

**Judge Doyle Square Request for Qualifications (RFQ)**  
**Judge Doyle Square Committee**  
**Selection Process**  
**(Approved by the JDS Committee on April 15, 2013)**

**RFQ Proposal Due Date:** April 30, 2013

**Preliminary Evaluation:** May 1 – 10, 2013

Received proposals will be reviewed by staff for completeness and compliance with RFQ guidelines. All incomplete RFQs submitted may be determined nonresponsive and removed from the evaluation process. To be considered complete, RFQs must include all required elements, as described in the Response Format section of the RFQ. In the event that all proposers do not meet one or more of the requirements, the City of Madison reserves the right to continue the evaluation of the proposals that most closely meet the requirements of the RFQ.

During the evaluation of proposals, the City reserves the right to contact any or all proposers to request additional information for purposes of clarification of RFQ responses, reject proposals which contain errors, or at its sole discretion, waive disqualifying errors or gain clarification of error or information.

At any phase, the City reserves the right to terminate, suspend or modify this selection process; reject any or all submittals; and waive any informalities, irregularities or omissions in submittals, all as deemed in the best interests of the City.

The staff team will report its recommendations on the completeness and compliance of the submitted RFQ responses with the RFQ guidelines for the Committee's consideration during the week of May 6, 2013. The Committee will meet to review the staff report and determine the list of proposers to be invited for an interview.

**Interviews:** May 13 - 29, 2013

The Judge Doyle Square Committee plans to conduct interviews in accordance with the Project Schedule outlined in Section 7 of the RFQ. However, it may make preliminary selection(s) on the basis of the original proposals only, without interviews of all proposers. If the Committee decides to conduct interviews of the RFQ proposers, those interviews will be conducted in Madison between May 13 and May 25, 2013.

The Committee will prepare questions that the proposers will be expected to address at the interview in advance of the interviews and post those questions on the website.

The interviews will be one and a quarter hour in length and be comprised of a 45 minute presentation and a 30 minute question and answer period with the Committee and staff. The interviews will be conducted as public open sessions of the Committee and may be televised by the Madison City Channel.

**Proposal Evaluation and Reference Checking:** May 30 – June 30, 2013

The Judge Doyle Square Committee will make the final selection and recommendation for the Common Council's consideration of those teams that will be invited to participate in the RFP stage following the interviews, reference checks and the presentation of any staff recommendations. In making its selection under this RFQ, the City and the Committee will consider the submittals, interviews, general

qualifications, prior history of performance as well as the selection criteria set forth in the RFQ. The City reserves the right to reject any and all proposals and to negotiate the terms of the RFP stage with the selected proposer(s).

**The City of Madison intends to select teams to participate in the RFP stage based on a combination of features and attributes which offer the best overall value to the City. The City will determine the potential best overall value by comparing differences in project features, feasibility, and development team attributes, striking the most advantageous balance for achieving the City's goals for Judge Doyle Square.**

The City will use the following tool (Green/Yellow/Red) to evaluate each of the following criteria.



Green - Meets or exceeds the City's expectations



Yellow - Meets some but not all of the City's expectations



Red - Does not meet the City's expectations

An overall rating will then be made as a composite of the individual ratings. Those proposals with an overall rating of green will be invited to participate in the RFP stage.

1. EXPERIENCE - The degree to which team members have an excellent understanding and considerable experience with similar public/private urban scale projects to be able to manage the project in the initial stages and throughout the term of the relationship. This also includes the degree to which the assigned team members have demonstrated superior experience/capability of working with multiple stakeholders.
2. PROJECT GOALS - The degree to which the preliminary project concept excels in achieving the Project Goals found in Section 2 and Project Requirements found in Section 3 of the RFQ.
3. CAPABILITY - The degree to which the team has demonstrated strong financial stability and capability to undertake the development. This includes the degree to which the team has demonstrated the feasibility of its preliminary financing approach including a cost effective and efficient use of City resources.

The Committee may convene in closed session in accordance with the provisions of the Wisconsin Open Meetings Law to transact some of its deliberations.

**Common Council Review:** July 1 – August 6, 2013

The Judge Doyle Square Committee will present its recommendations in the form of a Common Council Resolution introduced for referral to Committee no later than the first Council meeting in July.

**Issue Request for Proposals:** August 15, 2013