Staff will also provide a graphic designer to prepare public meeting flyers and social media posts. Project team proposals should reflect these contributions.

**2. Comprehensive Plan Specific**

The project team shall prepare the plan and each plan element in accordance with the Wisconsin comprehensive planning statutes, utilizing the current content of the comprehensive plan document to the extent possible and practical. We expect at the end of the process to have a newly-formatted user-friendly document that is supported by graphics, tables, and other images that reflects our community vision. The document should be structured with a supplemental appendix to house the majority of the background data and the body of the report contains the relevant goals, objectives, and strategies. The process shall include the following stages:

- a. Plan Audit and Assessment: The current plan should be audited with City Staff and Steering Committee for performance: vision/focus; data and maps; goals, objectives, and policies. Utilize a "triage" approach for the audit to retain, revise, renew, and/or remove, as appropriate. Staff anticipates two or three working meetings with the Steering Committee to complete the review of the existing plan chapters.
- b. Engagement: See the engagement phase of the General Planning Process Tasks. It is assumed the process will include strategically scheduled public meetings throughout the process. Specifically, public meetings shall be held to review the following:
  - i. Community update since 2010
  - ii. Result of the Plan Audit
  - iii. Proposed Plan changes and updates to the required elements

- iv. Integration of the 2010 Downtown Plan, Cultural District Master Plan, and the Proposed West Downtown Vision Plan.
- v. Plan approval

The City does not dictate these as standalone meeting topics, but Project Teams should illustrate how they proposed to address these topics throughout the series of meetings.

- c. Plan Drafting: Following the triage approach, the Project Team should include updates to each of the required comprehensive plan elements as discussed by the Steering Committee. The City anticipates some of the updates to include but is not limited to:

- i. Introduction: Review, update, and revise with emphasis on recent planning efforts and incorporation into the Planning document.
- ii. Issues & Opportunities: Review and recommend changes to City's goal statements. The audit shall review the updated population from the pending 2020 Census and other updated data.
- iii. Land Use: Update the existing land use map, proposed land use map, a chart with proposed acres per land use, with specific recommendations for each land use designation as well as a specific policy for amending the land use map.
- iv. Housing: Update element including review and update of existing housing inventories, analyze new data and projected housing needs, validate and update as necessary the identified number of housing units needed to serve the city's projected growth. The recent 2019 and 2020 Housing Affordability Reports can be used as part of this update.
- v. Transportation: Update element to include discussion of all modes of transportation. Include maps for the Pedestrian & Bike Trail, and the Road & Highway system map. This chapter will also be used as the basis for an update to a Bike and Pedestrian Plan. The City Official Map should also be an addendum to this Chapter that identifies all ultimate right-of-way for existing and proposed roadways within the City.
- vi. Economic Development: Update the current business inventory and business environment overview discussion, employer trends, largest employers in the City, employment projections, Economic Development Programs, and City TIF / TID updates. The City will provide the project team with the annual TID update.
- vii. Utilities and Community Facilities: Update existing utility maps based on recent and future growth.
- viii. Agricultural, Natural & Cultural Resources: Update element to include current maps of the City's wetlands, woodlands, agricultural use, environmental corridors, topographic features, surface water, watersheds, and floodplains.

- ix. Intergovernmental Cooperation: Updates to this section may include discussions of future boundary agreements with the surrounding towns and other partner organizations
  - x. Implementation: Review, update, revise and add to the goals and objectives for each of the various elements listed above into a usable implementation tabled that also identifies responsible parties, potential funding sources, and timeframes.
  - xi. Appendix Supplemental Data: The City requests an appendix that includes the following
    1. Analysis of ESRI and other third party market analysis
    2. Housing Market Analysis
    3. Demographic and Income analysis
    4. Development Opportunities Analysis
- d. Plan Deliverables and Approval: The City anticipates the process will also require drafts of the Plan for review by the Steering Committee at the completion of various key phases of the project. *The City anticipates three to four working meetings with the Steering Committee to complete the review of the proposed plan chapters.*

### 3. West Downtown Vision Plan Specific

Similar to the 2018 Cultural District Master Plan, the City requests a vision plan for the west side of the Downtown subject to the following goals:

- Progressive, thoughtful, and contextually sensitive, while also being financially viable.
- Maximize pedestrian and bicycle mobility and connections.
- Elevate the role of the public realm, open spaces, and landscaping, particularly along the Fox River, Main Avenue, and Reid Street.
- Identify opportunities and locations for public art.
- Specify optimal business types in order to create synergy from the Cultural Center.
- The plan may be broken into several streets or zones to differentiate between areas within the plan.
- Incorporate St. Norbert College's impact and vision into the planning process.

LINK TO 2018 Cultural District Master Plan:

[https://www.deperewi.gov/egov/documents/1530107831\\_58578.pdf](https://www.deperewi.gov/egov/documents/1530107831_58578.pdf)

- a. STUDY AREA – West Downtown Vision Plan: The map to the right illustrates the approximate study area for various elements of the west downtown vision plan. See Section L of this RFP to view a detailed map.



- b. Assessment (Due Diligence and Background Research): Concurrent with the assessment phase of the Comprehensive Plan Update the process shall include a meeting with City staff to review the background to include at a minimum:
  - i. Review of current guiding documents (Comp Plan, Downtown Plan, Zoning Code, Main Street Guidelines)
  - ii. Property inventory and analysis
  - iii. Land Use and business mix inventory and analysis
  - iv. Utilities
  - v. Existing Structures and conditions
  - vi. Environmental
  - vii. Economic/Market Analysis
  - viii. High-level financial pro forma for redevelopment areas
  - ix. Understanding of local development climate and construction costs
  
- c. Vision and Design: Project team to conduct a 2-3 day charrette with key stakeholders to include at a minimum:
  - x. Kick off with stakeholder group and review of assessment information. Section C.2.C contains a list of the stakeholder groups.
  - xi. Discussion, facilitation, and agreement on a shared vision.
  - xii. Engagement efforts to work through each street/section.
  
- d. Plan Deliverables: The Plan deliverables shall include at a minimum:
  - i. Summary of Due Diligence and Background Research.
  - ii. Summary of the engagement process and feedback.
  - iii. Economic analysis for the entire geographic area.
  - iv. Subarea Plan for the entire area – differentiated by zone. May include (but not be limited to):
    - a. Public Spaces
    - b. Design intent – possible design/material guidelines
    - c. New Buildings
    - d. Building height and massing recommendations
    - e. List of businesses/land uses that fit economically with the redevelopment plan and also create cultural synergy
  - v. Implementation Strategy that may include (but not limited to)
    - a. Regulatory recommendations
    - b. Incentive policy
    - c. Operational and programming recommendations

#### **D. CITY RESPONSIBILITIES**

The Development Services Department will be responsible for administering the project and overseeing the project team's work on this project. Representatives from various City departments will review plans and other documents prepared by the project team. As stated above, the City has staff with significant experience in public engagement and expects to significantly participate in the engagement process. Staff also has a complete GIS Division that can lead or partake in the mapping process for each of the Plans.



## E. PROPOSAL REQUIREMENTS

Respondent shall submit one (1) complete original hard copy proposals and one (1) electronic copy in PDF format on USB Flash Drive of the entire proposal in a sealed package marked with the project name, “ De Pere 2040 Comprehensive Plan Update and West Downtown Vision Plan” shall be marked on the front of the package. To be considered, proposals must be received no later than 4:00 PM, Central Time, March 5, 2021, and delivered to:

Daniel Lindstrom, Development Services Director  
City of De Pere  
335 S. Broadway  
De Pere, WI 54115

Proposals received after the deadline will not be accepted. Faxed or emailed proposals will not be accepted. Postmarks before the deadline are not sufficient for acceptance. The City will not be responsible for any errors or omissions in the proposals or any delivery delays.

Proposals should include the following information, presented in a clear, comprehensive, and concise manner, to illustrate the project teams’ capabilities and technical approach to the work. Each proposal must include the following information:

1. Title Page and/or Cover Letter. Show the proposal title, the name of the organization, address, telephone number(s), email address, name of the primary contact person, the date, and other relevant company information. Provide the name(s) of the person(s) authorized to make representations for your team, their title(s), address, email address, and telephone number(s). Include a list of and contact information for any proposed sub-consultants and the work they will perform.
2. Statement of Qualifications. Brief introduction of the Project Team organization. Summary of your understanding of the project and why your team is best suited to complete the scope of work.
3. Key Staff. Identify the designated project manager or primary contact and key supporting staff. Include resumes for each of the individuals and identify any sub-Consultants.
4. Scope and Approach. State the services your team is proposing to provide. Describe the process and timeline that would be utilized to complete the project.
5. Schedule. Illustrate the Scope and Approach including a breakdown of tasks, timeline, meetings, deliverables, and task responsibility.
6. Experience and Examples. Describe your team’s experience in the required areas of expertise, and its ability to provide the needed services for the City. Include at least three examples in the last five years. List a minimum of three references related to similar work; references matching the three examples are preferred but not required.
7. Cost. Provide a fee computation broken down by the major tasks listed in Section 4 and for the project as a whole. Include the maximum fee not to be exceeded for the services to be rendered.

Failure to complete the above documentation may be grounds to declare an RFP non-responsive and the City may reject the statement of qualifications in whole or in part.

## **F. EVALUATION CRITERIA**

Proposals will be evaluated based on the overall approach, team experience and qualifications, budget, organizational structure, methodology, schedule and fit with the City of De Pere. Proposals will be evaluated according to the following:

1. Project approach and scope. (20 points).
2. Qualifications of the project team and individual members. Particular attention will be given to the experience and the demonstrated ability of the project manager to complete all project tasks. (20 points).
3. Project Team experience and examples (20 points).
4. Understanding of required project work. (20 points).
5. Project cost. (15 points).
6. Quality of the proposal design. (5 points)

## **G. SELECTION PROCESS**

The Project Team selection process will involve the following primary steps.

1. Proposal Review. The proposal review will be based on a comparative assessment and scoring of each document in accordance with the Evaluation Criteria. The City will then select one or more finalist Project Teams to advance in the selection process. During the evaluation process, the City reserves the right, where it may serve the City's best interest, to request additional information or clarification from proposing teams, or to allow corrections of errors or omissions. The City reserves the right to verify any information contained in proposals.
2. Interviews. The City will determine whether interviews are needed, or it may make a selection based on the proposals alone. If determined necessary by the City, the finalist teams will be requested to present their experience, proposed approaches, and personnel in an interview to members of the City's selection team and/or City Council. (Further interview instructions will be provided to the selected finalist team(s).) The City will then review the presentation(s) and select a team to advance in the process.
3. Steering Committee and Plan Commission Review. Based on the results of the selection process, the City's selection team will recommend to the Plan Commission and the Common Council for approval. The final contract must also be approved by the Common Council.
4. Award of Contract. The City will enter into negotiations with a team based on the City's selection team recommendations. Negotiations will be conducted beginning with the team ranked first. If a contract that is satisfactory and advantageous to the City can be negotiated at a price considered fair and reasonable, the award will be made to that team. Otherwise, negotiations with the team ranked first will be formally terminated and negotiations conducted with the team ranked second, and so on until a contract can be negotiated at a fair and reasonable price. The City reserves the right to reject any and all proposals submitted.

## **H. BUDGET**

The City has budgeted \$80,000 for this project. This funding is considered sufficient to accomplish the defined scope with assistance from the City in engagement and mapping. Proposals should provide a work plan that best meets the above objectives and scope including all travel and incurred costs. The proposal should also illustrate additional items that could be out of budget but feel would be a benefit to the project.

## **I. MISCELLANEOUS AND GENERAL PROVISIONS**

1. Non-Discrimination Statement: The City of De Pere does not discriminate on the basis of race, color, religion, age, marital or veterans' status, sex, national origin, disability, or any other legally protected status in the admission or access to, or treatment or employment in, its services, programs or activities.
2. Rejection of Proposals: The City reserves the right to reject any or all proposals, to divide responsibilities among one or more applicants or firms, to waive formalities, and to select the individual or firm which, in the City's sole judgment, can best perform the scope of services required.
3. Withdrawal of Proposals: the proposer upon submission of a written request may withdraw Proposals.
4. Ownership of all data, material, and documentation originated and prepared for the City pursuant to the RFP shall belong to the City and be subject to public inspection in accordance with the Freedom of Information Act (FOIA). Trade secrets or proprietary information submitted by the Project Team shall not be subject to public disclosure under (FOIA) unless otherwise required by law or a court.
5. The City is not liable for any costs incurred by any Project Team in connection with this RFP or any response by any Project Team to this RFP. The expenses incurred by a Project Team in the preparation, submission, and presentation of the proposal are the sole responsibility of the Project Team and may not be charged to the City, regardless of whether or not a Project Team's Proposal is ultimately selected by the City for completion of the work detailed in this RFP.
6. Each Project Team should carefully read and review all such items and should address such items in its proposal. However, the final description of the services and/or specifications to be provided to the City under this RFP is subject to negotiations with the successful Project Team, and final approval of the City.
7. The Project Team shall maintain, during the life of the Agreement, public liability and property damage insurance to cover claims for injuries, including accidental death, as well as from claims for property damages that may arise from the performance of work under the Agreement.

## **J. ANTICIPATED PROJECT SCHEDULE**

RFP Distribution:	February 9, 2021
Questions Due*:	February 19, 2021
City Responses Due:	February 24, 2021
Submittal Deadline (4:00 p.m. CST)	March 5, 2021
City Review of Responses	March 8-12, 2021
Interviews (if necessary)	March 17 & 18, 2021

\*Note only written questions are permitted.

**K. QUESTIONS:**

All questions shall be submitted in written form to the contact information provided below. Answers will then be provided, via the City website, in written form as a part of an addendum to this RFP.

City of De Pere  
ATTN: Daniel J Lindstrom  
335 S. Broadway  
De Pere, WI 54115  
Email: [dlindstrom@deperewi.gov](mailto:dlindstrom@deperewi.gov)

For additional context on the City of De Pere and the digital version of this RFP, please visit our website at [www.deperewi.gov/rfp](http://www.deperewi.gov/rfp)

**L. APPENDIX: WEST DOWNTOWN VISION PLAN BOUNDARY**

