



REQUEST FOR PROPOSALS

WAUSAU CENTER URBAN DESIGN AND TRANSPORTATION MASTER PLAN

WAUSAU, WISCONSIN

INTRODUCTION

This Request for Proposals (RFP) seeks a qualified firm to create a Wausau Center Urban Design and Transportation Master Plan in Wausau, WI.

The plan would evaluate the circulation, traffic patterns, parking, pedestrian experience and streetscaping of the streets around the Wausau Center Mall, primarily focusing on Forest Street and Washington Street from 1st Street to 6th Street.

Forest Street is a three-lane one-way, without parking, connecting the Washington Street Bridge and the west side of Wausau to the southern edge of the downtown and Grand Avenue. Forest Street serves as a one way complement to Scott Street, circling through Wausau's downtown. It is currently designated as southbound Business Highway 51 and eastbound State Highway 52. The properties along Forest Street are a mix of commercial uses. Some of them have been redeveloped, and others are vacant or underutilized. Forest Street runs along the backside of a regional shopping center which will be undergoing changes – transitioning away from a traditional indoor shopping mall. The street serves two parking structures that are associated with the mall.

Washington Street functions as a converging one-way street, funneling traffic from the east and west to 3rd Street, Wausau's historic main street. The main entrance to the Wausau Center Mall is on Washington Street at the southern terminus of 3rd Street. The properties along Washington Street are commercial storefronts and the northern façade and entrance to the Wausau Center Mall.

The scope of the plan includes overall downtown circulation and the relation of both Forest Street and Washington Street to the adjacent streets. It will be necessary to include in the evaluation complementary and connected streets throughout the downtown, including Grand Avenue, Scott Street, Jefferson Street, 1st Street, 2nd Street, 3rd Street, 4th Street, 5th Street, and 6th Street.

Some overarching themes to address in the Master Plan:

- Improving the connectivity between Wausau Center Mall, the core downtown area, and the rest of the City
- Improving parking options along the corridors
- Improving pedestrian and bicycle access, comfort and safety
- Facilitating improvement of properties along the street
- Adapting to and facilitating the redevelopment and adaptive reuse of Wausau Center Mall
- Serving as a downtown gateway
- Adaptability to future changes in transportation needs

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

- Street and intersection design (including exploring conversion from one-way into two-way streets)
- Recommended changes to zoning and land use along the corridors
- Infill location and design recommendations
- Recommendations to add parking capacity along Washington Street and Forest Street corridors
- Streetscaping, landscaping and green infrastructure recommendations
- Design recommendations and streetscaping options for the north side façade of the Wausau Center mall to be opened to the street along Washington Street.

SCOPE OF WORK

The goal of this corridor plan is to have actionable recommendations that allow the City to proceed with a recommended alternative, with minimal additional study and re-design work needed to proceed to the construction phase. A phased approach may be desired, breaking the results into immediate action items, mid-term items, and long-term items. The consultant will be expected to work closely with city staff on a public process for evaluating corridor alternatives. 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 consultant is also expected to perform some preliminary work with the Wisconsin Department of Transportation to ensure corridor alternatives are feasible. Design will primarily utilize GIS level measurements, but if additional topographic detail is needed then City staff can contribute survey work.

The overall scope of work is anticipated to include the following:

- Thorough review of available traffic data, including traffic counts, crash data, and future traffic projections
- Walk audit of project area
- Visioning with businesses and property owners along the two primary corridors
- Development of feasible street design alternatives
- Review of current land uses
- Urban design recommendations for future redevelopment of parcels along the corridors, including sketches
- Public involvement including in-person meetings, city committees, and online outreach
- Draft documents, including the plan and any supporting documents
- Generation of final draft plan, maps, graphics, and supporting documents
- Assistance with adoption of final plan through city committees and Common Council

DELIVERABLES

Street design alternatives. Evaluate circulation, access and traffic, including a Traffic Impact Analysis (TIA) if needed by WisDOT. Propose street design alternatives for Forest Street and Washington Street, including street layout and concepts. Summarize the pros and cons of each alternative, including the effects on traffic and circulation for all modes of transportation and cost estimates. Include any changes needed to connecting streets to accommodate the alternatives. The City expects to choose at least one preferred alternative during the planning process that may include more detail, such as typical sections equivalent to a 30% design plan.

Streetscaping and urban design plan. Show the recommended streetscaping treatments along the corridors, including parking, sidewalks, street furniture, utilities, landscaping, and sidewalk activities. Include a plan for and sketches or renderings of potential enhancements to existing buildings and infill of underutilized or vacant parcels.

The consultant may propose additional tasks and/or a revised scope based on experience with similar projects in similar cities. Sub-tasks, such as conference calls, draft reviews, etc. shall be considered part of the proposed scope but will not be detailed in this RFP.

Upon selection of a consultant, the City would like to move quickly in developing the master plan. The City would like to have the plan completed by fall of 2018.

BUDGET

Consultants should provide a total cost to prepare the plan 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 \$50,000.

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 bradley.sippel@ci.wausau.wi.us by 4:00 p.m. Central Standard Time on **May 18, 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	April 16, 2018
Proposal deadline	May 18, 2018
Firm selection by review committee	May 25, 2018
Execute contractor agreement /project start	June 2018
Final draft and adoption	November 2018

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 Bradley.Sippel@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, aside from space or equipment that would be provided by the City as an obvious aspect of the requested services (for example, computers to document services, etc.).
- 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? Generally, proposals that do not include travel time or expenses are preferred unless the services requested require travel as part of the service.
- 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 and/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.

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