



15 South School Street, PO Box 273, Mayville, WI 53050
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www.mayvillecity.com

Advertisement

The City of Mayville is seeking proposals from a qualified professional planning consultant to update the Comprehensive Plan (last plan adopted 2006). This project is the regular 10-year update required under the Wisconsin Comprehensive Planning Law (Smart Growth) – section 66.1001 of the Wisconsin Statutes. The finished product shall provide a consistent vision and direction for the community in order to inform decision makers and guide future development over the next 20-year period. The Plan shall affirm, modify, and/or create the City’s goals, objections and policies.

Request for proposal packets will be available starting February 6, 2025 on the City of Mayville’s website at <https://www.mayvillecity.com> and on DemandStar www.demandstar.com. Proposals shall be submitted in accordance with all terms, conditions and specifications as set out in the Request for Proposal (RFP). Sealed proposals should be marked “Comprehensive Plan Update” and must be received in the City Clerk’s Office, 15 S. School Street, Mayville WI by 10:00 a.m. on or before February 28, 2025. The Fee Proposal shall be in a separate sealed envelope and included with the proposal. Faxed and emailed proposals will be rejected. Late proposals will not be accepted.

The City of Mayville encourages the participation of minority, women-owned and disadvantaged business enterprises.

The City of Mayville reserves the right to reject any or all proposals, to waive irregularities, or to accept such proposals, as in the option of the City, will be in its best interests.

Anastasia Gonstead
City of Mayville Clerk

Request for Proposals
City of Mayville Comprehensive Plan Update
RFP #25-01

I. Overview of Project

The City of Mayville is seeking proposals from a qualified professional planning consultant to update the Comprehensive Plan (last plan adopted 2006). This project is the regular 10-year update required under the Wisconsin Comprehensive Planning Law (Smart Growth) – section 66.1001 of the Wisconsin Statutes. The finished product shall provide a consistent vision and direction for the community in order to inform decision makers and guide future development over the next 20-year period. The Plan shall affirm, modify, and/or create the City’s goals, objections and policies. Qualified consultants should have experience in a variety of public outreach programs, facilitation of public meetings, compilation of information from varying sources (including GIS), and preparation of Comprehensive Plans.

The City of Mayville is located on the Rock River and is the historic gateway for tourists to the Horicon Marsh. The Mayville downtown hosts an array of businesses. The City boasts a combination of quality employers and a skilled workforce with highly regarded work and personal ethic. The City of Mayville is a welcoming community, a community of safe neighborhoods and affordable housing with excellent learning and medical facilities close by, a community with endless recreational and sightseeing opportunities.

Economic Development is one of the primary focus areas of the City of Mayville. The planning objective is to grow local businesses, facilitate expansion, and recruit outside businesses to locate in the City of Mayville in order to increase the quality of living, add well-paying jobs and grow tax base.

II. Scope of Services

A copy of the City of Mayville’s Comprehensive Plan can be obtained from the City Clerk’s office.

The current plan is comprised of:

Inventory & Trends Report and Recommendations Report

- A. Issues and Opportunities
- B. Housing
- C. Transportation
- D. Utilities & Community Facilities
- E. Agricultural, Natural & Cultural Resources
- F. Economic Development
- G. Intergovernmental Cooperation
- H. Land Use

The City of Mayville's Comprehensive Plan was last updated in 2006. Per State Statute 66.1001, each municipality must update their Comprehensive Plan every 10 years. Per this Statute, the City of Mayville will be completing a Comprehensive Plan 2020-2040 in 2025, with an anticipated adoption in the third quarter of 2025, in accordance with Wisconsin Chapter 66.1001. The purpose of the Comprehensive Plan is to identify issues, opportunities, needs and organize public policy to address them in a manner that makes the best and most appropriate use of City's resources. It will also describe a desired future for the community over the next 20 years and establish goals to move toward that future. The Comprehensive Plan will be used by both elected officials and city staff to assist and provide a rational basis for local land use decisions within the community.

The City is seeking a consultant team to update the City's Comprehensive Plan with the objective of providing the Common Council, Plan Commission, City Staff, city residents, businesses, and the development community with a comprehensive, internally-consistent and legally-defensible tool to guide the City's decision making and development over the next 20 years. The updated plan will help maintain collaborative and respectful relationships within the community and with surrounding neighbors, and establish or confirm existing policies and priorities for coordinated development and/or redevelopment and necessary infrastructure expansion. The updated plan should identify issues, opportunities, needs and organized public policy to address them in a manner that makes the best and most appropriate use of City resources. It will also describe a desired future for the community over the next 20 years and establish goals to move toward that future.

The consultant team selected will:

1. Review, update and revise, as appropriate, the content of the Comprehensive Plan, including technical and supporting information.
2. Identify unnecessary, redundant and inconsistent information within the existing document and recommend approaches (e.g. organization, formatting) to develop a more concise and usable document that contains relative data, but is not a receptable of statistics that are not informative to long range planning.
3. Design the Comprehensive Plan 2020-2040 document, including development of the format and layout, as well as production of high-quality illustrations and graphics. Undertake the primary responsibility for editing and writing a cohesive Comprehensive Plan document. This will include editing existing text or drafting new, clear and concise text and policies that are supported by information in existing documents, new plans and studies, mapping, data analysis, public input, best practices, and/or successful application in other jurisdictions.
4. Identify existing development regulations that need to be revised or updated to be consistent with the Comprehensive Plan update. Work with City staff to revise, as necessary, existing development regulations that support implementation of the new Comprehensive Plan policies.
5. Support City staff in the presentation of draft, final plan, materials and amendments to the Plan Commission and Common Council.

6. Coordinate and support a public participation process for this update. Prepare and produce high quality public outreach materials graphically and in writing describing facts, findings, analysis, and alternatives for public meetings, open houses, webpage, and hearings. Public engagement activities must include: web-based comprehensive plan survey to solicit public input, two public information and work sessions during the planning process to solicit public input and comments, six regular public meetings of the comprehensive plan steering committee, public open house and hearing to solicit comments on draft plan.

The scope of work for this update will include, but is not limited to the following tasks:

1. Outline a public participation plan, work plan and schedule that will allow this update to be reviewed and approved by the Plan Commission and Common Council.
 - a. Plan presentations, public hearings and workshops will be scheduled during the Comprehensive Plan update. The purpose of these meetings will be to provide an overview of the update process, present progress updates, and receive citizen, elected officials, commission members and staff comments. Public participation is expected to play an important role in the development of the updated comprehensive plan.
 - b. Presentations incorporated into public participation should include, but not be limited to the following:
 - i. General Workshops/Open Houses for the public
 - ii. Informal public meetings/presentations to Plan Commission and Common Council
 - iii. Plan Commission public hearing
 - iv. Common Council public hearing
 - v. Social Media
 - vi. Surveys
2. Review and analyze local conditions, the existing Comprehensive Plan maps, text, statistical and projection data, goals, objectives, policies, actions and documents developed and utilized by the City of Mayville.
3. Update the chapters and appendices to reflect those past changes, future trends, and desired outcome of the community, ensure internal and external consistency, and eliminate unnecessary redundancies.
4. Community plan review: A review of all relevant planning work since 2006.
5. Inventory and analysis update: Research and analysis necessary to provide a solid factual base for the comprehensive plan update.

III. General Assumptions & Notes

The scope of work contained in this document is predicated upon the following provisions, assumptions and conditions that should be part of any proposal and cost submitted by a consultant. The purpose of this list is to enumerate and describe mutual expectations and understandings required of all parties to this scope of work in order to complete this update on time and within budget.

1. The City may eliminate any task and associated contract hours/fees at any point throughout the contract period and will provide written notification of the task elimination to the consultant, consultants will be paid for any task and associated contract hours/fees incurred prior to notification of cancellation.
2. All work products, including records, files, documents, plans computer disks, magnetic media or material which may be produced or modified by the consultant or sub-consultant while performing their work shall belong to the City of Mayville. Digital copies of any data collected by the consultant or sub-consultant shall be provided to the City of Mayville.
3. All consultant deliverables will be prepared in MS Word format. All spreadsheets and graphs will be prepared in MS Excel format. All maps and graphs shall be produced in color, where appropriate. Digital copies of draft and final deliverables will be provided in both MS Word and PDF file formats, as requested by City staff. Digital versions shall include all graphics, tables and appendices in suitable form for publishing on the City website.
4. The consultant will have primary responsibility for coordinating, reviewing and editing information obtained from their team members to ensure that the individual sections of the work submitted are prepared as part of one cohesive framework and/or document consistent in style and content.
5. The City will provide all available government documents, studies, site plans, GIS data layers and mapping, and other technical information pertaining to the study area based on the consultant's data request. Any documents provided in hardcopy shall be returned to the City as appropriate upon completion of the contract.
6. The consultant will provide project updates and other information including graphics suitable for posting on the City's website. The City is responsible for website updates of available project materials.
7. City staff will be responsible for distribution of meeting notices, public meeting room arrangements, and other logistics for public meetings.

IV. Submittal and Project Schedule

Task	Date
RFP Issued	February 6, 2025
Deadline for questions: Questions must be emailed to: agonstead@mayvillecity.com	February 24, 2025
Final Addendum Issued	February 24, 2025 at 4:30 p.m.
Proposal Submission Deadline	February 28, 2025 at 10:00 a.m.
Consideration by Common Council	March 10, 2025
Project Completion	TBD

V. Insurance Requirements

Minimum Scope and Limits

A. Architects, Engineers, Other professionals - Errors & Omissions (Professional Liability) coverage, with a minimum limit of \$1,000,000 per claim, \$2,000,000 annual aggregate.

This insurance is to be maintained for at least two years after completion of the project. If the firm changes insurance carriers and this policy is provided on a “claims made” basis, the firm will secure the appropriate coverage extension to provide coverage to the project for a period of at least two years following the completion of the project.

B. Commercial General Liability coverage with limits of no less than the following:

1. General aggregate limit per project (Other than Products-Completed Operations)	\$2,000,000
2. Products-Completed Operations Aggregate per project	\$1,000,000
3. Personal and Advertising Injury Limit	\$1,000,000
4. Each Occurrence Limit	\$1,000,000
5. Fire Damage Limit-any one Fire	\$ 50,000
6. Medical Expense Limit-any one Person	\$ 10,000

C. Automobile Liability coverage with minimum limits of \$1,000,000 combined single limit per accident for bodily injury and property damage, provided on a Symbol 1-Any Auto basis.

D. Worker’s Compensation and Employers Liability Insurance with sufficient limits to meet underlying Umbrella Liability Insurance requirements.

E. Umbrella Liability providing coverage at least as broad as the underlying General Liability, Automobile Liability and Employers Liability coverages, with a minimum limit of \$2,000,000 each occurrence and \$2,000,000 annual aggregate, and a maximum self-retention of \$10,000.

Other Requirements

A. Acceptability of Insurers. Insurance is to be placed with insurers who have a Best’s Insurance Reports rating of no less than A and a Financial Size Category of no less than a Class VI, authorized as an admitted insurance company in the State of Wisconsin.

B. Certificates of Insurance acceptable to City of Mayville shall be submitted prior to commencement of the work. Certificates shall contain a provision that coverage afforded under the policies will not be cancelled until at least 30 days’ prior written notice has been given to the City of Mayville.

C. The City of Mayville, City of Mayville's elected and appointed officials, and City of Mayville employees shall be named on all liability policies for liability arising out of project work. Please provide a copy of the certificate of insurance.

VI. Evaluation Criteria

Evaluation of Submissions shall be based on the following criteria:

- a. Qualifications and previous related work of key personnel and firm, particularly with regard to working with municipalities of similar size, government structure, and issues.
- b. Project Manager providing direct oversight and contact with City staff.
- c. Understanding of project goals and general approach to the project. Although the City has identified the general nature of services required, the consultant has flexibility toward the approach to the methodology of the project and final product format.
- d. Proposed timeline to complete the work and demonstrated ability to meet proposed schedule and budgets on past projects. Quality of sample materials and proposal package submitted.
- e. Cost.

City reserves the right to include any other items that is deemed appropriate at the time of evaluation.

VII. Fee Proposal

- a. The Cost Proposal must be separate from all other submittal materials and must be submitted in a separate, sealed envelope. Mark the envelope with "Comprehensive Plan Fee Proposal"
- b. This section should contain a complete breakdown of all costs relating to the content of the proposal, including the maximized total cost, as well as an itemized breakdown of the compensation required to accomplish the full performance of all tasks outlined in the proposal. The consultant should not be limited by the anticipated service identified, but should describe any additional services the consultant believes are beneficial in updating the Comprehensive Plan and associated costs for these services. Proposed cost should include all expenses and materials to deliver the work products.
- c. Respondents must include an hourly rate for additional work that may be requested and not included in this proposal.
- d. The sealed fee proposal shall include the following:
 - a. Name of firm.
 - b. Certification that the person signing the proposal is entitled to represent the firm, empowered to submit the proposal and authorized to sign the contract with the City of Mayville, WI
 - c. A schedule of professional fees and expenses of partners, specialist, supervisory personnel and staff.

VIII. Sub-Consultants Listing (Must be submitted with proposal)

Comprehensive Plan Update

The undersigned agrees to employ the following listed sub-Consultants for the following enumerated classes of work and not to alter or add to such list without the written consent of the City of Mayville, WI. Use separate sheet as necessary.

	<u>Subconsultant</u>	<u>Class of Work</u>
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____

Submitted by: Company: _____

Address: _____

Company Representative Signature

IX. Addenda Acknowledgement

Complete this section if an Addenda was issued and include with the proposal.

I/we hereby acknowledge receipt of the following addenda(s):

Addendum No. _____ Dated: _____

Addendum No. _____ Dated: _____

Addendum No. _____ Dated: _____

I/we further certify that no agreement has been entered into to prevent competition for said work and that I/we carefully examined the plans, specifications, form of contract and all other contract documents.

I/we further agree to enter into the contract, as provided in the contract documents, under all the terms, conditions and requirements of those documents.

If no addenda were issued, the consultant/firm shall so indicate and sign this document.

Firm

Representative Signature

X. Reference Form

Reference #1

Owner of Company Name: _____

Contact Person: _____

Type of Service(s) Provided: _____

Calendar Year(s) of Service(s) Provided: _____

City, State, and Zip Code: _____

Telephone/Email: _____

Reference #2

Owner of Company Name: _____

Contact Person: _____

Type of Service(s) Provided: _____

Calendar Year(s) of Service(s) Provided: _____

City, State, and Zip Code: _____

Telephone/Email: _____

Reference #3

Owner of Company Name: _____

Contact Person: _____

Type of Service(s) Provided: _____

Calendar Year(s) of Service(s) Provided: _____

City, State, and Zip Code: _____

Telephone/Email: _____

XI. Proposal Acknowledgement

**Comprehensive Plan Update
City of Mayville, WI
RFP #25-01**

Complete this page and include with proposal.

I have read this Request for Proposal (RFP), all the attachments, addenda (if any) and exhibits issued for this project and understand the contents and requirements.

Binding Signatures:

The undersigned firm, submitting their proposal, hereby declares and agrees to be bound, and to perform the work in accordance with all the terms, conditions and requirements of this Request for Proposals, the within and foregoing proposal, the applicable specifications, special provisions, and the schedule of prices as hereby submitted and made part of their proposal submission.

Company: _____

Address: _____

Original Signature: _____

Name (Print/Type) _____

Title: _____ Date _____

Phone Number: _____ Fax Number: _____

E-mail: _____