



# REQUEST FOR PROPOSALS

City of Stevens Point

Due: February 28, 2020, 4:00PM CST

## City of Stevens Point Strategic Plan



## Disclaimer

- A. The City of Stevens Point, as an Equal Opportunity Employer, requires all consultants to affirm that they do not discriminate against individuals or firms because of their race, color, marital status, age, sex, national origin, disability, creed, or sexual orientation.
- B. All proposals submitted will become public information, and may be reviewed by anyone requesting to do so at that time.
- C. All proposals received by the City of Stevens Point in response to this RFP shall remain valid for ninety (90) days from the date of submittal.
- D. The City reserves the right to cancel or reissue the RFP, or to revise the timeline at any time. The City reserves the right to reject any and all proposals and to waive minor irregularities in the proposal process. The City may accept any proposal if such action is believed to be in the best interest of the City.
- E. The City is not liable for any cost incurred by the proposer prior to the execution of a contract.
- F. This is a City project and holds liability for work with its consultants. The contract between the successful proposer and the City of Stevens Point shall include all documents mutually entered into specifically, including the contract instrument, the RFP, and the response to the RFP. The contract must include, and be consistent with, the provisions stated within the RFP.
- G. The prime consultant will be required to assume the responsibility for all services offered in the proposal whether or not directly performed by the prime consultant. Further, the prime consultant will be the sole point of contact for the City of Stevens Point with regard to contractual matters.
- H. The project team shall be approved by the City of Stevens Point. The City must approve any changes to the project team.

## **About the City of Stevens Point**

The City of Stevens Point has a population of nearly 27,000, and is home to the University of Wisconsin-Stevens Point and Mid-State Technical College. The City is located in the central part of the state and along a three-mile stretch of the Wisconsin River. In addition, the City's downtown area, park attractions, local businesses, and options for education bring life to the community. Five major roadways pass through Stevens Point, as well as Canadian National Railway's mainline and a municipal airport. The City also offers an abundance of recreational areas such as the Green Circle Trail and Ice Age National Scenic Trail, both of which run through or surround the City. Notably, the Green Circle Trail circles around the City and interconnects many of the major parks and trails such as Pfiffner Park along the Wisconsin River, the Stevens Point Sculpture Park, Schmeeckle Reserve, and Iverson Park. The majority of Stevens Point's employment falls within five categories: insurance, retail, manufacturing, government, and health care.

## **Introduction**

The City of Stevens Point (City) is seeking proposals from qualified firms or teams of firms with the appropriate expertise and experience to serve as a consultant to coordinate the development of a strategic plan ("the Plan") for the city. The Plan will be the primary vision-setting and policy-directing strategy to lead the on-going evolution of Stevens Point for the next several years. The Plan should include measurable objectives to help improve the City's responsiveness to the public and their needs, to adapt to changes in the economy, to remain competitive, to welcome tourists, to sustain the local recreational areas, to continue to focus on success of the city's college students, and to create a unified vision that serves all residents. Overall, the Plan shall encompass all City functions in order to further the City's economic competitiveness, ensuring financial sustainability, tackling infrastructure needs, providing public safety, improving environmental stewardship, and fostering improvement in community engagement for years to come.

The Plan shall include at minimum the following efforts:

- 1) Setting Direction (Environmental Scan and Vision)
- 2) Focusing Efforts (Goals and Priorities)
- 3) Implementation (Citywide and Department Plans)
- 4) Reporting (Measurable Outcomes)

The Plan shall serve as a "living document" and should undergo periodic review and adjustment to reflect progress towards achievement of goals and/or modifications of goals. As a process and eventual working document, the City of Stevens Point strategic planning process and final document should provide a plan with appropriate time horizons that address the following issues:

- Generate new ideas and discussion about the built environment, sustainability, sense of place, and the City's overall identity.
- Transform the conceptual goals of the visioning process into realistic, achievable targets.
- Encourage engagement and spark the interest and excitement of all residents, business & property owners, City officials/administration and staff, and others in the future potential of the city.

- Provide a process that allows general alignment and focus of citizens, business interests, community groups, the City Council, City Administration, and staff, to foster a sense of cohesion as to the City's strategic direction.
- Recognize economic development potential and ways to diversify the local economy.
- Identify and analyze potential partnerships with other entities, such as public/private, and encourage significant private investment in the limited redevelopment opportunities in the city.
- Chart an effective, considered, and innovative course of action for the city's future, setting priorities and maximizing innovative opportunities.
- Create stability and continuity regardless of election cycles.
- Plan for fiscal sustainability.
- Align with the City's Comprehensive Plan, and other plans in place.

### **Proposal Process**

It is expected that one consultant will be selected as a result of the request for proposals, although the City is under no obligation to award a contract as a result of the selection process. Based on the proposals received, the selection committee will select individuals or firms to be interviewed. The top-rated consultant may be selected for contract negotiations as a result of those interviews.

- **Step One: Proposal Development**
  - The aim of this phase is to develop a detailed plan for the development of a city strategic plan as a presentable, well structured, and goal oriented document. During the proposal development, committees will be formed and structured to ensure representation of the community.
- **Step Two: Vision, Mission, and Core Values**
  - The aim of this consultation will be to facilitate the development of a mission statement, vision, and a set of core values. Consultation will be focused and broad, so as to engage as many stakeholders as possible. The chosen firm will develop an initial draft of the mission statement, vision, core values, and priorities based on the input from stakeholders.
- **Step Three: Priorities, Action Plan, Implementation and Monitoring Procedures**
  - During this step the consultant shall collaborate with relevant parties to provide input for the development of a set of priorities, as well as, an action plan focused on achieving the identified priorities during the five-year lifespan of the strategic plan. The action plan will contain the priorities, each with their associated context, goals/objectives, strategies/actions, indicators, persons or groups responsible, target dates, and estimated costs.
- **Step Four: Final Approval & Distribution**
  - The selected consultant shall pull together an initial draft of the entire plan, including: mission statement, vision, values, priorities, action plan, and implementation and monitoring procedures within eight months following the execution of the contract.

## **Proposal Requirements**

Each proposal should contain the following information and be organized in a manner that allows for complete review of each project element. Note: One page is one side of an 8½" x 11" paper.

### **1. Letter of Interest**

- a. No more than two pages in length, must include contact information and signature.

### **2. Summary of Qualifications, Experience and Availability**

- a. No more than eight pages in length.
- b. Summarize qualifications, relevant experience, and availability to participate in the RFP process, including interviews, and provide services to the City.
- c. Identify key personnel assigned to the project, responsibility of each member, and expertise and related experience of the team.

### **3. Proposed Approach to the Process**

- a. No more than five pages.
- b. Summarize method and approach to providing consulting services to the City. This should include a proposed schedule and description of proposed public involvement methods. Please review the City's preliminary process identified above, and be sure to indicate major differences between it and the consultant's proposed approach.

### **4. Proposed Budget**

- a. No more than two pages.
- b. Include detailed project costs by task, and estimated hours. Actual compensation is subject to contract negotiation.

### **5. List of Professional References**

- a. No more than one page listing most recent relevant professional references and their contact information.

### **6. Relevant Written Work**

- a. A minimum of three examples, with at least one of which that represents work related to a strategic plan prepared on behalf of a City or comparable entity.

### **7. Insurance Requirement**

- a. Provide proof of ability to meet the City's insurance requirement for the minimum amounts of insurance. Commercial general liability insurance and professional (errors and omissions) insurance in amounts not less than \$1 million for the duration of the project.

## **Evaluation Criteria**

The following will be considered in evaluating each proposal:

- Completeness of response to the RFP requirements
- Experience with similar projects
- Creativity of approach
- Experience in effective public involvement and incorporating citizen input
- Demonstrated facilitation skills in successfully working with city councils, boards and commissions, elected officials, city staff, community organizations, businesses, and citizens
- Demonstrated knowledge/experience with actual development of strategic plans and implementation of possible strategies
- References
- Cost
- Other such criteria as deemed necessary

**Submission of Proposals**

Proposals must be submitted in sealed envelopes or boxes by **4:00 PM on February 28, 2020** to:

ATTN: Strategic Planning RFP  
 Community Development Department  
 City of Stevens Point  
 1515 Strongs Avenue  
 Stevens Point WI, 54481

**Twenty-five (25) bound hard copies** of the proposal shall be submitted, along with a complete electronic document accessible through Adobe PDF. All images, drawings, renderings, or plans shall be included electronically via email or a usb drive.

Proposals shall be submitted on 8.5” x 11” paper with tab sections separating the proposal requirements outlined previously. Any images, site plans, renderings, elevations, etc. should be scaled appropriately and displayed on 11” x 17” paper.

NOTE: The City reserves the right to reject any or all proposals for any reason at its sole discretion.

**Timeline**

January 2020	City Publishes RFP
<b>February 28, 2020</b>	<b>Proposal Submission Deadline (4:00 PM CDT)</b>
March/April 2020	Interviews / Proposal Meetings
April/May 2020	Selection of Consultant
May/June 2020	Proposal Approval / Agreement

*\*Timeline is tentative and subject to change.*

**Contact Information**

All questions related to this RFP shall be submitted in writing to:

**Ryan Kernosky**  
 Director of Community Development / Redevelopment Authority  
 City of Stevens Point  
 1515 Strongs Avenue  
 Stevens Point, WI 54481  
[rkernosky@stevenspoint.com](mailto:rkernosky@stevenspoint.com)