

DRAFT 12/27/2021

RFQ#: (Pending)

**Lake Monona Waterfront - Master Plan Design Challenge
Request for Qualifications**

Issuance: _____

Due Date: _____ at 2:00 p.m. CST

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Section 1. Introduction

The City of Madison Parks Division seeks a qualified design team to prepare a visionary, inclusive, and environmentally focused master plan for the Lake Monona Waterfront. The vision is to transform Madison's premier lakefront into a beautiful, activity-rich signature park. The primary goals of this planning initiative are to create a welcoming destination for all Madison residents and visitors, connect Downtown Madison to Lake Monona, enhance community connections, increase physical and visual access to the lake, improve Lake Monona's water quality and aquatic habitat, celebrate Frank Lloyd Wright's architectural legacy in Madison, and preserve Lake Monona's cultural history from the Ho-Chunk nation to the present day.

This project is the culmination of a community discussion that began over 100 years ago. In 1909, John Nolen, America's pre-eminent urban planner, proposed a lakefront esplanade connected to downtown Madison and the State Capitol as part of his "Madison: A Model City" plan. Nolen wrote, "No other city of the world, so far as I know, has such a unique situation a series of lakes with an opportunity for so much and such direct relationship to beautiful water frontages. The physical situation certainly is distinctly individual." Unfortunately, Nolen's vision was lost under the pressure of infrastructure projects, including railroad lines, parking lots, and highways. Today, the Lake Monona Waterfront remains one of Madison's greatest unrealized opportunities.

Section 2. Project Background and Context

Madison is the second-largest city in Wisconsin. It is the state capital, the county seat, and home to the University of Wisconsin-Madison. Located midway between Lake Michigan and the Mississippi River, it is also one of the most beautiful cities in the Midwest. Positioned on a narrow isthmus between Lakes Mendota and Monona, Madison offers miles of lakeshore for residents and visitors to enjoy. The beauty of the surrounding landscape has shaped Madison's development and values, and the City continues to strive for a balance between the built and natural environments.

The Lake Monona Waterfront Design Challenge includes 1.7 miles of lakeshore and 17 acres of parkland. It is a crucial part of a confluence of planning and development initiatives now occurring in Madison. The Alliant Energy Center is a 164-acre, multi-building campus south of the planning area. In early 2021, the Center issued a request for development proposals to implement the site's award-winning masterplan design. Over the next several decades, through redevelopment, the campus will become the anchor for a Destination District. The Destination District is a planning vision led by a collaborative team that includes representatives from Dane County, City of Madison, City of Fitchburg, Madison Gas & Electric, the Alliant Energy Center and local business associations. The Destination District vision proposes a unique, recognizable district that includes mixed-use development, a cohesive park and open space system, and multimodal connections to the downtown and isthmus area. The Lake Monona Waterfront project is one of the primary connections between the Alliant Energy Center campus, Destination District and greater Madison.

The City of Madison is also preparing for the future attachment of the Town of Madison. The attachment will add 4,846 new residents and approximately 600 acres to Madison's south side. The City is currently updating the South Madison Plan to incorporate the Town of Madison parcels. The draft plan calls for increased density and commercial development in key areas. It also identifies improved bicycle and pedestrian connections to the Wingra Creek path system from South Madison. The Wingra Creek path is a primary route to Madison's downtown and west and east communities. The South Madison Plan, and the development of the Lake Monona Waterfront, have the potential to help unify the City through a compelling and engaging pedestrian and bicycle network.

In addition to these planning efforts, in 2019, the Monona Terrace Community and Convention Center commissioned a study to assess potential growth in the hospitality and convention markets. The Monona Terrace is a Frank Lloyd Wright-designed facility on the shore of Lake Monona. The study recommended expanding the convention center as a primary strategy to meet market demands. Although expansion is not an immediate priority for the City, a team of volunteer professionals developed an expansion concept that demonstrates how the Terrace can extend over John Nolen Drive without imposing on the existing Frank Lloyd Wright building. The Terrace Board was encouraged by the plan, and incorporating the expansion concept is a requirement of the Lake Monona Waterfront project.

The Lake Monona Waterfront Design Challenge is the result of decades of private advocacy and support. Through the efforts of volunteers, design professionals, stakeholder groups, and community leaders, the City approved funding for the development of a signature park master plan in 2018. The City's current Capital Improvement Plan also identifies \$2.5 million to be used for a catalytic demonstration project for the Lake Monona waterfront. Successful implementation of master plan recommendations will depend on continuing support from project advocates and the private sector. The City seeks to develop productive, public/private partnerships and identify philanthropic opportunities to realize the Lake Monona Waterfront vision.

Section 3. Project Planning Area

The planning area includes Law Park, airspace over John Nolen Drive and the railroad tracks, John Nolen Drive causeway, and northern portion of Olin Park. The project is bordered by the Bay Creek neighborhood to the south, Monona Bay Neighborhood to the west, and Capital and Marquette Neighborhoods to the north and east. The Lake Monona Waterfront is a primary physical connection between the greater communities within the city. It is a vital green corridor along the isthmus, connecting all of Madison to Lake Monona and beyond.

The following provides general descriptions of key features of the planning area. More information is provided in the attached Lake Monona Waterfront – Preliminary Report.

Lake Monona

Lake Monona forms the southern edge of the downtown isthmus, and at 3,274 acres, it is the second-largest lake in the region's four-lake system. The lake provides a beautiful setting for the city, and offers miles of shoreline for the enjoyment of residents and visitors alike. Lake Monona continues to have water quality challenges due to urban and agricultural runoff. Phosphorus loading and pollutants create algae blooms each summer, closing beaches and reducing swimming access. The lake's excessive submergent vegetation requires periodic weed cutting during the summer months to keep the lake clear for watercraft. Despite these challenges, Lake Monona remains a regional draw for boaters, kayakers, paddleboard enthusiasts, anglers, and swimmers. It is the site for the City's annual Ironman competition, and on any summer weekend, the lake is busy with activity. During winter, it also greatly expands Madison's open space for seasonal activities. With an average of 73 days of ice cover each year, the frozen surface of Lake Monona offers ice fishing, cross-country skiing, snow biking, snowshoeing, art installations, and special events during the winter months.

Law Park

Law Park is a 4.7-acre public park on the shore of Lake Monona. The park is separated from Madison's downtown core by an active rail line, six-lane highway, private development, and steep topography. The Monona Terrace Community and Convention Center divides the park into two separate green spaces. The north section is approximately 970 ft. in length and averages 80 ft. in width, and the south section is 1,500 in length and averages 50 ft. in width. The Capital City bike path provides a continuous connection between the two sections, with the multi-use path along the outer face of the Monona Terrace. Existing amenities in Law Park include a surface parking lot, boat launch, ramped access for swimmers, portable bleachers, benches, and floating piers. Several lakeside events occur in the park, including the annual Ironman competition and weekend waterski shows. The size of the park is a significant limitation for larger gatherings along the lakeshore. Downtown Madison is park deficient, and maximizing space along Lake Monona Waterfront for programming and activity is central to the success of the planning initiative.

Monona Terrace Community and Convention Center

The Frank Lloyd Wright-conceived, 62,830 sf convention center is an iconic Madison landmark that hosts hundreds of conventions, special events, and meetings each year. The Monona Terrace also provides public access to Law Park from downtown with two enclosed stair towers and a bicycle-friendly elevator. The scope of the Lake Monona Waterfront project includes sensitive integration of the Monona Terrace's future expansion. The Preliminary Report includes the potential expansion concept for the facility.

Air Space over John Nolen Drive

The Lake Monona Waterfront planning scope includes the air space above John Nolen Drive and the railroad tracks adjacent to Law Park. Similar to the Monona Terrace, the higher elevation of the isthmus offers potential grade-separated connections to Law Park over the highway and rail corridor. The City secured a public access easement between two private high-rise developments at 151 E. Wilson Street to facilitate one possible connection. The Lake Monona Waterfront Preliminary Report provides further detail on the easement and highway and rail corridor requirements.

John Nolen Drive Causeway

The causeway was constructed in the 1960s to connect John Nolen Drive to the interstate highway system south of Madison. John Nolen Drive Causeway includes multiple traffic lanes and six bridges over the channels connecting Lake Monona to Monona Bay. The Design Challenge does not include the reconstruction of John Nolen Drive causeway or the Capital City Trail from North Shore Drive to Olin Ave. These are separate projects led by City Engineering. The location and elevation of the roadway will not see significant changes during the reconstruction project. The current roadway alignment is considered an existing constraint. However, the Design Challenge includes beautifying the John Nolen Drive Causeway approach to Downtown, including bike and pedestrian facilities along the lakeshore. Their redesign may require innovative methods to expand this narrow park space without impacting the lake while improving the safety, appearance and convenience of this streetscape and public open space.

Olin Park

Olin Park is a 13-acre green space at the south end of the planning area. Although less than one mile from the Capitol Square, the park feels distinctly removed from urban Madison, offering exceptional views of the city across Lake Monona. The site is wooded with undulating topography that rises to the east edge of the park. This naturalized green space is currently used for passive recreation, with winding footpaths and small access points along the shore.

Olin Park Facility

The Olin Park Facility is a 43,000 sf building located on the shore of Lake Monona in Olin Park. The building is undergoing renovation and will be the new home for the Parks Division's community and administration services. Parks will share the building with Madison School and Community Recreation, a community-service organization that provides public recreational programming. Future improvements include community rooms and reservable spaces for special events. The services and programming offered will establish the Olin Park Facility as a new civic presence on Lake Monona and Madison's south side. The building is a significant component of the master plan effort concerning park and greenspace connectivity and enhanced lake access.

Frank Lloyd Wright Boathouse

In 1893, architect Frank Lloyd Wright designed a boathouse for the City of Madison. The structure was proposed for the shore of Lake Monona, aligning with the Capitol Square along the King Street axis. The boathouse was never built, but if constructed today, it would be east of the Monona Terrace Community and Convention Center, one of Wright's final buildings. The potential significance of having two structures from the renowned architect in close proximity to one another remains a compelling vision. Incorporating the Frank Lloyd Wright boathouse in the Lake Monona Waterfront plan affords consideration by teams participating in the design challenge.

Section 4. Design Challenge Guiding Principles

As stated in Section 1: Introduction, the primary goals of the Lake Monona Waterfront planning initiative are to create a welcoming destination for all Madison residents and visitors, connect Downtown Madison to Lake Monona, enhance community connections, increase physical and visual access to the lake, improve Lake Monona's water quality and aquatic habitat, celebrate Frank Lloyd Wright's architectural legacy in Madison, and preserve Lake Monona's cultural history from the Ho-Chunk nation to the present day. To achieve the Lake Monona Waterfront project goals, the following guiding principles are necessary. The attached *Lake Monona Waterfront – Preliminary Report* provides additional information on community input, site factors, and planning considerations.

Master Plan Vision

The Lake Monona Waterfront master plan should transform Madison's premier lakefront into a beautiful, activity-rich signature park. As a signature park, the lakeshore must embody the character and values of the city and foster a sense of civic pride. It must incorporate innovative and iconic features that are regional attractions, creating a "must-see" destination. The plan must provide an indelible experience unique to Madison. The Design Challenge is a once-in-a-generation opportunity to shape the future of Madison's urban waterfront.

Racial Equity and Social Justice

Racial equity and social justice must serve as primary planning principles for the Lake Monona Waterfront. The park must be a family-centered destination where people from diverse social, economic, and racial backgrounds feel comfortable coming together for social interaction, recreation, entertainment, and scenic enjoyment. The design of the Lake Monona Waterfront should promote cultural connections between all park users.

Sense of Place

The Lake Monona Waterfront should capitalize on the natural beauty of Lake Monona to create an iconic place and civic destination for all Madison residents and visitors. It must inspire a deep spiritual connection with nature, history, and place. The plan should promote innovation in public spaces and building, and preserve and enhance the community's environmental, scenic, aesthetic, historical, and natural resource values.

Community Connections

The Lake Monona Waterfront is the central, physical link between Madison's South, Downtown, East, and West neighborhoods. It is also a primary connection to the Alliant Energy Center campus and the emerging Destination District. The master plan must enhance and build upon existing connections beyond the immediate planning scope. The plan must seamlessly integrate into the fabric of the city and provide an environment for all visitors to move comfortably, safely, and enjoyably along the waterfront.

Lake Access

The Lake Monona Waterfront design should provide a graceful, barrier-free transition between Downtown and Lake Monona. It should reconnect downtown Madison to Lake Monona while improving lake access for all park users. The plan should promote and provide opportunities to engage with nature and enjoy the beauty of Lake Monona. More specifically, the designers are encouraged to consider a rich menu of water-based activities such as shore fishing, kayaking, sailing, paddle boarding, recreational boating, and swimming. The design must ensure all visitors have comfortable access to the waterfront, regardless of mode or method of travel.

Sustainability

The design of the Lake Monona Waterfront should be a fusion of environmental, social, and economic sustainability principles. This important waterfront site is an integral part of the Four Lakes Area Watershed. Its design should promote sustainable practices while improving the natural environment and supporting existing ecological systems. The master plan process is an opportunity to demonstrate the city's commitment to sustainable infrastructure.

Public Space

The master plan should expand public gathering and event space along the lakeshore through innovative design. As previously stated, Downtown Madison is park deficient, and maximizing green space along Lake Monona Waterfront for programming and activity is central to the success of the planning initiative.

Public Art

The design of the Lake Monona Waterfront should include multiple opportunities for the public art to enhance the experience of park users. Installations and active participation by the city's arts community should be encouraged during park development.

Education

The design of the Lake Monona Waterfront should incorporate opportunities for interpretation and education on the site's natural, environmental, and cultural history.

Economic Opportunity

Similar to other visionary projects around the country, the Lake Monona Waterfront will be a catalyst for reinvestment through job creation, development, new businesses, and tourism.

Design for Philanthropy

The Lake Monona Waterfront should be designed to maximize private philanthropic funding opportunities.

Section 5. Design Challenge

The City of Madison ("City") intends to select three (3) design firms and their consultants to compete in a Design Challenge for the development of a signature park for Madison's premier waterfront on Lake Monona. The City intends to hire complete, multi-disciplinary design teams ("Design Team") for master plan design services.

The Lake Monona Waterfront Project includes six stages in two phases:

Phase 1: The Design Challenge

- 1) Selection of Design Challenge Participants
- 2) Master Plan Development
- 3) Public Review and Engagement
- 4) Jury Selection of Preferred Master Plan Option by the Ad-hoc Committee

Phase 2: Master Planning

- 5) Refinement of Preferred Master Plan Option
- 6) City of Madison Common Council and Board of Park Commissioner consideration

Selection of Design Challenge Participants

A City-appointed Ad-hoc Committee will oversee the evaluation and selection of Design Team submissions to this RFQ. The three (3) top scoring Design Teams will be shortlisted to participate in the design challenge.

The thirteen (13) member Ad-hoc Committee will evaluate and score RFQ submissions on the following criteria.

- Qualifications and capacity to prepare a master plan for a signature waterfront park (40 points)
- Previous related experience (20 points)

- Technical competency and experience (20 points):
 - Project master planning
 - Equitable and inclusive planning

- Community engagement
 - Multi-modal transportation engineering
 - Pedestrian/bicycle bridge structures
 - Lake water quality/limnology
 - Storm water management
 - Aquatic habitat restoration
 - Sustainable design and shoreline projection
 - Structural decking
 - Waterfront structures and amenities
 - ADA design
- Experience and implementation of equitable and inclusive design (10 points)
 - Understanding of local planning and development practices (5 points)
 - Local Vendor Preference (5 points)

The City of Madison will contract with the selected Design Teams to participate in the design challenge for a stipend of \$75,000 per team.

Intellectual Property

A draft consultant Purchase of Services (POS) contract is attached to this RFQ for reference. Acceptance of the POS terms and fee is a requisite for Design Teams to participate in the design challenge. Per the POS contract terms, all work product prepared by Design Teams for the Lake Monona Waterfront Design Challenge is the sole property of the City of Madison. The City has authority to use all drawings and data provided under the contract, including, without limitation, the right to copy, modify and create derivative works from the subject matter. As the owner of the work product, the City has the discretion to use any and all ideas or adaptations of ideas of the prepared master plans without limitation. The selection or rejection of a master plan submission shall not affect this right. It shall be expressly understood that the City shall have all rights to the design challenge documents upon payment of the Design Teams invoice.

Master Plan Development

Selected Design Teams will have set period of fourteen (14) weeks to develop and refine master plan submissions. The City will provide each team a base package of site information (CAD survey files, aerial photos, GIS inventory files, tree inventory data, etc.). Design Team questions shall be submitted through an open Request for Information (RFI) process. Participants are to refrain from directly contacting District Alders, Mayor's Office representatives, Neighborhood Association Representatives, and Ad-hoc Committee members throughout the design challenge. Doing so may be the basis for disqualification from further consideration.

Public Review and Engagement

The City is the sole source of public communication for the design challenge. Design Team submissions will be publicly shared for comments after the master plan development phase. Master plan options will be posted to a City website with a corresponding public survey (1-month min.). Design Teams are required to provide videos (2-1/2 min. max) introducing their master plan proposals. Depending on COVID restrictions, the City may organize a traveling display of printed materials for public viewing and comments. The City will compile public comments for Ad-hoc Committee consideration during the master plan evaluation process. Design Teams have the opportunity to provide written responses to public comments if they chose to do so.

Ad-hoc Committee Selection

With the conclusion of the public review phase, Design Teams will present their master plan submissions to the Ad-hoc Committee in a virtual meeting (15 min presentation with 45 min discussion is anticipated). The Ad-hoc Committee will

then evaluate and score master plan submissions on overall vision, alignment with project goals, technical feasibility, and public response. Based on final scores, the Ad-hoc Committee will select a preferred master plan option for further refinement by the respective Design Team.

Refinement of Preferred Master Plan Option

The City will negotiate a second Purchase of Services contract with the selected Design Team to refine their master plan option. The scope of services may include, but is not limited to:

- Revise and refine the preferred master plan option per Ad-hoc Committee comments. Master plan revisions may include incorporating features, amenities or ideas from non-selected plans.
- Participate in the Common Council and Board of Park Commissioner master plan review process.
- Provide schematic design of the John Nolen Drive causeway pedestrian and bicycle improvements (proposed overlooks, site amenities, landscaping, lighting) to inform the John Nolen Drive reconstruction project. The schematic design scope may potentially including improvements adjacent to the Capital City Trail in Olin Park.

The City of Madison Parks Division has allocated a maximum of \$200,000 for the second contract award pending the final scope of services with the selected Design Team.

City of Madison Common Council introduction

The Parks Division will submit the revised master plan to the Common Council and Board of Park Commissioners for consideration. The review process may include multiple subcommittee presentations. The Design Team’s specific role and responsibilities will be determined during negotiations for the second Purchase of Services contract.

Section 6. Project schedule

The City of Madison anticipates the following schedule of events for the RFQ/POS processes:

April __, 2022	RFQ Issuance
May __, 2022	RFQ Questions Due
May __, 2022	City Responses Due
June __, 2022	RFQ Submissions Due
June __, 2022	Interviews with short listed design teams (virtual or in-person)
July __, 2022	Ad-hoc Committee Consultant Selections
August __, 2022	Design Challenge POS Contract Issuance
August __, 2022	Start of Master Plan Development
December __, 2022	Master Plan Submission Due
December __, 2022	Start of Public Comment Period
February __, 2023	End of Public Comment Period
March __, 2023	Ad-hoc Committee Master Plan Selection Due
May __, 2023	Master Plan Revisions POS Contract Issuance
August __, 2023	Revisions Completed, introduction to the Common Council
November __, 2023	Common Council action

Section 7. RFQ Instructions

General

It is the responsibility of each proposer, before making a submission, to examine the RFQ thoroughly, and to review background documents cited in the RFQ. Clarifications about this RFQ must be made in writing in accordance with the General Conditions provided in Section 8.

Pre-submittal information meeting

A non-mandatory pre-submittal meeting via Zoom is scheduled to be held on _____, 2022 at 1 p.m. Interested parties are invited to attend to learn more about the Lake Monona Waterfront planning initiative.

RFQ submittal schedule

RFQ responses are due on _____, 2022, at 2:00 p.m. CDT addressed to:

Brian Pittelli
City of Madison Purchasing Services
City-County Bldg, Room 407
210 Martin Luther King, Jr. Blvd.
Madison, WI 53703-3346
PH: (608) 267-4969
E-Mail: bpittelli@cityofmadison.com

All submissions must be packaged, sealed and clearly labeled with the proposer's name and address and titled, Lake Monona Waterfront Design Challenge RFQ # XXXX. Proposal packages will be date and time stamped upon receipt. If proposals arrive after the deadline and there is no date/time stamp, they will be rejected.

Response format

Design Team responses to the RFQ shall be complete and comprehensive, but succinct, and shall address the Design Challenge Guiding Principles found in Section 2, and General Conditions in Section 8.

Proposals must be organized with headings and subheadings in the following order:

- Table of Contents
- RFQ Form A – Signature Affidavit
- RFQ Form B - Proposer Profile Information
- RFQ Form C – Proposer References
- Section 1 - Qualifications and capacity to perform work
- Section 2 - Previous related experience
- Section 3 - Experience with and understanding of, related technical issues (See Section 5, Selection of design Challenge Participants for a list of factors that will be considered).
- Section 4 - Understanding of project scope and challenges
- Section 5 - Experience and implementation of equitable and inclusive design

Format Requirements of Submittals

Proposals must be packaged, sealed and clearly labeled.

- Submit one (1) signed Original typed and securely bound on 8.5 by 11 inch paper, otherwise identical to the electronic version.
- Submit one (1) electronic proposal in PDF format stored on a common media (flash drive), identical in content and sequence to hardcopy proposals submitted. Email is not an acceptable method of submission.

Preliminary Evaluation

Received proposals will be reviewed 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 above. 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 this RFQ.

Proposal Evaluations

The City has created an Ad-hoc Committee to oversee the RFQ review and scoring processes. The Ad-hoc Committee will make the final selection and recommendation of Design Teams invited to participate in the design challenge.

Clarification of Proposals

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.

Consideration of Proposals

In making its selection under this RFQ, the City and the Ad-hoc Committee will consider the submittals, interviews, general qualifications, prior history of performance as well as the selection criteria set forth in this RFQ.

Process

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.

Communication with the Ad-hoc Committee

Proposers may not contact members of the Ad-hoc Committee at any time during the evaluation process, except at the request of the City of Madison Point of Contact.

Right to Reject

The City reserves the right to reject any and all proposals.

Basis for Evaluation and Selection

The City of Madison intends to select Design Teams to participate in the Design Challenge based on (1) RFQ proposals that are most responsive to the Guiding Principles found in this RFQ, and (2) that contain the combination of experience and qualifications offering the best overall value to the City. The City will determine the potential best overall value by comparing differences in Design Team attributes, striking the most advantageous balance for achieving the City's goals for the Lake Monona Waterfront Design Challenge.

The submissions must provide convincing evidence that all team members have sufficient understanding and experience with similar projects.

Public Openings

There will not be a public opening on the due date and time specified in this RFQ.

Bid Distribution Networks

The City of Madison posts all announcements, addenda notices, and RFQ documents on two bid distribution networks. All proposers must access documents, information, amendments or supplements from either one of these websites. It shall be the responsibility of the proposers to regularly monitor the bid distribution websites for any such postings. Failure to retrieve such addenda and include their appropriate provisions in your response may result in your proposal being disqualified.

- State of WI VendorNet System (WI state and local agencies post bids on this network. Registration is FREE.) <http://vendornet.state.wi.us/vendornet/default.asp>
- DemandStar by Onvia (National bid distribution system – FREE if registering for the WI Association of Public Purchasers (WAPP) consortium.) www.onvia.com/WAPP - to register www.demandstar.com – website
- Project Website - The City of Madison has also established a project website at [www.cityofmadison.com/\(pending\)](http://www.cityofmadison.com/(pending)) for the Lake Monona Waterfront project.

Section 8. General Conditions

Point of Contact for all Inquiries and Clarification of Specifications

The RFQ contact identified below is the sole point of contact regarding the RFQ from the date of release of the RFQ until selection of the successful proposer(s).

Brian Pittelli
City of Madison Purchasing Services
Telephone: (608) 267-4969
E-Mail: bpittelli@cityofmadison.com

Proposers are reminded to carefully examine the RFQ upon receipt. All requests for clarification, interpretation or correction of any ambiguity, inconsistency, error, conflict, discrepancy, omission, or other deficiency in this RFQ discovered must be submitted in writing, fax or email to the contact above by _____, 2022. The City will respond in writing to questions by _____, 2022, via RFQ addendum.

In the event that it becomes necessary to provide additional clarifying data or information, or to revise any part of this RFQ, revisions/amendments and/or supplements will also be issued via addendum and posted on the indicated websites. Bidders are encouraged to check the websites regularly for such postings.

Restriction on Communications

All communications relating to this RFQ must be directed to the person named above. Any contacts of other City staff will be referred to the Point of Contact in writing. In any written communications, please insert "Lake Monona Waterfront Design Challenge RFQ #XXXX" in the subject line. During the solicitation process for this RFQ, all official communication between the City and proposers will be made via notices on the bid distribution websites used by the City (www.demandstar.com and www.vendor-net.state.wi.us.)

Oral Presentations/Site Visits/Pre Submission Meetings

Proposers may be asked to attend pre-submission meetings, or make oral presentations, as part of this RFQ process. Such presentations or meetings will be at the proposer's expense.

Acceptance/Rejection

The City reserves the right to accept or reject any or all RFQ submissions, in whole or in part, and to waive any informalities or technicalities, which at the City's discretion is determined to be in the best interests of the City. Further, the City makes no representations that a contract will be awarded to any proposer responding to this RFQ. The City expressly reserves the right to reject any and all RFQ submissions without indicating any reasons for such rejection(s). The City reserves the right to postpone due dates and openings for its own convenience and to withdraw this RFQ at any time without prior notice.

Incurring Costs

This RFQ does not commit the City to award a contract, pay any costs incurred in preparation of the submissions, or to procure or contract for services or equipment.

Proposer's Responsibility

Proposers shall examine this RFQ and associated documents and shall exercise their own judgment as to the nature and scope of the work required. No plea of ignorance of conditions or difficulties that exist or may hereafter arise in the execution of the work as a result of failure to make necessary examinations and investigations, shall be accepted as an excuse for any failure or omission on the part of the proposer to fulfill the requirements of this RFQ.

Proposer Qualifications

The City of Madison may make such investigations as it deems necessary to determine the ability of the proposer to perform the work, and the proposer shall furnish to the City all such information and data for this purpose, as the City may request. The City reserves the right to reject any proposal if the evidence submitted by, or investigated of, such

proposer fails to satisfy the City that such proposer understands the full scope of work and is properly qualified to carry out the proposed project.

RFQ proposals shall include a description of the proposed team in both narrative and chart form. The proposal should clearly indicate the relationship, roles and responsibilities of each organization and team member. Key positions should be identified by name and title, with narrative describing their respective areas of expertise, responsibility and reporting.

- Master Planning: 15 years of experience, AICP
- Civil Design: PE license with 10 years experience
- Landscape Architects (including project manager, project landscape architect) - Licensed and 10 years experience (ASLA)
- Transportation Planner / Designer: 10 years experience (AICP CTP or PTP preferred)

Proposal Content

The evaluation and selection of the team(s) will be based on the information submitted plus references. Failure to respond to each of the requirements in the RFQ may be the basis for rejecting a response.

Eligible consultant teams must demonstrate delivery of master planning products of a similar scale and complexity. They must provide a clear understanding of the proposed work and deliverables.

Proposers shall provide a minimum of five (5) similar projects completed successfully including project name, client, location and site physical characteristics, special features of the design: challenges, accomplishments, certifications or awards, detailed description of services provided, dates of service, and budget. Personnel assigned to this project should have been involved in all or a majority of the projects referenced as similar.

Withdrawal or Revisions to the RFQ

A proposer may, without prejudice, withdraw a submission prior to the date and time specified for receipt of submissions by requesting such withdrawal in writing before the due time and date for submission of proposals. Telephone requests for withdrawal shall not be accepted. After the due date, no submission may be withdrawn by the proposer for a period of 90 days or as otherwise specified or provided by law. Any proposer may modify its submission by fax communication to the City of Madison Point of Contact at any time prior to due date for RFQ submissions.

Non-Material and Material Variances

The City reserves the right to waive or permit cure of nonmaterial variances in the RFQ submissions if, in the judgment of the City, it is in the City's best interest to do so. Nonmaterial variances include minor informalities that do not affect responsiveness, that are merely a matter of form or format, that do not change the relative standing or otherwise prejudice other vendors, that do not change the meaning or scope of the RFQ, or that do not reflect a material change in the scope. In the event the City waives or permits cure of nonmaterial variances, such waiver or cure will not modify the RFQ requirements or excuse the party from full compliance with RFQ specifications if the proposer is selected. The determination of materiality is in the sole discretion of the City.

Public Information

All information submitted in the response to this RFQ may be made available for public inspection according to public records laws of the State of Wisconsin or other applicable public record laws. Therefore, proposers are encouraged to refrain from submitting information that cannot be open for public inspection.

Exceptions

Proposer acknowledges that exceptions to any portion of this RFQ may jeopardize acceptance of the submission. The proposer must clearly indicate the exceptions taken and include a full explanation. The City reserves the right to reject a proposal containing exceptions, additions, qualifications or conditions not called for in the RFQ.

Hold Harmless

By participation in this RFQ process, Design Teams agree to hold harmless the City of Madison, its officers, employees, and consultants from all claims, liabilities and costs related to all aspects of the selection and design challenge process.

Appendices**1. RFQ forms**

- Signature affidavit
- Proposer profile
- Proposer references

2. Example POS Contract for Reference**3. Lake Monona Waterfront – Preliminary Report**