



CITY OF APPLETON

Community Development
100 N. Appleton Street
Appleton, WI 54911
p: 920.832.6468
f: 920.832.5994
<https://www.appletonwi.gov/>

October 13, 2025

Re: Request For Proposals – City of Appleton, Brownfield Grant Writing & Implementation

Dear Interested Party,

City of Appleton's Department of Community Development is seeking proposals for consulting services related to procurement and implementation of brownfield grants.

The City of Appleton has identified one parcel, tax id #31-5-1056-00, in which these services would be applied, in addition to any other eligible sites throughout the City.

If you have any issues locating documents or community information, please do not hesitate to contact me. Following is the tentative schedule for submission of statements of qualifications, evaluation, and selection of the consultant firm to complete this work.

DATE	EVENT
October 13, 2025	Issue Request for Proposals
October 27, 2025	Question Period End Date – Submit questions to Lily Paul
October 24, 2025	Addendum for Question Period sent by email
October 31, 2025	SOQs due on or before 4:00 PM CST
November 4, 2025	Internal review of RFQs
November 10 & 11, 2025	Interviews (if necessary)
November 19, 2025	City Council Approval of Contract
November 20, 2025	Contract Start Date – Enter into contract for services with selected QEC

Thank you for your consideration.

Sincerely,

Lily Paul
Economic Development Specialist
Lily.Paul@appletonwi.gov
920-832-6463

1.0 GENERAL INFORMATION

1.1 Purpose of this Request for Qualifications

City of Appleton's Community Development Department is seeking a qualified environmental consulting (QEC) firm to provide services for writing, submitting, reporting, and implementing grants to support investigation and clean-up activities for brownfield sites contaminated with hazardous substances and/or petroleum.

The City's intent for the QEC is to seek out and apply for grant opportunities for parcel #31-5-1056-00 and any yet to be determined eligible sites city-wide that are owned by the City, privately owned properties (for which a legal right of entry has been granted to the City), or properties that may be considered for acquisition. The work may be funded through grants obtained by federal, state or local funds, or any combination thereof. The QEC selected from this RFQ will be required to perform all types of work related to the grants regardless of the funding source and will be responsible for observing all grant agency requirements. Moreover, the successful QEC will prepare all grant applications at its own risk and at no cost to the City of Appleton. In general, the successful QEC will bring experience and insight into a partnership with the City to explore, obtain and implement grants and other brownfield initiatives as they become available. For each grant awarded to the City, a separate task order will be executed with the same QEC awarded this contract to implement the resulting grants consistently with the terms and conditions of the grant award.

1.2 Background

The City of Appleton is located in the Fox River Valley of northeastern Wisconsin and has a population of approximately 76,000. Appleton is located at the crossroads of Interstate 41 and U.S. Highway 10 and is 90 miles north of Milwaukee and 30 miles southwest of Green Bay. More information about the City is available on our website at: www.appletonwi.gov

The City is aware that brownfields are present within the city and, on a case-by-case basis, would like to pursue investigation and remediation of sites through grant funding. The one site needing immediate investigation and grant pursuit, parcel #31-5-1056-00, is located on North Division Street directly north of the Fox Cities Performing Arts Center (PAC). There is a purchase agreement with the PAC, and this site has a closed Wisconsin DNR BRRTS case.

1.3 Funding

The budget for any grant funding awarded under this contract will develop as part of a separate task order and be negotiated with the consultant if and when such funding becomes available.

1.4 Scope

- A. The overall goal of this work will be to clear the way for redevelopment of brownfield properties, and to ensure public health and environmental protection. Therefore, the City is seeking firms with demonstrated professional and technical experience related to brownfield grants, investigation, and remediation. The QEC is expected to provide guidance and assistance to the city for a wide range of services including, but not limited to;
- Preparing and submitting complete final grant applications following administering agency requirements and regulations.
 - Conducting, overseeing and completing Phase I and Phase II Environmental Site Assessments ("ESA's");
 - Asbestos and lead-based paint surveys, sampling and analyses;
 - Prepare and maintain schedules and budgets for assessment or cleanup activities.
 - Prepare technical reports requested by federal, state and local entities that have awarded grants;
 - Field investigations including sample collection and lab analysis;
 - Evaluation of cleanup options and risk assessment analysis and costs;
 - Planning, market feasibility research, and post-remediation development and redevelopment experience related to selected sites;
 - Project management, implementation, and/or technical oversight;

- GIS and digital mapping services;
- Attend meetings of the city and advisory committees as requested;
- Prepare presentations to provide information about the Grants or specific project progress as requested;
- Facilitate community outreach activities with local municipalities, and involve public and private opportunities for citizen participation throughout all phases of the project; 3
- Implement site specific cleanup or remediation;
- Coordinate project activities with applicable agencies including, but not limited to, the U.S. EPA, USDA, Wisconsin Economic Development Corporation, and Wisconsin Department of Natural Resources;
- Preparation and completion of quarterly, annual financial and progress reports as they may be required for each grant;
- Identification and quantification of building materials and equipment that might require special handling and disposal;
- Hydro-geologic investigation;
- Groundwater fate and transport analysis and modeling;
- Remedial action design;
- Plans for corrective action sampling and closure;

The firm may propose additional tasks and/or a revised scope based on experience with similar projects in similar cities. Sub-tasks, such as conference calls, draft reviews, etc. shall be considered part of the proposed scope but will not be detailed in this RFQ. City staff will assist with supplying project information, stakeholder contacts, relevant policies, public engagement efforts, and providing other City-specific information related to the project.

2.0 PREPARING AND SUBMITTING STATEMENTS OF QUALIFICATIONS

The City of Appleton seeks, by way of this RFQ, to obtain services in a manner that maximizes the quality of services while also maximizing value to the City. QECs are asked to submit concise Statements of Qualifications (SOQs) describing their capacity to manage projects and their experience with similar projects. The SOQs should include a clear outline of how the firm would help the City in preparing and submitting successful grant applications as well as implementing grants should any be awarded to the City.

2.1 SOQ Content and Organization

A. Title Page

Project title, the name of the firm, Unique Entity Identifier (<https://sam.gov/content/home>), address, telephone numbers, name of contact person, the date, and other relevant company information. Also include a list and contact information for any sub-consultants and the work they will perform.

B. Narrative

1. Provide description of the proposed project and your familiarity with the City of Appleton.
2. Describe your firm's experience in similar areas of expertise. Include a minimum of three examples for which your firm executed similar projects and client reference contact information.
3. Provide your approach, detailed work plan that addresses the scope of services, and description of public participation events. Describe anticipated interaction with City Staff.
4. Provide a timeline indicating phases/milestones of the project.

2.2 Selection Process and Criteria

SOQs will be evaluated and scored by the project selection team using the following criteria:

A. Project Approach and Scope

1. Project and Community Understanding
2. Experience and Project Examples
3. Key Project Staff
4. Proposal Quality and Timeline

B. Selection Process will involve the following steps:

1. Project selection team will review SOQs based on the scoring criteria above and rank submittals. QEC interviews may be deemed necessary.
2. The team will select a firm to advance in the selection process.
3. The selected firm will work with the City to develop a final scope and project cost.
4. Contract will be brought before City Council for approval.

2.3 Submittal

Consultants may send one (1) completed proposal via email on or before **4:00 PM CST, Friday, October 31, 2025**, to:
Lily Paul, Economic Development Specialist
lily.paul@appletonwi.gov
920-832-6463

Submittals received after Friday, October 31, 2025, at 4:00 PM CST will not be accepted.

2.4 Liability

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

2.5 Terms and Conditions

The City reserves the right to accept or reject any or all SOQs or portions thereof without stated cause. The City reserves the right to re-issue any RFQ, and whether or not to utilize the contract for this grant for future projects funded by U.S. EPA or other brownfields grants.

Upon selection of a finalist, the City by its proper officials shall attempt to negotiate and reach a final agreement with the finalist. If the City, for any reason, is unable to reach a final agreement with this finalist the City then reserves the right to reject such finalist and negotiate a final agreement with another finalist who has the next most viable SOQ. The City may also elect to reject all SOQs and re-issue a new RFQ.

The City is not bound to accept the SOQ with the lowest cost but may accept the SOQ that demonstrates the best ability to meet the needs of the City. The City reserves the right to waive any formalities, defects, or irregularities, in any SOQ, response, and/or submittal where the acceptance, rejection, or waiving of such is in the best interest of the City. The City reserves the right to disqualify any SOQ, before or after opening, upon evidence of collusion, intent to defraud, or any other illegal practice on the part of the Consultant.

3.0 GENERAL EXPECTATIONS

3.1 Type of Contract and Contract Term

The City shall award a five-year contract to one full-service firm to serve as the lead in achieving the goal of preparing successful grant applications related to supporting investigation and cleanup activities on brownfield sites contaminated with hazardous substances and/or petroleum. The contract period will extend from November 2025 through November 2030 and may be extended at the option of the City.

3.2 Insurance Requirements

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

3.3 RFQ Time Schedule

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.

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4.0 ATTACHMENTS

4.1 Insurance Requirements