



Request for Qualifications – Consultant Services

Village of Germantown, Wisconsin

2050 Comprehensive Plan

Background

The Village of Germantown, Wisconsin is seeking qualified and experienced consultants to assist with updating the Village's 2020 "Smart Growth" Comprehensive Plan (to the "Village of Germantown 2050 Comprehensive Plan" referred to herein as the "2050 Plan"). Purposes of the 2050 Plan are to:

- Satisfy the Village's comprehensive planning obligations and requirements under Wisconsin's "Smart Growth Law" Chapter 66.1001 Wis. Stats.;
- Serve as a policy guide and implementation framework for the Village Board, Plan Commission, other elected and appointed officials, Village staff, residents, property owners and developers when making decisions regarding land use and zoning, future development and re-development, the need for and timing of water, sewer, park and other capital improvements, and the overall preservation and enhancement of the Village's character and quality of life; and
- Serve as a basis for and guide to developing and/or updating Village ordinances, park & recreation plans (e.g. Comprehensive Outdoor Recreation Plan), utility and other capital improvement plans, neighborhood and corridor land use plans (e.g. I-41/USH45 Corridor, Holy Hill Road/Gateway Crossing Corridor, Country Aire Drive Corridor, Main Street District), etc.

The 2050 Plan will analyze and reflect current trends to develop a useful, functional and flexible plan to ensure the Village of Germantown remains an economically competitive community of choice while protecting and enhancing its character, levels of service and overall quality of life. The 2050 Plan must be creative, clear, concise, illustrative and address issues and opportunities that are unique to the Village of Germantown. The planning process should include significant public participation and utilize effective methods to engage the citizens of the community. The Village anticipates that the 2050 Plan project will take twelve to fifteen months to complete from the date a contract is executed for the consultant's services with an anticipated completion date no later than spring, 2020.

Germantown is located along and straddles the I-41/USH45 highway corridor north of and adjacent to the Milwaukee metropolitan area in southeastern Wisconsin. Germantown is approximately 34 square miles in area, with a population of approximately 20,000 persons. Approximately 35 percent of the Village land area is developed with a variety of agricultural, single-family, multi-family, commercial,

institutional and industrial/office land uses, including four business parks (Germantown Industrial Park, Germantown Business Park, Willow Creek Business Park, and the Gateway Crossing Corporate Park) and four active Tax Incremental Financing Districts (TID). The Village of Germantown is governed by an elected President and Board of Trustees and managed by a Village Administrator. In 2007, Germantown was ranked the 30th most appealing place to live in the United States by Money Magazine. Germantown's web site is <http://www.village.germantown.wi.us>.

Consultant Qualifications & Capabilities

Qualified consultants, consulting firms or teams (collectively referred to herein as "consultant") are required to demonstrate that they have an amount of available staff and resources with the necessary expertise, skill and experience necessary to:

- Complete the 2050 Plan project in a 12-15 month timeframe
- Collect, compile and analyze relative data and information provided by the Village obtained from varying sources, including community workshops, community opinion surveys, etc.;
- Estimate, project and/or analyze existing population trends, employment and economic development trends and competitiveness factors, and assess relevant national, regional and local land use, economic development issues and trends;
- identify, develop and implement relevant innovative community engagement tools and techniques, including the use of social media, that will foster public outreach and encourage citizen participation;
- facilitate public meetings, workshops, charettes, presentations, etc.;
- prepare a comprehensive plan that complies with Wisconsin's "Smart Growth Law" and requirements under Chapter 66.1001 Wis. Stats.;
- utilize existing and create new project and community-specific GIS data, mapping, including the preparation of future land use and all other required maps for the 2050 Plan;
- Assist with the identification and development of land use, economic development, natural resource, park & recreation, and other development and growth management related policies, regulatory changes and achievable implementation strategies

These are general and the minimum qualifications the Village feels are necessary to successfully complete the 2050 Plan and are not intended to be a comprehensive list of any or all tasks or responsibilities. It is expected that the consultant selected will provide the Village with specific recommendations for approaches, tasks and deliverables based on their experience and expertise from past work on comprehensive plan or other relevant planning projects.

Statement of Qualifications

The consultant's statement of qualifications should be comprehensive but concise and shall include the following information:

- Cover Letter.
- Consultant Information. Name, location, mailing address and phone number, and firm website address for the consultant, including any sub-consultants.
- Key Personnel. Name, address, phone number, e-mail addresses and length of service with the consultant for the project management team and other key personnel who will be working on the 2050 Plan project. Identify the role of each for the 2050 Plan project and the personnel that will be most involved in any live or in-person community engagement events, meetings and presentations.
- Statement of Qualifications. A narrative or other statement by the consultant detailing the qualifications of the project management team and other key personnel, including any sub-consultants who will be working on the 2050 Plan project.
- Availability. A statement regarding the availability of the project management team and other key personnel of the consultant and any sub-consultants to complete the 2050 Plan project. The statement shall discuss the consultant's ability to integrate this project into the consultant's present and anticipated workload.
- Project Approach. An overview of how the consultant would approach this project with the Village of Germantown including any key recommendations for the process.
- References/Project List. Provide a list of at least three (3) planning projects and clients for which similar planning services have been provided within the last five (5) years, including a description of each project, contact names and information for the clients.
- Planning Project Examples. Samples of at least two (2) similar planning projects cited in the References/Project list that the consultant feels are indicative of the quality of their work and qualifications for this project (digital copies or web-based links are acceptable).
- Additional Information (Optional). Provide other supporting information the consultant feels may help the selection committee further understand the consultant's qualifications and fit for completing the 2050 Plan project.

Submittal Requirements

Consultants shall submit one (1) original unbound, twenty (20) bound and one digital copy in PDF format (email, flash drive, Dropbox or other suitable delivery system) of the Statement of Qualifications to the address below no later than Wednesday, November 7, 2018 by 4:30pm (CDT).

Village of Germantown
Jeffrey W. Retzlaff, AICP, Community Development Director
N112 W17001 Mequon Road
P.O. Box 337
Germantown, WI 53022

The submittal shall be sealed and be clearly labeled "Village of Germantown 2050 Plan". Each consultant assumes full responsibility for delivery of their statement of qualifications to the Village on or before the deadline.

Consultant Selection

The Village selection committee may select up to three (3) qualified consultants from those submitting responses to this Request for Qualifications (RFQ). The selected consultants will be invited to an interview with the selection committee and, if selected, will be required to submit a formal proposal for the 2050 Plan pursuant to a separate and more detailed project description developed by the Village in cooperation with the selected consultant. The following factors may be used in evaluating and selecting the qualified consultant(s):

- Responsiveness to this Request for Qualifications
- Qualifications and experience of the project management team and other key personnel individuals who will be working on the 2050 Plan.
- Demonstrated experience developing and implementing innovative and successful concepts, ideas, and techniques for public participation and community engagement
- Demonstrated experience completing and the quality of other comprehensive or other relevant planning projects
- Information received by the Village from the consultant's references
- Results of the Interview Process

The tentative timetable for consultant selection is as follows (and subject to change at the discretion of the Village):

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| <input type="checkbox"/> Distribute/Publish RFQ | October 5, 2018 |
| <input type="checkbox"/> Consultant RFQ Response submittal deadline | November 7, 2018 |
| <input type="checkbox"/> Consultant Interview(s) | November 26-29, 2018 |
| <input type="checkbox"/> Consultant Selection (Village Board recommendation) | November 30, 2018 |
| <input type="checkbox"/> Village Board Approval/Contract Authorization | December 3, 2018 |

Questions

The Village will only accept written questions regarding the 2050 Plan RFQ. Questions need to be submitted via e-mail on or before October 31, 2018 and include “2050 Plan RFQ” in the subject line to ensure a timely response. Send all questions to the email address below:

Jeffrey W. Retzlaff, AICP, Director Community Development Department
jretzlaff@village.germantown.wi.us

The Village will respond in writing to all questions received. A copy of all questions received and the Village’s response will be made available by email on or before November 2, 2018, to all consultants who submit questions or who request a copy by email.