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Memo

DATE: August 21, 2017
TO: Mayor Nickels and Common Council
FROM: Nic Sparacio
Community Development Director
RE: Consultant Selection for Downtown Master Plan

Greetings,

Based on the Request for Proposals approved by the Common Council for the Downtown Master Plan, the Community Development Department solicited responses from planning and economic development firms. We received a healthy response with proposals submitted by eight different firms and teams of firms.

We then formed a consultant selection team to review the proposals. The team consisted of staff, Alders, and Progress Lakeshore, specifically including:

- Alders: Kummer, Gabriel, and Novak
- Progress Lakeshore: Peter Wills
- City Staff: Dan Koski, Kathleen McDaniel, Paul Braun, Tyler Caulum, Lisa Mueller, and me.

The written proposals were reviewed and scored based on the following criteria:

- Project approach/scope
- Experience and project examples
- Project/community understanding
- Key project staff
- Proposal document quality
- Project cost

On this basis, the consulting firms/teams were short listed for interviews. The short list consisted of the following:

- **Vierbicher:** a medium sized Madison firm that has done extensive work in Northeast Wisconsin (including Manitowoc, Green Bay, and Sheboygan) and the Madison area
- **Lakota Group:** a smaller Chicago firm with a deep portfolio of downtown plans including Green Bay and Kenosha; also did some work in Oshkosh recently
- **Kimley-Horn:** a large Chicago firm with nationwide experience in downtown planning; presented a very strong team of planners, engineers and economists
- **Tangible Consultants:** a smaller Minneapolis firm with an emphasis on waterfront community economics

On July 17, most of the consultant selection team members listed above were able to commit the entire afternoon to interviewing these four firms. Processing the interview results was challenging, as a strong consensus did not immediately emerge. Two of the four firms performed solidly in the interview and seemed to have a great potential fit with the community and with the project team. It came down to

Tangible and Kimley-Horn. From the cost perspective, Tangible's proposal exceeded our budget and Kimley's was within budget. Both proposals left questions on scope of work. I then took some additional time to seek clarification on these items, talk with references, and get back to the selection team members with the additional information. Ultimately, the solid investment made by Kimley-Horn to understand our community and project needs is what won our consensus.

It is the recommendation of the selection team to hire the consulting team of Kimley-Horn and SB Friedman to complete Manitowoc's Downtown Master Plan project. The attached contract specifies the scope of work, timeline, and resources that will be applied to the project with a lump sum project fee of \$79,960.

I will attach their proposal document for you as well. Some highlights of the planning process:

- **Seven to eight month timeline for completion**
- **Formation of a Citizen Steering Committee to oversee the process and serve as primary sounding board for ideas**
- **Creation of series of short video interviews to engage the community and encourage participation**
- **Series of stakeholder interviews to engage specific property and business owners**
- **Series of focus group meetings to engage developers and realtors in vetting alternatives and understanding market conditions**
- **Three public workshops to engage the community and gather in-person input into the plan**
- **Establishment of online presence to allow for ongoing input into the plan's ideas**
- **Formulate recommendations in key elements including: land use, transportation, urban design, wayfinding, and development market**
- **Creation of an overall vision statement and a detailed action plan to foster implementation of the plan's recommendations**
- **Creation of a marketing piece for top five development site opportunities to encourage investment into those sites**
- **Integration of market realities and cost/funding implications throughout the plan**