



CITY OF APPLETON

Department of Parks & Recreation

1819 East Witzke Blvd.

Appleton, WI 54911

p: 920-832-3919

f: 920-993-3103

www.appleton.org

TO: Finance Committee

FROM: Dean R. Gazza

DATE: 10/20/2025

RE: Action: Approve awarding the Sustainability and Resiliency Master Planning contract to paleBLUEdot, LLC in the amount of \$98,966, plus a contingency of \$8,659, for a total not-to-exceed project budget of \$107,625.

PROJECT

The City of Appleton issued a Request for Proposals (RFP) on September 5, 2025, seeking a qualified consulting firm to develop a Sustainability and Resiliency Master Plan to guide Appleton's transition toward a low-carbon and climate-resilient future.

The plan will serve as the City's roadmap for reducing municipal greenhouse-gas emissions by 50% by 2035 and achieving net-zero by 2050, while strengthening resilience to flooding, extreme weather, and infrastructure risks. It will align ongoing sustainability initiatives, identify high-impact projects, and enhance Appleton's eligibility for state and federal funding opportunities.

BACKGROUND

The Common Council has allocated \$107,625 for the creation of a Sustainability and Climate Resilience Master Plan. Proposals were received from multiple qualified firms by the October 2, 2025 deadline. Each submission was evaluated by a scoring team comprised of City staff and members of the Sustainability Advisory Panel, in accordance with the criteria outlined in the RFP.

After completing individual and consensus scoring, paleBLUEdot (LLC) was unanimously selected by both the staff evaluation team and the Sustainability Advisory Panel as the most qualified and cost-effective consultant.

paleBLUEdot demonstrated exceptional municipal experience in sustainability, resiliency, and climate-action planning, with comparable projects completed for cities such as Minneapolis, LaCrosse, and Fitchberg. Their proposal offered strong engagement strategies, robust data analysis, and a comprehensive implementation framework that aligns with Appleton's operational and community goals.

RFP PROCESS

The procurement process followed City policy and the schedule established in the RFP.

- RFP issued – September 5, 2025
- Pre-proposal meeting – September 16, 2025

- Proposals due – October 2, 2025
- Staff evaluation and scoring – October 8, 2025
- Finance Committee consideration – October 20, 2025

Six proposals were received, all within a narrow cost range of \$99,000 – \$100,000, except for paleBLUEdot, whose proposal totaled \$89,028 (base) with an optional services package of \$9,938, bringing the complete proposal to \$98,966.

Optional services include:

- Facility Energy Benchmarking and Reduction Potential Assessment
- Solar Feasibility and Master Plan for up to 30 facilities
- Zero-Emission Vehicle Feasibility Analysis and Pathway Development

All optional services remain within the approved \$100,000 project budget and add significant value to the overall scope.

PROPOSAL EVALUATION SUMMARY

Firm	Total Points	Bid Total (\$)	Points per Dollar
Mead & Hunt	1,525	99,894	152.66
Blue Strike	2,320	99,015	234.31
Clear Result	1,360	99,113	137.22
paleBLUEdot	2,640	98,966	266.76
McKinstry	770	99,824	77.14
Slipstream	2,055	99,786	205.94

As shown above, paleBLUEdot achieved both the highest total score and the best points-per-dollar ratio, demonstrating the greatest overall value and alignment with the City’s objectives.

REFERENCE CHECKS

Reference checks with other municipalities confirmed paleBLUEdot’s record of delivering high-quality, actionable plans with excellent communication and community engagement. Their collaborative approach and technical depth have led to successful plan adoption and implementation in multiple cities.

RECOMMENDATION

Based on the evaluation team’s findings, paleBLUEdot, LLC was unanimously chosen by both the Sustainability Advisory Panel and all members of the City scoring team as the most qualified firm for this project.

It is therefore recommended that the Sustainability and Resiliency Master Planning contract be awarded to paleBLUEdot, LLC for a total amount of \$98,966, inclusive of all optional services, with a project contingency of \$8,659, for a total not-to-exceed project budget of \$107,625.

Please contact me at 832-5572 or at dean.gazza@appleton.org with any questions.