



## **REQUEST FOR PROPOSALS**

### **ZONING CODE UPDATE**

#### **GENERAL INFORMATION**

This Request for Proposals (RFP) seeks a qualified firm to conduct a major update to the city's zoning code – Chapter 23 of the Wausau Municipal Code.

The existing zoning code was adopted in 1967, but has undergone periodic updates since then. The proposed scope of work is to overhaul the zoning code – basing it on the city's most recent Comprehensive Plan (2017).

The current zoning code is a typical Euclidian code, with emphasis on separation of land uses and controlling density. The update to the zoning code would take an in depth analysis of the code and modernize it to fit the goals and objectives of the city's comprehensive plan.

Some overarching goals for the update to the zoning code are to:

- Make the code easier to understand and administer
- Allow for greater flexibility in urban infill development
- Introduce form-based concepts in certain areas
- Integrate the city's urban design standards into the zoning code
- Allow for a greater mix of compatible land uses

Particular topic areas to address in the update include, but are not limited to:

- Sign zoning – bring regulations up to date with most recent case law
- Off-street parking – explore modern concepts such as reducing minimums, introducing maximums, and the inclusion of bicycle parking
- Subdivision ordinance – integrate with zoning ordinance
- Landscaping and green infrastructure – adopt more progressive regulations
- Permitted and conditional uses – update and simplify

#### **SCOPE OF WORK**

The consultant will be expected to work closely with city staff on a public process for implementing a new zoning code. This will involve facilitation of public meetings in addition to working meetings with city staff and/or key stakeholders. The exact number of meetings, as well as deliverables, timelines, etc. will be developed with city staff and may be altered during the process.

The overall scope of work, at a minimum, is anticipated to include the following:

- Thorough review of current zoning and related ordinances
- Development of enforceable zoning regulations in relation to the city's comprehensive plan

- Public involvement including in-person meetings, city committees, and online outreach
- Draft documents, including the new zoning code, plus supporting documents such as a summary of amendments
- Legal consultation for new regulations
- Generation of final draft code, maps, graphics, and supporting documents
- Assistance with adoption of final code through city committees and Common Council

**BUDGET**

Consultants should provide a total cost to prepare the zoning code including hourly rates and estimated number of hours to complete the project. All expenses associated with the project including all travel and incidental costs should not exceed \$90,000.

**REQUEST FOR PROPOSAL PROCESS**

This RFP seeks the submission of proposals to provide services from any and all interested and qualified consultants. The city of Wausau seeks, by way of this RFP, to obtain services in a manner that maximizes the quality of services while also maximizing value to the City. Consultants must be able to show they are capable of performing the services requested. Such evidence includes, but is not limited to, the respondent's demonstrated competency and experience in delivering services of a similar scope and type, and the local availability of the consultant's personnel.

The RFP response must be submitted electronically to [brad.lenz@ci.wausau.wi.us](mailto:brad.lenz@ci.wausau.wi.us) by 4:00 p.m. Central Standard Time on **March 9, 2018**.

All responses must be received by the stated date and time in order to be considered for award. The City will not be responsible for and may not accept late proposals due to slow internet connection or for any other electronic failure (including, but not limited to, information transmission and internet connectivity failures).

By submitting a proposal, each consultant certifies that its submission is not the result of collusion or any other activity which would tend to directly or indirectly influence the selection process. The proposal will be used to determine the consultant's capability of rendering the services to be provided. The failure of a consultant to comply fully with the instructions in this RFP may eliminate its proposal from further evaluation as determined in the sole discretion of the City. The City reserves the right to evaluate the contents of proposals submitted in response to this RFP and to select a consultant, if any.

Proposals received late will not be opened or given any consideration for the proposed services unless doing so is deemed to be in the best interest of the City.

**TENTATIVE SCHEDULE OF EVENTS**

EVENT	DATE
Release Request for Proposals	February 9, 2018
Proposal deadline	March 9, 2018
Contractor selection by City Plan Commission	March 20, 2018

Execute contractor agreement /project start	April 2018
Final draft and ordinance adoption	July 2019

**PROPOSAL SUBMISSION REQUIREMENTS**

All proposals should adhere to the specified content and sequence of information described by this RFP.

Submit one (1) complete electronic (PDF, Microsoft Word document, etc.) version of your proposal and any required attachments to the City electronically to Brad.Lenz@ci.wausau.wi.us.

**COVER LETTER**

Provide a one-page cover letter on your letterhead that includes the address, telephone number, and e-mail address of the contact person(s). List the name and title of each person authorized to represent the consultant in negotiations.

Unless the consultant is an individual, all proposals must be signed with a firm/company/partnership/entity name and by a responsible officer or employee indicating that officer or employee’s authorization to commit the consultant to the terms of the proposal. Obligations assumed by such signature must be fulfilled.

**SPECIFIED CONTENT AND SEQUENCE OF INFORMATION IN THE RFP**

Each proposal should include sections addressing the following information in the order shown in the following section. The consultant should be sure to include all information that it feels will enable the evaluation committee and, ultimately, the City to make a decision. Failure of the consultant to provide specific, detailed information may result in its proposal being rejected in favor of a sufficiently-detailed proposal. Any necessary exhibits or other information, including information not specifically requested by this RFP but that you feel would be helpful, should be attached to the end of the proposal.

**Qualifications and Experience:**

- Provide a statement of qualifications for your organization, a statement of the size of firm, a description of services provided by your organization, and a statement of the extent of experience/history providing the services requested by this RFP.
- How many full time employees (FTEs) do you plan to assign to this project if you are selected?
- How many people in total are employed by your company? Delineate between employees and sub-consultants.
- If applicable, list the professional qualifications for each individual that would be assigned to provide services requested by this RFP, including date and educational institutions of any applicable degrees, additional applicable training, and any professional certifications and/or licensing. In lieu of listing this information, you may submit a resume or curriculum vitae for each such individual if the resume/CV includes all the requested information.

### **Proposed Approach:**

This section describes your proposed approach for meeting the services required by the City, as listed above. Relevant considerations include the quality and feasibility of your approach to meeting these needs, the manner in which you plan to provide adequate staffing (if applicable), and equipment or other resources provided by you (if applicable). Keep these considerations in mind as you respond to the following:

- Describe how you will fulfill the needs of the City described in this RFP. Attach a project plan, if appropriate.
- List your needs for physical space and/or equipment at the City during this engagement, if any.
- Identify how you will meet all other aspects of the scope of work and related requirements stated above. List any items that you cannot provide.

### **Cost Analysis and Budget for Primary Services:**

- Provide an itemized budget and a detailed explanation for all costs associated with providing the requested services.
- Is travel time to the city of Wausau or other locations expected to be billable? If so, how will travel time invoices be calculated?
- Include start-up costs if any.

### **Claims, Licensure and Non-Discrimination Violations Against Your Organization:**

List any current licensure or non-discrimination claims against you/your organization and those having occurred in the past five years, especially any resulting in claims or legal judgments against you.

### **Work Samples and References:**

List at least three business references for which you have recently provided similar services. Include contact names, titles, phone numbers and e-mail addresses for all references provided. Also provide any work samples you feel are representative of your work on a similar project.

## **PROPOSAL EVALUATION**

All proposals received will be evaluated by an RFP evaluation committee. During the evaluation process, the City may require a consultant's representative to answer specific questions orally or in writing.

Once a finalist or group of finalists is selected, additional interactions or information may be required. The RFP evaluation committee will select the firm that submits the most responsive proposal. Selection will be based on the overall strength of each proposal, and the evaluation is not restricted to considerations of any single factor, such as cost. A local preference may be used in the selection process.

The criteria used as a guideline in the evaluation will include, but not be limited to, the following:

1. Qualifications and experience of the firm, including capability and experience of personnel

- to be employed on this project.
2. Proposed approach, including clarity of understanding of the scope of services to be provided and appropriateness of the proposed solution/services.
  3. Demonstrated history of successfully performing related services to comparable entities.
  4. Cost for the services described by this RFP and the value provided to the City.

The evaluation committee may consider any other criteria it deems relevant, and the evaluation committee is free to make any recommendations it determines to be in the best interest of the City. Inaccuracy of any information supplied within a proposal or other errors constitute grounds for rejection of the proposal.

Note that the City reserves the right to evaluate proposals solely based on each provider's written submission. In relation to written materials, evaluation will be performed only on the material included directly in the proposal itself unless otherwise indicated or requested by the City. The City reserves the right to select proposals other than those with lowest costs.

### **ADDITIONAL TERMS AND CONDITIONS**

The City reserves the right to accept or reject any or all proposals or portions thereof without stated cause. Upon selection of a finalist, the City by its proper officials shall attempt to negotiate and reach a final agreement with the finalist. If the City, for any reason, is unable to reach a final agreement with this finalist; the City then reserves the right to reject such finalist and negotiate a final agreement with another finalist who has the next most viable proposal. The City may also elect to reject all proposals and re-issue a new RFP.

The City is not bound to accept the proposal with the lowest cost, but may accept the proposal that demonstrates the best abilities and qualifications to meet the needs of the City. The City reserves the right to waive any formalities, defects, or irregularities, in any proposal, response, and/or submittal where the acceptance, rejection, or waiving of such is in the best interests of the City. The City reserves the right to disqualify any proposal, before or after opening, upon evidence of collusion, intent to defraud, or any other illegal practice on the part of the consultant.

**SIGNATURE BLOCK**

Note: Please return this page with your proposal.

The undersigned, an authorized agent of his/her company, hereby certifies:

( ) familiarization with all terms, conditions, and specifications herein stated,

( ) company is qualified to perform work and services as proposed,

( ) that the proposal submitted is valid until \_\_\_\_\_ (date).

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Title

\_\_\_\_\_  
Type of Entity (S-Corp, LLC, etc.)

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Web Site

\_\_\_\_\_  
Email Address