



## MEMO

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

TO: Community & Economic Development Committee  
CC: Mayor Hanna, Director Harkness, City Plan Commission Members  
FROM: Monica Stage, Deputy Director  
DATE: December 9, 2015  
RE: Recommended Contract Award for the Rewrite of Appleton's Downtown Plan & Five-Year Comprehensive Plan Update

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The City of Appleton issued a Request for Proposals (RFP) for consulting services to complete an in-depth rewrite of the Downtown Plan and a Five-Year update to the City's Comprehensive Plan 2010-2030. The details for this project are contained in the attached RFP document. The attachments referenced in this RFP can be downloaded from our website:

<http://www.appleton.org/Home/Components/RFP/RFP/5/1787>

The City received seven (7) proposals for this project. The proposals were evaluated utilizing a quality based selection process. This method places the emphasis on the relevant experience, project team, project understanding and study methodology, project schedule and finally the project cost. A copy of the evaluation matrix used to assign a score for each proposal is attached.

The evaluation team included myself; Dave Kress, Principal Planner; Tom Flick, Deputy Director of Parks, Recreation & Facilities; Eric Lom, City Traffic Engineer; Jennifer Stephany, Appleton Downtown Inc.

Funding for this project is included in the 2015 Community & Economic Development Department budget (\$35,000), Community Development Block Grant Administration funds (\$63,017) and from Appleton Downtown Inc. (\$25,000) for total available funding of \$123,017.

The following chart provides the names of each firm that proposed for this project, their total score, their average score and their proposal price:

Consulting Team	Total Score	Average Score	Proposal Price
Houseal Lavigne Associates	450	90.0	\$118,070
Short Elliott Hendrickson	448	89.6	\$118,847
The Lakota Group	405	81.0	\$96,290
Peter J Smith & Company	403	80.6	\$119,520
Vierbicher	397	79.4	\$103,400
RDG Planning & Design	392	78.4	\$124,000
Graef	387	77.4	\$131,974

The top two firms based on their total score (Houseal Lavigne Associates and Short Elliot Hendrickson) were invited to interview on Monday, December 7<sup>th</sup>. The entire evaluation process was very competitive. We have been extremely impressed with the caliber of proposals we received and the firms interviewed. Subsequent to these interviews and reference checks, staff in cooperation with Appleton Downtown Inc. is recommending the City enter into a contract with Short Elliot Hendrickson (SEH) for the completion of this work.

The key differentiators with SEH Project Team that the evaluation team considered in their final decision and recommendation for contract award, in addition to the overall quality based proposal evaluation, included:

- The SEH Project Team provides a depth of national experts with local resources so they can ‘hit the ground running’ with their connections in the community to undertake this planning effort.
- Sub consultants included with the SEH contract provide a robust team to address the specific scope of work identified by the City. This includes extensive market analysis and program evaluation which will be handled by Redevelopment Resources and planning for redevelopment by Engberg Anderson. See the following Project Team chart.
- Online tools are provided at no additional cost to creatively engage the public in this planning process.
- Final documents will be provided in a format that can be updated and edited by staff for ease of use in the future.

Appleton Downtown Inc.’s recommendation for the hiring of the SEH Project Team is also included in the attached letter.

Per the City’s organizational structure, contracts for services by the Community & Economic Development Department fall under the jurisdiction of the Community & Economic Development Committee (CEDC). The content of this project falls under the statutory jurisdiction of the City’s Plan Commission. This item was included as an information item for Plan Commission to bring this project to their attention. CEDC must approve a contract for services prior to Common Council consideration.

Please contact Monica Stage, Deputy Director of Community & Economic Development at 920-832-3943 or email [monica.stage@appleton.org](mailto:monica.stage@appleton.org) with any questions.

### **Staff Recommendation:**

The contract for consulting services to complete the Five-Year Update to the City’s Comprehensive Plan and Rewrite of the Downtown Plan with Short Elliot Hendrickson in the amount of \$118,847 with a 3.5% contingency of \$4,160 for the project total not to exceed \$123,007 BE APPROVED.



# THE SEH Project Team

