



JUNE 21, 2022

Re: Request for Proposals – Jackson Street Gateway Greenspace

**A. OVERVIEW**

The City of Oshkosh Department of Community Development is seeking proposals from qualified consultants, hereafter called “Consultant(s)” to prepare a site concept/site design for the .46 acre parcel on the northwest corner of Jackson Street and Murdock Avenue. Jackson Street is a major north/south arterial and is an alternate to Interstate 41 with annual average daily traffic (AADT) approaching 19,000 in some segments of the corridor. The adjacent properties are privately owned consisting of commercial businesses and there is no existing vehicle access to the parcel based on code regulations and the site layout. The intersection includes a two lane roundabout. The City of Oshkosh is a community of approximately 67,000 persons encompassing 26 square miles located in east central Wisconsin in the Fox River Valley.

**B. PROJECT AREA**

1. The site is adjacent to the Jackson Avenue/ USH 45 and Murdock Avenue roundabout. The Murdock Avenue roundabout should be considered a constant as this is not planned for alterations. To the south, the Jackson Street corridor travels through a predominantly residential neighborhood, this site is located just outside the northern borders of the Historic Jackson and Bent Woods Neighborhood Associations. To the north the corridor is mixed-use and mixed jurisdiction (City of Oshkosh, Town of Oshkosh) with varying periods of development and urbanization. City sidewalks exist along the south and east edge of the site. The site is currently grass and contains one utility box in the northwest corner.

**C. BACKGROUND INFORMATION**

The site presents several challenges resulting in it never being commercially developed. There is no vehicle access to the roadway because it is located near the roundabout and surrounded by private property. The site was identified in the *Envisioning North Jackson Plan* as a roundabout greenspace opportunity, found on page 54, the plan document can be found at the follow link: <https://tinyurl.com/4x98tk47> . This space should serve as an oasis from the busy roundabout where pedestrians can sit and enjoy the moment. It should feature public art, limited landscaping, hardscape and seating. Additionally, this space could greet visitors with a gateway feature. The design should be attractive without distracting motorists’ attention from the roundabout and pedestrian crossings.



**D. PROJECT TEAM**

The project team will act as a steering committee that provides regular ongoing direction to the consultant. The project team will include members from the following entities:

- City of Oshkosh Department of Community Development
- City of Oshkosh Department of Parks
- City of Oshkosh Department of Public Works

**Other Potential Stakeholders/Audiences:**

- |   |  |
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| <ul style="list-style-type: none"> <li>• Historic Jackson Neighborhood Association</li> <li>• Bent Woods Neighborhood Association</li> <li>• Business Organizations</li> <li>• Residents</li> </ul> | <ul style="list-style-type: none"> <li>• Nearby Property Owners</li> <li>• Advisory Park Board</li> <li>• Public Arts and Beautification Committee</li> <li>• City of Oshkosh Plan Commission</li> <li>• Common Council</li> </ul> |
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**E. CONTENTS OF PROPOSAL**

The following information is to be submitted as part of the proposal. Responses should be clear, succinct and not exceed 5 double sided, letter size (8.5"x11") sheets of paper. Each page shall be numbered, in a format of the consultant's choice from 1 to 10. Cover pages, tabs, appendix materials, table of contents will not count toward the page limit. Please use



11 point font or larger and do not use 11"x17" sheets. Attachments may be included as detailed below and as appropriate. The proposal should follow the layout below by section with each section separated by a tab.

1. **Executive Summary:** The executive summary will be submitted to the Common Council and various boards and commissions that will be involved with the project. The consultant should address their approach to the project in terms that would be understood by the general public. Fees must not be included in this letter or in any other portion of the submittal except the sealed envelope. This summary is limited to 2 pages.
2. **Cover Letter:** A cover letter must be attached and must include the following:
  - a. Project title, "Jackson Street Gateway Greenspace"
  - b. Name(s) of the person(s) authorized to represent the consultant in any negotiations;
  - c. Name(s) of person(s) authorized to sign any contract that may result;
  - d. Contact person's name, mailing or street address, phone number, and email address.
  - e. Any additional items the consultant believes should be added to the project.
3. **Introduction:** Understanding of project goals and scope of work.
4. **Firm Description:** Describe your firm's qualifications, areas of expertise, length of time in business, number of employees, and other information that would be helpful in characterizing the firm. Describe the resource availability to perform the work for the duration of the project. Provide the location of the firm's home office and the address of the office that will manage the project, if different.
5. **Project Team:** Include an organizational chart and task matrix detailing the division of responsibilities. Provide a professional resume for key personnel, including major sub consultants proposed to be assigned to the project. Describe their unique qualifications and relevant experience on similar or related projects. Response submittals must identify a proposed project manager who would be responsible for the day to day management of project tasks and would be the primary point of contact with your firm.
6. **Technical Proposal:** Briefly articulate your understanding of the project and how it will advance the goals of the community. Describe how you would propose to accomplish the major tasks identified in the RFP. Provide a narrative description accompanied by with a work-flow diagram of how the firm proposes to execute the tasks during each phase of the project. If applicable, discuss any unique aspects of the project, alternative approaches that might be considered or any other special considerations.
7. **Proposed Project Timeline and Work Plan:** The proposal must specify an approximate project timeline. Provide a work plan and a schedule for completion of each step in the work plan. Provide table outlining the estimated number of hours for each staff person



for each task involved with project. Outline the type of communication the consultants will have with the project team and number of project team meetings that will take place to fulfill the project timeline.

8. **References:** Provide the names of at least three comparable sized municipalities for which the firm has conducted similar work within the past 5 years.
9. **Additional Services:** The proposal can recommend any additional services that may not have been requested. Please include costs associated with additional service recommendations.
10. **Proposed Compensation:** Proposed fees for this project must be submitted in a spreadsheet format in a sealed envelope marked **"Fee Structure – Do Not Open."** The proposal must specify a fixed dollar amount for the project's compensation by major task below. The proposal must clearly state that compensation will not exceed the fixed amount and what must be provided separately by the City.

#### **F. SCOPE OF WORK/DELIVERABLES**

Develop feasible solutions to address the issues and needs present in the site taking into account the requirement for low maintenance amenities, proximity to commercial businesses, pedestrians and a busy intersection. Include graphics, sketches, drawings, aerials and maps of existing and proposed conditions. If the consultant recommends additional services please provide recommendations in proposal.

#### **G. SELECTION PROCESS**

The award resulting from this request for services will be made to one consultant submitting a response that best serves the needs of the City of Oshkosh. Proposals will be evaluated by the project team on criteria that include:

- The proposed project team.
- Previous experience with similar projects and other relevant agencies within the past five (5) years.
- Project management procedures.
- The overall quality of the proposal.
- Cost of proposal services.

The city project team will review the submitted proposals and recommend to the City Council a firm with which to enter into a final agreement. The recommendation will be based equally upon the firm's experience/capabilities, project approach, and cost. The City of Oshkosh reserves the right to reject any and all proposals and to award the project in the best interests of the City.

#### **H. PROPOSAL SUBMISSION**



Five (5) printed copies and one (1) electronic copy in PDF format (on CD) of the proposal must be submitted in a sealed envelope by 4:00 P.M. on July 29th, 2022. Please mark "Jackson Street Gateway Greenspace" on the envelope. Prior to submitted proposals, questions will be no longer be accepted after July 26<sup>th</sup>, 2022 and replies to questions will be returned no later than July 27<sup>th</sup>, 2022. It is highly encourage that consultants contact Alexa Naudziunas prior to submittal for questions. Communications must be directed to City of Oshkosh staff contact:

Attention:  
Alexa Naudziunas, Associate Planner  
City of Oshkosh  
Planning Services Division

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