



## City of Hudson

505 3<sup>rd</sup> Street  
Hudson, WI 54016

Phone 715-386-4765

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[www.ci.hudson.wi.us](http://www.ci.hudson.wi.us)

## Request for Proposals 2019-2029 Comprehensive Plan Update

*Notice is hereby given that the City of Hudson, WI is seeking submittal of proposals from qualified multidisciplinary consultants for a 2019-2029 Comprehensive Plan Update, planning for 2040.*

### **Background/Purpose**

A copy of Hudson's Comprehensive Plan can be viewed at the City website:  
<http://www.ci.hudson.wi.us/DocumentCenter/View/492> under Comprehensive Plan.

The City of Hudson's Comprehensive Plan was last updated in 2009. Per State Statute 66.1001, each municipality must update their Comprehensive Plan every 10 years. Per this Statute, the City of Hudson will be completing a Comprehensive Plan update in 2019 with an anticipated adoption within the first quarter of 2020. The purpose of the Comprehensive Plan is to identify issues, opportunities, needs and organize public policy to address them in a manner that makes the best and most appropriate use of City resources. It will also describe a desired future for the community over the next 20 years and establish goals to move toward that future. The Comprehensive Plan will be used by both elected officials and city staff to assist and provide a rational basis for local land use decisions within the community.

The City of Hudson has a population of 13,744 and is located in one of the fastest growing Counties in Wisconsin - St. Croix County. Hudson is located on the most western border of Wisconsin along the St. Croix River, and is only 30 minutes from the Twin Cities.

### **Plan Update Scope**

The City is seeking a multidisciplinary consultant team (which may be a single firm or a consultant team consisting of individuals and/or firms with specialized expertise) to update the City's Comprehensive Plan with the objective of providing the Common Council, Plan Commission, City staff, City residents, businesses, and the development community with a comprehensive, internally consistent and legally defensible tool to guide the City's decision making and development over the next 20 years, to the year 2040. The updated plan will help maintain collaborative and respectful relationships within the community and with surrounding neighbors, and establish or confirm existing policies and priorities for coordinated development and/or redevelopment and necessary infrastructure expansion.

The consultant team selected will:

- Review, update and revise, as appropriate, the contents of the Comprehensive Plan, including technical and supporting information.
- Identify unnecessary, redundant and inconsistent information within the existing document and recommend approaches (e.g. organization, formatting) to develop a more



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concise and usable document that contains relative data but is not a receptacle of statistics that are not informative to long range planning.

- Design the Comprehensive Plan document, including development of the format and layout, as well as production of high-quality illustrations and graphics. Undertake the primary responsibility for editing and writing a cohesive Comprehensive Plan document. This will include editing existing text or drafting new, clear and concise text and policies that are supported by information in existing documents, new plans and studies, data analysis, public input, best practices, and/or successful application in other jurisdictions.
- Identify existing development regulations that need to be revised or updated to be consistent with the 2019 Comprehensive Plan update. Work with City staff to revise, as necessary, existing development regulations that support implementation of the 2019 Comprehensive Plan policies.
- Support City staff in the presentation of materials and amendments to the Plan Commission and Common Council.
- Coordinate and support a public participation process for this update. Prepare and produce high quality public outreach materials graphically and in writing describing facts, findings, analysis, and alternatives for public meetings, open houses, webpage, and hearings.

***The scope of work for this update will include, but is not limited to the following tasks:***

- Outline a public participation plan, work plan and schedule that will allow this update to be reviewed and approved by the Plan Commission and Common Council.
  - o Plan presentations, public hearings and workshops will be scheduled during the Comprehensive Plan update. The purpose of these meetings will be to provide an overview of the update process, present progress updates, and receive citizen, elected official, commission members and staff comments. Present the draft and final report and ancillary materials to the Plan Commission and Common Council.
  - o Presentations incorporated into public participation should include, but not be limited to the following:
    - General Workshops/Open Houses for the public
    - Informal public meetings/presentations to Plan Commission & Common Council
    - Plan Commission public hearing
    - Common Council public hearing
    - Social Media
    - Surveys
- Review and analyze local conditions, the existing Comprehensive Plan maps and text, and documents developed and utilized by the City of Hudson.
- Update the chapters and appendices to reflect the past changes, future trends, and desired outcomes of the community, ensure internal and external consistency, and eliminate unnecessary redundancies:
  - o **Chapter 1 Community Context (“Issues and Opportunities”)** – review, update and



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- revise as necessary.
- o **Chapter 2 Land Use** – review, update and revise as necessary.
  - o **Chapter 3 Housing** – update element including review and update of existing housing inventories, analyze new data and projected housing needs, validate and update as necessary the identified number of housing units needed to serve the city’s projected growth.
  - o **Chapter 4 Natural and Cultural Resources** – review, update and revise as necessary.
  - o **Chapter 5 Transportation** – update element including review and update of existing transportation and the key areas of transportation and land use which is critical to the future of the City. Extensive review and planning should highlight the Carmichael Road Corridor Study and the 2016 Downtown Parking Study. Review, update and revise as necessary.
  - o **Chapter 6 Economic Development** - Update with current economic and market data to support economic growth, vitality and a high quality of life in the City. Review and confirm assumptions and policy direction with the business community and St. Croix County Economic Development Corporation.
  - o **Chapter 7 Utilities and Public Facilities** – This update can use the Hudson Outdoor Recreation Plan (2015-2020) as a reference. Review, update and revise as necessary.
  - o **Chapter 8 Intergovernmental Cooperation** – This revision will need to provide some framework for how the City can move forward with cooperative agreements with the neighboring villages, cities, and towns. Review, update and revise as necessary.
  - o **Chapter 9 Implementation** – review, update and revise as necessary.
- Appendices** – review, update, incorporate into the plan or eliminate as appropriate.

Due to the availability of the following documents, the City feels that several sections will be completed with their assistance:

- o **Downtown Hudson 2005 Parking Survey: Comprehensive Report (UWRF)(2005)**
- o **City of Hudson 2009 Comprehensive Plan (2009)**
- o **2010-2030 West Central Wisconsin Regional Plan Commission’s Comprehensive Plan (2010)**
- o **City of Hudson Outdoor Recreation Plan 2015-2020 (2015)**
- o **St. Croix County: 2014-2015 Bicycling and Pedestrian Survey and Safe Routes to School Survey Report (UWRF) (2015)**
- o **Bike and Pedestrian Plan - City staff and Bike Ped Advisory are in the process of creating a new Master Bike and Pedestrian Plan for Hudson in 2019**
- o **City of Hudson Downtown Parking Study (2017)**
- o **St. Croix County’s Master Bike and Pedestrian Plan (2017)**
- o **St. Croix County’s Transit Feasibility Study (2017)**
- o **City of Hudson’s Carmichael Road Corridor Study (2018)**
- o **St. Croix County Parks and Recreation Survey Report (UWRF) (2018)**
- o **Waterfront Vision Study (2018)**
- o **City of Hudson Future Capital Improvements Projects Spreadsheet (approved 12-2018)**
- o **St. Croix County’s 2018-2023 All Hazard Mitigation Plan - City will be sent a complete**



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*and finalized copy of this plan in either Jan or Feb (2019)*

- These plans can all be found on the City of Hudson's website under *Comprehensive Plan Update 2019* in the Planning Department subsection of the Community Development Department. Or click: <http://www.ci.hudson.wi.us/DocumentCenter/View/2958>.

### **Consultant Qualifications**

Qualified consultants will have experience in a variety of public outreach programs, facilitation of public meetings, compilation of information from varying sources (including GIS), and preparation of Comprehensive Plans.

### **The City invites you to submit a Proposal no later than Monday, April 22, 2019 at 4:30 p.m.**

Consultants should submit 7 hard copies. Proposals will be accepted at City Hall, Attention: Michael Johnson, Community Development Director, 505 Third Street, Hudson, WI 54016.

### **Submittal of Proposals and Budgets**

The consultant is solely responsible for ensuring that proposals are delivered on time via mail, courier, or in person. Proposals received after the due date and time will not be accepted and will be discarded. Faxed or emailed proposals will not be accepted. Each proposal must be limited to thirty (30) one-sided pages and shall include:

1. Names of project team members that will primarily be working on the update, their related experience specific to comprehensive plan updates, and their expected roles in this project. List the anticipated percentage of time the project manager(s) and leads will have available for this project. Please identify the portions of the project anticipated to be performed by sub-consultants and their primary team member(s) working on that specific task.
2. Three references from jurisdictions with similar projects performed by the firm/team under a similar scope of work and budget.
3. Proposed approach and methodology to the scope of work, a work program outline with tasks and deliverables, time schedule and budget. Insights or suggestions from the consultant team on the strategy for updating Hudson's Comprehensive Plan and restructuring the document for a more user-friendly and relevant document are welcome. All tasks and deliverables proposed should be identified in a streamlined list or table along with general dates and firm/team member(s) responsible for the work. The proposal should include a work program with deliverables, corresponding at a minimum, to the scope of work outlined above, with a breakdown of estimated hours and assigned personnel in each work task and phase, and costs associated with each task. A description of how the consultant team provides quality control to assure a high-quality document with a consistent voice, internal consistency, high level of service and successful project completion and management.

**Hudson Focus** - Since the City of Hudson is poised for continuous growth within the next 20 years, the selected consulting firm must demonstrate a keen awareness of the City's past and profound understanding of the impacts of future growth. In preparing this proposal, the City would like each firm to specifically demonstrate the following as part of this RFP:

1. How will your plan engage the community in a unique way that links the past (and older generation) to the future (and next generation)?



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2. How will your plan be innovative and be a working document that is easy to understand, unique to our community and is functional for years to come?
3. How will your public engagement process actually engage the community?
4. Since Public Participation and Future Land Use are a couple of the biggest components of this plan, what innovative tools do you intend to bring to assist us in this process?
5. How do you intend to manage this process and remain on budget?
6. In what ways is your firm the most suited to craft, what may be, the most important planning document for the next 20 years?

### **Budget and Timeline**

Because the City feels that this planning project will fill a much-needed gap in current and future planning, specifically related to public participation and land use, the cost allocated to this plan is not to exceed \$100,000. The final dollar amount may be negotiated with the selected firm/team as part of the final contract for this periodic update. If the City is unable to negotiate a satisfactory contract with the firm selected, negotiation with that firm will terminate and the City may select another firm.

The proposed budget total should include all expenses and materials to deliver the work products. The City of Hudson will not be liable for any costs incurred by the consultant in preparation of a proposal submitted in response to this RFP, in conjunction with a presentation or other activities related to responding to this RFP. No costs chargeable for work under the proposed contract may be incurred before receipt of either a fully executed contract with the City or specific written authorization from the City of Hudson.

### **Timeline**

RFP Release	February 26, 2019
Staff meeting with prospective Consultants	March 25, 2019 at 2:00 p.m.
Deadline for submittal of RFP	April 22, 2019
Staff/RFP Review Committee	April 23-26, 2019
Interviews with Consultants	May 6 – 10, 2019
Recommendation to Common Council	June 3, 2019
Project Completion	Second quarter of 2020

**\*\*\* The City will be conducting an informational meeting for any prospective firms on March 25, 2019 at 2:00 p.m. at City Hall. During this meeting, City staff will provide an overview of the project, highlight key data, discuss the recommended process and answer any questions. We will not be taking individual meetings. If your firm can not attend this meeting, we will provide a call-in number and master email list to ensure that all firms receive the same information. \*\*\***

### **Selection Process**

The selection process will include review of proposals, preparation of a short list and final interviews. It is the City's desire to select a consultant and get final City approval at the City Council meeting on June 3, 2019.

Proposals will be reviewed by the RFP Review Committee. The Committee will be made up of the



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Mayor, one City Council member, one Plan Commission member, and three to four staff members. The Committee reserves the right to request additional information from consultants submitting proposals. The following criteria will be considered in the evaluation of the proposals:

1. Qualifications and previous related work of key personnel and firm, particularly with regard to working with municipalities of similar size, government structure, and issues.
2. Project Manager providing direct oversight and contact with City staff.
3. Understanding of project goals and general approach to the project. Although the City has identified the general nature of services required, the consultant has flexibility toward the approach to the methodology of the project and final product format.
4. Proposed timeline to complete the work and demonstrated ability to meet proposed schedule and budgets on past projects.
5. Quality of sample materials and proposal package submitted.

After the RFP Review Committee completes reviews of submittals, the Committee will interview firms. Key personnel to be assigned to the project shall be present at interviews. The RFP Committee will make a recommendation to the Common Council. The Common Council will make the final selection.

### **General Assumptions & Notes**

The scope of work contained in this document is predicated upon the following provisions, assumptions and conditions that should be part of any proposal and budget submitted by a consultant. The purpose of this list is to enumerate and describe mutual expectations and understandings required of all parties to this scope of work in order to complete this update on time and within budget.

1. The City may eliminate any task and associated contract hours/fees at any point throughout the contract period and will provide written notification of the task elimination to the consultant. Consultants will be paid for any task and associated contract hours/fees incurred prior to notification of cancellation.
2. All work products, including records, files, documents, plans, computer disks, magnetic media or material which may be produced or modified by the consultant or sub-consultant while performing this work shall belong to the City of Hudson. Digital copies of any data collected by the consultant or sub-consultants shall be provided to the City of Hudson.
3. The City expects final GIS data deliveries in ESRI ArcGIS(v10.4) Geodatabase format, matching all content and spatial parameters of the existing city tax parcel data layer.
4. All consultant deliverables will be prepared in MS Word format. All spreadsheets and graphs will be prepared in MS Excel format. All maps and graphs shall be produced in color where appropriate. Digital copies of draft and final deliverables will be provided in both MS Word and PDF file formats as requested by City staff. Digital versions shall include all graphics, tables and appendices in suitable form for publishing on the City website.
6. The consultant will have primary responsibility for coordinating, reviewing and editing information obtained from their team members to ensure that the individual sections of the work submitted are prepared as part of one cohesive framework and/or document consistent in style and content.
7. The City will provide all available government documents, studies, site plans, GIS data layers and mapping, and other technical information pertaining to the study area based on the consultant's data request. Any documents provided in hardcopy shall be returned to the City



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as appropriate upon completion of the contract.

8. The consultant will provide project updates and other information including graphics suitable for posting on the City's website; the City is responsible for website updates of available project materials.
9. City staff will be responsible for distribution of meeting notices, public meeting room arrangements, and other logistics for public meetings.