



# Request for Proposals Comprehensive Plan

RFP Issuance Date: January 15<sup>th</sup>, 2025  
RFP Due Date: February 17<sup>th</sup>, 2025

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## Proposal Requested

The City of Berlin is seeking a consultant to update the Smart Growth- Comprehensive Plan to include updates to make the long-range plan relevant for the next 20 years. The City's existing Plans; including the current Comprehensive Plan, Housing and Economic Development Strategy, Market Studies, Open Space and Recreation, Current TID Plans (15,16,17), Downtown Development Plan, Hotel Feasibility Studies, etc. shall serve as a starting point. This project is being initiated upon the recent adoption of the 2023 Housing and Economic Development Strategy. The consultant will work with the City Administrator, Planning & Development Director, Plan Commission and ultimately Common Council to review the existing code and built environment, facilitate public engagement, and draft the proposed update for consideration by the Common Council.

See the Project Scope included within this RFP for complete details.

## City History and Background

Situated in the southern 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 wind 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.

## Project Scope

The City of Berlin is seeking a consultant to develop a Comprehensive Plan with corresponding maps, images, and graphs. A detailed schedule for the project shall be included in the consultant's proposal and should be limited to eighteen (18) months.

Wis Stat 66.1001 requires the following elements be incorporated into a Comprehensive Plan: Issues and Opportunities; Housing; Transportation; Utilities and Community Facilities; Agricultural, Natural, and Cultural Resources; Economic Development; Intergovernmental Cooperation; Land Use; and Implementation.

Phase 1: Demographics and Data Update

Berlin is a slowly growing community. From 2010 to 2024, the population of Berlin grew approximately 1.8%, following a decades-long growth trend. The selected Consultant shall update the Community Indicators data in a way that is visually appealing and easy to understand.

The Consultant will also be responsible for updating data used throughout the Plan to inform goals, objectives, and implementation throughout each of the required elements.

## Phase 2: Public Engagement

State statute requires a public participation plan be approved by the Common Council.

The City of Berlin is expecting robust public engagement to take place during the Comprehensive Plan project. This should include, but is not limited to: a dedicated website, a community survey, dedicated outreach to stakeholder groups, pop-up tables at community events, internal staff meetings, and working group meetings with Plan Commission.

The selected Consultant shall be responsible for plan engagement to gather input from the following:

- a. General Public.
- b. City Boards, Commissions, and Committees.
- c. Local Businesses.
- d. School District
- e. City Departments
- f. Underserved communities in the City, including but not limited to: seniors, disabled persons, youth, low-income individuals, and those with non-English native languages.
- g. Other Key Stakeholders

City staff will be available to coordinate meeting times and locations.

## Phase 3: Plan Creation

The priorities for this project include, but are not limited to:

- Creation of a plan that is reasonably concise and user friendly,
- Development of a long-term vision for the City of Berlin,
- Incorporation of data-driven goals and objectives for each required element geared towards implementation,
- Compatibility with other City plans

The consultant team will work with the City's engineering consultant, Kunkle Engineering, city staff, and other organizations to analyze existing conditions and necessary improvements to accommodate future growth. These topics include: water and sewer utilities, road and mobility networks, floodplain, wetlands, and environmental corridors.

Special focus must be given to future land use mapping and transportation networks along the fringes of Berlin's corporate boundaries.

The City of Berlin is also interested in Sub-Area visioning and master plans for the following areas:

- Eastern gateway area (generally, the area surrounding the intersection of Quarry St, WIS 49 and to the east), and
- Central Business District (generally, the areas of Park Ave, Washington St, Spring St, and Ceresco St within 3 blocks of Huron Street to Broadway).

This includes corridor visioning and/or revitalization designs and recommendations consistent with public and staff input. The visioning process for these parts of the Plan will be done with the goal of uniting a community towards the overall goal of improving the community at its entrances and developing thriving business and mixed-use districts.

## Deliverables

The selected Consultant will be responsible for completing a final Comprehensive Plan document that contains a phased implementation schedule, relevant graphics and maps, supporting metrics and data points, estimated costs, narrative description of recommendations, and relevant additional narrative to present a complete document. A final presentation of the plan will be required once the document is complete to both the Plan Commission and Common Council. The Consultant should also budget for an appropriate number of meetings with the Plan Commission to develop the plan.

The final plan must be designed to integrate seamlessly with other plans and initiatives that the City has adopted. The selected Consultant shall provide the City with an electronic copy of the final plan in its original and pdf format; including all maps, graphics, or tables used to create the plan. Additionally, the selected Consultant shall provide the City with a pdf copy of the final plan and any relevant design, spreadsheets, and/or Geographic Information System files for future editing. Draft deliverables may be provided in pdf format.

Additionally, the Consultant shall provide:

1. Progress reports on a monthly to quarterly basis.
2. Executive summary of final plan for ease of reference by development community and interested members of the public
3. Written public input in searchable format such as PDF
4. Drafts of Comprehensive Plan to be provided at key phases in project as outlined in final scope of services

## RFP Submittal Requirements

### 1) Qualification Details consisting of:

- a. Cover Letter – Including, but not limited to a statement of understanding and approach to this project proposal.
- b. Experience – A list of specific project experience including completed, similar or relevant projects that the applicant has executed. Links to similar or relevant projects are encouraged.

c. References – Provide a minimum of three municipal client references for which the applicant has provided similar planning services within the last three to five years. Include the name and telephone number of the contact person and a description of services provided to that contact.

## **2) Technical Proposal consisting of:**

a. Project Approach – A description of the approach to be taken toward completion of the project, an explanation of any variances to the proposed scope of work as outlined in the RFP, and any insights into the project gained as a result of developing the proposal.

b. Scope of Work – Scope of work that includes steps to be taken, including the products or deliverables that align with the requirements of the RFP.

c. Estimated Labor Hours – A summary providing a breakdown of the estimated hours needed for each task, clearly showing which team members are involved and how many hours each will contribute.

d. Key Personnel – List of personnel directly assigned to the project, detailing their roles and responsibilities, along with their resumes. An organizational chart will also be included to show the structure of the team. The Project Manager, who will oversee planning, coordination, and most of the work, including attending meetings with the Committee, must be clearly identified and committed to the project. The City has the right to approve the Project Manager and any changes to personnel or subcontractors throughout the project.

e. Project Schedule – This section will present a proposed timeline that highlights key milestones and the overall duration for completing the Plan.

f. Supplemental Information – Supplemental Information – Any additional information that is necessary to meet the requirements of this RFP will be included here.

## **3) Cost Proposal consisting of:**

a. Cost – A fixed total amount to finish the project as outlined in the Scope of Work.

b. Additional Fees – An hourly rate for each employee and/or a set total to cover any extra tasks that weren't mentioned in the Scope of Work above.

## **4) General requirements consisting of:**

a. Due Date – Due Date – All responses to the RFP need to be submitted by noon on the specified date. Any proposals that arrive late, for any reason, will not be accepted.

b. Location – RFP submissions should be sent to Berlin Planning and Development, Attention: Berlin Comprehensive Plan Proposal, 108 N Capron St, Berlin, WI 54923. You can also email your submissions to the Planning and Development Director at [tludolph@cityofberlin.wi.gov](mailto:tludolph@cityofberlin.wi.gov). Make sure to include “**Berlin 2025 Comprehensive Plan Proposal**” in the subject line of your email; otherwise, your proposal won't be considered

c. Format – Prospective consultants must provide one electronic copy of their proposal. You don't need to send hard copies of similar or relevant plans; they can be submitted electronically instead.

d. Property – All materials created as part of this RFP, including graphics and data, will belong to the City once the report is finished. All text should be submitted electronically in the most convenient way. Any original graphics made for the RFP must be provided to the City in both a hardcopy and an electronic format that is easy to reproduce, as needed. This includes but is not limited to GIS Shapefiles, Databases, Vector layered images, and Tables.

## Evaluation and Selection

The proposals submitted will be evaluated based on the following criteria:

- Relevant experience and qualifications of key team members.
- Understanding of the project and depth of knowledge in the area or related technical experience.
- Track record of engaging a broad audience and integrating public feedback into the plan.
- Responsiveness in adhering to the schedule needed to finish the plan and deliverables.
- Ability to stay within budget and provide value concerning proposed and additional costs.
- Experience working with local government entities that are similar in size, structure, and complexity.
- Evidence of innovative methods specific to technical solutions.
- Overall quality, clarity, and completeness of the submission package.

## Minimum Qualifications

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 before sending them to the Plan Commission. This group is known as the Evaluation Team. They will set up 15-minute interviews with the top 3 to 5 consultants during the Plan Commission meeting in March 2025. After that, the Plan Commission will give a final recommendation to the Common Council to approve a proposal and its scope.

The following method and timeline will be utilized in order to select the desired proposal:

- **January 15, 2025– RFP Issuance Date**
- **February 17, 2025 – RFP Due Date**
- **February 18, 2025– Evaluation:** During this week, the Evaluation Team will review the proposals and decide which, in its sole discretion, it chooses to further consider via an in-person interview.
- **February 25, 2025 – Interviews:** During this meeting, the Plan Commission will host interviews of perspective Consultants, if necessary, in order to make a selection. Plan Commission will make a recommendation to Common Council.
- **March 11, 2025 – Common Council Approval:** The Council will take final action to consider acceptance of the recommended proposal and enter into a contract for this purpose.
- **March 12-24, 2025:** Staff will finalize the Scope of Services and contract for the project with the approved Consultant.
- **March 25, 2025 :**Estimated Kickoff Meeting date with Plan Commission.

**Estimated timeline from Kickoff to Completion: 12 to 18 months.**

## Terms and Conditions

Each proposal will be evaluated to see if it meets the submission criteria outlined in this RFP. If a proposal does not fulfill these requirements, it may be rejected. The City has the authority to reject any proposal that is conditional, incomplete, has irregularities, or is deemed not to be in the City's best interest. While the City can overlook minor deviations in a proposal, this does not change the proposal document or excuse the Consultant from following the contract requirements if they are awarded a contract. The City may also request an interview with a potential Consultant at its discretion. The Common Council will select and approve the recommended Consultant.

The City is not obligated to reimburse any firms for costs incurred while preparing proposals in response to this request. Submitted materials will be available for public inspection according to Wisconsin law. Any attempt to make the entire proposal confidential or proprietary will not be recognized and will be ignored.

The City has the right to keep all submitted proposals and to use any ideas presented in them, regardless of whether the proposal is chosen. By submitting a proposal, the firm agrees to the conditions stated in the RFP, unless explicitly noted otherwise in the proposal and confirmed in the contract with the City.

All rights to property, including publication rights for any reports created by the selected firm in connection with the services provided under this agreement, will belong to the City. The City also reserves the right to reject any or all proposals received. The City reserves the right to reject any or all proposals submitted.

Questions about this RFP may be directed to:

Timothy Ludolph

Planning and Development Director

[tludolph@cityofberlin.wi.gov](mailto:tludolph@cityofberlin.wi.gov)

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