

A REQUEST FOR PROPOSAL (RFP) FOR:

**VERONA ROAD WEST NEIGHBORHOOD
TEEN SERVICES AND RESOURCES FACILITY –
FEASIBILITY STUDY**



Issued by:

**City of Fitchburg Planning and Zoning, and
Parks, Recreation, and Urban Forestry Departments**

For further information regarding this RFP, contact:

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City Planner

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Proposals must be submitted by:

4:00 p.m.

March 14, 2023

LATE PROPOSALS WILL BE REJECTED

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1.0 GENERAL INFORMATION

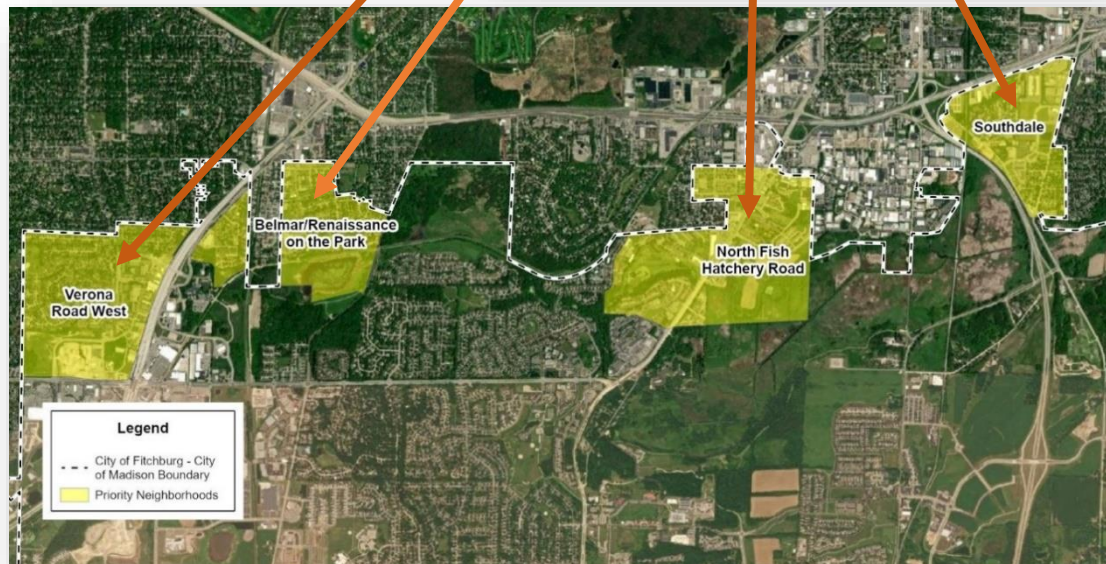
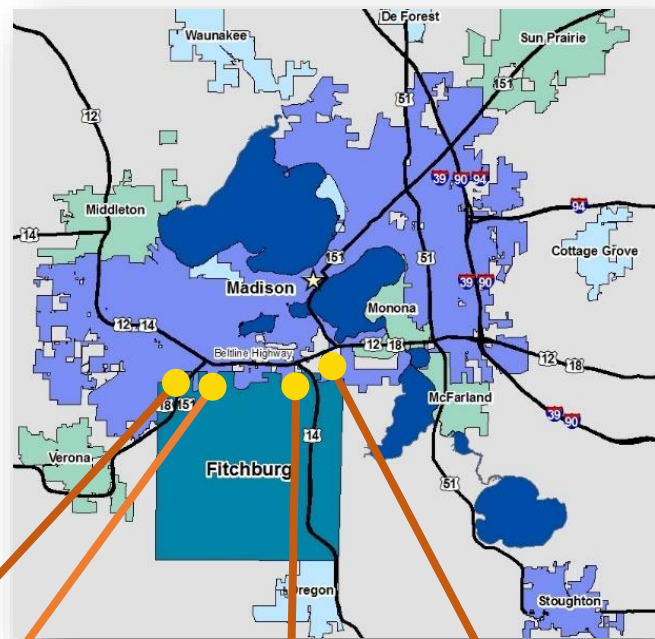
1.1 BACKGROUND AND SUMMARY

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.

The City of Fitchburg *Healthy Neighborhoods Initiative* (hereafter “HNI”) is a 5-year pilot program designed to formulate and implement a strategic, collaborative, and holistic approach to address specific issues in three northern City neighborhoods (see below map, Priority Neighborhoods), in conjunction with community/ neighborhood partners and residents.



An HNI strategic plan has been developed (adopted March 2019), with various action items identified therein to implement the HNI. Please see the following website, [Healthy Neighborhoods Initiative | Fitchburg, WI - Official Website \(fitchburgwi.gov\)](http://fitchburgwi.gov/Healthy-Neighborhoods-Initiative) for further HNI detail. The HNI strategic action plan can be found, [HNI-Strategic-Plan---ADOPTED \(fitchburgwi.gov\)](http://fitchburgwi.gov/HNI-Strategic-Plan---ADOPTED). Action Item 2, under the “Places” Category in said plan, identifies the following:

- *Work in conjunction with interested parties to identify other neighborhood hubs in other Priority Neighborhoods*

Neighborhood Hub – A public or private place, open and easily accessible to all Priority Neighborhood and other City residents, that houses HNI people, activities, programs, and services.

Additionally, the City formulated the Anton Drive Redevelopment Plan (adopted March 2017) as a vision for future land use in portions of the Verona Road West Priority Neighborhood (VRW). Please see the following website, [Anton Drive Planning Study | Fitchburg, WI - Official Website \(fitchburgwi.gov\)](http://fitchburgwi.gov/Anton-Drive-Planning-Study), for further details. Policy #2.4, on page 17 of the plan, states the following to the right:

As such, this Request for Proposals (RFP) seeks proposals from qualified entities to assess the feasibility of a Teen Services and Resources Facility (Facility) in the Verona Road West (VRW) Priority Neighborhood as a successful Neighborhood Hub.

Broadly, the feasibility process shall include:

1. Research and analysis that includes a needs assessment and market analysis
2. Community engagement process that at a minimum includes the following:
 - a. Teens and youths: The proposers shall refer to [Hart's Ladder of Youth Adult Participation](#) and organize the community engagement strategy at the highest rungs possible.
 - b. Government officials and city staff engagement
 - c. Nonprofit and public program/service providers
 - d. Neighborhood residents, with emphasis on under-represented groups, and welcoming to all City residents
 - e. Neighborhood businesses and landowners
 - f. Fitchburg residents including seniors
3. Community facility planning including programming, management/operation planning, site selection, site and building planning, and the preparation of a capital plan and pro forma

**Policy #2.4
Community Meeting Spaces
Encouraged**

The City recognizes the desire for a community meeting space convenient to the Jamestown neighborhood and other westside residents. Though the Fire Station site is planned for redevelopment, and there are no current plans to build a public community center in this area, the City remains open to the option of a public facility in the future. The City supports the establishment of meeting rooms and facilities within private development in the planning area available for neighborhood use at a modest fee, and will consider offering development incentives for projects that include such spaces, in exchange for guaranteed public access.

The City’s desire is for the process to be innovative and collaborative, incorporating users (i.e., “teen and parents/guardians” demographic) into the process at its inception. The City has recently completed Phase I of the teen center feasibility with EQT By Design (EQT). We expect that the planning partners in Phase I, including UW-Extension and the Friends of the Fitchburg Teen Center, will continue their supportive involvement. The Engagement Analysis by EQT is available at this website, [Fitchburg Teen Center Summary Report \(fitchburgwi.gov\)](http://fitchburgwi.gov)

Given this project’s multi-disciplinary scope, the City welcomes proposals for specific portions of the project scope. However, the City intends to enter into only one agreement. Therefore, the City may work with multiple Proposers to coordinate the project under a single agreement.

1.2 PROJECT AREA

The project area is expected to be Verona Road West priority neighborhood. The Belmar/Renaissance on the Park priority neighborhood is nearby.

Project Area



1.3 **PROJECT SCOPE**

While the following is presented in a linear order, portions of the scope may happen concurrently. The Fitchburg team expects that the study may require an iterative approach. For example, findings in capital budget may require changes in the preferred program and thus change in the management and development concept.

A. Outcomes & Priorities – The Phase I, Engagement Analysis was guided by this vision:

“The teen center should be a neighborhood and community gathering place, likely consisting of the following components:

- *Indoor space to house learning, recreation, culture, resource, and sociable neighborhood-gathering*
- *Majority of space devoted to “teen and parents/guardians” demographic (teens=13-20)*
- *Facility should be adjacent to or nearby public park space or outdoor recreational amenity(s)”*

1. The Phase I vision requires further refinement. Through the community engagement process, a minimum of the following must be addressed:
 - a. Align the vision of a teen center with the HNI goal to create a Neighborhood Hub
 - b. Financial impacts, costs and funding approaches
 - c. Consideration of additional services such as library and senior programming
 - d. Clarify priorities by continuing the teen engagement in Phase I
 - e. Review location / neighborhood options
 - f. Develop a set of desired outcomes
 - g. Define reasonable measures of long-term success
2. The engagement shall build upon Phase I by expanding participation opportunities to all Fitchburg residents, the business community, community nonprofit organizations, education stakeholders, recreation and parks users, seniors, and government officials & city staff.

B. Needs Assessment & Market Analysis – This analysis shall be data-driven with tables, graphics and other visual aids that clearly establish a need for the teen center. The result shall provide clear justification for the proposed project. The consultant shall:

1. Assess health indicators & socio-economic demographics in Fitchburg and the proposed teen center market area. Provide a trend analysis.
2. Provide a demographic profile of Fitchburg and the teen center’s users. Who are the clients, within Fitchburg and outside of Fitchburg? What are the demographic trends for teens in Fitchburg?
3. Define the user spatial market and analyze the demographics and trends with that market.
4. Analyze current and future need trends for teen services. Are the needs for teen services increasing?
5. Identify barriers teens face in accessing need services and resources, such as language, cost, hours of operation, safety, and transportation.
6. Complete market analysis that identifies and evaluates similar service providers and the services provided, include existing facilities and programs available in the wider geographic area, i.e., Boys and Girls Club, Dane County, City of Madison, and other non-profit/for profit providers.
7. Identify the City’s strategic advantages in the provision of teen services or other services as defined through the community engagement strategy.

C. Preferred Programming – Present options and select the preferred program.

Phase I identified the following as most desirable:

- *Living room | chill out space*
 - *Recreation | sports | physical well-being*
 - *Mental and social wellness*
 - *Art | music | theater | dance*
 - *Higher education | career | entrepreneurship*
 - *Youth leadership development and growth*
1. The consultant shall prepare three (3) program concepts. The concepts shall vary in extent and types of services/programs, staffing requirements, and estimated costs. Each program concept shall include:
 - List of services and activities
 - Indoor spaces
 - Outdoor amenities
 - High level estimates for capital costs, staffing and support
 2. Through a community engagement process a preferred program shall be selected for further refinement.

D. Management Structure & Operations Plan – Management is the single most important determinant of the teen center’s success. This section shall propose a management plan for the preferred program.

1. Identify potential partners, assess their ability and capacity to partner, and define their roles and responsibilities. Make a recommendation regarding a suitable partnership model. For example, partnership models may include:
 1. Public/private capital partner – private sector partner, such as a medical partner, with capital investment to offset public cost to build and maintain a facility
 2. Public/nonprofit partner – the partner provides the programs and services in the facility built and maintained by the City. The City may also provide programs and services. The partner usually pays a fee.
 3. Public/public partner – e.g., a school district that can also invest in the facility to meet their needs. The partner and the city may make the capital investment.
2. Based on the recommended partnership model, define the roles and responsibilities of the city, partners, and others. Provide recommendations regarding the City’s decision-making bodies. Who or what department is responsible for staff management, budgeting, and long-range planning?
3. Prepare an operation plan identifying the following:
 - Propose policies and procedures
 - Daily operations entity & responsibilities
 - Staffing – skills, experience, compensation, training
 - Safety and security planning and implementation
 - Performance evaluation & improvement process
 - Hours of operation – Does this change during the year?
 - Outreach and media presence, including expectations, methods of outreach and the entity responsible for outreach and communications
4. Evaluate current City staffing and resources, and present needed resources (legal, administration, budget/finance procedures, day-to-day management, etc.):
 - Staffing
 - Skills and training
 - Financial resources

- E. **Development Concept** – This portion of the scope entails detailed locational and spatial planning.
1. Develop, evaluate and select the preferred option for the capital project. At a minimum the following shall be considered:
 - Renovation of an existing facility
 - Co-location with another use or facility
 - Vacant site and new build
 2. Undertake site selection that includes mapping and evaluating potential sites
 3. Once the site has been selected, complete site analysis and planning
 4. Provide applicable project estimates that should include the following cost estimates:
 - Site acquisition
 - Construction
 - Maintenance
 - Replacement
 5. Develop a projected timeframe
- F. **Capital Budget & Operational Pro Forma** – This section sets forward a business model to ensure that the teen center is fiscally sound and long-term successful. Provide reasonable financial projections with assumptions clearly stated. This section should make use of charts and tables.
1. Establish the general methodology, assumptions (% inflation, changes to the wider economy, expected demand drivers) and risks.
 2. Develop a capital construction budget: Identify funding sources and align funding sources with construction stages and user base. For example, some funding sources may only be used to benefit Fitchburg residents. Some considerations might include:
 - City borrowing
 - Park fees
 - Partners, as discussed in Item D
 - Local, state, and federal funds
 - Existing city funds
 - Private donations
 3. Develop an operational pro forma: Describe expected annual sources of operational revenue and expenditures to operate the teen center in years 1 – 6. Some considerations might include:
 - Expected expenditures such as city debt repayment, staffing, regular maintenance and custodial costs, contracting for services such as vending, deep cleaning and major maintenance, and maintenance endowment fund for long-term facility repair and replacement.
 - Expected revenue sources: room rental fees, program fees, memberships, and scholarships, potential rates for residents vs. non-residents, service-provider contract fees
 4. Define how the teen center will impact future City budgets. Define the annual City contributions.

G. Deliverables

1. The Consultant(s) shall compile findings in a series of report documents consistent with the scope. The materials shall be prepared for web publication in a user-friendly manner.

Expected deliverables are as follows:

- i. **Project Scope A – C:** Report including a needs assessment, market analysis, preferred program, community engagement report detailing outcomes and priorities
 - ii. **Project Scope D:** Report detailing the preferred management structure and operation plan
 - iii. **Project Scope E - F:** Site selection, site analysis and planning, building design, cost estimates, capital budget and pro forma
2. The Consultant shall prepare presentation materials consistent with the scope to present to relevant stakeholders and public bodies.
 3. The Consultant shall provide all files, including GIS data, to the City.

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

- a. Applicable existing City-held GIS data, including most current City-held aerial photography
- b. Applicable City data, related plans, studies, etc.

1.4 **PROJECT BUDGET**

The City has budgeted funds for a Teen Center Feasibility Study. All project tasks, duties, materials, and documents, as identified in the Project Scope, shall be provided to the City in three parts each at a cost not to exceed. The City may proceed with only a portion of the work at this time. Refer to 2.2.e for additional information.

1.5 **RFP TIMELINE**

The RFP selection timeline is expected as follows (subject to change):

- a. February 1, 2023: RFP will be made available at the following website, <https://www.fitchburgwi.gov/2031/Request-for-Proposals> , and through other required City channels.
- b. February 17, 2023: Questions due by 4:00 p.m. (CST) to Deanna Schmidt, deanna.schmidt@fitchburgwi.gov
- c. February 21, 2023, 10:00 a.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:

Join from PC, Mac, Linux, iOS or Android: <https://fitchburgwi.gov.zoom.us/j/84870911338?pwd=NTJBWDBKdXd1RUh0aVpsNnJsYU9zQT09>
 Password: 452285

Responses to questions and any amendments to this RFP will be placed on the following website <https://www.fitchburgwi.gov/2031/Request-for-Proposals> , and other required City channels, by February 23, 2023.

- d. March 14, 2023: Proposals due by 4:00 p.m. in the manner identified in **2.1** and **2.2** herein.

- e. March 20-24, 2023: Selected proposer(s) interview dates, if needed.
 - f. March 27 – April 14, 2023: City staff to garner required City approvals and contract with selected proposer.
 - g. April 18, 2023: Notice to proceed (approximate). The project is expected to take six (6) to nine (9) months. The proposer shall provide a timeline for the work as in Section **2.2.d**.
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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. March 14, 2023, to the following email:

Deanna Schmidt, City Planner, City of Fitchburg

Email: deanna.schmidt@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 – Verona Road West Neighborhood Teen Center Feasibility Study*.

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.

Proposers are requested not to contact any City elected/appointed official, or other City staff other than Project Contact, identified on the cover page and below, during the RFP process. Any lobbying by a proposer(s) during the RFP process will result in disqualification from consideration for this project.

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

Deanna Schmidt, City Planner
City of Fitchburg
5520 Lacy Road
Fitchburg, WI 53711

Email: deanna.schmidt@fitchburgwi.gov

Reponses 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. Proposers are responsible for ensuring their submitted Proposal are consistent with the latest version of the RFP.

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 or 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.

All proposals shall contain the following elements, **a. – e.**, organized 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 two pages:

1. Statement of interest
2. Description of the organization including DBE/MBE/WBE if applicable
3. Summary of project understanding, critical issues, and challenges
4. The name, address, telephone number, fax number, and e-mail of the individual to contact regarding the proposal
5. Certification that the information submitted is true and complete to the best knowledge of the individual signing the letter
6. Signature of an authorized principal or partner of the proposer firm

b. Qualifications

1. A summary of the proposer firm's experience with similar projects and feasibility studies, entailing a detailed description (no longer than one page each) of one or more recently completed, similar projects, to include the following information:

The budget shall include estimated itemized project costs:

1. Community engagement such as a generalized cost per public meeting or survey process.
2. Project personnel and their hourly billing rates and role/responsibilities (e.g. Project Manager, Data Analyst, etc.) major task to be overseen/completed by said personnel, and total project hours per individual.
3. Description and listing of any anticipated reimbursable expenses (**The City does not pay for incidentals or travel expenses**).
4. Any additional costs for subcontractors, software, or any elements not covered above.

Any additional work beyond the Project Scope must be authorized in writing by the City before additional costs may be incurred. These fees will be determined prior to commencement of work and will be based on hourly rates as detailed in item 2.2.e.3. above.

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:

	Factor	Points
1	Experience with similar community facility projects	10
2	Qualifications & relevant experience of personnel	5
3	Alignment of the Project Approach with the project scope	30
4	Innovation of Community Engagement Plan	30
5	Extensive understanding of BIPOC communities	10
6	Knowledge of governmental policies and budgets	10
7	Ability to meet a reasonable timeline	5
	Total	100

A panel shall select the proposal(s) and the City shall negotiate and enter into an Agreement for Professional Services (contract) for the work, subject to approval by the City's Finance Committee and Common Council. If proposers respond to specific portions of the Project Scope, the City may enter into an agreement for only a portion of the Project Scope. The City may also work with Proposers to coordinate the project under a single agreement.

b. Right to Reject Proposals and Negotiate Contract Terms

The City reserves the right to reject any or all proposals and to negotiate the terms of the contract with the selected Proposer(s) prior to entering into an agreement (contract). A response may be rejected if it fails to meet the requirements of the RFP. The contract may be awarded to the most responsible firm whose proposal will be, on an overall basis, the advantageous to the City. If contract negotiations cannot be concluded successfully with the highest scoring Proposer, the City may negotiate a contract with the next highest scoring

Proposer. Qualifications, experience, performance, and cost factors will be considered as elements of a responsible proposal at the sole discretion of the City of Fitchburg. Cost alone will not be the determining factor. The City’s decision shall be final and not subject to recourse by any firm, person, or corporation.

c. Compensation for Services

A committee shall select the proposal(s) 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 proposer(s). 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 or travel 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**, oral presentations may be conducted March 20-24, 2023. 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 and name the City as additional insured. Selected Proposer(s) shall maintain the following minimum insurance coverage/limits:

- Comprehensive General Liability: \$1,000,000 occurrence/ \$2,000,000 aggregate
- Automobile Liability: \$1,000,000 occurrence/ aggregate
- Worker's Compensation: Statutory/Employers Liability
- Excess Liability: \$5,000,000 occurrence/ aggregate
- Professional Liability: \$3,000,000 occurrence/ aggregate

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.
