



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Agenda - Final Community & Economic Development Committee

Wednesday, September 27, 2023

6:30 PM

Council Chambers, 6th Floor

1. Call meeting to order
2. Pledge of Allegiance
3. Roll call of membership
4. Approval of minutes from previous meeting

[23-1121](#) CEDC Minutes from 9-13-23

Attachments: [CEDC Minutes 9-13-23.pdf](#)

5. Public Hearing/Appearances

6. Action Items

[23-1122](#) Request to award a contract for consulting services related to the City of Appleton Housing Development Policy, Process and Stakeholder Engagement Services to Green Bicycle Co. in the amount of \$32,000

Attachments: [RecommendationtoAward_HousingDevelopmentServices09202023_Final.pdf](#)
[Green Bicycle Co Housing Development Policy Guide 9-19-23.pdf](#)
[RFPQ Housing Development Task Force Final Document 8-4-23.pdf](#)

7. Information Items

8. Adjournment

Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.

Any questions about items on this meeting are to be directed to Kara Homan, Director, Community and Economic Development Department at 920-832-6468.

Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.



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Meeting Minutes - Final Community & Economic Development Committee

Wednesday, September 13, 2023

6:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

Chair Fenton called the meeting to order at 6:30 p.m.

2. Pledge of Allegiance

3. Roll call of membership

Present: 4 - Fenton, Del Toro, Thyssen and Wolff

Excused: 1 - Jones

Others present:

Aldersperson Vered Meltzer, District #2

Aldersperson Katie Van Zeeland, District #5

Aldersperson Alex Schultz, District #9

Aldersperson Sheri Hartzheim, District #13

4. Approval of minutes from previous meeting

[23-1055](#)

CEDC Minutes from 8-9-23

Attachments: [CEDC Minutes 8-9-23.pdf](#)

Thyssen moved, seconded by Wolff, that the Minutes be approved. Roll Call.

Motion carried by the following vote:

Aye: 4 - Fenton, Del Toro, Thyssen and Wolff

Excused: 1 - Jones

5. Public Hearing/Appearances

6. Action Items

[23-0664](#)

Resolution #6-R-23, Addition of Bird Safe Glass requirements to
Appleton Municipal Code

Attachments: [#6-R-23 Bird Safe Glass Resolution-Final.pdf](#)
[Resolution 6-R-23 Bird Friendly Glass Response.pdf](#)
[Email re Stop the Fallout Campaign-Resolution 6-R-23 Bird Safe
Glass.pdf](#)
[#6-R-23 AMENDED Bird Safe Glass Resolution.pdf](#)

The amended Resolution #6-R-23 language is attached.

**Del Toro moved, seconded by Wolff, to amend Resolution #6-R-23. Roll Call.
Motion carried by the following vote:**

Aye: 4 - Fenton, Del Toro, Thyssen and Wolff

Excused: 1 - Jones

**Del Toro moved, seconded by Thyssen, that Resolution #6-R-23 be
recommended for approval as amended. Roll Call. Motion carried by the
following vote:**

Aye: 4 - Fenton, Del Toro, Thyssen and Wolff

Excused: 1 - Jones

7. Information Items

8. Adjournment

**Del Toro moved, seconded by Thyssen, that the meeting be adjourned at 7:20
p.m. Roll Call. Motion carried by the following vote:**

Aye: 4 - Fenton, Del Toro, Thyssen and Wolff

Excused: 1 - Jones



MEMORANDUM

“...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

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.



GREEN BICYCLE CO.

Building conscious communities

Housing Development Policy Guide

CITY OF APPLETON | WISCONSIN

Project Proposal

Version 3
September 19, 2023

Contact Heather Cleveland (Authorized Rep)
920-287-3661
heather@greenbicycleco.com

Address 1117 N 8th Street | Sheboygan, WI 53081
Website www.greenbicycleco.com



Statement of Qualifications

Green Bicycle Co. was established in early 2020. We have a home office in the heart of Sheboygan with three project dedicated staff members and several dedicated support staff.

Green Bicycle Co. has served a variety of clients, providing services that include cultural asset mapping, non-profit strategic planning, community building, outreach planning and facilitation, and organizational structure and policy development. Collectively, Green Bicycle Co. staff hold over 45 years of experience in planning and have successfully developed strategic implementation plans for our clients near-term and long-term initiatives. While we are seasoned professionals, we pride ourselves on a fresh perspective for every project.

The Green Bicycle Co. team is a group of critical thinkers and patient listeners whose varied experiences make us a great fit for the City of Appleton's Housing Development Policy, Process & Stakeholder Engagement Services project.

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About Us



Green Bicycle Co. is dedicated to **Creating Conscious Communities**. This is a commitment to ensure radically inclusive engagement, meaningful communication, and a fresh perspective to every community we work with for the duration of our project and beyond. Green Bicycle Co. will engage in intensive community outreach methods to ensure that this project is equitable, sustainable, and thoughtfully constructed.

Heather Cleveland, Green Bicycle Co. 's Founder and President, Urban Planner, Environmental Engineer, and Community Developer, will serve as Project Manager, and she brings strong leadership, communication, and strategic planning skills to the team. Chelsea Couette, Economic Development Planner, brings nearly a decade of commercial real estate development and investment experience and an education in urban planning and economic development to help provide valuable insight to the project. Nancy Maring, Urban Planner, has specific economic and community development experience through her previous career in municipal planning.

All members of the Green Bicycle Co. team are committed to creating a great experience and project for the City of Appleton. Green Bicycle Co. staff have access to a variety of resources, professionals, and organizations to further collaborate and contribute to our understanding of the unique needs of our clients and the projects we undertake.

Vision

Green Bicycle Co. is a vibrant, inclusive, sustainable, and engaged community of individuals that support and learn from and with each other.

Mission

The Green Bicycle Co. mission is to educate and engage with the community in a way that encourages and inspires a sustainable lifestyle. Green Bicycle Co. goods, projects, and experiences focus around a way of life that is thoughtful, collaborative, and sustainable.

Meet Our Team



Heather Cleveland
Project Manager

Heather will manage the project and work closely with the City to ensure the project moves in the right direction, engages stakeholders with radical inclusion, and milestones that allow opportunities for feedback.

Heather's leadership experience in non-profits and community projects, consulting experience and military experience, along with her education and ability for critical thinking and communication make her a great fit for the role. Heather holds Bachelor of Science in Civil Engineering and Master of Urban Planning degrees from the University of Wisconsin-Milwaukee. She is a compassionate listener and visionary that quickly sees processes and systems and finds inspiration and challenge from different viewpoints and experiences.



Chelsea Couette
Economic
Development Planner

Chelsea will lead a variety of tasks and phases of the project to help facilitate activities and engagement to create a well-rounded final product that provides relevant strategies for both near term, as well as future implementation.

Chelsea has extensive experience in real estate development and will use this knowledge to identify strategic opportunities for policy feedback and future investment and growth. Chelsea holds a Master of Urban Planning degree from the University of Wisconsin-Milwaukee with concentrations in Real Estate Development and Economic Development, as well as a Bachelor of Science degree from the University of Wisconsin-Madison.



Nancy Maring
Urban Planner

Nancy will assist with a variety of tasks and phases of the project. Her municipal experience and continued education of best and innovative practices will help the evolution of the project be both within reach to the City while introducing new ideas.

As an Urban Planner with Green Bicycle Co. Nancy will draw on her experience and expertise while supporting public engagement and analysis efforts. Nancy holds a Master of Urban Planning degree from the University of Wisconsin-Milwaukee and has nearly a decade of municipal planning experience which has provided her exposure to many varied projects, issues, and plans. Nancy has experience in economic development, community development and placemaking efforts.

Additional staff may join our team should Green Bicycle Co. be awarded the project.

Project Approach

Green Bicycle Co.'s ("GBC") project approach aims to engage with relevant stakeholders and evaluate existing market conditions, ordinances, policies and procedures as it pertains to housing availability, density and development in the City of Appleton in order to create a reference resource ("Guide") for the Task Force, staff and City officials. The Guide will also include housing policy and entitlement procedure recommendations to ease and streamline any identified barriers to development.

The Guide shall be a reflective, responsive and accessible resource to inform the community, stakeholders and policy makers about the direction set forth for the growth of housing and potential investment opportunities in the City.



Components to Success

Community Metrics

Scenario Planning

Engagement & Feedback

Accessibility

Accountability

Action Plan

Existing Resources

Innovation

Project Approach Components



1| Metrics

Focus on specific metrics that pertain to quality and availability of housing types and economic and population growth to generate a quantitative understanding of existing housing conditions and opportunities in the community.

2| Scenario Planning

Include scenario planning to contrast the range of policy choice affecting the built environment and the metrics being evaluated. This approach, in addition to narrative, helps stakeholders understand future housing development potential. These scenarios offer compelling visuals and info-graphics on metrics that will keep people engaged and solicit critical thinking and insightful feedback.

3| Engagement & Feedback

A comprehensive group of stakeholders will be engaged to provide input and feedback during the development process and before the final Guide is presented to ensure representation and buy-in from staff, officials, and the community.

4| Accessibility

Design a Guide that can be accessed and understood by people of all backgrounds and abilities, as well as City staff and officials who need a relied-upon resource to assist decision making based on a variety of metrics. The Guide should be available in a format that is accessible and acceptable to feedback on an ongoing basis.

5| Accountability

The Guide will include accountability strategies for the recommendations being made that are developed alongside the Task Force. Ideally, the Guide will be utilized by stakeholders to positively influence change in policy and procedures and future planning and investment efforts.

6| Action Plan

As part of the Recommendations being made in the Guide, GBC and the Task Force will collaborate to suggest follow-up action items to move forward and/or achieve the goals of the Recommendations (e.g. responsible parties, timelines and potential funding options, etc)

7| Existing Resources

Existing resources will be reviewed and evaluated in the development of the Guide to the fullest extent possible to supplement the project team understanding of the community and enhance the impact of the Guide recommendations.

8| Innovation

Housing development and policy are high priority topics throughout the State of Wisconsin and the U.S.; our team will identify and recommend innovative ways encourage housing development projects through a combination of research and partnerships.

Scope of Work

Task 1: Introduction & Stakeholder Engagement Plan

GBC will discuss and propose a meeting and reporting schedule with the established Task Force participants, with at least one meeting per month to begin. Additionally, work will be done to create the foundational elements on which the Guide will be built and completed. See Project Timeline for overall project timing schedule.

A stakeholder engagement plan ("Stakeholder Engagement Plan") will be developed. The Stakeholder Engagement Plan will identify strategies to gather data and feedback from relevant internal and external stakeholders, making sure to reach pertinent community stakeholders through multiple mechanisms, as well as identify specific audiences that are often not represented in outreach efforts, or who may not traditionally participate in engagement opportunities.

Deliverables: Task Force Meeting Schedule and Stakeholder Engagement Plan



Innovative Guide Element: Housing Redevelopment Scenario Planning

GBC, Task Force participants and stakeholders will work together through scenario planning activities and stakeholder meetings to provide input and guidance for the redevelopment of strategically identified City- or privately-owned parcel(s) to create a pattern book of potential housing development options which seek to encourage the construction of and investment in higher-density, more affordable housing options.

- Task 1: GBC and Task Force to identify site(s) most suitable for Housing Redevelopment
- Task 2: GBC to present sites(s) to Stakeholders (Internal & External) during stakeholder engagement period. Stakeholders to provide Recommendations for potential housing redevelopment projects based on professional experience and market conditions.
- Task 3: GBC to summarize Recommendations in the Guide, along with necessary approval procedures and policy adjustments to accommodate the Recommendations.

GBC will also research alternative and/or supplemental funding opportunities that may be utilized to bridge financing gaps or ease potential burdens to development that would prohibit or encumber future investment in multi-family housing in the City of Appleton.

Task 2: Policy Review & Stakeholder Engagement

Policy Review

Prior to engagement with stakeholders, GBC will conduct a thorough review of the policy, planning, ordinance and procedural materials provided by the Task Force. These efforts will allow GBC to engage in thoughtful conversations with a variety of Internal and External Stakeholders and provide productive feedback to potential impediments to housing development from a policy perspective.

In conjunction with Policy Review, GBC will review the following reports provided by the City of Appleton: Fox Cities and Greater Outagamie County Regional Housing Strategy and College North Neighborhood Plan.

Stakeholder Engagement – Internal Stakeholders

Engagement with Internal Stakeholders, to be identified by GBC and Task Force participants, will be integral in providing feedback and insight into current regulation, review, approval and inspection policies and processes of housing-centric projects. During this process, Internal Stakeholders will aid in identifying operational and policy deficiencies and participate in the prioritization of policy or procedural adjustments to ease barriers to development and investment based on both Internal and External Stakeholder feedback.

Stakeholder Engagement – External Stakeholders

GBC will conduct outreach and engagement efforts with strategically identified External Stakeholders. Local and regional economic development organizations and housing development, construction, sales, leasing and investment firms and professionals, through surveys and interviews, will provide valuable insight into historical housing trends and a snapshot of current market conditions. These External Stakeholders will be key in identifying market gaps, future housing development potential and recommendations for impactful municipal policy and ordinance adjustments to favorably position the City for on-going and future housing growth and investment.

**Deliverables: Internal & External Stakeholder Feedback Summary,
Market Summary & Draft Recommendations**

Task 3: Draft Guide

Summary of Findings & Recommendations

In the final phase of the project, a draft Guide will be prepared for the Task Force, which summarizes the findings conducted in the Stakeholder Engagement efforts, the market research and information gathered from the provided reports, as well the Recommendations being made to the Task Force. The Recommendations will be focused on opportunities to improve the review and approval of potential housing development projects and strategic policy adjustments to encourage the development of higher-density, more affordable housing options.

Deliverables: Draft Guide

Task 4: Final Guide

GBC will deliver the final Guide document and make a presentation of the Guide to the Task Force participants.

Deliverables: Final Guide & Presentation to Task Force

Deliverables & Meeting Schedule

October 10, 2023 - Task Force Meeting & Meeting Schedule

October 24, 2023 - Stakeholder Engagement Plan

November 21, 2023 - Monthly Task Force Meeting/Update

December 19, 2023 - Monthly Task Force Meeting
Draft Stakeholder & Market Feedback Summary

January 16, 2023 - Monthly Task Force Meeting
Draft Recommendations Summary

February 20, 2024 - Final Guide & Presentation to Task Force

TBD 2024 - Additional Presentation Date



Project Timeline

Task		2023						2024					
		Oct		Nov		Dec		Jan		Feb			
0	Project Commencement	10/05/2023											
1	Stakeholder Engagement Plan												
2	Policy Review												
2	Data & Market Information Review												
2	Internal Stakeholder Engagement												
2	External Stakeholder Engagement												
3	Draft Guide & Recommendations												
4	Final Guide & Presentation												

Investment v3

Task	Description	Investment v3	
		Hours	Investment
1	Stakeholder Engagement Plan	20	\$2,000
2	Policy Review	40	\$4,000
2	Data & Market Information Review	30	\$3,000
2	Stakeholder Engagement (Internal & External)	120	\$12,000
3	Draft Guide Summary of Findings & Recommendations	50	\$5,000
4	Final Guide & Presentation to Task Force	20	\$2,000
-	Travel, Accommodations, Guide & Engagement Expenses	Lump	\$4,000
TOTAL INVESTMENT		\$32,000	
Alt. Option Costs	Formal Presentation (In Person)	Per Mtg	\$500
	Formal Presentation (Virtual)	Per Mtg	\$300

Hourly rates are average \$100/hour and vary depending on staff experience. A retainer invoice will be sent upon being awarded the project, and subsequently on the first of the month for the duration the project per below:

- October 2023–February 2024: \$6,400 Monthly

Additional Fees: Additional fees for employees to complete additional items not identified in the Scope of Work is \$100/hour plus reimbursement for mileage and supplies.

Investment v3

Investment v3; \$32,000. Data & Market Information Review will include a review of the existing reports, Fox Cities and Greater Outagamie County Regional Housing Strategy and College North Neighborhood Plan, provided by the City of Appleton. Additional data and market information research and sources may be recommended to fill in potential gaps discovered during internal and external engagement efforts. Scenario Planning work will be reduced slightly from the initial proposal, but it will still be a part of the Draft Guide for consideration.

Contract

City of Appleton to provide GBC with City of Appleton Consultant Services Contract for review. The terms of the contract shall be mutually agreed upon by GBC and the City of Appleton prior to execution of the contract and commencement of project work.

Insurance

Green Bicycle Co. certificate of insurance attached, see Exhibit B.

Project Experience & References



Cultural Asset Mapping

The John Michael Kohler Arts Center (JMKAC) engaged Green Bicycle Co. to begin a process of cultural asset mapping in September 2020. Cultural asset mapping identifies the resources in an area that make it unique. These assets include the people, places, and organizations that make valuable contributions to the community; they influence the cultural fabric of a region. By identifying and recognizing these assets within the City of Sheboygan, this project will make all these treasures, both tangible and intangible, more visible.

In Phase II of the project, Green Bicycle Co. worked alongside several JMKAC departments and community partners, engaged surveys and interviews, and worked towards recommendation implementation to increase representation, ownership, and a sense of belonging at Levitt AMP Sheboygan Music Series and beyond.

Ann Brusky—Deputy Director of Programming, John Michael Kohler Arts Center

Telling the Full History

In 2022 Green Bicycle Co. partnered with the Sheboygan County Historical Museum, with funding through from the Telling the Full History Fund - a grant program of the National Trust for Historic Preservation, made possible through the National Endowment for the Humanities. The project's goals were to highlight the roles that underrepresented communities played in the history and evolution of Sheboygan County, as well as educating and creating a model for continued data collection, communications, and partnerships. Green Bicycle Co. worked alongside the Sheboygan County LGBTQ Alliance, Hmong community, and women in politics to collect and archive information and create opportunities for engagement and exhibition of local stories.

Travis Gross—Executive Director, Sheboygan County Historical Society and Museum

Neighborhood Engagement & Development

The City of Sheboygan has made neighborhood development and engagement a focus area in the recent past, which creates a stronger tie and better communication between the City and its residents, and also helps empower neighborhood groups to advocate for themselves, solve problems and improve quality of life. Nancy, as a Planner with the City of Sheboygan, was the key City liaison engaging with neighborhoods, helping them find resources, form official associations, set goals and accomplish improvement projects. Nancy helped the Sheboygan PD become more involved with neighborhood groups and supported the new Beat Cop program - where officers made deeper connections in designated neighborhoods to reduce calls for service and open lines of communication to be proactive in those areas. Heather was involved in neighborhood engagement and development as a non-profit leader in one of the designated Beat Cop neighborhoods. Heather and her group hosted events and became an incredibly valuable community resource and connector.

Sgt. Andrew Kunding, Sheboygan Police Department

Contact Information will be provided upon request.

Exhibit A

CITY OF APPLETON PRICE QUOTATION FORM
TO BE UPDATED UPON APPROVAL OF THE REVISED PROPOSAL AND BUDGET
BY COMMON COUNCIL AT THE OCTOBER 4, 2023 MEETING.



DEPARTMENT OF COMMUNITY &
 ECONOMIC DEVELOPMENT
 100 North Appleton Street
 Appleton, WI 54911
 TEL (920) 832-6468

PRICE QUOTATION

For

**Housing Development Process, Policy, &
 Stakeholder Engagement Services**

Vendor Name: Green Bicycle Co.
 Mailing Address: 1117 N 8th Street
Sheboygan, WI 53081
 Telephone: 920-287-3661
 Email: heather@greenbicycleco.com

TOTAL COST OF PROJECT SERVICES..... \$ 40,000

ALT. OPTION COST: Cost for each formal presentation of
 findings per Final Deliverable 6.d.

IN PERSON..... \$ 500

VIRTUAL..... \$ 300

Heather Cleveland
 Quote Prepared By

8/18/23
 Date

Exhibit B



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
08/17/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER State Farm  Pete Fullerton 1305 North 8th Street Sheboygan, WI 53081	CONTACT NAME: Pete Fullerton PHONE (A/C, No, Ext): 920-458-4211 E-MAIL ADDRESS:	FAX (A/C, No):
	INSURER(S) AFFORDING COVERAGE	
INSURED Green Blycle Co LLC 1117 North 8th Street Sheboygan, WI 53081	INSURER A: State Farm Fire and Casualty Company NAIC # 25143	
	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	
	INSURER F:	

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADD INSD	SUB WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	X		99-A0-B102-9	11/20/2022	11/20/2023	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COM/OP AGG \$ 2,000,000 \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED \$ RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		N/A				PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER	CANCELLATION
	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE 



Thank you.

Contact Green Bicycle Co.
Heather Cleveland (Authorized Rep)
920-287-3661
heather@greenbicycleco.com

Chelsea Couette
612-834-0379
chelsea@greenbicycleco.com

Nancy Maring
920-287-3661
nancy@greenbicycleco.com

Website www.greenbicycleco.com

Address 1117 N 8th Street | Sheboygan, WI 53081



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

CITY OF APPLETON

Request for Proposal/Quotes for Housing Development Policy, Process, & Stakeholder Engagement Services

Issued by:
City of Appleton, WI
August 4, 2023

Proposals/Quotes must be received no later than:
4:00 PM, Friday, August 18, 2023

Submit Quotes to:
Kara Homan, AICP
Director of Community & Economic Development

By mail:
100 N. Appleton Street
Appleton, WI 54911

Or electronically:
kara.homan@appleton.org

For further information regarding this request contact:
Kara Homan, Director of Community & Economic Development
kara.homan@appleton.org
920-832-6408

1.0 GENERAL INFORMATION

1.1 Introduction

The purpose of this document is to provide interested, qualified parties with the information to enable them to prepare and submit a quote for a consulting services contract. The selected consultant will complete and coordinate services related to the City of Appleton Housing Development Policy taskforce.

1.2 Background

The City of Appleton will launch a Housing Development Policy Task Force (hereinafter The Task Force) comprised of representatives from the REALTORS Association of Northeast Wisconsin, the Fox Cities Home Builders Association, the Fox Cities Chamber of Commerce, and Habitat for Humanity Fox Cities, and other stakeholders. The Task Force, chaired by Mayor Jake Woodford, will work for a period of approximately three to four months to oversee a process that engages internal and external housing development stakeholders. The process is intended to review and provide recommendations on current policies, procedures, infrastructure expectations, approval processes, and other aspects of housing development gleaned through the process.

The Task Force will produce a set of recommendations related to future steps aimed at reducing barriers to housing development and streamlining the development process to improve the overall experience the City of Appleton delivers.

1.3 Scope

The City is seeking to work with a team of personnel with experience in stakeholder engagement, housing, infrastructure and development policy and process design.

A. Project Objectives

1. Understand how current policies, procedures, infrastructure expectations, development review processes, and other aspects of housing development impact housing production.
2. Inform future planning (e.g. Comprehensive Plan Update), policy and code updates, and development-related process improvements.
3. Identify opportunities for win-win solutions between external stakeholders and the city/internal stakeholders.
4. Support housing development policies that wisely uses city infrastructure, capital and service delivery resources in the short- and long-term.
5. Ensure strong market alignment to allow for development of all housing products and types across the income spectrum.

B. Scope of Services

1. A project process, timeline and stakeholder engagement strategy.
2. Support city staff in liaising and facilitating the Task Force. We anticipate the taskforce will meet 3-5 times over a 3-4 month period.
3. Stakeholder engagement (such as interviews, focus groups, surveys etc.) including but not limited to:
 - a. *External Stakeholders*: homebuilders, contractors, developers,

landowners, sole-proprietors, and others to assess experience with the City.

- b. *Internal Stakeholders*: city staff involved in the development review process – Planning; Economic Development; Inspections; DPW Engineering; Fire; and others, to assess experience and insights on the development review process, regulatory schema, development incentives/constraints, etc.
4. Review existing housing development processes and policies related to key insights / issue areas gleaned from stakeholder engagement. Identify best practices and areas for improvement.
5. Summary of findings and recommendations, including but not limited to:
 - a. Documentation and insights gleaned from stakeholder engagement (e.g., surveys, interviews, focus groups, etc.);
 - b. Potential areas for development review process improvements.
 - c. Policy suggestions/best practices to evaluate to accelerate development of higher-density, more affordable housing in the City of Appleton.
6. Final Deliverables:
 - a. Written report, summarizing process, findings and recommendations.
 - b. Executive summary / overview presentation of findings.
 - c. All documents to be provided to City in original, editable format (e.g. .docx, .ppt, etc.) in addition to .pdf format.
 - d. ALT. OPTION: Formal presentation (in person and/or virtual) of project findings to entity(ies) outside of any the Task Force included in base quote (e.g. city committee(s), partner organizations, etc.).

City staff will assist with supplying project information, stakeholder contacts, relevant city housing policies, coordinating taskforce meetings, and providing other city-specific information related to the project.

1.4 Project Calendar

Listed below are the estimated dates of actions related to this request. In the event the City of Appleton finds it necessary to change any of the specific dates, it will do so.

<u>DATE</u>	<u>EVENT</u>
August 4, 2023	Issue Request for Proposals/ Quotes (RFPQ).
Aug 18, 2023	RFPQs due on or before 4:00 PM.
Aug 28, 2023	Internal review of RFPQs.
Sept 11, 2023	Enter into contract for services with selected consultant – Contract Start Date / Project Kickoff
Sept – Dec, 2023	Taskforce support; Conduct project work.
January 2024	Prepare final deliverables.

1.5 Contract Terms

The successful firm will be required to sign a standard City of Appleton Consultant Services Contract and meet the insurance requirements attached to this RFPQ.

2.0 PREPARING AND SUBMITTING THE QUOTE

- 2.1 Consultant responding to this request must include the following information: cover letter, qualifications of the consultant and individuals who will work on the project, project approach, references, and the attached price quotation form.
- 2.2 Consultants may send completed proposal via email or delivery by hard copy on or before 4:00 PM, Friday, August 18, 2023, to:

Kara Homan, AICP
Director of Community & Economic Development
City of Appleton
100 N. Appleton Street
Appleton, WI 54911-4799
kara.homan@appleton.org

Submittals received after Friday, August 18, 2023, at 4:00 PM will not be accepted.

- 2.3 The City of Appleton is not liable for any cost incurred by proposers in replying to this request.

3.0 ATTACHMENTS

- 3.1 Price Quotation Form
- 3.2 Insurance Requirements



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

**DEPARTMENT OF COMMUNITY &
ECONOMIC DEVELOPMENT
100 North Appleton Street
Appleton, WI 54911
TEL (920) 832-6468**

PRICE QUOTATION

For

Housing Development Process, Policy, & Stakeholder Engagement Services

Vendor Name: _____

Mailing Address: _____

Telephone: _____

Email: _____

TOTAL COST OF PROJECT SERVICES..... \$ _____

**ALT. OPTION COST: Cost for each formal presentation of
findings per Final Deliverable 6.d.**

IN PERSON..... \$ _____

VIRTUAL..... \$ _____

Quote Prepared By

Date

IR 3.1 – Professional Services: \$2M Umbrella
City of Appleton
Insurance Requirements

Project: _____

The contract or purchase order is not considered approved and the Contractor shall not commence work until proof of the required insurance has been provided to the applicable department for the City of Appleton.

It is hereby agreed and understood that the insurance required by the City of Appleton is primary coverage and any insurance or self-insurance maintained by the City of Appleton, its officers, council members, agents, employees or authorized volunteers will not contribute to a loss. All insurance shall be in full force prior to commencing work and remain in force until the entire job is completed or the length of time specified in the contract or listed below, whichever is longer.

- **Professional Liability**
 - Limits
 - Each claim..... \$1,000,000
 - Annual aggregate..... \$1,000,000
 - Must continue coverage for 2 years after final acceptance for service/job

- **General Liability Coverage**
 - Commercial General Liability
 - Each occurrence limit \$1,000,000
 - Personal liability and advertising injury \$1,000,000
 - General aggregate \$2,000,000
 - Products/completed operations aggregate \$2,000,000
 - Claims made form of coverage is not acceptable.
 - Insurance must include:
 - Premises and Operations Liability
 - Contractual Liability
 - Personal Injury
 - Explosion, collapse and underground coverage
 - Products/Completed Operations must be carried for 2 years after acceptance of completed work
 - **The general aggregate must apply separately to this project/location**

- **Business Automobile Coverage**
 - Combined single limit for bodily injury and property damage
 - Each incident \$1,000,000
 - Must cover liability for Symbol #1 – “Any Auto” – including owned, non-owned, and hired automobile liability

- **Workers Compensation and Employers Liability:** IF required by Wisconsin State Statute or any workers compensation statute of a different state.
 - Must carry coverage for Statutory Workers Compensation and an Employers Liability limit of:
 - Each accident \$100,000
 - Disease policy limit \$500,000
 - Disease – each employee \$100,000

- **Umbrella Liability:** IF exposure exists, provide coverage at least as broad as the underlying commercial general liability, automobile liability and employers liability, with a minimum limit of
 - Each occurrence \$2,000,000
 - Aggregate \$2,000,000
 - Maximum self-insured retention \$10,000

- **Additional Provisions**
 - **Primary and Non-Contributory requirement:** All insurance must be primary and non-contributory to any insurance or self-insurance carried by City of Appleton.
 - **Acceptability of Insurers:** Insurance is to be placed with insurers who have an *A.M. Best* rating of no less than A- and a Financial Size Category of no less than Class VI, and who are authorized as an admitted insurance company in the state of Wisconsin.
 - **Additional Insured Requirements:** The following must be named as **additional insureds** on the General Liability and Business Automobile Liability Policies for liability arising out of project work: **City of Appleton, and its officers, council members, agents, employees and authorized volunteers. On the Commercial General Liability Policy, the additional insured coverage must be ISO form CG 20 10 07 04 and also include Products/Completed Operations equivalent to ISO form CG 20 37 07 04 or their equivalents for a minimum of 2 years after acceptance of work. This does not apply to Workers Compensation Policies.**
 - Certificates of Insurance acceptable to the City of Appleton shall be submitted prior to commencement of the work to the applicable department. **In addition form CG 20 10 07 04 for ongoing work exposure and form CG 20 37 07 04 for products-completed operations exposure must also be provided or its equivalent.** These certificates shall contain a provision that coverage afforded under the policies will not be canceled or non renewed until at least 30 days’ prior written notice has been given to the City of Appleton.

REQUIREMENTS CONTINUE ON FOLLOWING PAGE

Insurance Requirements for Sub-Contractors, all sub-contractors shall be required to obtain Commercial General Liability, Automobile Liability, Worker's Compensation, Employer's Liability and if applicable, Watercraft Liability, Aircraft Liability and Unmanned Aircraft Liability Insurance. This insurance shall be as broad as and with the same coverage limits as those required of the Contractor.

The following additional coverages are required where the corresponding box is checked. In addition, Contractor shall be responsible for consulting with its insurance carrier to determine whether any of the other following coverages should be carried based upon the specific project:

- Bond Requirements**
 - **Bid Bond:** The Contractor's Bid Bond equal to 5% of the contract shall accompany the bid for the project.
 - **Payment and Performance Bond:** If awarded the contract, the Contractor will provide to the Owner a Payment and Performance Bond in the amount of the contract price, covering faithful performance of the contract and payment of obligations arising thereunder, as stipulated in bidding requirements, or specifically required in the contract documents on the date of the contract's execution.
 - **Acceptability of Bonding Company:** The Bid, Payment and Performance Bonds shall be placed with a bonding company with an *A.M. Best* rating of no less than A- and a Financial Size Category of no less than Class VI.
 - **License and Permit Bond:** The Contractor will provide to the City a License and Permit Bond in the amount stipulated in Appleton's Municipal Code.

- Property Insurance Coverage (Builder's Risk) to be provided by the Contractor**
 - The property insurance must include engineering or architect fees and must equal the bid amount, plus any change orders.
 - Coverage includes property on the work site/s, property in transit and property stored off the work site/s.
 - Coverage will be on a **Replacement Cost basis**.
 - The City of Appleton, consultants, architects, architect consultants, engineers, engineer consultants, contractors and subcontractors will be added as named insureds to the policy.
 - Coverage must include collapse and be written on a "special perils" or "all risk" perils basis.
 - Coverage must include water damage (including, but not limited to, flood, surface water, hydrostatic pressure) and earth movement.
 - Coverage must include testing and start up.
 - Coverage must include boiler and machinery if the exposure exists.
 - Coverage must include engineers' and architects' fees.
 - Coverage must include building ordinance or law coverage with a limit of 5% of the contract amount.
 - The policy must cover/allow partial utilization by owner.

- Coverage must include a “waiver of subrogation” against any named insureds or additional insureds.
- Contractor is responsible for all deductibles and coinsurance penalties.

Pollution Liability – Contractors; Motor Vehicle/Automobile; Professional; Environmental Consultants/Engineers

- Definition of “Covered Operations” in the policy must include the type of work being done for the City of Appleton
- Limits of Liability:
 - \$500,000 each loss for bodily injury, property damage, environmental damage
 - \$1,000,000 Aggregate for bodily injury, property damage, environmental damage (environmental damage includes pollution and clean-up costs)
- Deductible must be paid by the Contractor, consultants/engineers
- The City of Appleton, its Council members and employees must be Additional Insureds
- The policy must also cover subcontractors
- Specify if “Wrongful Delivery” is covered
- Must cover motor vehicle loading and unloading and show on Certificate of Insurance
- Certificate of Insurance must state:
 - If the policy is an Occurrence or a Claims Made Form
 - If the defense costs reduce the limit of liability
 - If the policy covers motor vehicle loading and unloading claims
 - If there is an underground storage tank or a super fund exclusion
 - If there is a Contractual Liability Exclusion
 - If Bodily Injury includes mental anguish and emotional distress

Aircraft Liability insurance with a limit of \$3,000,000 per occurrence for bodily injury and property damage including passenger liability and slung cargo if the project includes the use or operation of any aircraft or helicopter.

Unmanned Aircraft Liability insurance with a limit of \$1,000,000 per occurrence for bodily injury, property damage liability, and invasion of privacy liability if the project includes the use of or operation of any unmanned aircraft (drones).

Watercraft Liability insurance with a limit of \$1,000,000 per occurrence for bodily injury and property damage if the project includes the use and/or operation of any watercraft.

Cyber Liability and Technology Errors and Omissions Insurance

- Per occurrence..... \$500,000



Commercial Crime Policy

- Per occurrence \$100,000

Last Review: 12/2021