



**Village of Howard**  
**Request for Proposal for Comprehensive Plan Update**

---

**GENERAL INFORMATION**

The Village of Howard is seeking proposals from government consultants to assist the Village in updating its Comprehensive Plan. Proposals are due on April 30, 2010.

**BACKGROUND INFORMATION**

The Village of Howard organization serves 16,110 residents. The Village would like to recreate and update its Comprehensive Plan. Its current Comprehensive Plan was created in 2000 and adopted in September of 2002. As a result, it does not incorporate recent development areas, new policies and procedures, growth management and economic development strategy used by the Village.

**OVERVIEW OF PROCESS**

The consultant will be selected based on qualifications, experience, and cost. Staff will evaluate all proposals and select two to five proposals to send to an ad-hoc committee. The firms will then be asked to give a 45 minute presentation and 15 minutes of Q&A to the ad-hoc committee. The ad-hoc committee will give its recommendation to the Village Board at its May 10, 2010 meeting. The ad-hoc committee will be involved in all comprehensive planning sessions with the winning consultant.

**SERVICES TO BE PROVIDED**

The following are the basic services required by the Village:

- A. Analysis of key reports/studies relevant to the comprehensive plan.
- B. Facilitate the public participation process and manage public participation activities based on the future Public Participation Plan.
- C. Create new goals and objectives based on the analysis of existing plans, ad-hoc committee workshop sessions and consultant expertise to meet the needs of the Village of Howard for the next 20 to 25 years.
- D. Goals and objectives shall address (at a minimum) all the required elements by the State of Wisconsin and all redevelopment areas targeted for economic development.
- E. Implementation strategy for Plan goals and objectives.

- F. Incorporation of the Village Center Master Plan (adopted in 2007) and Redevelopment Plan for Area #1 into the updated version of the Comprehensive Plan.
- G. Facilitate at least two (2), but no more than five (5), open house sessions to review results of the comprehensive planning process and the draft Comprehensive Plan.
- H. Any and all other activities necessary to create a comprehensive plan that complies with the minimum requirements of State of Wisconsin Smart Growth regulations.
- I. Presentation of report to the Village Board and Plan Commission in a public meeting setting.

**NOTE:** All mapping will be performed by Village Staff using its existing GIS system. No mapping will be requested of winning consultant.

**GENERAL SCOPE OF WORK**

**Plan Elements:** The Comprehensive Plan must use a 20 year planning period and incorporate all of the following elements as required by Wisconsin’s “Smart Growth” Comprehensive Planning legislation:

- Issues and Opportunities
- Housing
- Transportation Plan
- Utilities and Community
- Agricultural, Natural and Cultural Resources
- Economic Development
- Intergovernmental Cooperation
- Land Use
- Implementation

Special areas of concern the Village would like focus on are:

- Redevelopment Plan for Area #1
- Village Center Master Plan
- US Highway 41 Improvements
- Incorporating a new zoning district (R-3)

**NOTE:** The Comprehensive Plan was completed in 2002. Most portions are still applicable and usable. The services requested are limited to reviewing the current Comprehensive Plan and evaluating portions to keep and others to update. The consultant will then ONLY update all outdated areas of the plan.

**DELIVERABLES**

The winning consultant is expected to provide the following deliverables prior to January 2012.

- 20 paper copies of both the Draft and Final Comprehensive Plan documents including color maps
- Electronic format(s) of both the Draft and Final as specified by the Village which become the property of the Village for future use and modification.
- All other data and information that has been collected through the process in both digital and paper copies.
- All public participation materials including any survey results or other information.

**RFP AMENDMENTS**

The Village of Howard reserves the right to amend this RFP anytime prior to the closing date.

## CALENDAR OF EVENTS

Activity	Date
RFP Released	March 26, 2010
Proposals Due	April 30, 2010
Evaluation Period by Ad-Hoc Committee	April 30-May 21, 2010
Official Village Approval of Contract	May 24, 2010
Finalized Update to Comprehensive Plan Due to Village Board	August 2011

## TERMS AND CONDITIONS FOR MAKING PROPOSAL

- A. Inquiries from Consulting Firms  
Please use the contact information below for questions concerning this RFP. Questions should be directed to:

Dave Wiese  
Executive Director of Community Services  
920-434-4640  
[dwiese@villageofhoward.com](mailto:dwiese@villageofhoward.com)

- B. Costs Incurred in Responding  
All costs, directly or indirectly related to the preparation of a proposal, including any oral presentations required to supplement and/or clarify a proposal, shall be the sole responsibility of the vendor.
- C. Response Instructions  
One (1) digital copy of the proposal should be returned in PDF format bearing the name and address of the respondent and labeled "Request for Proposal for Comprehensive Plan Update", along with two (2) mailed or delivered hard copies.

Proposals should be directed to:

Dave Wiese  
Executive Director of Community Services  
2456 Glendale Avenue  
Green Bay, WI 54313  
[dwiese@villageofhoward.com](mailto:dwiese@villageofhoward.com)

**Proposals must be received by April 30, 2010 at 4:00 pm. The Village of Howard shall not be responsible for late delivery of the proposals under any conditions.**

- D. Proposal Acceptance Period  
It is understood that, upon submission of the proposal, the fees proposed will be valid for a period of ninety (90) days after Village approval.

## **CONSULTANT QUALIFICATIONS**

Proposer must designate to the Village's account a qualified consultant having prior experience with government clients.

## **PROPOSAL FORMAT**

### **A. Overview of Required Sections:**

1. Cover Letter
2. Consulting Firm Background and Statement of Staff Experience
3. Scope of Required Services
4. References
5. Cost Proposal for Services
6. Proposed Timeline

### **B. Cover Letter:**

The cover letter should contain the name of the proposing consulting firm, the address of the firm, and the contact individual(s) authorized to answer technical, price, and contract questions. Include contact individuals' telephone numbers, email addresses, and mailing addresses. Identify the key personnel of the firm who will be assigned to this project.

### **C. Consultant Firm Background and Statement of Staff Experience:**

Describe the organization of the staff team that would service the Village. Provide a listing of the management level members of the staff team. Include name, title, length of service with the firm, resume, education level, and professional achievement and/ or certification of any staff that will assist with the project.

This section should include the range of services previously performed by the consultant and the firm's background in providing these services to public entities.

### **D. Scope of Required Services:**

Describe how the consultant will cover services outlined in the "Services to Be Provided" section.

### **E. References:**

List a minimum of two (2) municipal references. Provide a contact person and telephone number for each reference. Include a Statement of Experience servicing municipal or governmental clients.

### **F. Cost Proposal(s):**

Cost of service quotes should be included for all required components referenced above, detailing all costs associated with the services to be provided. Proposal should include payment terms, including the timing of any progress payments.

### **G. Proposed Timeline**

Provide a detailed breakout of the projected timeline for the various steps in the process, including but not limited to delivery of the following:

- citizen participation plan
- draft (rough, "near final," final) delivery to ad-hoc committee

This timeline should adhere to the August 2011 sunset date. By August 2011 the Comprehensive Plan should be ready for Village adoption.

#### **AWARD OF CONTRACT**

The Village reserves the right to negotiate or reject any and all proposals. The Village of Howard will award a contract resulting from this solicitation to the responsible firm whose proposal conforming to the RFP will be most advantageous to the Village, price and other non-price factors considered. The following factors shall be used to evaluate offers:

- 1.) Proposed cost of service.
- 2.) Experience in providing the requested services, with preference given to those who have completed municipal projects.
- 3.) Compliance with specifications as outlined in the "Proposal Format" section of this Request for Proposal.
- 4.) Reference checks.

Please note that no formal opening of the proposals will take place. Proposals will be evaluated and selected firms will give a presentation of their services to the ad-hoc committee. The successful firm will be contacted subsequent to Village approval.

#### **TERMINATION OF CONTRACT**

Either party may terminate the services request by giving the other party no less than one (1) month written notice.

#### **GENERAL TERMS AND CONDITIONS**

**Indemnification:** The consulting firm shall indemnify, defend and hold harmless the Village of Howard, its officers, agents, employees, representatives and assigns, from lawsuits, actions, costs (including attorneys' fees), claims or liabilities of any character brought because of any injuries or damages received or sustained by any person, persons, or property on account of any act or omission, neglect or misconduct of said contractor, its officers, agents and/or employees arising out of, or in the performance of any of the provisions of the contract, including any claims or amounts recovered for any infringements of patent, trademark or copyright; or from any claims or amounts arising or recovered under the "Worker's Compensation Act" or any other law, ordinance, order or decree.

The Village reserves the right to reject any or all proposals, waive formalities, and select the firm that best meets the needs of the Village and its employees. The Village reserves the right to select and terminate any consulting firm as deemed necessary based on the needs of the Village and its employees. The Village reserves the right to request additional information during the evaluation period.