



# CITY OF APPLETON

## MEMORANDUM

**Date:** July 10, 2024  
**To:** Community Development Committee and City Plan Commission  
**From:** Lindsey Smith, Principal Planner  
**Subject:** Request to Award Contract to SmithGroup for Comprehensive Plan Update and Subarea Planning

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**Background & Analysis:** On April 3, 2024, the Common Council allocated \$400,000 of American Rescue Plan Act (ARPA) funding for Comprehensive Plan Update and Subarea Planning. The Comprehensive Plan Update will emphasize on the housing and land use elements within the plan. The plan will be restructured to a user-friendly format. City staff identified three areas of interest for the subarea planning. The three areas consist of S. Oneida Street, W. Wisconsin Avenue, and Northland Avenue/Richmond Street. The subarea planning will build off the Comprehensive Plan update and identify transformative sites within the subareas. The City issued a Request for Proposals (RFP) to complete and coordinate services for Comprehensive Plan Update and Subarea Planning on April 12, 2024 (attached). Proposals were solicited in accordance with the City's Procurement and Contract Management Policy and ARPA regulations. The City received eight proposals for the RFP.

The eight proposals were evaluated by a Community Development Department team consisting of myself, Kara Homan, Director; David Kress, Deputy Director; and Olivia Galyon; Community Development Specialist to shortlist four proposals to interviews.

The four proposals were evaluated and interviewed by the evaluation team consisting of myself, Kara Homan, Director of Community Development; David Kress, Deputy Director of Community Development; Jake Woodford, Mayor; Dennis Fenton, Alderperson and Plan Commission Member; Dani Block, Director of Public Works; and Tom Flick, Deputy Director of Parks Department. The evaluation consisted of internal technical review of their proposal and interviews.

After internal review and determination of the firm's qualifications and ability to perform the desired work, the evaluation team selected SmithGroup in the amount of \$359,000, with a contingency of \$16,000, for a project total not to exceed \$375,000.

Per the City's organizational structure and procurement policies, contracts for services in excess of \$25,000 by the Community Development Department fall under the jurisdiction of the Community Development Committee (CDC) for review and recommendation to Common Council for final award. Some of the content and 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 approval to award a contract to SmithGroup in an amount of \$359,000, with a contingency of \$16,000, for a project total not to exceed \$375,000 to perform the scope of services outlined in the attached SmithGroup proposal.