



Request for Proposals Comprehensive Plan

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RFP Due Date: April 21st, 2025

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Introduction

The City of Berlin is seeking proposals from qualified and professional planning consultants who have the capacity and expertise to assist the City in the completion of an action-oriented and implementable update to the City's Comprehensive Plan. The City is proposing an update which builds upon all relevant information from the previous updates while facilitating new goals, objectives and policies to proactively achieve compliance with all state requirements.

The City of Berlin's current Comprehensive Plan was adopted in 2011 however the City has made nominal updates in 2018 and 2021 to remain in compliance with the 10-year requirement. The City of Berlin has Plans in place to assist the consultant with adding background content. Consultants should review and utilize existing information, including those listed on page 4 below as appropriate in developing the Comprehensive Plan Update.

Please note, consultants that intend to submit a proposal should contact Timothy Ludolph, Planning and Development Director, at 920-361-5156 or tludolph@cityofberlin.wi.gov to request the RFP. RFP's may also be downloaded from the City of Berlin's Website, <https://cityofberlin.net/>.

City History and Project Background

Situated in the eastern portion of central Wisconsin, the City of Berlin spans Green Lake and Waushara Counties and is 30 miles west of Oshkosh. Berlin is accessible via State Trunk Highways 49 and 91. The City, located along the Fox River, is rich in history. Once a highway for French fur traders, Jesuit missionaries, and various Native American tribes, the river later became a major waterway for residents, businesses, and visitors. Today, the river offers recreation and family fun in all four seasons.

The City's public park system is impressive with its eight beautiful parks that total over 107 acres. The park system has three shelter houses, two gazebos, a Frisbee golf course, three baseball diamonds, a basketball court, sand volleyball courts, horseshoe pits, several large play areas, a public campground on the banks of the Fox River, several boat launches and fishing piers, an outdoor aquatic center and much more. Hiking, biking, snowmobile and cross-country skiing trails meander near the City.

With its two National Register Historic Districts, Berliners appreciate their history. The Nathan Strong Park Historic District borders the park on Huron Street of the same name and includes block after block of lovingly cared for Victorian-style homes and 'painted ladies'. An active Farmer's Market and free concerts are held in the Nathan Strong Park during the summer months. The Huron-Broadway Street District, which is Berlin's 'Main Street', has many stores and buildings from the 19th century. The Berlin Area Historical Society maintains four museum buildings near this district.

Relevant Plans since the 2010 Comprehensive Plan Update.

2022 City of Berlin Housing and Economic Development Strategy <https://cityofberlin.net/wp-content/uploads/sites/40/2023/01/Berlin-Housing-and-Economic-Development-Strategy.pdf>

This Plan specifically has the bulk of the information required for a Housing and Economic Development Element Update as well as some maps and figures which could be included in the Comprehensive Plan.

2022 CARES Technical Assistance Plan <https://cityofberlin.net/wp-content/uploads/sites/40/2024/09/2022-Market-Square-CARES-Technical-Assistance-Plan.pdf>

2020 City of Berlin Open Space and Recreation Plan <https://cityofberlin.net/wp-content/uploads/sites/40/2021/03/2020-Open-Space-Rec-Plan-Final-Edit.pdf>

2019 City of Berlin Market Analysis https://cityofberlin.net/wp-content/uploads/sites/40/2020/01/2019-Berlin-Market-Analysis-Update_12232019.pdf

2019 Travel Wisconsin Berlin Area Destination Assessment <https://cityofberlin.net/wp-content/uploads/sites/40/2024/08/Berlin-Assessment-2019-FINAL-Report-Complete-1.pdf>

2018 City of Berlin Field Research Overview Report- Lodging Market Study

<https://cityofberlin.net/wp-content/uploads/sites/40/2018/10/FieldResearchReport.pdf>

2011 (updated 2021) City of Berlin Smart Growth Comprehensive Plan <https://cityofberlin.net/wp-content/uploads/sites/40/2018/10/CCP.pdf>

Future Land Use Map from 2018 Comprehensive Plan Update <https://cityofberlin.net/wp-content/uploads/sites/40/2025/02/Future-Land-Use-Map-Annotated.pdf>

Land Use Map Updated in 2024 to include Future Rural Character Category https://cityofberlin.net/wp-content/uploads/sites/40/2024/08/Map7_Future_LandUse-Current.pdf

Market studies were conducted in 2014 and 2019, and the findings from these studies were incorporated into the Housing and Economic Development Strategy.

Project Scope

The following outlines the scope of work and the phases involved in updating the 20 Year - City of Berlin Comprehensive Plan.

Phase 1: Public Participation

Public Informational Meeting: Hold an informational meeting to gather public input on the draft document.

Public Participation Plan: Draft and submit for approval a Public Participation Plan to the Plan Commission for review. The plan will include outreach through social media and the City website. Additional public engagement events (e.g., open houses, workshops, online surveys) may be considered if they fit within the fixed budget.

Plan Commission Meetings: Attend a total of four (4) Plan Commission meetings. Plan Commission meetings will include a "Public Comment" section to allow community input on the plan.

Staff Meetings: Attend meetings with City Staff as needed. At least three (3) meetings with staff will be required.

Public Hearing at Common Council Meeting: Attend the formal public hearing where the Plan Commission will present the "Recommended Plan" for Common Council adoption.

Phase 2: Draft Plan Document Preparation

Research and Data Collection: Collect population, housing, and economic data and format relevant tables to support the planning elements. Gather and update mapping data from the City, Green Lake and Waushara Counties, and East Central Wisconsin Regional Planning Commission and/or Kunkel Engineering.

Plan Element Discussion: Collaborate with City Staff and the Plan Commission to discuss each element of the Comprehensive Plan and how these will be incorporated into a cohesive document.

Land Use Map: Amend the Future Land Use Map as necessary to reflect updated data.

Draft Plan Assembly: Assemble all components of the "Draft Plan" document for review by City Staff and the Plan Commission.

Phase 3: Draft Plan Review

Document Revisions: Revise the Draft Plan document and maps based on feedback from City Staff and the Plan Commission.

Phase 4: Plan Finalization

Pre-Final Plan: Prepare the Pre-Final Plan document based on comments from the Draft Plan review and submit it to the Plan Commission for final review.

Recommended Plan: Revise the Pre-Final Plan to produce the "Recommended Plan" for Plan Commission approval.

Public Hearing: Attend the public hearing for the Recommended Plan and make revisions as necessary.

Common Council Presentation: Present the Recommended Plan to Common Council. Make any revisions as directed by the Council.

Final Plan Adoption: Upon Common Council adoption, prepare and deliver the adopted "Final Comprehensive Plan" documents to the City, neighboring communities, and counties. Provide GIS mapping files to Green Lake and Waushara Counties and Kunkel Engineering.

Project Management

Ongoing Communication: Maintain continuous communication with City of Berlin Officials, City Staff, and the community.

Regular Meetings: Meet with City Staff to review updates and discuss revisions to the plan.

Project Oversight: Monitor the project schedule, manage the budget, and ensure the timely completion of tasks.

Plan Elements

The consultant will be responsible for updating the following plan elements:

Issues and Opportunities

Housing

Transportation

Utilities and Community Facilities

Agricultural, Natural & Cultural Resources

Economic Development

Intergovernmental Cooperation

Land Use

Implementation

Public Participation Plan Update

Each element will be reviewed, and goals, objectives, policies, programs, and recommendations will be updated as necessary. City Staff will be available to offer assistance as needed, completion of the elements will be the responsibility of the Consultant.

Mapping

The Consultant will update the following maps:

Location Map

General Soils Associations

Topography & Natural Resource Areas

Transportation & Public Facilities- Including Official Map

Current Zoning

Current Land Use

Future Land Use

The Consultant shall provide the City of Berlin both report-size and large-scale copies of maps that the City shall use in public meetings and displays.

Project Timeline

The Comprehensive Plan Update process will tentatively begin with the kickoff meeting with the Plan Commission in June 2025. The entire process is anticipated to last 12-18 months. Additional timelines related to public engagement efforts as it pertains to the submission of drafts or other deliverables will be determined during the kick-off.

Project Budget

Budget information for the Comprehensive Plan Update is allocated within the City of Berlin's 2025 Budget. The City's budget for consultant services is not to exceed \$30,000 for the Comprehensive Plan.

Deliverables

Official Maps

Draft Plan: The First version of the plan to be reviewed by the Plan Commission and City Staff.

Pre-Final Plan: The Plan incorporating any and all feedback from review of the Draft Plan.

Recommended Plan: The Plan the Plan Commission will recommend to the Common Council.

Final Plan: The Officially Recorded Plan, approved with any potential recommendations from the Common Council.

Documents from the Public Participation Sessions.

Any other documentation incidentally produced to compile the Plan.

RFP Submittal Requirements

The RFP Submittal shall contain the following sections.

Cover Letter, Detailing Understanding and Approach to the Project: A memo that reflects your understanding of the project's objectives, challenges, and how your team will address them, demonstrating expertise in relevant areas. Show a clear understanding of the goals and challenges and detail how the work will be executed efficiently and effectively.

Relevant Project Experience: Include descriptions of relevant completed projects with municipal clients and excerpts of similar completed plans to illustrate the final product. Provide references from at least three municipal clients to demonstrate your team's proven track record in similar projects.

Scope of Work, Including All Steps and Deliverables: A detailed scope outlining each task and deliverable, demonstrating how your team will meet the project's milestones and deadlines. Include a project timeline that includes key milestones and demonstrates your ability to meet deadlines and deliverables on time.

Proposed Budget and Estimated Labor Hours, Broken Down by Task: A detailed budget that provides clear cost estimates and labor hour breakdown by task, demonstrating financial feasibility and alignment with the project scope. State a lump sum price for completing the plan, describe the alignment with the proposed budget and scope of work. Tabulate any additional fees for extra services.

List of Key Personnel, Including the Project Manager: Include the roles, qualifications, and relevant experience, related to the project's objectives and the Project Team's Availability.

Due Date: Proposals must be submitted by 12:00 p.m. on Monday April 21st, 2025.

Location: Submissions should be delivered to Berlin City Hall, 108 N. Capron St., Berlin, WI 54923. Emailed submissions may be sent to the Planning and Development Director at tludolph@cityofberlin.wi.gov

Format: Provide one electronic copy of the proposal. Hard copies of relevant plans are not required.

Evaluation and Selection

Criterion and Scoring Notes	Points Possible	Weighting (%)	Scoring Notes
1. Relevant Experience and Qualifications of Key Team Members	25	25	Assess the experience, skills, and qualifications of the involved personnel. Focus on relevant project experience and educational background, and other expertise.
2. Understanding of the Project and Depth of Knowledge	25	25	Evaluate the depth of the proposal's understanding of the goals, objectives, and challenges. Consider the knowledge and capacity to approach the problem.
3. Awareness of Schedule and Deliverables	10	10	Assess ability to produce outcomes on schedule and an understanding of the deliverables. Consider any proven ability to deliver on expectations.
4. Overall Quality, Clarity, and Completeness	15	15	Assess the overall quality, clarity, and completeness of the proposal. Consider the framework, writing quality, presentation, and how well all required information is provided.
5. Budget Management and Value	25	25	Evaluate the proposal's ability to stay within budget, and prove reasonable given the scope.
Total	100	100	

The Evaluation Team consisting of the City of Berlin Planning and Development Director along with the Chair of the Plan Commission, a representative from the Parks and Recreation Commission and Common Council, will start by reviewing the submissions and ranking them. The Evaluation then will send them to the Plan Commission to set up 30- minute interviews with the top 3 to 5 consultants to take place during the Plan Commission meeting on May, 27th 2025. After that, the Plan Commission will give a final recommendation to the Common Council to approve a proposal and its scope.

Timeline

The timeline for reviewing proposals and selecting a final consultant is outlined below. This timeline may be modified by the City of Berlin, as necessary.

RFP Released/ Timeline for Submission: The proposal submission window will be open from **03/12/2025 to 04/21/2025**

Deadline to Submit Questions: All requests for clarification or additional information shall be emailed to tludolph@cityofberlin.wi.gov - by **04/11/2025**

Response to Questions Posted: All project-related questions and responses will be added to the city website. - **04/14/2025**

Deadline to Submit Proposals: A proposal received after 12:00 pm CST on the deadline date will not be considered. - **04/21/2025**

Review of Proposals: Committee to review and score the proposals based on the evaluation criteria. - **04/22 – 05/19/2025**

Notification of Candidate Status: Each consultant who submitted a proposal will be notified whether they were selected as a finalist. - **05/20/2025**

Finalist Interviews: The Evaluation Committee will recommend finalists for individual 30-minute, in-person interviews and presentations at the meeting of the Plan Commission- **05/27/25**

Recommendation to the Common Council: The Plan Commission will make a recommendation to the Common Council based on the results of the process. The Common Council will review and approve the contract with the selected consultant and finalize any details negotiated. - **06/10/2025**

Kick Off: Plan Commission- **06/24/25**

Terms and Conditions

The City of Berlin reserves the right to reject any and all proposals that do not meet the required criteria. This Request for Proposals does not constitute a contract or offer of employment. The cost of preparation of proposals shall be the sole obligation of the consultant. All proposals, whether accepted or rejected, shall become the property of the City, subject to open records law. Elements or Tasks may be added or deleted at the discretion of the City pending negotiation of the scope of work and compensation. All completed work, including surveys, workshop documents, schematic designs, ancillary reports, and the final master plan in all relevant formats become the property of the City at the end of the project.

Deadline: Proposals must be submitted by 12:00 p.m. on Monday April 21st, 2025

Format: Provide one electronic copy of the proposal. Hard copies of relevant plans are not required.

Questions about this RFP may be directed to:

Timothy Ludolph

Planning and Development Director

tludolph@cityofberlin.wi.gov

920-361-5156