

**A REQUEST FOR PROPOSAL (RFP) FOR:
AGRICULTURAL PARK – FINAL DESIGN**



Issued by:

City of Fitchburg Planning and Zoning Department

March 10, 2022

For further information regarding this RFP, contact:

Wade Thompson

Community Development Planner

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Proposals must be submitted by:

4:00 p.m.

April 4, 2022

LATE PROPOSALS WILL BE REJECTED.

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1.0 GENERAL INFORMATION

1.1 BACKGROUND AND SUMMARY

The City of Fitchburg (hereafter “City”) is a community of approximately 30,000 residents, sharing its northern border with the southern border of the City of Madison, a community of approximately 250,000 residents.

Fitchburg is an economically and racially diverse city, containing over 22,000 acres within its municipal borders, with approximately 11,000 acres in agricultural use. The City strives for “sustainable and regenerative growth”, with the ultimate end of creating a desirable community in which to live, work, and play. Fitchburg has an integrated regional transportation network, varied housing stock, a diverse commercial/industrial base, three quality public school districts (Madison Metropolitan, Verona Area, and Oregon), and a comprehensive parks, outdoor recreation, and trail system.

Given the various benefits that small-scale agriculture/community gardens offer, and the concurrent emerging trend of these uses on public parklands, the City’s Parks and Planning Department researched the feasibility, impact, and best management practices of community gardens on public parkland, including examination of relevant case studies.

Generally speaking, community gardens on public parkland advance the following:

1. Passive, low-impact outdoor recreational opportunities
2. A sustainable local food system
3. Food security
4. Social cohesion/interaction, via increased use of public lands

As a result of said research, inclusion of community gardens as a desired, allowable use on City parkland was identified in various subsequent City policy documents, beginning in 2016. The City currently has four community gardens (hereafter “Park Gardens”) on City parkland. Additionally, when the City annexes Town of Madison lands in October 2022, it will also inherit the Southdale Park Garden. At these Park Gardens, 10x20’ or 10x10’ plots (a 10x10’ plot is a 10x20’ plot divided in half) are available for gardening.

Since inception of the first Park Garden (Swan Creek) in 2018, demand for gardener plots, and gardens in new parks, has grown every year. It is anticipated that this demand will continue into the near future. As such, the City is currently exploring development of an “agriculture park” at an approximately 15-acre City park parcel located at the corner of Goodland Park and Larsen Roads, in the new Terravessa development (hereafter “Terravessa Ag Park”).

An “ag park” can be generally defined as a public park space primarily devoted to various aspects of agricultural, including but not limited to growing food products/plants (i.e. community gardens, etc.) and providing educational programming/interpretive opportunities. Ag parks are an emerging trend on public outdoor recreation lands.

Similarly, the land on which the proposed Terravessa Ag Park would sit has recently been farmed by small-scale minority (Hmong) farmers. Additionally, Terravessa’s developer has shown substantial interest in working with the City to advance the ag park concept.

The potential Terravessa Ag Park would consist of the following generalized uses:

1. Small-plot community garden/hoophouse area (~2 acres) – Available to general public
2. Large-plot community garden/associated infrastructure area (~10 acres) – Available to general public
3. Educational programming/interpretive agricultural area (~2 acres) – Available to general public and to specific entities for special/regular events (i.e. a summer gardening class for elementary school children, etc.)
4. Shelter/gathering place, to include restrooms – Available to general public and to specific entities for special/regular events (i.e. small gatherings/festivals, etc.)

Given the type/scale of these uses and current City staff capacity, if the Terravessa Ag Park is implemented, per the aforementioned uses, an external “land manager” may be required to oversee park uses, formal/organized activities, and general maintenance related to agricultural uses of the park. If approved by the City Council, a City/land manager relationship would be formalized in a termed contract.

As such, this Request for Proposal (RFP) seeks proposals from qualified entities to develop a final design for the Terravessa Ag Park, to include refinement of the concept design identified on page 3 herein (hereafter “Ag Park Design”);

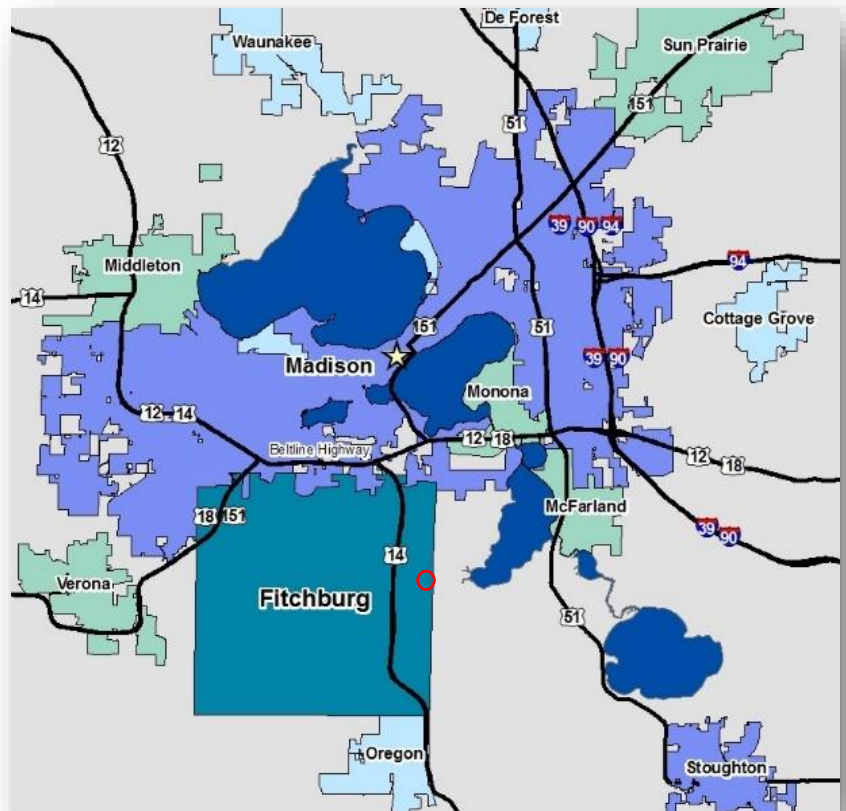
The selected Proposer(s) will be required to attend various public meetings and present before select City bodies and the general public, in conjunction with City staff. A project effort extending three months is envisioned, with a desired intent to execute a contract in May 2022 and complete the project by late 2022/early 2023.

The City is well-equipped to support the Proposer with the Project Scope as identified in 1.3 herein, having multiple staff with varying skill sets.

1.2 PROJECT AREA

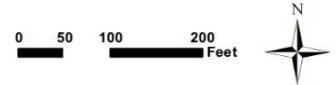
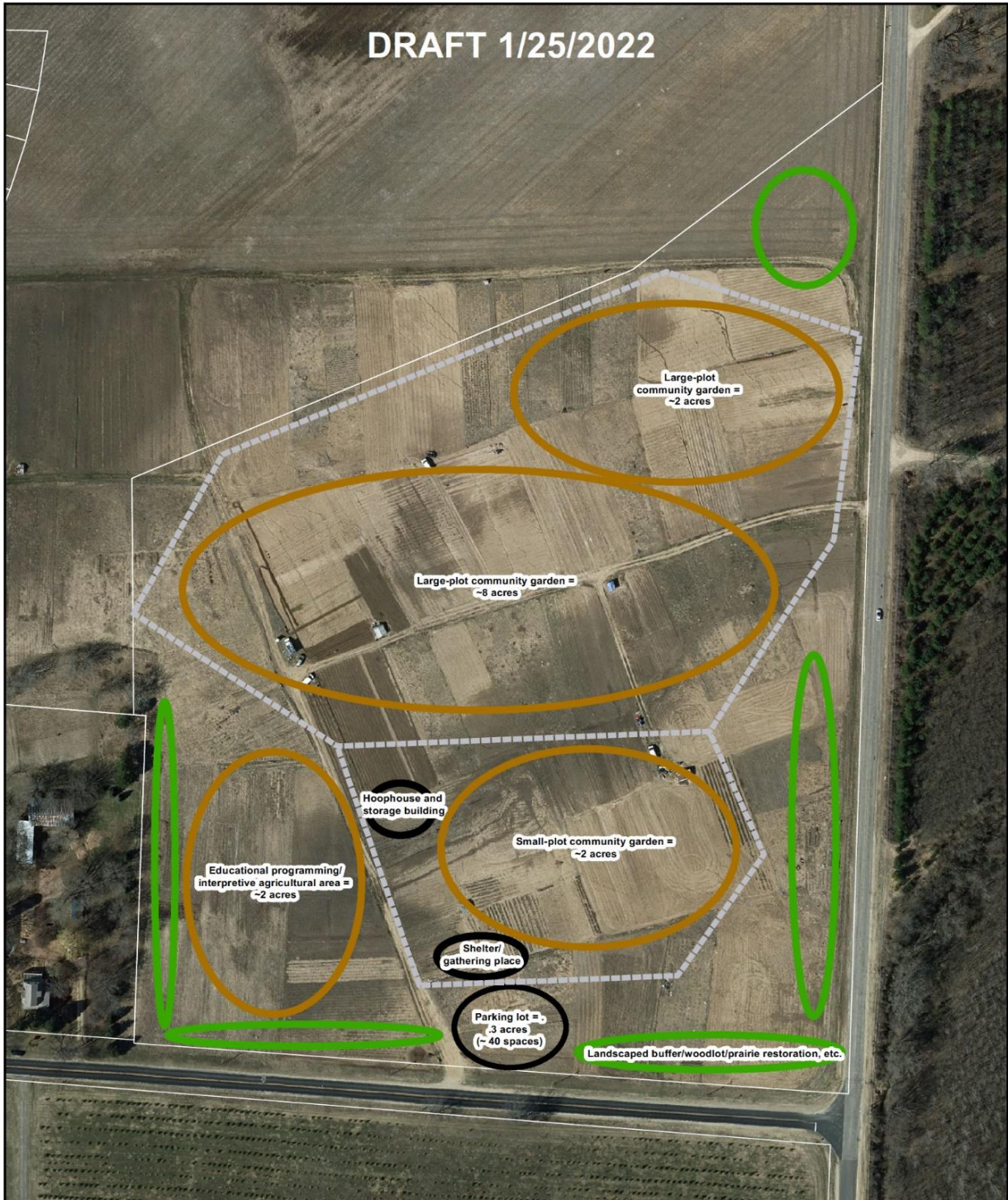
The Terravessa Ag Park is generally identified in the red circle on Map 1 to the right.

Map 1: Terravessa Ag Park Location



Map 2 below contains a concept design for the Terravessa Ag Park, including potential generalized locations of desired uses as identified on page 2 herein.

**Map 2: Terravessa Ag Park Concept Design
(to be refined/modified in final design process)**



1.3 PROJECT SCOPE

The project scope contains the following two major tasks, **a. – b.**

a. Community/Neighborhood Engagement

1. Identify stakeholders
2. Coordinate and co-host (with City staff) general public, specific stakeholder, and other City feedback meetings/workshops/events (The selected Proposer(s) attendance will be required at a minimum of one City Committee meeting.)
3. Gather information on desired Terravessa Ag Park elements and amenities from various stakeholders and potential future customers

b. Final Design and Reporting

1. Compile all information in a final report, including but not limited to the following:
 - a. Site design, including but not limited to all components identified on Map 2 herein.
 - b. Dimensioned site plans, elevations and colored renderings to be used for final approvals and as a basis for preparation of construction documents
 - c. Construction cost estimates for final design with phasing of project construction (as needed), with said construction to begin in 2023.
2. Present final report to the general public and select City bodies, in conjunction with City staff, to include attendance/presentation at a minimum of one City Committee meeting
3. Provide all files, including any GIS data (in ESRI ArcGIS 10 or greater format), to the City

The City shall provide the following information to the selected Proposer to complete the Project Scope:

- c. Applicable existing City-held GIS data, and City and related plans, studies, etc.

1.4 PROJECT COST

All project tasks, duties, materials, and documents, as identified in **1.3** herein, shall be provided to the City at a cost not to exceed **Twenty Thousand Dollars (\$20,000.00)**.

1.5 PROJECT TIMELINE

Project timeline is envisioned as follows:

- a. March 10, 2022: RFP made available.
- b. March 23, 2022 1.00 p.m. (CST): Pre-submittal video conference call (optional) organized by City staff to provide any additional information required by potential Proposers. To participate in the video conference call, click on the following link at the appropriate time:

<https://fitchburgwi-gov.zoom.us/j/86244690774>

Said call may also be accessed via phone as follows:

USA 816 423 4282
USA 8665905055 (US Toll Free)
Conference code: 883995

- c. April 4, 2022: Proposals due by 4:00 p.m. in the manner identified in **2.1** and **2.2** herein.
 - d. April 13 and 14, 2022: Select Proposer interview dates.
 - e. April/May, 2022: City staff to garner required City approvals and contract with selected Proposer.
 - f. May though late, 2022: Project initiated and completed, per Project Scope as identified in **1.3** herein
-

2.0 PROPOSAL

2.1. **PROPOSAL SUBMISSION AND CONTACT INFORMATION**

Proposers shall submit one (1) electronic version of all materials required for acceptance of their proposal **by 4:00 p.m., April 4, 2022, to the following email:**

Wade Thompson, Community Development Planner, City of Fitchburg

Email: wade.thompson@fitchburgwi.gov

If the Proposal is larger than 20 megabytes, please use the following “dropbox” URL to submit an electronic version of all materials: <https://dropbox.fitchburgwi.gov/> (register). Include the following as an email subject line in proposal submittal: *City of Fitchburg – Agricultural Park – Final Design*.

No oral, fax, or telephone proposals will be accepted. All costs directly or indirectly related to preparation of a proposal in response to this RFP or any oral presentation required to supplement or clarify a proposal shall be the sole responsibility of the Proposer. This includes charges for delivery, insurance, license fees, permits, preparation costs, and any other costs. All proposals submitted shall be valid for a minimum period of ninety (90) days after the date of the proposal opening.

Late proposals will not be considered for review. The City reserves the right to determine the timeliness of all proposals submitted. The City reserves the right to extend the deadline for proposal submission should such action be in the best interest of the City.

In the event the proposal submission deadline is extended, Proposers will have the right to revise their proposal. Proposals may be withdrawn by written request, signed by an authorized representative of the submitting entity, and submitted to City prior to the scheduled closing time for receipt of proposals.

Submission of a proposal pursuant to this RFP shall constitute acknowledgement and acceptance of the terms and conditions set forth herein. All or portions of this RFP and the contents of the proposal submitted by the successful Proposer may become contractual obligation if a contract is awarded. Failure of the successful Proposer to accept these obligations may result in cancellation of the award. The City reserves the right to either reject any or all proposals if it deems such to be in the best interest of the City and the general public, or to withdraw this RFP at any time without prior notice for any reason, without making an award, if it deems such to be in the best interest of the City and the general public. All proposals submitted in response to this RFP shall become the property of the City.

Any questions concerning this RFP should be directed to the following Project Contact, in written form via e-mail or standard mail:

Wade Thompson, Community Development Planner
City of Fitchburg
5520 Lacy Road
Fitchburg, WI 53711

Email: wade.thompson@fitchburgwi.gov

Responses to all questions and any revisions/amendments and/or supplements to the RFP will be provided to all those recipients that received this RFP directly from the City, and those that received this RFP from a party authorized to distribute this RFP by the City.

2.2 **PROPOSAL CONTENT AND ORGANIZATION**

Proposals are to be prepared in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of this RFP. Proposals shall not exceed twenty (20) pages. Elaborate proposals (e.g. elaborate artwork, expensive bindings and promotional materials) beyond that sufficient to present a complete and effective proposal are not necessary or desired. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements, and clarity of content. Proposers shall respond to all questions as thoroughly as possible. Any omission or deviation from the stipulations and requirements identified in this RFP may be cause for the rejection of the entire proposal.

Given the uniqueness of this Project, the City will accept “partial” Proposals for specific elements identified under **1.3.a.** and **b.** herein. If a “partial” Proposal is submitted, please identify which elements of **1.3.a.** and **b.** the Proposal will address and costs thereof for each of said elements.

The City retains the right to “partner” two Proposals as it moves towards selecting and approving a Proposal(s) that best advances the City’s interests. If a “partnered” Proposal is selected by the City, that would imply two or more firms working in coordination to complete Project Scope.

All proposals shall contain all of the following elements, **a. – f.**, organized chronologically under, and to include, the below headings:

a. Cover letter

The cover letter should be addressed to the Project Contact at the address noted in **2.1** herein and must contain, at a minimum, the following information limited to one page:

1. Statement of interest;
2. The name, address, telephone number, fax number, and e-mail of the individual to contact regarding the proposal;
3. Certification that the information submitted is true and complete to the best knowledge of the individual signing the letter;
4. Signature of an authorized principal or partner of the Proposer firm;

b. Firm general description

A summary of the Proposer firm, limited to two pages.

c. Firm relevant experience

A summary of the Proposer firm’s experience with similar engagement and concept planning processes, entailing a detailed description (no longer than one page each) of one or more recently completed, similar projects, to include the following information:

1. Final products/reports
2. Project start and completion dates
3. Contact information for the client (name, address, telephone number)
4. Project manager
5. Internet links to the projects, if available

d. Firm personnel

Qualifications and experience summaries of personnel that would be assigned to work on the project, with emphasis on previous experience in similar roles on similar projects. If applicable, include a description of sub-consultants, indicating what portion of the work is to be done by them.

e. Budget

A proposed budget for completion of Project Scope, based on a **Project cost of \$20,000.00**, identifying individuals and their hourly billing rates and function/responsibility (e.g. Project manager, technician, etc.), major tasks to be overseen/completed by said individuals, and total Project hours per individual.

Included in said budget shall be costs for each element of **1.3 a.** and **b.** herein, and a generalized cost per public meeting.

f. Timeline

A proposed timeline, to include identification and completion dates of major milestones, for completion of the Project Scope.

2.3 PROPOSAL EVALUATION AND AWARD

a. Selection Criteria

Proposal evaluation and award of contract will be based on the information submitted in the proposal, in addition to a review of references and any required oral presentations. The selected Proposer will be identified through a qualification-based selection process. Proposals submitted in accordance with this RFP will be reviewed based on the following factors:

1. Experience with similar projects.
2. Qualifications of personnel.
3. Completeness of project approach.
4. Familiarity with needs/wants of customers who would likely utilize the Ag Park.
5. Ability to meet proposed timeline.

b. Right to Reject Proposals and Negotiate Contract Terms

The City reserves the right to reject any and all proposals and to negotiate the terms of the contract with the selected Proposer prior to entering into a contract. A response may be rejected if it fails to meet each of the requirements of the RFP. If contract negotiations cannot be concluded successfully with the highest scoring Proposer, the City may negotiate a contract with the next highest scoring Proposer.

c. Compensation for Services

A committee shall select the proposal deemed most suitable to the City's needs and enter into a contract for the work, subject to approval by the City's Finance Committee and Common Council. After selecting a Proposer in accordance with **2.3 a.** herein, the City will negotiate a contract with the said Proposer. The contract shall include an upset figure ("not to exceed") for total contract cost as well as hourly rates/fees upon which billings shall be based. The City does not pay for incidental expenses.

d. Oral Presentations

Selected Proposers may be required to make oral presentations to supplement their proposals, if requested by the City. In accordance with **1.5** herein, oral presentations would be conducted TBD, 2022. The City may choose to conduct these interviews by conference call. The City will make every reasonable attempt to schedule each presentation at a time that is agreeable to the Proposer. Failure of a Proposer to conduct a presentation to the City on the date scheduled may result in rejection of the proposal.

3.0 CONTRACT TERMS AND CONDITIONS**3.1 INSURANCE REQUIREMENTS**

The selected Proposer(s) must meet the City of Fitchburg Insurance Requirements.

3.2 OWNERSHIP

All documents, graphics, maps, and exhibits produced by the selected Proposer(s) as part of a proposal in response to this RFP shall be provided to the City, become the property of the City, and are to be available to the City in any manner the City deems appropriate.

3.3 CONFLICT OF INTEREST

The Proposer certifies that to the best of its knowledge no employee of the City, nor any member thereof, nor any public agency or official affected by any contract that results from this RFP, has any pecuniary interest in the business of the Proposer, and that no person associated with the Proposer has any interest that would conflict in any manner with the performance of the contract.

3.4. REGULATIONS

The Proposal shall meet all current, pending and future regulatory requirements of all authorities having jurisdiction over its design, construction and operation, including the Federal, State and local laws and statutes including Dane County and the City.

The Proposer shall fully comply with all applicable laws, regulations, and building codes governing non-discrimination in public accommodations and commercial facilities, including without limitation, the requirements of the Americans with Disabilities Act and all regulations thereunder.

No contract shall be awarded to any person, firm, joint venture, or corporation that is in arrears or is in default to the City upon any debt or contract or that is a defaulter as surety or otherwise upon any obligation to the City.
