



# MEMORANDUM

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"...meeting community needs...enhancing quality of life."

TO: Community & Economic Development Committee  
FROM: Kara Homan, AICP, Director  
CC: City Plan Commission  
DATE: September 20, 2023  
RE: Request to award contract to Green Bicycle Co. for Housing Development Policy, Process & Stakeholder Engagement Services

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**Background & Analysis:** The Mayor, using prior year excess fund balance, budgeted \$25,000 in funding for an Economic Development Study related to improving the City's economic development experience. The policy area of housing has, over time, become one of the most critical economic development matters facing the City of Appleton. As such, the City of Appleton issued a Request for Proposals/Quotes (RFPQ) for consulting services related to Housing Development Policy, Process and Stakeholder Engagement (attached). Proposals were solicited in accordance with the City's Procurement and Contract Management Policy. One proposal was received from [Green Bicycle Co.](#), a Planning/Consulting Firm based in Sheboygan, WI. The initial proposal had a quoted price of \$40,000.

The proposal was evaluated by a CED team consisting of myself; David Kress, Deputy Director of CED; Matt Rehbein, Economic Development Specialist; and Lindsey Smith, Principal Planner. The evaluation consisted of internal technical review of their proposal and an onsite interview.

After internal review and determination of the firm's qualifications and ability to perform the desired work, staff negotiated the scope of services to achieve a total price of \$32,000 for the services outline in the revised Green Bicycle Co. proposal (attached). Funding for this project is derived from the Mayor's Economic Development Study Budget (\$25,000 – Acct # 10520 - 640400) and the CED New/Redevelopment Projects Budget (\$7,000 – Acct # 15040 - 640400).

Per the City's organizational structure and procurement policies, contracts for services in excess of \$25,000 by the Community & Economic Development Department fall under the jurisdiction of the Community and Economic Development Committee (CEDC) for review/recommendation and Common Council for final award. Some of the content/recommendations of this project may fall under the statutory jurisdiction of the City's Plan Commission. This item is being included as an information item for Plan Commission to bring this project to their attention.

**Staff Recommendation:** In accordance with city policy, staff recommends the CEDC recommend approval to award a contract to Green Bicycle Co., in an amount of \$32,000, to perform the scope of services outlined in the attached Green Bicycle Co.'s proposal.