

PROPOSAL TO PROVIDE

# **Blight Study Services**

RFP# 8962-O-2020-AH







September 25, 2020

Dan Rolfs, Community Development Project Manager  
Department of Planning and Community and Economic Development  
City of Madison  
30 West Mifflin Street, Suite 502  
Madison, WI 53703

Re: Proposal – Blight Study Services  
RFP# 8962-O-2020-AH

Dear Dan:

It is our pleasure to provide you with MSA's proposal to conduct Blight Study Services for the City of Madison. MSA has been the City's trusted partner in the completion of blight studies since 2009. We are confident that you will again find our experience and approach to be appropriately suited to your needs over the next few years.

We understand that what the City needs is a consistent, independent and defensible evaluation of blight conditions to support the creation of tax incremental financing districts and redevelopment districts. The procedures and parcel scoring tools we have been using over the past 12 years are designed to make the process and the outcome as uniform as possible for all property we evaluate. We have made only minor adjustments to the scoring tool over those years, always to make sure that the outcomes remain uniform, fair and defensible. We have also created a detailed manual for internal use, to provide consistent outcomes when multiple people are working on a project, especially when quick results are requested.

We propose to continue using the same tools and procedures to provide these services. We also propose only minor changes to the cost structure, as compared to our current contract, which are explained in the separate Cost Proposal.

We have also offered, for your consideration, an approach and cost for evaluating the 1,400 Town of Madison parcels that will be added to the City two years from now, plus an estimated 600 existing City parcels around those town remnants.

If you have questions or desire additional information, please feel free to call Jason at (608) 242-6629 (or via e-mail at [jvalerius@msa-ps.com](mailto:jvalerius@msa-ps.com)). We look forward to continuing this work with you.

Sincerely,  
MSA Professional Services, Inc.

A handwritten signature in black ink, appearing to read 'Stephen Tremlett', written over a light blue horizontal line.

Stephen Tremlett, AICP, CNU-A  
Project Manager

A handwritten signature in black ink, appearing to read 'Jason Valerius', written over a light blue horizontal line.

Jason Valerius, AICP  
Principal in Charge

## MSA PROFESSIONAL SERVICES, INC.

**1702 PANKRATZ STREET, MADISON, WI 53704**

Contact: Jason Valerius, AICP  
Phone: (608) 242-6629  
Email: [jvalerius@msa-ps.com](mailto:jvalerius@msa-ps.com)  
Website: [www.msa-ps.com](http://www.msa-ps.com)



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**FORM A  
SIGNATURE AFFIDAVIT**

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**Form A: Signature Affidavit**

**RFP #: 8962-0-2020-AH Blight Study**

*This form must be returned with your response.*

In signing Proposals, we certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise take any action in restraint of free competition; that no attempt has been made to induce any other person or firm to submit or not to submit Proposals, that Proposals have been independently arrived at, without collusion with any other Proposers, competitor or potential competitor; that Proposals have not been knowingly disclosed prior to the opening of Proposals to any other Proposers or competitor; that the above statement is accurate under penalty of perjury.

The undersigned, submitting this Proposals, hereby agrees with all the terms, conditions, and specifications required by the City in this Request for Proposals, declares that the attached Proposals and pricing are in conformity therewith, and attests to the truthfulness of all submissions in response to this solicitation.

Proposers shall provide the information requested below. Include the legal name of the Proposers and signature of the person(s) legally authorized to bind the Proposers to a contract.

**MSA Professional Services, Inc.**

COMPANY NAME

*Jan Valerius*

SIGNATURE

**September 25, 2020**

DATE

**Jason Valerius, AICP**


PRINT NAME OF PERSON SIGNING





**FORM B  
RECEIPT OF FORMS AND SUBMITTAL  
CHECKLIST**



	<p><b>Form B: Receipt of Forms and Submittal Checklist</b></p> <p><b>RFP #: 8962-0-2020-AH Blight Study</b></p>
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*This form must be returned with your response.*

Proposers hereby acknowledge the receipt and/or submittal of the following forms:

Forms	Initial to Acknowledge SUBMITTAL	Initial to Acknowledge RECEIPT
Description of Services/Commodities	N/A	
Form A: Signature Affidavit	<b>MSA</b>	<b>MSA</b>
Form B: Receipt of Forms and Submittal Checklist	<b>MSA</b>	<b>MSA</b>
Form C: Vendor Profile	<b>MSA</b>	<b>MSA</b>
Form D: Cost Proposal	<b>MSA</b>	<b>MSA</b>
Form E: References	<b>MSA</b>	<b>MSA</b>
Appendix A: Standard Terms & Conditions	N/A	
Appendix B: Contract for Purchase of Services	N/A	
Addendum #		
Addendum #		
Addendum #		
Addendum #		
Addendum #		

**MSA Professional Services, Inc.**

VENDOR NAME

**MSA Professional Services, Inc.**

COMPANY NAME






**FORM C  
VENDOR PROFILE**





	<h2 style="margin: 0;">Form C: Vendor Profile</h2> <h3 style="margin: 0;">RFP #: 8962-0-2020-AH Blight Study</h3>
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*This form must be returned with your response.*

**COMPANY INFORMATION**

COMPANY NAME (Make sure to use your complete, legal company name.) <b>MSA Professional Services, Inc.</b>			
FEIN <b>39-1016174</b>		(If FEIN is not applicable, SSN collected upon award)	
CONTACT NAME (Able to answer questions about proposal.) <b>Jason Valerius, AICP</b>		TITLE <b>Project Manager</b>	
TELEPHONE NUMBER <b>(608) 242-6629</b>		FAX NUMBER <b>(608) 242-5664</b>	
EMAIL <b>jvalerius@msa-ps.com</b>			
ADDRESS <b>1702 Pankratz Street</b>		CITY <b>Madison</b>	STATE ZIP <b>WI 53704</b>

**AFFIRMATIVE ACTION CONTACT**

If the selected contractor employs 15 or more employees and does aggregate annual business with the City of \$50,000 or more, the contractor will be required to file an Affirmative Action Plan and comply with the City of Madison Affirmative Action Ordinance, Section 39.02(9)(e), within thirty (30) days contract signature. Vendors who believe they are exempt based on number of employees or annual aggregate business must file a request for exemption. Link to information and applicable forms: <https://www.cityofmadison.com/civil-rights/contract-compliance/vendors-suppliers>

CONTACT NAME <b>Cynthia Prest, PHR, ACC</b>		TITLE <b>Director of Human Resources</b>	
TELEPHONE NUMBER <b>(608) 242-6611</b>		FAX NUMBER <b>(608) 242-5664</b>	
EMAIL <b>cprest@msa-ps.com</b>			
ADDRESS <b>1702 Pankratz Street</b>		CITY <b>Madison</b>	STATE ZIP <b>WI 53704</b>

**ORDERS/BILLING CONTACT**

Address where City purchase orders/contracts are to be mailed and person the department contacts concerning orders and billing.


CONTACT NAME <b>Angela Justman, CPA</b>		TITLE <b>Chief Financial Officer/Controller</b>	
TELEPHONE NUMBER <b>(608) 355-8888</b>		FAX NUMBER <b>(608) 356-2770</b>	
EMAIL <b>ajustman@msa-ps.com</b>			
ADDRESS <b>1230 South Boulevard</b>		CITY <b>Baraboo</b>	STATE ZIP <b>WI 53913</b>

**LOCAL VENDOR STATUS**

The City of Madison has adopted a local preference purchasing policy granting a scoring preference to local suppliers. Only suppliers registered as of the bid's due date will receive preference. Learn more and register at the City of Madison website.

CHECK ONLY ONE:	
<input checked="" type="checkbox"/>	<b>Yes, we are a local vendor <i>and</i> have registered on the City of Madison website under the following category: <u>Professional Services</u> <a href="http://www.cityofmadison.com/business/localPurchasing">www.cityofmadison.com/business/localPurchasing</a></b>
<input type="checkbox"/>	<b>No, we are not a local vendor or have not registered.</b>





**FIRM OVERVIEW  
PROJECT TEAM  
PROJECT UNDERSTANDING**



## FIRM PROFILE

MSA Professional Services, Inc. (MSA) specializes in the sustainable development of communities. We achieve this by building honest, open relationships that go beyond the project to become a trusted source of expertise and support for immediate challenges and long-term goals. Big or small, we do whatever it takes to meet each need, working to make communities stronger in the process.

**It's more than a project. It's a commitment.**

MSA's roots reach back to the 1930s. Once a rural land survey company, our firm now consists of approximately 350 engineers, architects, planners, funding experts, surveyors, GIS experts and environmental scientists. MSA excels at helping clients identify grant and funding sources and then delivering high quality, cost-effective solutions.

 <p><b>63</b> INDUSTRY AWARDS EARNED SINCE 2010</p>	<p><b>100%</b> EMPLOYEE-OWNED</p> 	<p><b>\$500+ MILLION</b> GRANTS &amp; LOW-INTEREST LOANS</p> <p>We've helped our clients secure to help offset the cost of infrastructure projects</p> 
 <p><b>350+</b> TEAM MEMBERS THROUGHOUT OUR OFFICES</p>	<p><b>ENABLING PEOPLE TO POSITIVELY IMPACT THE LIVES OF OTHERS</b></p>	

## CORE DISCIPLINES

### Engineering

We know the key to strong communities is the happiness of their residents and the health of their economies. MSA focuses on working alongside public and private clients to achieve both these ends by designing and constructing projects that solve age-old problems and encourage new development.

### Architecture

From intricate historical restorative projects to high-rise programming and design, our team of architects aspires to design buildings that enrich the lives of our clients and enhance their futures.

### Surveying

MSA's surveyors have the resources and expertise to efficiently and accurately complete fieldwork and to provide high-quality survey documents.

### Funding

Our funding experts excel at coordinating grant and loan applications, and fulfilling the requirements of various agencies to help our clients turn project ideas to reality.

### Planning & Landscape Architecture

MSA has specialists in all areas of community planning, urban design and economic development. Our award-winning planners work to understand the challenges our clients face and help them develop sustainable, implementable plans to provide guidance in overcoming those hurdles.

### Environmental Services

MSA's environmental scientists and technicians help communities identify and clean up contamination. We understand regulatory requirements and have built critical relationships with regulatory agencies.



## PLANNING + ENGAGEMENT + FACILITATION

**MSA planners understand that our role is to provide information and facilitate discussion. We do our work to enable YOUR decisions.** For purposes of this work, providing blight evaluation services, our role is to provide consistent, unbiased evaluation of a wide variety of property types in a timely manner. We recognize that we are not part of the decision-making process, and so we need to provide clear and concise documents that describe our findings effectively.

Our team has been doing this work for the City of Madison since 2009, and also for other communities in support of tax incremental finance district creation. We have a total of five planning staff with experience evaluating and documenting blighted conditions, giving us the flexibility to initiate and complete needed studies on the City's schedule. That experienced team includes:

- Jason Valerius, AICP
- Stephen Tremlett, AICP
- Becky Binz, AICP
- Matt Frater
- Jeff Thelen

## PROJECT UNDERSTANDING

MSA understands that the City needs the following from this contract:

- Prompt response to the City's need for completed evaluations.
- Consistent application of a clear methodology for blight evaluation that is compatible with Wisconsin statutes pertaining to the intended use of the evaluations.
- Technical expertise and competence at a level that will withstand judicial scrutiny and that can be supported, if necessary, with expert testimony.

## PROJECT TEAM CURRENT COMMITMENTS

TEAM MEMBER	CURRENT PROJECTS	AVAILABILITY BY PERIOD
Jason Valerius, AICP Madison, WI	<ul style="list-style-type: none"> <li>Zoning Administration, Village of Waunakee, WI</li> <li>Other projects</li> </ul>	Available as needed to complete blight evaluation studies, typically up to 10-15 hours per week
Steve Tremlett, AICP, CNU-A Madison, WI	<ul style="list-style-type: none"> <li>Comprehensive Plan, City of Fond du Lac, WI</li> <li>Other projects</li> </ul>	Available as needed to complete blight evaluation studies, typically up to 20-30 hours per week
Becky Binz, AICP Madison, WI	<ul style="list-style-type: none"> <li>Outdoor Recreation Plan, City of Middleton, WI</li> <li>Other projects</li> </ul>	Available as needed to complete blight evaluation studies, typically up to 15 hours per week
Matt Frater Madison, WI	<ul style="list-style-type: none"> <li>Comprehensive Plan, Village of Shorewood Hills, WI</li> <li>Other projects</li> </ul>	Available as needed to complete blight evaluation studies, typically up to 15 hours per week
Jeff Theland Baraboo, WI	<ul style="list-style-type: none"> <li>TID Amendment, City of Sparta, WI</li> <li>Other projects</li> </ul>	Available as needed to complete blight evaluation studies, typically up to 20 hours per week
Sarah Morrison Madison, WI	<ul style="list-style-type: none"> <li>Various mapping tasks</li> </ul>	Available as needed to complete blight evaluation studies, typically up to 8 hours per week

## APPROACH TO WORK

While each survey and project may be slightly different, MSA will utilize a standardized approach that will promote project efficiency, timeliness and consistency between studies. In accordance with the defined scope of services, a typical study (defined as one or more condition surveys grouped by geography) will include: (1) a field survey of exterior structural and site conditions within the study boundary; (2) photographic and narrative documentation of blighted parcels; (3) incorporation of city data relevant to the blight finding, including code violations, crime, and, occasionally, tax delinquency; and (4) the preparation of draft and final reports that will support City decisions regarding the creation of tax increment finance districts and/or redevelopment districts that meet statutory requirements. All reports are produced in an electronic format. The Survey Site Evaluation Methodology, including evaluation criteria and sample forms, appear in the [Sample Studies | Final Deliverables Section](#) of this proposal.

## ITEMS TO BE PROVIDED BY CITY

MSA would expect the City to provide the following data products:

- Current parcel data and maps identifying the parcels to be studied, including parcel number designations specific to each study.
- Access to building inspection records, specifically violations for subject properties for a period of at least 10 years, and police call records for the past 5 years for the City as a whole and also those associated with the subject property addresses (to be provided in electronic format, preferably MS- Excel).
- Tax delinquency data (applicable to actions under the Blight Elimination and Slum Clearance Act).
- Access (in print and/or electronic format) to the most recent adopted comprehensive, neighborhood or redevelopment plans pertaining to the subject properties.

## ASSISTANCE REQUIRED

MSA assumes staff support from a single point of contact who would serve as the general project manager/consultant liaison and who would coordinate project definition and data collection for each study. This staff member would, ideally, also serve as the City's primary point of contact for owners/occupants of the subject properties, although MSA staff have and will continue to respond to questions from the public or study area property owners from time to time as appropriate.



## Jason Valerius, AICP

### PRINCIPAL IN CHARGE

*Jason will be responsible for overseeing all blight studies, including strategic direction and reviews of all evaluations for quality and consistency.*

Jason has more than 17 years of community planning and design experience in public, non-profit and academic settings. His experience includes comprehensive and neighborhood planning in a variety of urban and rural communities in across the Midwest, zoning code creation, design standards and guidelines for municipalities and private developments, real estate development planning, and municipal redevelopment planning. Jason is trained in both architecture and planning and specializes in community design and regulatory tools that guide community design, including form-based ordinances, design guidelines, and design standards implemented with planned unit developments. As team leader for MSA's Madison-based Planning + Design Studio, Jason routinely assembles and manages multidisciplinary teams with both internal and external technical experts to meet the needs of complex projects.

### EDUCATION

M.S., Architecture and  
M.S. Urban Planning  
University of Wisconsin-  
Milwaukee

B.A., Government/Psychology  
Lawrence University

### CERTIFICATIONS

American Institute of Certified  
Planners

### AREAS OF EXPERTISE

- Public Involvement and Deliberative Processes
- Housing and Fair Housing Studies
- Multijurisdictional Planning and Agreements
- Urban Design and Sustainable Design
- Development and Redevelopment Planning
- Comprehensive Planning

### SELECTED PROJECT EXPERTISE

- **Blight Studies**, Madison, WI
- **TID #6 Blight Study**, Waupun, WI
- **Analysis of Impediments to Fair Housing Choice**, Madison, WI
- **Analysis of Impediments to Fair Housing Choice**, Oshkosh, WI
- **Arrowhead Industrial Park Redevelopment Plan**, Fitchburg, WI
- **Comprehensive Plan Update**, Verona, WI
- **Feasibility Study for UW-Whitewater Tech Park**, Whitewater, WI
- **Fieldstone Neighborhood**, Prairie du Sac, WI
- **Parmenter Neighborhood Plan**, Middleton, WI
- **Comprehensive Plans**, Waupun, WI
- **Comprehensive Plan Update**, Columbus, WI
- **Multifamily Design Standards**, La Crosse, WI
- **Transit Feasibility Study**, Prairie du Chien, WI
- **Downtown Revitalization Plan**, Platteville, WI
- **Downtown Revitalization Plan**, Mauston, WI
- **Riverfront Redevelopment Vision**, Sauk City, WI





## Stephen Tremlett, AICP, CNU-A

PROJECT MANAGER | URBAN DESIGNER

*Steve will be the designated project manager for this work, responsible for task delegation and coordination throughout each study.*

With more than 13 years of consulting experience, Steve has taken on primary roles in downtown planning and design projects, commercial/residential development concept plans, bike/pedestrian plans, and the development of comprehensive plans and design standards. His architectural and planning background includes emphases in mixed-use and green building design, urban redevelopment, and urban design using a variety of applications, including AutoCAD, Photoshop, InDesign, GIS, SketchUp, Lumion and Microsoft Office Applications.

### EDUCATION

M.S., Architecture & Urban Planning  
University of Wisconsin-Milwaukee

B.S., Architecture  
University of Wisconsin-Milwaukee

### CERTIFICATIONS

American Institute of Certified Planners  
Congress of New Urbanism – Accredited

### AFFILIATIONS

American Planning Association

### AREAS OF EXPERTISE

- Urban Design and Redevelopment
- Comprehensive Planning
- Park Planning
- Streetscape Planning
- 3-D Modeling

### SELECTED PROJECT EXPERTISE

- **Blight Studies**, Madison, WI
- **Blight Evaluation**, Platteville, WI
- **TID #6 Blight Study**, Waupun, WI
- **Blight Evaluation**, Endeavor, WI
- **Anton Drive Redevelopment Area**, Fitchburg, WI
- **Arrowhead Industrial Park Redevelopment Plan**, Fitchburg, WI
- **Feasibility Study for UW-Whitewater Tech Park**, Whitewater, WI
- **Stoneridge Commons GDP**, Sun Prairie, WI
- **Woodstone Subdivision**, Madison, WI
- **Parmenter Neighborhood Plan**, Middleton, WI
- **Downtown Revitalization Plan**, Platteville, WI
- **Downtown Revitalization Plan**, Mauston, WI
- **Riverfront Redevelopment Vision**, Sauk City, WI
- **Downtown Design Standards**, Belleville, WI
- **USH 12 Design Standards**, Sauk City, WI
- **Downtown Revitalization Plan**, Cross Plains, WI
- **Celtic Ridge Subdivision**, Evansville, WI
- **JB Commercial Development Concept**, Richfield, WI



**Becky Binz, AICP**  
PROJECT PLANNER

*Becky will complete blight evaluations and prepare reports as needed.*

Becky brings a wide variety of planning experience, with a focus primarily on housing and park and recreation planning. She has led number of housing studies that have helped communities understand their local housing markets in terms of supply and demand through data analysis and conversations with local housing experts and residents. Each community has a unique story to tell about its housing market, and Becky will help you figure out what that narrative is and craft strategies to help you address market imbalances and the promote creation of healthy neighborhoods.

**EDUCATION**

M.S., Urban and Regional Planning  
University of Wisconsin-Madison

B.A., Economics and Spanish  
University of Wisconsin-Eau Claire

**CERTIFICATION**

American Institute of Certified Planners

**SELECTED PROJECT EXPERIENCE**

- **Blight Studies**, Madison, WI
- **Health Impact Assessment, Darbo-Worthington Neighborhood Plan**, Madison, WI
- **Analysis of Impediments to Fair Housing Choice**, Superior, WI
- **Coulee Vision Implementation Plan – LAPC**, La Crosse, WI
- **Ho-Chunk Nation Public Transit Plan**, Black River Falls, WI
- **Rock River Stormwater Group Education**, Janesville, WI
- **Whiteside County IKE Comprehensive Plan**, Morrison, IL
- **Comprehensive Plan**, Waunakee and Westport, WI
- **Housing Study**, Stevens Point, WI



**Matt Frater**  
PROJECT PLANNER

*Matt will complete blight evaluations and prepare reports as needed.*

Matt brings unique planning and analysis experience centered on housing and neighborhood development. Previously serving as the in-house housing planner for the City of Madison Community Development Division, he was the lead analyst and project manager for a series of citywide housing reports, studies, and strategies. Since joining MSA, he has led multiple housing studies and reports that determine and forecast community need. Locally, Matt serves on the Steering Committee for the Dane County Housing Initiative, leading housing conversations for both urban and rural communities within the county. Nationally, he serves on the Executive Committee of the Housing & Community Development Division of the American Planning Association.

**EDUCATION**

M.S., Urban & Regional Planning  
University of Wisconsin - Madison

B.S., Housing & Community Development  
University of Minnesota - Twin Cities

**AFFILIATIONS**

Executive Committee - American Planning Association Housing & Community Development Division

Steering Committee - Dane County Housing Initiative

**SELECTED PROJECT EXPERIENCE**

- **Blight Studies**, Madison, WI
- **Housing Reports and Studies**, Madison, WI\*
- **2019 Analysis of Impediments to Fair Housing Choice**, Madison, WI\*
- **2020 Consolidated Plan**, Madison, WI\*
- **Biennial Housing Report Supplement – Race/Ethnicity**, Madison, WI\*
- **Affordable Housing Plan**, Dane County, WI\*
- **Comprehensive Plan**, Shorewood Hills, WI
- **Comprehensive Plan**, Belleville, WI
- **Consolidated Plan**, Eau Claire, WI
- **Housing Study**, Monticello, MN
- **Housing Study**, Lake Delton, WI

\*Denotes experience prior to MSA.



**Jeff Thelen**  
PROJECT PLANNER

*Jeff will complete blight evaluations and prepare reports as needed.*

Jeff is a planner and funding specialist with a broad range of experience in the fields of economic development, land use planning and community finance. He has more than 12 years of experience administering federal grant programs including Community Development Block Grant and Economic Development Administration grant programs. Jeff is also a successful grant writer – he has attained more than \$25 million in CDBG funding for public infrastructure improvements and housing rehabilitation. He has secured more than \$5 million in Wisconsin DNR Stewardship funding for park development projects. Jeff has also had success with the Wisconsin Economic Development Corporation Community Development Investment grant.

In addition to Jeff's grant expertise, he has also assists numerous communities in creating and amending tax increment finance (TIF) districts, and has prepared comprehensive plans, park and recreation plans and redevelopment plans.

**EDUCATION**

MSP, Urban and Regional Planning  
Florida State University

B.S., Geography and Public Administration  
University of Wisconsin-La Crosse

**SELECTED PROJECT EXPERIENCE**

- **Blight Studies**, Madison, WI
- **Beaver Dam CDBG-Emergency Assistance Program Grant Administration**, Beaver Dam, WI
- **Community Development Block Grant-Public Facilities Administration**, Village of Necedah; Village of Merrillan; City of Elroy; City of Richland Center; Village of Alma Center; Bluffview Sanitary District; Village of Westfield; Village of Kendall; Village of Fall River; City of Pittsville, WI
- **Economic Development Administration (EDA) Grant Administration**, City of Adams; Village of La Farge; Village of Randolph; City of Janesville, WI
- **Downtown Revitalization Plan**, Westby, WI



**Sarah Morrison**  
GIS SPECIALIST

*Sarah will generate all maps of the project area and blight condition findings as needed for each report.*

Sarah's experience includes field collection and observation, GPS post-processing and assisting with design, plans, reports, maps, schedules and various documents. Sarah is also familiar with GIS and creating maps and exhibits for both internal and external clients. She also has experience coordinating with utilities and municipalities, assisting with public involvement meetings and discussing projects with both project staff, officials, and members of the public, completing wetland delineation field work and reports, Phase I and II reporting and inspections, and NEPA reports.

**EDUCATION**

B.S., Geography  
University of Wisconsin-La Crosse

**SELECTED PROJECT EXPERIENCE**

- **Blight Studies**, Madison, WI
- **Housing Affordability Studies and Plans**, Verona, Lake Delton, Green Bay, Beaver Dam, WI and Monticello, MN
- **Comprehensive Plans**, Fond du Lac, Shorewood Hills, Belleville, WI
- **Comprehensive & Outdoor Recreation Plan**, Middleton, WI
- **Stormwater Analysis**, Various Locations Throughout WI
- **Wetland Delineation Maps and Figures**, Various Locations Throughout WI





**PROJECT APPROACH  
SCOPE OF SERVICES**



We understand the requirements of the City and our staff knows what it takes to successfully complete these blight evaluations. We know from experience what is required, as described in the scope below.

### A. Collect/Analyze Background Data.

Obtain base information on the project area from various City departments as may be relevant, including parcel maps, zoning classifications, land use plan designation, code violation data, crime data, and tax delinquency data.

### B. Perform Field Surveys.

MSA will provide appropriately qualified professional staff, typically planners trained to complete these evaluations, to undertake a survey of exterior building and site conditions. Pertinent information regarding each building's use, occupancy, site conditions, and structural conditions will be documented with photos and recorded in a standardized Excel form.

The standardized form uses a rating system that assigns point values for various building and site elements. As certain conditions are observed, formulas in the spreadsheet trigger automatic recalculations of a composite parcel score. The resulting score is compared against a standardized grading scale indicating whether the condition of the parcel is very poor, poor, deteriorating, or satisfactory.

### C. Evaluate Data and Prepare the Reports.

The conditions of each parcel in the project area, obtained in the field survey and documented in the Excel forms, will be organized and summarized. Detail for each parcel will include tax identification number, street address, building occupant/owner, structural score, blight status rating, lot size, and other relevant conditions (including recorded building code violations).

The report will contain a **Findings** section that describes with pictures and text the parcels determined to be blighted, and a **Conclusions** section that identifies the total area that meets the statutory definition of "blighted area." We will provide to the City digital copies of all report components for review. Based on comments received, we will prepare the final report and deliver digital copies of all components to the City.

### D. Quality Assurance and Control.

Our team utilizes several methods to assure the consistency of our evaluations. First, we have developed a Blight Evaluation Guide to document our approach to every aspect of blight evaluation. We created this and we refer to this from time to time to be certain that each person working on a study is using the same approach to the many property components we evaluate. When unusual

conditions are discovered in the study area, as is sometimes the case, we revisit the relevant section as a group and decide together how best to address those conditions in a way that maintains consistency of our overall methods and consistency with the statutory definitions.

Our second method of quality assurance and control is simply review by the senior planner. Other team members typically prepare the draft evaluations and report, and Jason Valerius then reviews those evaluations for consistency and defensibility.

MSA proposes to complete this work with existing staff. No sub-consultants will be utilized.

Though not specifically requested in the RFP, we are aware of the likely need to evaluate the condition of the 1,400 parcels to be transferred to the City of Madison when the Town of Madison is dissolved in October, 2022, plus hundreds of existing City parcels around those town islands. We have considered how we would conduct such a study in a timely and cost-effective way, and we suggest that this work be scheduled to occur beginning in May and concluding in September of the selected year (likely 2022). With advance notice of intent to proceed with a large-scale study (approximately February 1) we can hire and train graduate student interns to assist with the project and complete it during the summer months. Our cost proposal includes an estimate based on this assumption.







**FORM D  
COST PROPOSAL**



# FORM D - COST PROPOSAL

As requested in the RFP, Form D is included in a separately sealed envelope.





**FORM E  
REFERENCES**



**Form E: References****RFP#:8962-0-2020-AH Blight Study***This form must be returned with your response.*

REFERENCE #1 – CLIENT INFORMATION			
COMPANY NAME <b>City of Madison</b>		CONTACT NAME <b>Dan Rolfs, AICP</b>	
ADDRESS <b>30 West Mifflin Street</b>		CITY <b>Madison</b>	STATE <b>WI</b>
TELEPHONE NUMBER <b>(608) 267-8722</b>		ZIP <b>53703</b>	
FAX NUMBER <b>x</b>		EMAIL <b>drolfs@cityofmadison.com</b>	
CONTRACT PERIOD <b>2009-Present</b>	YEAR COMPLETED <b>Ongoing</b>	TOTAL COST <b>\$300,000</b>	
DESCRIPTION OF THE PERFORMED WORK <b>Blight evaluations to identify the feasibility of blight TID and redevelopment districts.</b>			

REFERENCE #2 – CLIENT INFORMATION			
COMPANY NAME <b>City of Waupun</b>		CONTACT NAME <b>Angela Hull, Clerk</b>	
ADDRESS <b>201 E. Main Street</b>		CITY <b>Waupun</b>	STATE <b>WI</b>
TELEPHONE NUMBER <b>(920) 324-7915</b>		ZIP <b>53963</b>	
FAX NUMBER <b>(920) 324-7939</b>		EMAIL <b>angie@cityofwaupun.org</b>	
CONTRACT PERIOD <b>2012</b>	YEAR COMPLETED <b>2012</b>	TOTAL COST <b>\$3,500</b>	
DESCRIPTION OF THE PERFORMED WORK <b>Blight evaluation to determine feasibility of a blight TID.</b>			

REFERENCE #3 – CLIENT INFORMATION			
COMPANY NAME <b>City of Platteville</b>		CONTACT NAME <b>Joe Carroll, City Planner</b>	
ADDRESS <b>75 North Bonson Street</b>		CITY <b>Platteville</b>	STATE <b>WI</b>
TELEPHONE NUMBER <b>(608) 348-9741</b>		ZIP <b>53818</b>	
FAX NUMBER <b>(608) 348-7812</b>		EMAIL <b>carrollj@platteville.org</b>	
CONTRACT PERIOD <b>2011</b>	YEAR COMPLETED <b>2011</b>	TOTAL COST <b>\$1,500</b>	
DESCRIPTION OF THE PERFORMED WORK <b>Blight evaluation to establish eligibility for redevelopment grant funding.</b>			

COMPANY NAME **MSA Professional Services, Inc.**

Rev. 07/28/2016-06. Form E - References.doc







**SAMPLE STUDIES  
FINAL DELIVERABLES**



## SAMPLES OF COMPARABLE STUDIES

Our project team, led by Jason Valerius and Steve Tremlett, has successfully prepared numerous condition surveys and urban redevelopment planning efforts.

Under our current contract with the City of Madison to provide blight evaluation services, we have completed 25 studies and more than 2,260 parcel evaluations. Please refer to any of these completed studies for a sample of our work.

## MADISON BLIGHT STUDIES

### SURVEY SITE EVALUATION METHODOLOGY

To evaluate the condition of each parcel in a study area, we view and photograph each parcel from the public right of way, and we score each one using an Excel spreadsheet. The spreadsheet tool features two different scoring systems – one for parcels with structures and one for parcels without a primary use structure.

We developed the parcel evaluation tool to standardize the parcel evaluation process and to make sure that the evaluation focuses on conditions consistent with the statutory definitions of blight (State Statutes 66.1333 and 66.1105.). The law indicates that the presence of any of a variety of conditions that impairs the growth of the City, or are an economic, social, or health liability, allows for the “blighted” designation.

Our approach with all parcels is to begin with an assumption of satisfactory conditions and a full 100-point rating, and then to deduct points as blighting conditions are observed. The rating scale for all parcels is divided into four levels:

1. 80-100 – SATISFACTORY
2. 60-79.9 – DETERIORATING
3. 30-59.9 – POOR
4. 0-29.9 – VERY POOR

Parcels scored as POOR or VERY POOR are considered blighted in accordance with the statutory definition. The parcel scoring system includes four categories of characteristics, and each factors for a portion of the total score: Sample evaluation forms are provided on the following pages. The form and its use are briefly described here.

Category	Parcels WITH Structures	Parcels WITHOUT Structures
Utilization	20% of total score	20% of total score
Primary Structure Condition	40% of total score	---
Site Improvements Condition	20% of total score	40% of total score
Other Blighting Influences	20% of total score	40% of total score

### Parcel Information

The upper box on each form features basic information about the parcel, including its blight study ID number, address, size, use, preferred use as designated in the comprehensive plan, zoning, height, number of residential units and ratio of improvements value to land value.

### Utilization

In this category, we consider the extent to which the parcel is utilized in a manner consistent with the comprehensive plan (0-100%), including type of use, intensity of use (building size) and building design. For parcels with structures, we consider the occupancy of those structures (0-100%), not including accessory structures. Most parcels receive full credit for occupancy unless there is clear indication

of vacancy such as visible empty spaces and/or “For Lease” signs in the yard. For parcels without structures, we consider the size and configuration of the lot and rate its suitability for the preferred land use as indicated in the comprehensive plan (0-100%).

### **PRIMARY STRUCTURE EXTERIOR CONDITION (Parcels WITH Structures only)**

In this category, we consider the basic building components: foundation, walls and cladding, roof, windows, canopy/porch, chimneys and vents, exterior stairs and porches, and exterior doors. We look at each of these components and ask the following questions:

- Is this component part of the building design, but missing, either partially or entirely?
- Are there visible structural deficiencies indicated by crumbling, leaning, bulging, or sagging?
- Are there non-structural components missing such as window panes, flashing, etc.?
- Are there cosmetic deficiencies such as discoloring, dents or peeling paint?

If the answer to any of these questions is “yes,” the evaluator decides if the deficiency is major or minor and if it applies to some or most of the structure, and checks the appropriate box. The form deducts a portion of the points allotted to that component corresponding to the severity of the deficiency. A brief comment is inserted to explain the observed deficiency. If a building was designed without an element (e.g. no exterior stairs), or if the evaluator cannot see an element to evaluate is (e.g. a flat roof), that element is removed from consideration and its points removed from the calculation.

### **SITE IMPROVEMENTS CONDITION**

In this category, we consider the condition of accessory structures, such as sheds or garages, storage and screening, signage, lighting, drives/parking/walks, and the public sidewalk. Each is evaluated using the same question and scoring method as for the primary use structure, described above.

### **OTHER BLIGHTING INFLUENCES**

In this category, we consider an assortment of conditions that are unsafe or unsightly and may inhibit the health and growth of the community, including minor maintenance issues (e.g. overgrown landscaping), major maintenance issues (e.g. piles of trash), compatibility of use or building bulk as compared to other parcels, safety hazards, erosion and stormwater management issues, and handicap accessibility (excluding single/duplex family residential). If the evaluator notes the presence of one of these conditions or issues, he or she decides if it affects just a portion or all of the parcel, and marks the appropriate box, thereby eliminating some or all of the points associated with that issue.

### **CODE VIOLATIONS, POLICE CALLS, TAX DELINQUENCY AND PUBLIC STREET CONDITIONS**

Each final parcel score is adjusted to account for code violations (up to a 10-point deduction, if the parcel has 20 or more violations within the past 10 years), police call frequency in the study area (a deduction of zero to five points), public street conditions in the study area (a deduction of zero to five points), and any delinquent taxes or special assessments (redevelopment statute only - up to a 50-point deduction if the delinquency exceeds the fair market value of the property) specific to that parcel.



# PARCEL EVALUATION FORM (Parcel with Structures)

Study Area:	Regent Street 2020	Evaluator:	Jeff Thelen
Blight Study #:	40	Parcel #:	070922403046
Street Name:	Regent St	Street Number:	1313
Preferred Land Use (Comp Plan):	NMU	Area (sq. ft.):	35,486
Primary Occupancy:	Rest. w/ bar & liquor	Zoning:	TSS
# Stories:	1	2019 Value Ratio:	125.2%
Code Violations last 10 years	18	Other Uses:	N/A
		# Dwelling Units:	0
		Picture ID:	40
		Code Violations last 5 years	9

TYPE	Factor	Not Preferred Use		Not Preferred Size		Not Preferred Design		Condition	Points	Comments
		Supports Preferred Use	Not Preferred Use	Building Height	Density	Building	Site			
Lot Utilization (compared to Land Use Plan)	25							75%	19	single story, but site large enough to support multistory
Occupancy (percent of building used)	75							100%	75	
<b>Total</b>	<b>100</b>							<b>94%</b>	<b>94</b>	

ITEM	Factor (0, if not visible)	Entirely Missing			Structural Deficiencies		Missing/ Irreparable Components		Cosmetic Deficiencies		Condition	Points	Comments
		most	some	major	minor	many	few	major	minor				
Foundation	15										100%	NA	Not visible
Walls & Cladding	0										0%	0	Missing bricks, mis-matched grout and discoloration; chipped header, unpainted bricks
Roof	15										100%	NA	Discoloration
Windows & Awnings	15										60%	9	
Porches & Overhangs	15										100%	15	
Gutters & Downspouts	0										100%	NA	
Chimneys & Vents	0										100%	NA	
Exterior Stairs/Stoops/Ramps	15										100%	15	
Exterior Doors & Entrances	10										60%	6	Discoloration
<b>Total</b>	<b>70</b>										<b>64%</b>	<b>45</b>	

ITEM	Factor (0, if not visible)	Entirely Missing			Structural Deficiencies		Missing/ Irreparable Components		Cosmetic Deficiencies		Condition	Points	Comments
		most	some	major	minor	many	few	major	minor				
Accessory Structures	0										100%	NA	
Storage & Screening	20										50%	10	Dumpster not screened
Signage & Lighting	20										35%	7	Faded, slight rust on signs; broken sign
Drives/Parking/Walks	20										100%	12	Cracking
Public Sidewalk	10										100%	10	
<b>Total</b>	<b>70</b>										<b>56%</b>	<b>39</b>	

BLIGHTING INFLUENCES	Factor	Yes		Points	Comments
		most	some		
Minor Maintenance Issues (weeds, overgrown landscape, etc.)	20			10	
Major Maintenance Issues (piles of trash, dead landscaping, graffiti, etc.)	40			20	Uncut vegetation; weeds growing from base of building; wood edging in rear of building missing pieces
Use Incompatible with Adjacent Use	5			5	Trash, graffiti on sign
Building Bulk Incompatible with Neighborhood	5			5	
Safety Hazards	15			15	
Erosion and Stormwater Management Issues	10			10	
Building not Handicap Accessible	5			5	
<b>Total</b>	<b>100</b>			<b>70</b>	

# PARCEL EVALUATION FORM (Parcel WITHOUT Structures)



Study Area:	Regent Street 2020	Evaluator:	Jeff Thelen	Sub-Categories	Factor	Condition	Points
Blight Study #:	42	Parcel #:	070922403070	A. UTILIZATION	20	25%	5.0
Street Name:	Randall Ave	Street Number:	7 S	B. SITE IMPROVEMENTS CONDITION	40	50%	19.8
Preferred Land Use (Comp Plan):	NMU	Zoning:	TSS	C. OTHER BLIGHTING INFLUENCES	40	65%	26.0
Primary Occupancy:	C-3 parking lot	Other Uses:	N/A	Parcel Rating without Deductions (i.e. code violations, crime, street conditions)			
Code Violations last 10 years	0	Code Violations last 5 years	0	<b>PARCEL RATING</b>			
			Picture ID:	42	<b>POOR</b>		

### A. UTILIZATION

TYPE	Factor	Value	Not Preferred Use Supports Preferred Use	Not Preferred Use Not Preferred Use	Condition	Points	Comments
Lot Utilization (compared to land use plan)	50	0%	X		Parking lot	25	
Lot Size/Layout (suitability for preferred land use)	50	0%			Lot too small for preferred use, approx. 4,000 SF	0	
<b>Total</b>	<b>100</b>					<b>25%</b>	

### B. SITE IMPROVEMENTS CONDITION

ITEM	Factor (0, if not visible)	Entirely Missing	Structural Deficiencies	Cosmetic Deficiencies	Condition	Points	Comments
Storage & Screening	30	most / some	most / all / some	most / all / some	50%	15	Remnants of former chain link fence
Signage & Lighting	30	X		X	65%	20	Sign post with no sign on it
Drives/Parking/Walks	25		X	X	0%	0	Potholes, crumbling & cracking; metal coming off bollard
Public Sidewalk	15				100%	15	
<b>Total</b>	<b>100</b>				<b>50%</b>	<b>50</b>	

### C. OTHER BLIGHTING INFLUENCES

BLIGHTING INFLUENCES	Factor	Yes	Condition	Points	Comments
Minor Maintenance Issues (weeds, overgrown landscape, etc.)	20	most / all / some	0%	0	Old tree stumps with remnant of old chain link fence wrapped around
Major Maintenance Issues (piles of trash, dead landscaping, graffiti, etc.)	30	X	100%	30	
Safety Hazards	20		100%	20	
Potential Environmental Hazards or Contamination	15	X	50%	8	Located adjacent to DNR remediation site
Erosion and Stormwater Management Issues	15	X	65%	8	Minor pooling of water in potholes
<b>Total</b>	<b>100</b>		<b>65%</b>	<b>65</b>	

## DESCRIPTION OF FINAL DELIVERABLES

For each study, MSA will prepare a written report that will contain the following sections:

- **Executive Summary** section that summarizes our findings.
- **Survey Methodology** section that describes our methodology.
- **Findings** section that identifies and describes with photos and text the parcels determined to be blighted.
- **Other Blighting Factors** section that is a review of other factors that explains deductions to all parcels due to crime and/or infrastructure conditions.
- **Summary and Conclusions** section that indicates the acreage and percentage of the study area that meets the statutory definition of blight.

We will also provide **two appendices** – a collection of the scoring sheets for each parcel in the study area, and a collection of photos for every parcel. MSA will provide the City with a digital copy of the draft report and appendices for review and comment. Based on comments received, MSA will prepare the final report and deliver an electronic copy to the City.