



# MEMORANDUM

---

“...meeting community needs...enhancing quality of life.”

TO: Community & Economic Development Committee

FROM: Karen Harkness, Director of Community & Economic Development

DATE: July 7, 2021

RE: Award Contract to RDG Planning & Design the College Avenue North Neighborhood Plan with a Contract not to Exceed \$100,000

---

On June 4, 2021, Request for Proposals were received from 8 firms for consulting services to build upon the vision and goals of the City’s Comprehensive Plan, identify and respond to current conditions and issues, provide an analysis, redevelopment alternatives, implementation plans and strategies to deliberately share and stimulate design and development north of College Avenue.

After review of the proposals by an 8- person panel of Community and City staff members, 4 of those firms were chosen and subsequently interviewed on June 23, 2021. Upon conclusion of the interviews and discussion among the panel, the firm of RDG was unanimously selected by the review team to be recommended for award of the contract.

The review team consisted of City Departmental Directors, Planning and Economic Development staff, the Chair of Community and Economic Development Committee and Council President, a Plan Commissioner and the Mayor.

The responses to the Request for Proposals were evaluated for relevant experience, project success, project team, project understanding/study methodology, project schedule, and cost. It was important that the firms clearly demonstrated experience in creating neighborhood plans, market analysis, collaboration, and the ability to foster strong public engagement throughout this process.

Specifically, RDG demonstrated an understanding and approach to the project that illustrated their multi-disciplinary experience, deep knowledge in neighborhood planning, ability to build consensus among different interests, knowledge of markets, housing and trends, creativity, commitment to use many tools to reach stakeholders, and enthusiasm for the community. These skills, experiences and use of tools will allow for the creation of a successful plan.

Therefore, based on a careful review of the information provided, and subsequent personal interviews of firm representatives, the review team respectfully recommends awarding a not to exceed contract to RDG for \$100,000.

The fees provided by the firms ranged from \$88,000 to \$150,000. The average price was \$104,250. Though the request for proposals was very specific, firms varied in their approach, methods and what was included in the price. RDG's proposal was very detailed, and the scope fit the requirements outlined in the request for proposals and included all services requested which is reflected in their pricing.

The 2021 Budget includes \$100,000 for this neighborhood plan. It is anticipated the project would begin in August 2021 and would be completed in May 2022.

Please feel free to contact me at 832-6468 with any questions, or by email at [karen.harkness@appleton.org](mailto:karen.harkness@appleton.org).