



**Community Development Department**  
City of Wisconsin Rapids  
444 West Grand Avenue  
Wisconsin Rapids, WI 54495  
Ph: (715) 421-8228

## **Downtown Master Plan RFP**

### **Q & A**

1. Is the project using federal funds to finance the plan? What is your expectation for billings, such as (a) bill by percent complete, (b) bill by milestone, or (c) bill hourly with detail showing individual employee's direct rate?

No federal funds are being used. The expectation is that the project objectives and milestones can be met with the current approach and budget. The billing could vary depending upon the consultant's preference.

2. Is the hold harmless language subject to negotiation? The language indicates that the consultant may not be responsible for doing anything wrong, but responsible for defending the City.

The language primarily pertains to the RFP and could be changed with a selected consultant within the service contract.

3. Your last Downtown Plan was 2009. Is this new plan seen as a redirection for Downtown, or a refresh?

Many components of the 2009 Plan have been completed. In addition, other changes have occurred downtown, such as the mall redevelopment, County Campus, street reconstructions, etc. A new plan can incorporate these changes and identify new goal, objectives, and strategies.

4. What prompts this Plan now - i.e. change in economy, loss of momentum, anticipation of incoming investments?

See answer 3 above. The current plan is nearly 15 years old. The City has strategically obtained property within the downtown area and infrastructure improvements, such as riverfront parkland.

5. It appears that many elements of the Downtown Waterfront Plan and are being implemented. How should that plan be viewed in relation to this new Downtown Master Plan?

The plan may still have relevant components which can be incorporated into the updated plan. However, new data and analysis should occur which may lead to new recommendations.

6. Can you describe a bit more the type of market data you would find most useful?

Regional and local economic data related to industries, and spending should lead to recommendations for uses and strategies for development. However, other data on housing and employment will also be beneficial. A comprehensive review of appropriate data shall occur.



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**7. What is the anticipated role of the consultant during Phase 3 Engagement?**

Phase three is primarily the presentation of a final document. This can occur jointly with City staff and could be flexible regarding the process.

**8. Known environmental documentation with redevelopment sites? Shared with the consultants?**

If the City has information on property where environmental analysis or similar investigation has occurred, it will be shared with the selected consultant.

**9. Anticipated interviews?**

The selection committee will review RFP's and follow the process within the RFP to select strong candidates for interviews.

**10. What is the makeup of the Stakeholders Group? What is the difference between the makeup and role of the Focus Group and the Stakeholders Group? The RFP describes the Focus Group as comprised of residents from each aldermanic district. Will one of the groups act as a steering committee for the project?**

The stakeholder group will be comprised of businesses, and leaders who are more invested in the downtown, along with City staff. The focus group could include citizens, patrons, and non-residents who visit downtown, but may not necessarily live or work there. Stakeholders could also be included as members of the selection and steering committee.

**11. A Project Oversight Committee is mentioned on page 13. Will they have a role in the project, or only in consultant selection?**

They will primarily have a role in the consultant selection but may also provide more thorough review and assistance throughout the project.

**12. What is the role of the Plan Commission in developing, reviewing, and adopting the plan? Are any other boards or committees expected to play a role in the adoption process?**

The Planning Commission may be provided regular updates on the project by City Staff. They will also provide further comment near the end of the project, where a joint meeting with City Council may occur.

**13. What is the role of the City Council in developing, reviewing, and adopting the plan?**

City Council will be the final adopting body for the plan. Members may also participate in the stakeholder, focus group and other meetings.

**14. Is the consultant expected to participate in meetings coordinated by the City (Phase 1 and Phase 3), or does the City intend to run those meetings independently?**

The City will run the public engagement phase of the project. The last phase could occur in cooperation with both the City and Consultant (i.e. virtual), or simply the City to minimize consultant expense.



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- 15.** For meetings that the City is coordinating, can the consultant participate virtually to cut down on travel costs?

Virtual options exist via Zoom or Microsoft Teams.

- 16.** What level of detail is expected for the catalytic projects graphics?

Detail will vary with each area/site, however it is anticipated that graphics for an aerial design or options should be created. Furthermore, some sites may warrant a rendering of a development option or opportunity.

- 17.** How will the evaluation criteria on page 13 be weighted? Is #1 weighted the most?

A weight has not been identified. The selection committee can determine a weight if desired, otherwise, they may be equal.