

REQUEST FOR QUALIFICATIONS

Stevens Point Master Plans for Targeted Areas *Downtown and Division Street*

Due: March 9, 2018 by 4:00 p.m. CDT



Contact:

Michael Ostrowski, CEcD, AICP

Director of Community Development / Redevelopment Authority

City of Stevens Point

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PROJECT SUMMARY

A. Introduction

The Redevelopment Authority of the City of Stevens Point (RA) is seeking statements of qualifications from interested firms or teams of firms with the appropriate expertise and experience to serve as a consultant to coordinate the development of a master plan (“the Plan”) for the Downtown and Division Street corridor. The Plan will be the primary vision-setting and policy-directing strategy to lead the on-going revitalization and evolution of Stevens Point for the next 10 to 20 years. In addition to establishing priorities for the city’s future land use, transportation network, park and open spaces, and major development projects, the Plan is expected to guide real estate and infrastructure investments and planning and economic development activities.

The Plan should build on prior plans, modern trends, along with recent development activity. Further, it must engage both the local and broader community in meaningful ways such that the Plan reflects the needs and desires of the populace and will engender their support for the resulting vision and recommendations. The plan effort should encompass guiding principles that will ensure the Plan serves as a roadmap towards making these targeted areas livable, connected, resilient, and sustainable, and a desirable destination in the region.

The Plan process will consist of several components:

- a real estate market study;
- a comprehensive transportation analysis;
- public engagement activities; and
- research, analysis, and plan formulation.

This Request for Qualifications is specifically focused on identifying a firm to conduct master planning activities and to compile all of the components of the process into one unified Plan. It is expected that the Plan will be adopted by the City of Stevens Point as a component of the Comprehensive Plan, and will serve as the work plan for the RA regarding redevelopment initiatives.

The minimum components of the Plan shall consist of:

- identification of goals and objectives, along with action plans for each object;
- identification of public improvements and potential funding sources;
- a marketing strategy for the targeted areas, including concept plans for larger tracts of land within the targeted areas;
- a formal redevelopment plan, as specified under Wis. Stats. 66.1333; and
- a form-based zoning code for the targeted areas.

B. About the Redevelopment Authority

The RA is challenged with blight elimination and redevelopment initiatives throughout the city. A formal redevelopment plan, as specified under Wis. Stats. 66.1333 provides authorization for the RA to carry out initiatives approved by the City.

C. Project Overview

The existing Downtown Redevelopment Plan was adopted in 2008, and serves as a conceptual plan for the redevelopment of areas within the downtown area. Both the Downtown and Division Street are also with tax incremental financing districts that have their own project plans. These districts were created about ten years ago. Since that time, macro market conditions (the end of the national recession) and local market activity (significant development investment in catalytic projects and sites) have resulted in significant change in the targeted areas. Furthermore, there has been a push to make the Division Street corridor more of a second downtown area. This would include creating higher density development, mixing uses, providing alternative transportation options, and creating aesthetically pleasing public improvements. Moreover, because of the increasing costs of land and utilities, there are fewer opportunities for new or “greenfield” real estate development that makes financial sense in Stevens Point. Development and growth opportunities in the city now focus more on redevelopment, placemaking, adaptive reuse, and ensuring connections among the established plans and projects of large property owners including Sentry Insurance and University of Wisconsin-Stevens Point.

RA desires to engage a broad range of constituents in a conversation about the future of the targeted areas, not only about the physical development of them, but also in regards to opportunities that will drive the economy and the shaping of the City’s “brand”. Urban areas are revitalizing nationwide due to favorable local, state, national, and global trends; how can we help shape Stevens Point into an attractive and desirable urban area that competes with peer cities?

RA seeks a consultant to craft a feasible master plan for the next 10-20 years of growth and revitalization in the targeted areas. The consultant will also facilitate community engagement that creates a conversation about the future of the targeted areas. While the Plan will provide a roadmap for development, transportation, urban design, and other key elements of the targeted areas, it will also provide an opportunity to draw the region’s attention to what Stevens Point is and what it could be.

Scope of Work

RA will collaborate with the consultant to develop a final scope of services; however, the anticipated services are expected to include the following tasks and deliverables:

- Project Management: Developing a work plan, schedule, and project management approach in collaboration with the RA
- Documenting and Analyzing Existing Conditions: Assessment and inventory of applicable physical, social and environmental existing conditions and generating descriptive maps of existing land uses, transportation networks, parks/open spaces, and development patterns within the study area
- Public Engagement: With the RA and other creative partners, develop and execute an engagement strategy to facilitate broad public input into the Plan
- Identification of Goals and Principles: Synthesizing all inputs and leveraging expertise and experience to craft suitable overarching goals and principles that will guide the plan to ensure desired outcomes
- Development of Recommendations: Identifying, evaluating, and prioritizing development

and infrastructure projects, urban design improvements, and area programming recommendations and developing land use concepts, policies, and implementation strategies consistent with the identified plan goals and principles that are feasible

- **Plan Documentation:** Developing the final plan report, including implementation recommendations and supporting maps and graphics.

Schedule

The RA will develop a Plan process schedule with the selected consultant. At this point in time, it is the RA's intention to complete the final Plan report by December 2018.

Study Area

The general study area geography for the targeted areas is illustrated below. However, the Plan process should take into consideration plans, activities and development activity that are immediately adjacent to this boundary.

DOWNTOWN STUDY AREA



DIVISION STREET CORRIDOR STUDY AREA



SUBMISSION REQUIREMENTS

The following items must be submitted in response to this request.

A. Letter of Intent

State the full name(s) and address(es) of the organization(s) and the branch office(s) or other subordinate element(s) that will perform or assist in performing the services described herein. Identify the firm contact name, phone, and email addresses. Indicate type of firm ownership (individual, partnership or corporation) and explain any proposed team or joint venture or partnership relationships. Include the state in which the firm is incorporated or licensed.

B. Statement of Experience

Submittals should provide a straightforward, complete and concise description of the consultant's capabilities to satisfy the requirements of this RFQ. Describe the experience, detailing a minimum of three recent, relevant projects in similar conditions and with similar size and/or scope. Summaries should include a narrative on the projects, the associated fees, and references.

C. Team Qualifications

Provide the names and résumés (including email addresses) of a principal and key staff members who will work on the project and a team organization statement defining their anticipated roles on the team. Indicate the percent of involvement of each team member and identify who will be the daily point of contact.

D. Statement of Project Understanding / Approach

Demonstrate project understanding, including details of the team's familiarity and experience with providing comprehensive planning services for comparable sized cities. Provide any additional information that demonstrates the firm's understanding and insights related to the project. A detailed scope of services and project schedule are not needed, as the RA will develop the final scope of services with the consultant upon selection.

E. Budget

Provide standard 2018 hourly rates for the team members listed in team qualifications.

SUBMISSION PROCESS

A. Questions

Direct any questions in writing to Michael Ostrowski via email at mostrowski@stevenspoint.com by 4:00 p.m. CDT February 28, 2018 using the Subject line "Targeted Area Master Plan Questions." Answers to questions will be made available to all respondents via email.

B. Submittal Due Date

All statements of qualifications must be submitted to the RA, Attention Michael Ostrowski by 4:00 p.m. CDT, Friday, March 9, 2018 at:

Michael Ostrowski, CEcD, AICP
Director of Community Development / Redevelopment Authority
City of Stevens Point
1515 Strongs Avenue
Stevens Point, WI 54481

Ph: (715) 346-1568
Cell: (715) 204-2030
Fax: (715) 346-1498
Email: mostrowski@stevenspoint.com

Submittals received after this time and date will not be considered. Respondents should submit a digital submittal via email to the address above, and deliver ten (10) hard copies to the physical address above prior to the submittal deadline.

SELECTION AND EVALUATION CRITERIA

A. Selection Criteria

The RA reserves the right to reject any or all submittals, make modifications to the work after submission and waive any informalities in submissions if deemed in the RA's best interest to do so, without any liability on the part of the RA. The following criteria will be used in evaluating qualifications. The list is not shown in any prioritized order:

- Stability of Firm

Stability and resources of the submitting firm, including the firm's history, status, growth, overall resources of the firm, form of ownership, litigation history, financial information, and other evidence of stability.

- Experience and Qualifications

Consultant's relevant experience and qualifications, including the demonstrated ability of the firm in effective complex urban mixed-use district planning projects comparable in complexity, size, and function, for customers similar in scope to the RA and/or the City of Stevens Point. This includes relevant experience and qualifications of the principal and lead staff and level of experience in all aspects of the project and evidence of broad knowledge of best practices in urban district master planning and public engagement.

- Suitability

Consultant's apparent suitability to provide services for the Plan, including the firm's apparent fit to the project including any special or unique qualifications for the project, current and projected workloads (available resources), and proximity of office(s) and/or lead staff to project

location and/or proven ability to gather resources in the City of Stevens Point.

- Past Performance

Evidence of the consultant's past performance, including level of quality of the services to previous customers, customer's statements of that quality, the firm's ability to meet established time requirements, the firm's response to project needs during the project and the firm's control of quality and budget.

B. Selection Schedule

RFQ Release Date	February 16, 2018
Questions Due	February 28, 2018
Submittals Due	March 9, 2018
Interviews (if necessary)	Week of March 19, 2018 (anticipated)
Consultant Selection	Week of April 2, 2018 (anticipated)
Contract Negotiation & Finalization	Late April 2018 (anticipated)
Notice to Proceed	Late May 2018 (anticipated)

C. Equal Opportunity Statement

The RA is an equal opportunity employer and will select a consultant without regard to age, disability, religion, creed or belief, political affiliation, race, sex or ethnicity.

D. Contract Negotiations

The RA will negotiate the terms of a contract with the consultant(s) submitting the top-ranked response(s) or another ranked choice, should negotiations with the top-ranked firm fail. The RA will not reimburse any costs incurred prior to a formal notice to proceed should a contract award result from this solicitation. Submittal costs in conjunction with this RFQ shall be borne by the submitting firm.