



Request for Proposals

City of Viroqua, Wisconsin

Comprehensive Plan Update

Alternate 1: Comprehensive Outdoor Recreation Plan

Alternate 2: Historic Preservation Plan

I. Project Overview

A. INTRODUCTION

The City of Viroqua is seeking proposals from qualified and professional planning consultants who have the capacity and expertise to assist the city in the completion of an action-oriented and implementable update to the City's Comprehensive Plan. The city is proposing a targeted update to the Comprehensive Plan which balances the previously established goals, objectives, and policies that maintain relevancy with any significant present-day or newly developed goals, objectives, and policies.

The City of Viroqua's current Comprehensive Plan was adopted in 2007. The city has proactively planned since that time through the completion of multiple supplemental plans and studies and now desires to pursue a full update to the Comprehensive Plan.

B. COMMUNITY OVERVIEW

Viroqua is the seat of Vernon County in southwestern Wisconsin near three rivers: the Mississippi, Kickapoo, and Bad Axe. It encompasses an area of 4.36 square miles. Five U.S. Highways run through the city including U.S. Highways 14, 27, 56, 61, and 82. Viroqua is further serviced by a municipal airport. As of the 2020 census, the population was 4,504. There were 2,231 housing units at an average density of 512.0 per square mile. The racial makeup of the city was 93.1% white.

According to the American Community Survey estimates for 2016–2020, the median income for a household in the city was \$38,849, and the median income for a family was \$55,075. The per capita income for the city was \$23,884. Of the population aged 25 and over, 94.3% were high school graduates or higher and 25.5% had a bachelor's degree or higher.

Viroqua is an accredited Main Street America city. The downtown is listed on the Wisconsin and National Register of Historic Places. Viroqua is a site of food tourism, as surrounding Vernon County is home to one of the highest densities of organic farms in the country.

C. PROJECT GOALS AND OBJECTIVES

The update to the Comprehensive Plan has the overarching objective of providing the City Council, Boards and Commissions, staff, residents, businesses, and the overall development community with a comprehensive, rational, and coordinated tool to guide the city's decision-making and development. The updated plan will also help maintain collaborative relationships within the community, surrounding towns, and other governmental entities.

The desired comprehensive plan document format should be an extremely user-and web-friendly dashboard or infographic-style document including a section for the overall

city, selected special areas, and selected corridors. The document must be supplemented by support appendixes containing the technical and specific background data used to support the goals and objectives.

The Wisconsin Comprehensive Planning Law does not mandate how a local community should grow, but it requires public participation at the local level in deciding a vision for the community's future. With community engagement and understanding at the heart of the update, the following elements must be included as defined by the Comprehensive Planning Law (s. 66.1001) with the policies of each summarized at the conclusion of each respective section:

- Issues and Opportunities
- Housing
- Transportation
- Utilities and Community Facilities
- Agricultural, Natural, and Cultural Resources
- Economic Development
- Intergovernmental Cooperation
- Land Use
- Implementation

D. PROJECT PURPOSE

The Comprehensive Plan Update is intended to make the plan more practical from both a contextual and an implementation standpoint. The updates should reflect the community's desires, as well as provide action items City Staff may be able to implement. An Implementation Plan should be tied to a timetable so staff may plan a course of action for implementation.

E. SCOPE OF SERVICES

The following are required components and considerations of the Comprehensive Plan Update. Where it provides convenience and cost-savings without sacrificing quality, the city is open to a combination of in-person and virtual formats for all meetings necessary during the planning process.

- Initial assessment of the City of Viroqua's 2007 Comprehensive Plan to determine any potential significant additions, deletions, and /or modifications that may be necessary.
- Internal meetings with City Staff, and the City's Plan Commission will be required.
- Consultants should review and utilize existing information, including those listed below as appropriate in developing the Comprehensive Plan Update. These resources will be provided by the city and may include the following:
 - Viroqua Bike and Pedestrian Plan (2024)
 - Updated Safe Routes to School Plan (SRTS) (2024)
 - Rock Avenue Park Planning Report (Draft) (2018)
 - Downtown Main Street Circulation & Safety Recommendations (2022)

- Main Street Corridor Traffic Study (Strand) (2021-2024)
- Viroqua Municipal Energy Plan (draft June 2020)
- Vernon County Coordinated Public Transit – Human Services Transportation Plan
- Vernon County Housing Study (in progress)
- Discussion and Findings by the Viroqua Housing Advisory Board with a special focus on the opportunities to create flexible housing options.
- Vernon County Energy District Planning Documents
- Special Consideration given to:
 - Vernon County is currently in the process of updating the county-wide comprehensive plan. Consultants should be aware of the county planning process, captured data, and deliverables. Submitted proposals shall outline the strategy for incorporating, integrating, or otherwise working in conjunction with the county’s comprehensive planning process.
 - Conservation and sustainability needs
 - All public meetings shall be accessible.
- The consultant shall provide an Implementation Plan that details the steps to accomplish the plan. All submitted proposals should include a strategy and plan for community outreach and engagement to gain input and feedback on any analyses, and potential alternatives or recommendations. Community engagement will be a central tenant of the Comprehensive Plan Update process. Proposals should identify the specific engagement techniques and products to be used.

F. BASIC COMPONENTS/DELIVERABLES

The following deliverables will be required for the Comprehensive Plan Update:

- Draft and Final Version of the Comprehensive Plan Update
- Implementation Plan and Timetables
- All materials prepared for and related to public presentations/engagements.
- Digital, web, and social media compatible updates and drafts for posting. The city will create a dedicated Comprehensive Plan Update project page on the city's website and will utilize other digital platforms to provide information related to the project.
- Attendance will also be required during the adoption process.
- Results of the public engagement activities, including but not limited to on-line survey results, stakeholder interviews, focus groups and other public engagement meetings.

G. SECONDARY COMPONENTS/DELIVERABLES

The following deliverables are being requested as alternate additions to the Comprehensive Plan Update:

- Comprehensive Outdoor Recreation Plan
 - The plan should also consider possibilities for indoor recreational opportunities.
 - The plan should also consider opportunities for public/private partnerships to deliver recreational opportunities to the community.
- Comprehensive Historic Preservation Plan

Consultants or consultant teams shall submit cost itemized proposals. Submitting a proposal for either alternate is not required and will not cause proposing firms to be automatically disqualified from further consideration. However, the city will give preference to a firm who can provide both alternates along with a strong proposal for the core comprehensive plan.

H. PROJECT TIMEFRAME

The Comprehensive Plan Update process will begin in January 2025. The entire process is anticipated to last approximately 12 months, with tentative completion in December 2025. Additional timelines related to public engagement efforts as it pertains to the submission of drafts or other deliverables will be determined during final scoping of the project.

I. PROJECT BUDGET

Budget information for the Comprehensive Plan Update is allocated with the City of Viroqua's 2024 budget. The city's anticipated budget for consultant services is not to exceed \$50,000 for the Comprehensive Plan, \$15,000 for the Comprehensive Outdoor Recreation Plan, and \$10,000 for the Historic Preservation Plan.

II. PROPOSAL CONTENTS

Proposal Submissions in response to this RFP should contain the following elements – explicitly identified – **and limited to 30 pages**. Failure to respond to a specific requirement may be a basis for elimination from consideration during the comparative evaluation. The City of Viroqua will make every feasible effort – not guaranteed – to review Proposal Submissions for completeness and communicate any missing elements to allow adequate time for resubmittal. The City of Viroqua reserves the right to accept or reject any or all proposals.

The submitted proposal shall contain the following sections and respect all identified page limitations. Failure to comply with page limitations may result in elimination from consideration.

- A. Cover Page
- B. Executive Summary / Cover Letter
- C. Relevant Experience
- D. Methodology and Work Plan
- E. Proposed Deliverables
- F. Anticipated Project Timeline
- G. Proposed Budget and Cost Details

A. COVER PAGE

The submitted proposal should have a single Cover Page which clearly identifies: the Project Name and City of the RFP and Name(s) of the submitting prequalified consultant(s).

Be sure to clearly identify the project the proposal is being submitted for, as well as the names of all consultants who are a part of the proposal.

EXECUTIVE SUMMARY / COVER LETTER

The Cover Letter should be the first item following the Cover Page, not to exceed two pages in length, and contain the following information:

1. Statements which affirm:
 - a. The identification of the firm as a corporation, LLC, or other legal entity authorized to do business in the State of Wisconsin.
 - b. Compliance with all applicable EDGE / MBE / DBE requirements.
 - c. The consultant (or primary consultant if submitting the proposal as a consultant team) is solely and completely responsible for the delivery of the required services and deliverables.
 - d. All consultants participating in the proposal are not debarred, suspended, proposed for debarment, declared ineligible, or involuntarily excluded from covered transactions by any federal department or City or the Wisconsin Department of Transportation.
2. Contact information for the main point of contact for communications regarding the proposal, project, or contractual items. Contact information should include: Name and Title, Company Name, Phone Number and Email Address.

Additionally, the Cover Letter should be signed by a representative who is legally authorized to bind the consultant to any resulting awarded contracts.

B. RELEVANT EXPERIENCE

In total, this section should not exceed four pages.

CORPORATE QUALIFICATIONS

Provide an overview of the firm's background including details about the company's history, experience, and credentials.

KEY STAFF AND PERSONNEL

Identify all staff assigned to this project and the role they will serve. Specific background information on key individuals should be summarized, most notably the project manager. The background information should emphasize their experience relative to the project requirements. A statement concerning the recent related experience of key staff from your team who will be actively engaged in the proposed effort should also be included. Resumes and detailed profiles are not required.

PROJECT TEAM AVAILABILITY

Describe how the Project Team will work with the client to complete the project by the identified target date of December 2025. Provide evidence the firm has the capacity for the project and is familiar with the City of Viroqua and its geographical area.

SAMPLE PROJECT: RELATED EXPERIENCE

In no more than two pages, summarize any projects undertaken by your firm or consultant team which is most tangential to this RFP's Scope of Work. Please list any Wisconsin projects done within the past 5-years. Detail each firm's actual responsibility for the project, and provide appropriate reference(s), name(s), email address and telephone number(s).

ORGANIZATIONAL CHART

An organizational chart is only required for proposals which are being submitted on behalf of a consultant team and should not exceed one page. For proposals submitted by a team of consultants, include an organizational chart of the team which shows the names and roles of all key personnel. Lines of communication between team members should be illustrated, along with the main point of contact for each team.

C. METHODOLOGY AND WORK PLAN

This section shall communicate the consultant's understanding of the project's scope of work through a description of the approach and tasks to be performed to accomplish the project's purpose and provide the required deliverables. It should also demonstrate a technical understanding of the project through a defined approach to the Comprehensive Plan Update goals and desired outcomes.

The following should be explicitly included in the proposal's methodology:

1. Step-by-step explanation of the methodology and its relation to the scope of work.
2. Describe any resources that may be available to use in the completion of the Comprehensive Plan Update.
3. Estimated time frames / completion dates associated with each delineated task.
4. Specific milestones for submitting any required deliverables.
5. Any details related to the administration / management of the project:
 - a. The cadence of project meetings.
 - b. The role of client committees.
 - c. Methods or procedures for reporting progress.
 - d. Details on how deliverables will be submitted.
 - e. Communication strategies for public engagement

Be sure to note any elements of the methodology or work plan which may be unique or innovative.

D. PROPOSED DELIVERABLES

In one page, provide an itemized list – and description of – the deliverables for each identified task that are part of the various steps of the methodology. Any material that may be created and submitted throughout the lifetime of the project is deliverable, including draft versions of any studies or reports. All deliverables related to the contract shall become the property of the city. All materials received shall be considered public information and shall be open to public inspection.

E. ANTICIPATED PROJECT TIMELINE

The proposer shall provide a proposed schedule for all tasks, sub-tasks, and deliverables outlined in Sections D and E above. The proposed schedule should be no more than two pages and should include a visual calendar of events.

Any proposed timelines should respect any dates and time frames specifically delineated in this RFP. For example, if the RFP identifies a specific date with which the project is to be completed, that date should be used for the project completion date. If the consultant believes that any delineated dates or time frames will adversely affect the quality of the project, provide an alternative date, and explain why the delineated date or time frame would result in a lower quality product.

F. PROPOSED BUDGET AND COST DETAILS

Provide a full description and breakdown – in two pages or less – of the expected cost for the project. Proposals should present a scope of work that is generally consistent with the established budget.

Costs should be presented in two forms: by task and by billing rates of team members. Each phase or task that has been delineated in this RFP should have a cost table associated with it which details the anticipated staff involved in the phase or task, the number of hours required by each, and a summation of both.

Non-labor expenses should also be estimated by itemizing the expenses, and may include mileage, printing, equipment, per diem travel, fees, and any other applicable cost not related to the billable hour rates of key staff.

All costs shall be totaled.

The City of Viroqua intends to process and pay properly prepared and submitted invoices within 30 days, although that is not guaranteed.

III. PROPOSAL SUBMISSION AND EVALUATION PROCESS

The following outlines the timelines and process associated with evaluating and selecting a final consultant for the project. Any questions regarding this process should be directed to Trina Erickson at t.erickson@wrlsweb.org

A. TIMELINE

The timeline for reviewing proposals and selecting a final consultant is outlined below. This timeline may be modified by the City of Viroqua, as necessary.

EVENT	EVENT DESCRIPTION	DATE(S) *
RFP Released/ Timeline for Submission	The proposal submission window will be open for a period of roughly one month.	September 12, 2024
Deadline to Submit Questions	All requests for clarification or additional information shall be emailed to t.erickson@wrlsweb.org	September 26, 2024
Response to Questions Posted	All project-related questions and responses will be added to the City website.	September 30, 2024
Deadline to Submit Proposals	Proposal received after 4:30pm CST on deadline date will not be considered.	October 14, 2024
Review of Proposals	Committee to review and score the proposals based on the evaluation criteria.	October 14, 2024 - October 18, 2024
Notification of Candidate Status	Each consultant who submitted a proposal will be notified whether they were selected as a candidate.	October 21, 2024
Candidate Screenings/ Presentations	The Committee will host a 30-minute screening interview with each candidate.	October 28, 2024 - November 1, 2024
Updated Review of Finalist Proposals	The Committee will notify each candidate as to whether they were selected as a finalist.	November 1, 2024
Finalist Interviews/ Presentation	The Committee will host individual 60-minute, in-person interviews and presentations.	November 4, 2024 - November 8, 2024
Recommendation to the City Council	The Committee will make a recommendation to the City Council based on the results of the process.	November 12, 2024
Project Contract Finalized	City Council will review and approve the contract with the selected consultant.	November 26, 2024

*Dates may be subject to change.

B. EVALUATION CRITERIA

The evaluation criteria for this RFP are as follows:

EVALUATION FACTORS

WEIGHT (%)

General Quality and Adequacy of Response

30.00%

Does the proposal include all required sections and thoroughly address all proposal elements?

Does the proposal address any items or statements from the Terms and Conditions section?

All things considered, what was the overall impression of the proposal?

Knowledge and Experience

30.00%

Did the Team Members exhibit the requisite knowledge and experience to execute the Scope of Work?

Did the consultant / consultant team have experience with a project like the RFP's requested Scope of Work?

Did the consultant / consultant team have experience working with entities like the RFP City?

Has the proposal shown that the consultant has the capacity (time, staff, and resources) to complete the project?

Did the consultant /consultant team show a local presence and understanding of the RFP area?

Technical Approach and Work Plan

30.00%

Did the Applicant show a clearly organized solution to their work relative to the requested Project Type?

Were the results adequate in expected quality, and were the deliverables ample enough to serve the Project Goals?

Did the Application for Prequalification illustrate the ability to approach a project logically and appropriately in the requested Project Type including knowledge of emerging techniques and solutions?

Did the proposal clarify expected outcomes of the work being completed?

Did the consultant relate any specialized experience they may have to the Scope of Work?

Cost and Budget

10.00%

Was the proposed budget in-line with the RFP?

Are the proposed budget items sufficient to complete the project?

Is the proposed budget significantly over/under budgeting details outlined in the RFP?

C. PROPOSAL SUBMISSION PROCESS

Please submit all proposals - aggregated into a single PDF including the Sections outlined within this RFP– to Project Coordinator Trina Erickson at t.erickson@wrlsweb.org and City Administrator Nate Torres at ntorres@viroqua-wisconsin.com Use “**Comprehensive Plan Update: City of Viroqua**” in the Subject line.

All submissions should not exceed 30 pages. Submissions should be letter-sized (8.5” by 11”) for printing purposes. As such, please utilize a white background to maximize the printability of proposal submissions.

D. EVALUATION COMMITTEE

The initial project evaluation will be conducted by the Project Coordinator, City Administrator, and a committee with experience working with consultants, and in similar categories and project types. The Evaluation Committee will meet to review the initial proposal submissions within a week of the Proposal Submission Window closing date. Each Committee member will independently review each proposal and discuss their scoring with the other Committee members. Committee members may change their initial scoring based on the review discussions.

The consultant / consultant teams with the highest scoring proposals will be selected to participate in a 30-minute screening interview arranged by the Project Coordinator.

Applicants with proposals not selected as finalists will be notified immediately upon conclusion of the initial proposal reviews.

E. FINAL PRESENTATIONS

Final presentation interviews will be conducted between November 4-8, 2024. The Project Coordinator will facilitate the scheduling of the interviews. Presentations may be held in-person or virtually, but in-person is highly encouraged.

The presentations will be 60 minutes. Approximately 30 minutes of the presentation will be dedicated to an overview of the proposal, with an emphasis on the methodology, work plan, deliverables, and timelines. The remaining 30 minutes will be dedicated to open discussion and clarifying questions from the city. All identified Project Managers should be present to lead the presentations, and all consultants who may be part of a consultant team should have representation at the presentation. A Project Manager or consultant’s failure to be present at the presentation may result in elimination from consideration.

F. CONSULTANT SELECTION AND CONTRACT NEGOTIATIONS

Final consultant selections will be made – and the preferred consultant will be notified – by November 27, 2024. The Project Coordinator will follow up with all Agencies and Consultants to schedule initial scoping meetings to determine contractual details

regarding the specific timelines, scopes of work, deliverables, and budgeting requirements.

By participating in the RFP process the City of Viroqua and Consultants agree to make every reasonable effort to fairly negotiate contract terms in a timely manner. Contracts are intended to be finalized and signed by the beginning of December 2024.

G. PROPOSAL TERMS & CONDITIONS

This Request for Proposals does not constitute a contract or offer of employment. The cost of preparation of proposals shall be the sole obligation of the consultant. All proposals, whether accepted or rejected, shall become the property of the city. The city reserves the right to reject all proposals. Elements and/or tasks may be added or deleted at the discretion of the city pending negotiation of the scope of work and compensation. All completed work, including surveys, workshop documents, schematic designs, ancillary reports, and the final master plan, whether in written, video or electronic formats, becomes the property of the city at the end of the project.