



CITY OF ONALASKA

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ONALASKA, WISCONSIN 54650-2953
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PLANNING/ZONING
(608) 781-9590

Request for Proposals

Unified Development Code / Zoning Ordinance Rewrite

SECTION 1: GENERAL INFORMATION:

General Request Information

The City of Onalaska, WI seeks qualified proposals from planning and zoning consultants or multi-disciplinary consulting teams or firms to undertake a complete Unified Development Code (UDC) / zoning ordinance rewrite project. Specifically, the project will involve preparation of a new UDC to replace the existing conventional Euclidean zoning ordinance with a hybrid zoning code that embraces form-based code and Euclidian zoning. The current UDC contains standards that are outdated and difficult to administer while not being user-friendly due to a lack of graphics for improved readability. The City of Onalaska is looking to transition into a hybrid code approach to create a more logical and understandable UDC. Key aspects of the new code will involve consolidation of unneeded districts and creation of logical district designations as deemed practical.

History

The original Zoning Ordinance was adopted in 1969 and has since undergone numerous amendments, with the most recent comprehensive update completed in 2009 by City Staff. From 2012 to 2018, City Staff amended the UDC nineteen times, with one additional amendment currently under consideration, in an attempt to keep the UDC a responsive document to today's needs. Regardless of the aforementioned amendments, parts of UDC are not consistent and do not consistently reflect best zoning and planning practices.

During the course of the project, the Consultant shall work with elected and appointed officials, City boards and committees, City Staff, City legal counsel and the general public. The Consultant will be required to develop a public participation process that actively engages the aforementioned groups throughout the UDC rewrite process, while meeting the project's budget and timeline.

A copy of the existing UDC (Title 13) may be downloaded in PDF format at the City's website: www.cityofonalaska.com.

Community Information

The City of Onalaska is a growing community that plays a central role in the economics of La Crosse County and West Central Wisconsin. The City is nestled along the Black River and has both scenic beauty with nearby bluff lands and waterbodies. The City of Onalaska is projected to have a population of nearly 24,000 by 2040 – a 32% increase from the 2015 population of 18,259. Onalaska's median age is 37.4 years and has a median household

income of nearly \$60,000. Onalaska's top industries are education, health and social services, manufacturing and retail trade. Currently 28% of the City's residents work in Onalaska and 90% within La Crosse County. Further, 95% percent of the City's population has a high school diploma and 35% have a Bachelor's Degree or higher education. The Onalaska School District's enrollment ranks 73rd out of the state's 449 school district and 700 students either attend private schools or are home-schooled. Between 2010 and 2017, 320 new residences (single family, duplex, and twin homes), 8 apartment buildings, and 29 condominiums have been constructed. In Onalaska, it is estimated that nearly an additional 3,300 housing units will be needed by 2040 to accommodate the projected population increase.

Onalaska is primed for economic growth due to access to infrastructure (highways, railroad, and regional airport). Other strengths include Onalaska's environment; specifically the coulees and bluffs, education and training opportunities, a strong customer base, transportation facilities, significant disposable incomes, strong infrastructure, specialized area businesses (niche markets), a high-tech medical field, and several redevelopment opportunities. In the last ten years, the City of Onalaska has seen significant growth in new residential and commercial development. There are commercial development and redevelopment opportunities along the STH 16 / STH 35 / Sand Lake Road corridors and infill development opportunities for new residences throughout the City. The City of Onalaska boasts much of the area's commercial retail business along STH 16 and Interstate 90 and additional areas for continued development remain in these areas. The City has recently begun to see some redevelopment in this area as big box stores close and new developments take over.

Project Objectives

1. Work with Onalaska legal counsel to ensure that the new UDC meets the requirements of Wisconsin State Statutes and amend any other municipal ordinances to ensure compatibility with the new UDC.
2. Create a UDC that is based on Smart Growth principles, allows for mixed use development, and will allow the City to achieve high-quality infill and redevelopment projects that are sensitive to the context of surrounding development.
3. Create a UDC that incorporates both land use-based (Euclidian) and form-based zoning provisions. The provision shall address the design and land use recommendations and provisions of the City's various codes, ordinances, and plans.
4. Ensure that the new UDC implements the City's adopted Comprehensive Plan (2016) and address areas of inconsistency between the two as may be needed.
5. Create a UDC that is logically organized, easy to read and understand, and is consistent in terms of processes and requirements. Create a UDC that includes graphics that illustrate regulations where appropriate. Such graphics should be produced with non-proprietary software and provided to the City in such a manner that allows for easy editing.
6. Identify areas of the City that may become non-conforming, as to actual use of properties, under the proposed UDC and map, and attempt to minimize non-conforming uses and/or structures where practical.
7. Propose, where necessary, areas for rezoning in order to remain consistent with the adopted Comprehensive Plan.
8. Revision of existing and creation of new zoning districts as needed.

SECTION 2: SCOPE OF SERVICES:

The Consultant shall provide full professional services as described below to the City of Onalaska Planning Staff, Plan Commission, City Attorney, Common Council and others with rewriting the City of Onalaska UDC. Planning Staff will be administering the project and coordinate public meetings as needed. The Consultant will attend meetings and present information as noted and as necessary. If prospective Consultants have new ideas or a different approach to strengthen the planning process other than what is found within the RFP, the Consultant should propose such changes for consideration by the City in the submitted RFP. The City expects an ordinance tailored to meet the specific needs and unique circumstances of the City of Onalaska.

1. Project Orientation

At the outset of the project, the Consultant shall meet with Planning Staff and the Plan Commission for a project orientation meeting for discussion and direction on project goals, project schedule, specific issues with the existing UDC, City policies, opportunities and/or problems relating to growth and development in the City. The Consultant shall also communicate its strategy for introducing the project to the general public and others, as identified in the approved public participation plan. The Consultant shall be responsible for reviewing and understanding the City's Comprehensive Plan, other City plans and policies as identified by the City, and all relevant and applicable local, state, and federal laws.

Deliverables:

A. The Consultant shall be responsible, in collaboration with Planning Staff, to facilitate the project orientation meeting with the Plan Commission and prepare meeting materials.

2. Public Participation / Issue Identification Process

The Consultant shall propose a broad-based public participation process that specifies how and when the public will be engaged throughout the UDC rewrite project. During the public participation process the City would like the discussion to focus on aspects of a desired community character versus an emphasis on specific zoning requirements. The Consultant shall provide a public participation timeline that identifies key points at which the public will be involved, how the involvement will occur, and how and when materials will be available and presented to the public. The Consultant shall work with the City to identify public stakeholders and specify methods to achieve meaningful public participation in the project. Techniques for public involvement may include but not be limited to open houses and/or rapid feedback techniques (image collections, sketches, etc.) with an emphasis on interactive methods to engage stakeholders such as residents, businesses, developers, non-profits, and other interested parties. The Consultant shall collaborate with Planning Staff to create meeting materials, presentations and other resources necessary to engage the public. The Consultant shall provide technical capabilities for graphically communicating needed information and consider multiple means of obtaining input both during and outside of identified meetings. City staff, Plan Commission, City Committees, general public, and stakeholders, should be asked for their input concerning current UDC requirements, administration procedures, UDC deficiencies, suggested changes and implementation procedures.

The Consultant will also be required to provide information to be placed on the City's website for a webpage dedicated solely to the UDC rewrite. As City Staff deems appropriate, the Consultant will provide materials such as draft code language, photographs, maps, renderings, and other resources for the webpage. It is expected that the Consultant will regularly provide City Staff with such information and the City will be responsible for managing the webpage.

Deliverables:

- A. The Consultant shall provide the City with a final public participation plan for City review and approval, which includes a detailed strategy and timeline for engaging the public and all stakeholders in the UDC rewrite process.
- B. The Consultant shall implement its City-approved public participation plan for gathering broad-based input about the current UDC and Zoning map and in partnership with City Staff, arrange and facilitate public meetings/presentations. Consultant in collaboration with Planning Staff shall be responsible for facilitating public meetings, presentations, workshops, etc.
- C. The Consultant shall provide information for the City's website such as draft code language, handouts/maps, etc. for public consideration. The website will have a forum capability to track public comments on the posted information.
- D. The Consultant shall prepare a draft and final memorandum that summarizes the input gathered during the Public Participation / Issue Identification Process and present the findings to the Plan Commission.

3. Existing UDC & Zoning Map Evaluation & Analysis

The Consultant shall complete a thorough technical analysis and evaluation of the City of Onalaska's existing UDC & Zoning Map. This analysis and evaluation shall include the information obtained through the Public Participation and Issue Identification Process, applicable federal, state, and local laws, and the Consultant's experience with or knowledge of innovative zoning and best land use practices.

The technical analysis and evaluation shall assess the strengths and weaknesses of the existing UDC in terms of its structure, organization, clarity, ease of use, existing zoning districts and district standards, general regulations, definitions, and review/development procedures. Further, it shall include the Consultant's findings regarding how well the existing UDC is integrated with other City Ordinances and Plans. The Consultant shall evaluate other City Ordinances, the Comprehensive Plan, and related documents to ensure consistency and integration in collaboration with Planning Staff and the City Attorney. The Consultant shall identify areas of conflict or potential conflict and recommend alternative solutions. Further, the Consultant shall analyze the existing Zoning Map to identify non-conforming uses/parcels, split-zoned parcels, and make recommendations related to the need to rezone parcels/change zoning districts.

The Consultant shall provide a summary of consistencies and/or inconsistencies between the existing UDC and Zoning map and the City's Comprehensive Plan and other plans, policies and ordinances. The Consultant shall gauge the public's perceptions about the strengths and weaknesses of the existing UDC and Zoning map. The Consultant shall analyze the recommendations of the City's Comprehensive Plan to determine whether there are regulatory frameworks that would help assist with its implementation.

The following sections of the UDC have been recently updated and the associated content may only need minimal modifications. The form of the text may be modified as needed: Chapter 2, Part 1 (Manufactured and Mobile Home District); Chapter 3, Part 5 (Form-Based Overlay Districts); Chapter 3, Part 9 (La Crosse Regional Airport Overlay Zoning District); Chapter 3, Part 10 (Medical Campus District); Chapter 6 Part 1 (Sections 13-6-11 – 13-6-14); and Chapter 6 Part 2 (Sign Ordinance).

Deliverables:

- A. One hard copy and electronic version (PDF and Word) of the technical analysis and evaluation report concerning the existing UDC and discussion of new zoning concepts and approaches and Zoning map.
- B. Present technical analysis and evaluation report to the Plan Commission.

4. Annotated Outline

The Consultant shall identify and discuss new zoning concepts and approaches for potential inclusion into the draft UDC, with special attention given to addressing project objectives, results of the Public Participation and Issue Identification process, and the UDC technical analysis and evaluation. The annotated outline shall include examples of how the new UDC would be used to implement the recommendations of the Comprehensive Plan. Based on this information, the Consultant shall prepare an annotated outline that includes a chapter-by-chapter detailed description of the new UDC, an overview of the proposed structure and substance of the new UDC, a discussion of zoning options, and a commentary explaining the rationale for the recommended approach to drafting the new UDC.

The Consultant shall present the annotated outline to City Staff and Plan Commission for review and comments. Planning Staff will present the information to other relevant City Committees for additional feedback and share results with the Consultant. After obtaining general agreement on the contents of the initial draft of the annotated outline, the Consultant shall provide the City with a final annotated outline, based on the comments received.

Deliverables:

- A. Meeting(s) with City Staff and Plan Commission. The Consultant in collaboration with Planning Staff shall be responsible for facilitating all meetings.
- B. Electronic version (PDF and Word) of draft annotated outline.
- C. Electronic version (PDF and Word) of revised, final annotated outline.

5. Draft UDC and Draft Zoning map

The Consultant shall prepare a draft UDC that is based on the final annotated outline. The draft shall reflect the project objectives and results of the issue identification and UDC analysis & evaluation. After initial review and comments by City Staff, City Attorney and Plan Commission, the draft shall be distributed for review and comment by City Staff and the results shared with the Consultant. The Consultant shall propose an approach for soliciting broad-based input about the draft from relevant City Committees, the general public, stakeholders, and others. The proposal shall include the projected number of meetings, presentation, workshops, etc., the Consultant shall hold in order to gather input and complete reviews/revisions to the draft UDC. These meetings/presentations, etc. are anticipated to be a part of the development of a consensus draft UDC document and not part of the public hearing review and adoption

process. The Consultant in collaboration with the Planning Staff shall be responsible for facilitating all public meetings.

The draft shall be presented in distinct modules that will permit easy review. At the Consultant's option, these may be grouped into the following divisions: definitions, general provisions, zoning district regulations, special development standards, and administration and enforcement. However, the Consultant may recommend an alternative approach to presenting the draft UDC for review and comment, for consideration by City Staff. The draft UDC shall include the use of graphics, tables, flow charts, matrices, or other methods for facilitation of easy use and understanding of the proposed UDC, as appropriate. The Consultant and City Staff shall provide a means in an agreed-to format, to compare the existing language to the draft language for the public.

The Consultant shall describe its approach to conducting the draft UDC and draft Zoning map evaluation, testing, and revision process. The Consultant is expected to test the draft UDC changes to identify effectiveness, appropriateness, practical problems, and associated impacts to the draft Zoning map. It is expected that the draft UDC and draft Zoning map will have multiple rounds of drafting, circulation, revisions, testing, evaluation and recirculation.

At this stage in the UDC review, the Consultant shall provide a "recommendation document" to Planning Staff for the draft Zoning map that shows how the working draft Zoning map may be impacted by the UDC rewrite process, applies proposed zoning districts citywide, and other proposed map changes. The City will prepare the final electronic version of the working draft Zoning map and Planning Staff will provide GIS data throughout the project as needed and requested.

Deliverables:

- A. One hard copy and electronic version (PDF and Word) of the draft UDC.
- B. One electronic version (Word) of an initial "recommendation document" for changes to the draft Zoning Map.
- C. The Consultant shall work with City to evaluate, test, and revise the draft UDC and draft Zoning map.
- D. The Consultant shall implement its approach to soliciting input from the general public and other UDC users about the draft UDC and draft Zoning map. Meetings/presentations, etc. with Planning Staff, Plan Commission, and other relevant City Committees, general public, and others to review the draft UDC. The Consultant, in collaboration with the Planning Staff, shall be responsible for facilitating all meetings/presentations.
- E. Consultant shall modify the draft UDC and provide one hard copy and electronic version (PDF and Word) of the revised draft UDC.
- F. Consultant shall modify the initial "recommendation document" and provide a final "recommendation document" regarding the proposed Zoning map changes to Planning Staff after the above review cycle. The City will prepare the final electronic version of the revised draft Zoning map.

6. Public Hearing Draft UDC and Zoning Map

After City Staff, Plan Commission and the public have given consideration and evaluation of the revised draft UDC and revised draft Zoning map, the Consultant shall prepare an executive summary explaining the evolution of changes from the original draft UDC and draft Zoning map to the final draft UDC and draft Zoning map being proposed for adoption, including the rationale for such changes. Said summary shall highlight how the proposed regulations support the community character goals identified by the public. The executive summary will be distributed to the general public and the media prior to the public hearing(s).

Deliverables:

- A. One hard copy and electronic version (PDF and Word) of the public hearing draft UDC executive summary. The executive summary shall include any last proposed changes to the revised draft UDC and draft Zoning map.
- B. One hard copy and electronic version (PDF and Word) of the public hearing draft UDC.
- C. Planning Staff will prepare the final electronic version of the public hearing draft Zoning map as recommended in the executive summary.

7. Attend Public Hearing(s) and Revise UDC and Zoning Map

The Consultant in collaboration with Planning Staff will present the public hearing draft UDC and Zoning map at Plan Commission public hearing(s), to explain its contents, respond to questions and revise the public hearing draft UDC and Zoning map as directed by the Plan Commission. The Plan Commission-approved draft UDC and Zoning map will serve as the final drafts on which the Common Council will make a determination to adopt them. It is expected that the public hearing draft UDC and Zoning map may have multiple rounds of drafting, circulation, and revisions before they will be introduced to the Common Council for final approval.

Deliverables:

- A. Consultant to attend Plan Commission meeting(s)/public hearing(s) at which the public hearing draft UDC and Zoning map are considered, including revisions.
- B. One hard copy and electronic version (PDF and Word) of the Plan Commission-approved draft UDC.
- C. Consultant shall work with Planning Staff to edit the public hearing draft Zoning map to incorporate changes from Plan Commission review. Planning Staff will prepare the electronic version of the Plan Commission-approved draft Zoning map.

8. UDC Adoption & Implementation

The Consultant shall create and assist Planning Staff and the Plan Commission with a strategy to implement the new UDC and Zoning map, including formatting a web-friendly UDC and training for staff on using the new UDC, as needed. The Consultant shall provide assistance in the form of preparing handout materials (such as brochures) and presentations to explain the new UDC to gain the support of the various stakeholders through the complete adoption phase of the project. City Staff will be responsible for distributing such information and presenting to the various stakeholders.

Deliverables:

- A. Consultant shall provide any needed support in the form of presentation aids, graphics, or other materials.
- B. Continued assistance to City staff on adoption and implementation of the new UDC and Zoning map. Assist with training Planning Staff and the public on using the new UDC and Zoning map.
- C. Availability as needed to attend Plan Commission and Common Council meetings and as requested by City staff or elected officials.

Responsibilities of City of Onalaska Staff & Other Resources

The following data will be made available by the City of Onalaska staff:

- 1. The City will provide present and historic UDC information and maps.
- 2. All existing City plans as requested.
- 3. Upon request, the City's GIS Technician will provide GIS support and data for the project. The City of Onalaska intends to work with the selected Consultant to keep mapping costs to a minimum.
- 4. Planning Staff will lead in project management and administration. City Staff will attend all meetings with the Consultant and act as a liaison between the public and Consultant.
- 5. Planning Staff will coordinate and schedule all meetings (formal and informal) involving the Consultant. Planning Staff will create and distribute all meeting agendas, minutes, and meeting information packets for publically-noticed meetings. The City is equipped to participate in virtual meetings (GoToMeetings, etc.) with the Consultant when appropriate to save travel time and expense. Meeting setup to be provided by Consultant.
- 6. After Plan Commission approval of the final post-public hearing draft, City Staff will finalize the ordinance through formal adoption procedures (Common Council, additional Committee review).

SECTION 3: PROPOSAL FORMAT / SUBMITTALS:

Proposal Organization & Format

To aid in the evaluation, it is desired that all proposals follow the same general format as described below. Submit five (5) complete sets, plus one (1) digital/electronic media version within a single sealed envelope or container and note on the package - "Proposal for Planning Services – UDC Rewrite".

General Submittal Information

The response to the RFP should be succinct but comprehensive and shall include the suggested approaches related to the Consultant's ability to achieve the City's project objectives and deliverables stated in the Scope of Services. The Consultant may propose modifications to the suggested Scope of Services if they believe it will better achieve the project objectives.

Required Submittals

A submitted proposal should include the following:

1. A cover letter and executive summary providing the highlights and basic information included in the proposal.
2. A description of your organization including general information about the firm and a description of the firm’s capabilities and experience with projects of equal or greater scope to the project outlined in this RFP and the location of the firm’s office serving this project. A description and resumes of the individuals on your team that will be directly involved with the project, their roles, and specific indication of the project manager. Please specify the experience that your firm has in assisting Wisconsin municipalities in similar work, your firm’s familiarity with Wisconsin State Statutes and your firm’s experience in working with hybrid zoning codes (form-based & Euclidian). Provide a minimum of three (3) comparable projects in progress or completed with the following information: reference name with current contact information, nature of public involvement in formulation of the Code, size/scale of geographic area, and the type of code implemented (Euclidean, Form-based, hybrid).
3. Describe your firm’s approach to the project identifying concepts, techniques or tools that may be used to accomplish the tasks set forth in this RFP in the public participation process. Provide a work plan that defines how you will produce the deliverables required in this RFP as noted in the Scope of Services. This should include descriptions of the quality control procedures that will be used and any sub-consultants or associations with other firms that will be used and their respective responsibilities and experience/qualifications. Also, any additional related services should be incorporated into the proposal if applicable.
4. Provide a detailed project timeline with the date of initiation of work and a project completion date not to extend beyond (November 12, 2019).
5. Provide a list of what is expected of the City of Onalaska including proposed use of City Staff, data, office space, equipment, materials/supplies, etc. Describe your firm’s intended relationship and level of assistance throughout the project with City staff.
6. Provide a cost estimate of professional fees to undertake each element outlined in the Scope of Services. The cost estimate should include labor costs, any mark-up for fringe benefits, overhead, profit and other direct expenses such as transportation, housing, printing, etc. The core project will be a lump sum contract. A breakdown of labor costs, including position, hours, hourly rates of pay, and cost should also be provided.

| Cost Breakdown Per Scope of Services Element | |
|---|------------------|
| Element | Cost (\$) |
| Project Orientation | |
| Public Participation / Issue Identification Process | |
| UDC & Zoning Map Evaluation & Analysis | |
| Annotated Outline | |
| Draft UDC & Zoning Map | |
| Public Hearing Draft UDC & Zoning Map | |
| Public Hearing(s), Revisions & Final Adoption | |
| UDC Implementation | |

7. Provide an estimate of per meeting costs for additional meetings beyond those described in the Scope of Services. This work will be on an as requested/as needed basis with the cost of work being paid by the requesting group.

8. Provide a statement that the Consultant has no conflict of interest with past, present, or known future policies, plans, or programs with the City of Onalaska.

SECTION 4: PROPOSAL EVALUATION, INTERVIEW/SELECTION PROCESS

1. Evaluation / Consultant Selection Criteria

The selection committee will consider the following criteria in evaluation of the proposals and interview presentation:

- A. Degree to which Consultant's overall project approach and strategy demonstrates an understanding of the project and potential project issues.
- B. Degree to which the Consultant's method to complete each task/deliverable in the Scope of Services demonstrates the ability to work effectively on complex public projects with the participation of multiple stakeholders and broad-based public input, and to bring such projects to successful completion within the constraints of time and budget.
- C. Experience of the Consultant in drafting UDC / zoning codes for communities of similar size and successfully utilizing a hybrid zoning approach.
- D. Degree to which staffing plan facilitates clear communication between the Consultant and City Staff and relevant experience of key individuals who will be assigned to the project.
- E. Quality and content of written proposal and interview presentation.
- F. Familiarity of the firm with local issues and potential alternatives applicable to this project.
- G. Understanding and agreement with the firm's approach and methodology to the project including the selection committee's general feeling and/or confidence in the firm.
- H. Ability to complete the project deliverables.
- I. Cost.

2. Proposal Review

The selection committee will review all proposals received by the aforementioned deadline against the listed criteria. Depending upon the response to the RFP, the committee may elect to short-list two to three firms that demonstrate substantial qualifications and experience. These firms will be then be scheduled for interviews.

3. Interview

Firms submitting proposals for this project may be scheduled for interviews as noted in the Calendar of Events (Section 5:2). The interview will enable your firm to present your proposal and approach to the project in person. The Consultant Project Manager is expected to take an active part in making the presentation during the firm's interview. The Project Manager is defined as the person having day-to-day responsibility to conduct the project work or to very closely supervise the work of others working on the project. Your firm may have other key people you feel will aid in the interview process. The interview will last approximately 30 minutes. Your presentation should be limited to 20 minutes to allow the remaining time to be used for follow-up discussion and questions.

4. Award of Project

Receipt of proposals and subsequent award of the contract will be with the highest ranked responsible proposer. The final scope of the project may vary from the proposal depending on the needs and resources of the City of Onalaska. If the City of Onalaska is unable to successfully conclude negotiations with the highest ranked responsible proposer, negotiations will be held with the next highest ranking responsible proposer. The contract shall then be awarded to the responsible proposer whose proposal is determined to be the most advantageous to the City of Onalaska taking into consideration the evaluation factors set forth herein. All proposals shall be a matter of public record upon award of the contract.

SECTION 5: ADMINISTRATIVE INFORMATION

1. Due Date

Response to the RFP is due to the Onalaska Planning Department by mail or hand-delivery to Katie Aspenson, at the address set forth below by **Friday, February 23rd, 2018 at 4:00 P.M.** All proposals shall be date and time stamped upon receipt. Proposals received after Friday, February 23, 2018 at 4:00 p.m. will **NOT** be accepted. Actual receipt by said time is required and deposit in the mail is insufficient.

Katie Aspenson, AICP
Planner | Zoning Inspector
Onalaska City Hall
415 Main Street
Onalaska, WI 54650

2. Calendar of Events

| EVENT: | DATE: |
|--|---|
| RFP Released | Friday, January 26 th , 2018 |
| Deadline: Consultant Questions | Friday, February 16 th , 2018 |
| Deadline: Proposals Due | Friday, February 23rd, 2018 @ 4:00 P.M. |
| Contact Short-Listed Consultants | March 9 th , 2018 |
| Consultant Interviews at Plan Commission Meeting | March 27 th , 2018 |
| Contract Negotiations/Approval by Common Council | April 10 th , 2018 |

**Please note, these dates are for planning purposes only. They represent the City's desired timeline for implementing this project. The timeline may be adjusted, however, as needs and circumstances dictate.*

3. Inquiries & Clarification of Specifications

Proposals and any questions (only in written/email form) concerning this RFP/RFQ should be directed to the contact listed below. Other members of the selection committee will not respond to any questions, written or verbal. The questions, and subsequent answers, will be documented and distributed to all interested parties.

Katie Aspenson, AICP
Planner | Zoning Inspector
Onalaska City Hall
415 Main Street
Onalaska, WI 54650
kaspenson@cityofonalaska.com

4. Consultant Qualifications

The City of Onalaska may make such investigations as it deems necessary to determine the ability of the Consultant to perform the work, and the Consultant shall furnish to the City all such information and data for this purpose, as the City may request. The City reserves the right to reject any proposal if the evidence submitted by, or investigated of, such Consultant fails to satisfy the City that such Consultant understands the full scope of work and is properly qualified to carry out the obligations of the contract and to complete the work contemplated herein.

5. Discussions and Revisions to Proposals

As provided in the RFP, discussions may be conducted with responsible Consultants who submit proposals determined to be reasonably susceptible of being selected for award for the purpose of clarification to assure full understanding of and conformance to the solicitation requirements. Consultants shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of proposals and such revisions may be permitted after submissions and prior to award for the purpose of obtaining best and final offers. In conducting discussion, there shall be no disclosure of the information derived from proposals submitted by competitive consultants.

6. Acceptance / Rejection of Proposals

The City reserves the right to reject in whole or in part any and all proposals submitted, to waive any informalities or technicalities, and to accept the proposal determined to be in the best interest of the City. The City reserves the right to negotiate with any Consultant it deems suitable to carry out this project. The City of Onalaska has the right to re-issue all or part of this RFP/RFQ, and not award any contract, all at its discretion and without penalty.

7. Property

All proposals, responses, inquiries or correspondence relating to or in reference to this RFP, and all reports, charts, displays, schedules exhibits and other documentation submitted by the Consultant shall become the property of the City when received and are available for use by the City in any manner the City deems appropriate. Any restrictions on the use of data contained within the proposal must be clearly stated in the proposal itself. Non-disclosure cannot be guaranteed after the selection stage of this procurement due to Wisconsin public records law considerations.

8. Incurring Costs

All costs, directly or indirectly related to the preparation of a proposal, including any oral presentations/interviews required to supplement and/or clarify a proposal, shall be the sole responsibility of the Consultant.

9. Project Budget

The City has budgeted \$90,000 for the preparation and completion of the Unified Development Code rewrite including all ordinance development, materials, meeting costs and deliverables. The budgeted amount is a preliminary estimate of cost and the final dollar amount will be dependent on the extent of tasks identified in the final scope of work in an executed contract.

10. Assignment

No right or duty in whole or in part of the Consultant may be assigned or delegated without the prior written consent of the City of Onalaska.

11. Insurance

The Consultant to perform services for the City of Onalaska shall: (A) Maintain worker's compensation insurance as required by Wisconsin Statutes, for all employees engaged in work: (B) Maintain general liability and property damage against any and all claim(s) which might occur in the carrying out of this agreement/contract. Minimum coverage is \$1 million-for each occurrence, \$1 million personal liability and advertising injury, \$2 million general aggregate and \$2 million products liability. (C) Maintain professional liability insurance with a minimum coverage of \$2 million. At the time of signing the agreement, provide an insurance certificate(s) indicating this coverage, countersigned by an insurer licensed to do business in the State of Wisconsin, covering the period of this agreement, stating that such insurance is primary coverage and list the City of Onalaska, its officers, council members, agents, employees or volunteers as additional insureds.

12. Independent Contractors

The parties shall be independent contractors in the performance of the services requested and nothing herein is intended or may be construed to make either party the employee, agent, partner, or representative of the other. Neither party shall represent to any third party that they are the employee, agent, partner, or representative of the other party.