

Downtown Menomonie Mixed Use Redevelopment Survey Vendor Questions and Responses

Vendor Question:

Am I understanding that you do not want the consultants talking to anyone on your group other than to you and then only via email?

Response:

At this point in the process, all correspondence should be directed to the RFP contact: Kristi Krimpelbein, krimpelbeink@uwstout.edu

Vendor Question:

Has a budget been established for this project? In my experience it could be \$50 -100K. the difference comes in the level of analysis desired, amount of community engagement which equates to long term buy in, number and quality of graphics etc.

Response:

We have an estimated budget, but we are electing not to disclose this at this point in the process. We concur the scope of the project is substantial.

Vendor Question:

Please define your expectations for Project Scope element 'A' , the vision. Do you expect a statement ie Downtown Menomonie will be ... or is your expectation that of a plan that makes a vision statement tangible - a master plan graphic, character illustrations, design guidelines, site specific redevelopment plans or other work products that communicate to citizens and stakeholders the meaning and potential of the market findings and brand opportunity that the downtown could offer?

Response:

When selecting a vendor we will be evaluating the vendors on the criteria outlined in the Evaluation Criteria (3.2). The criteria do not require the detailed response that you are questioning. The general proposal requirements are outlined in 4.0. Item 4.4 is for listing options that you would want to propose that are outside the scope of 1.2. If you propose development of a vision statement and graphics, the cost proposal should differentiate the two to allow comparisons and final contract scope.

Vendor Question:

The RFP does not specifically ask for a work plan - tasks to be accomplished by scope element (including man hours per task and by what staff) , number of meetings, public engagement process, or deliverables. How will you make an apples to apples comparison of the fee proposals other than on gross numbers? With out some breakdown by task and staff to compare each firms approach you will not know if price reflects experienced professional advice or the work of interns.

Response:

We feel that level of detail is not required to assess the proposals and select a vendor. The staff requirements are part of the general proposal requirements and will be evaluating personnel as described in the evaluation criteria (3.2). However, providing detail regarding approach and process will provide us additional insight into your proposal.

Vendor Question:

The RFP identifies the need to create a shared vision for downtown. Within this item there are a couple potential levels of detail and analysis. The most in-depth approach would be to undertake a community process to create a compelling written/verbal vision for downtown plus a design effort that explores future redevelopment/public space alternatives (I enclosed examples of each to help clarify). The less

intensive/costly approach would be to conduct the visioning process without the design effort (I have used both approaches). Which approach is preferred with this project?

Response:

The more in-depth approach would be recommended. However, the cost proposal should differentiate the two to allow comparisons and final contract scope.

Vendor Question:

Market analysis can provide two types of information. The first is a snapshot of today's market capacity. This analysis has a limited shelf-life and is typically out of date within a couple of year. If Menomonie has identified immediate redevelopment potentials, this would be a useful tool. The second approach is what I term a "market positioning" effort that would characterize long-term market direction, opportunities and strategies for downtown Menomonie. Both approaches can obviously be done as part of the project but employing both has a fee implication. What approach/es would be best for your effort?

Response:

The project will entail both current and future analyses.

Vendor Question:

Can you share a project budget or, a general sense of budget magnitude?

Response:

We have an estimated budget, but we are electing not to disclose this at this point in the process. It will be shared when a vendor is selected.

Vendor Question:

Would it be possible to meet with you or others involved in the RFP effort to gain a better sense of your interests for the project?

Response:

To be fair for all prospective proposers, all communication is limited to email at this time.

Vendor Question:

Do the Mixed Use Redevelopment Strategy partners envision creating a new entity to guide the implementation of the Strategy?

Response:

The Steering Group will be coordinating the work with the selected consultant. Based up on the consultant chosen and the action plan developed by the consultant decisions will be made on the best organization to implement the recommendations.

Vendor Question:

Other than being a partner in the Mixed Use Redevelopment Strategy, what is the anticipated future role of Main Street of Menomonie? the Chamber, the Dunn County EDC? The other area ED entities noted in the 2007 City Comp Plan?

Response:

It is anticipated they will continue to be actively involved. Specific roles will be determined by the recommended action plan.

Vendor Question:

Does Main Street of Menomonie administer a business improvement district? (Two of the background documents indicate that it does.) What is the role of downtown's property owners within Main Street?

Response:

Main Street of Menomonie Inc. and the Business Improvement District is the same organization with the same bylaws and operating plan. The board members serve both purposes. Property owners are assessed a special tax, which funds the BID.

Vendor Question:

Do local codes and regulations currently support a mix of downtown uses?

Response:

This is one of the areas we would like the consultant to review and report in the "barriers section" if appropriate.

Vendor Question:

What kinds of residential units currently exist in the downtown?

Response:

Residential units mostly include upper level student rentals. We also have a developer proposing to construct a four-story development in the downtown area with three stories marketed to upper class students.

Vendor Question:

What kinds of office tenants currently occupy upper story office space within the downtown district?

Response:

There is a mixture - law, real estate, etc.

Vendor Question:

How much ground floor space currently exists downtown? What is the vacancy rate?

Response:

Previous efforts to document ground floor space have been unsuccessful to date so that information is currently unavailable. The vacancy rate is approximately 20 percent. We note there is substantial amount of turnover of retail space.

Vendor Question:

The 2009 UW Survey indicates that there are issues with Lake Menomin? What are those issues? What is their ongoing impact upon the downtown area? What programs or plans are in process to mitigate these issues?

Response:

The lake has algae problems in the summer - it becomes green and sometimes smelly. Various local groups as well as the Department of Natural Resources are researching short-term and long-term solutions. This is not a new problem.

Vendor Question:

In developing the strategy, is the primary study area intended to be the traditional downtown, the campus link area (per the Campus Master Plan), or both?

Response:

The traditional downtown including the two blocks between Main Campus and North Campus.

Vendor Question:

In the RFP response, what should be included in the Introduction section?

Response:

The introduction section is for the vendor/firm to provide an informal introduction about themselves and could include who they are and why they are responding. This section is not scored.

Vendor Question:

Is there a preference for local consulting firms? For the original list of firms that received the RFP?

Response:

There is no point preference for local consulting firms.

Vendor Question:

Is the reference information requested in item 4.3 essentially the same information being requested on the vender referenced sheet?

Response:

Yes

Vendor Question:

Is your expectation that the plan requested be primarily a market study or are you expecting a comprehensive mixed use redevelopment strategy that would include land-use plans, scape design recommendations, transportation plans, bike plan and cost estimation for public improvement?

Response:

A comprehensive mixed use redevelopment strategy would be preferred. Separately costing the plans you mention would be recommended.

Vendor Question:

What kinds of vendor references should be included on the form provided in the RFP? Should they differ from the proposer references?

Response:

They do not need to differ at all. The vendor reference sheet and reference information item 4.3 are the same requirements.