

**DESIGN SERVICES FOR
RED ARROW PARK IMPROVEMENTS**

August 2024

Milwaukee Downtown, Business Improvement District #21 ("BID #21") is soliciting qualification packages for design services for improvements to Red Arrow Park located at 920 N Water St, Milwaukee, WI 53202.

The RFQ can be found on the following Project Team website:

- Milwaukee Downtown: <https://www.milwaukeeedowntown.com/do-business/current-rfps>

**Questions regarding the RFQ are due by
Friday, September 20, 2024, by 5:00 p.m. CST.**

Questions regarding this RFQ should be addressed to Matt Dorner in writing via email at:
RedArrowParkRFQ@milwaukeeedowntown.com

**An addendum, if needed, will be published no later than
Friday, September 27, 2024, by 5:00 p.m. CST.**

Qualifications Packages are due Friday, October 18, 2024, by 11:00 a.m. CST.

***** VIA E-MAIL – to RedArrowParkRFQ@milwaukeeedowntown.com *****
(Additional info in the RFQ document)

BID #21 reserves the right to conduct interviews with the highest ranked firm(s). Should BID #21 choose to proceed with interviews, Proposing Consultants and all team members must be available either **Friday, November 8, 2024, or Friday, November 15, 2024**, for said interviews via videoconference or in person.

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ATTACHMENTS

(For the Attachments Packet, please see the additional PDF linked at

<https://www.milwaukee downtown.com/do-business/red-arrow-park-redesign-rfq>)

- A. Insurance Requirements
- B. Red Arrow Park Parcel Information
- C. Existing Structure Plans
- D. Red Arrow Park Images
- E. Maps and Aerial Photography
- F. Connec+ing MKE: Downtown Plan 2040 Chapter 8



Source: Milwaukee Downtown

I. Purpose & Project Goals

BID #21 is seeking qualified professional firms that specialize in urban public space design with substantial knowledge of landscape architecture, public park design, civil engineering, and complimentary expertise in ice rinks and four-season activation to lead the re-design process for improvements to Red Arrow Park.

The role of the Consultant will be to provide technical and design services in the development of multiple concepts and cost estimates for the future of Red Arrow Park, with an emphasis on enhancing the public realm, equity and creating a welcoming place for all. Through the design and public engagement process, it is expected a preferred alternative will be identified and advanced design and engineering will be complete.

Red Arrow Park is well recognized as a main public place where groups of all sizes come together to exercise their 1st Amendment right to freedom of speech and expression. The redesign alternatives must further enhance the ability for community gathering for all purposes.

BID #21, and its partners at the City of Milwaukee, and Milwaukee County (collectively referred to as the "Project Team" have identified a series of goals and parameters to help shape with Request for Qualifications (RFQ) for Red Arrow redesign services. These include, but are not limited to the following:

- Provide flexible space that creates a year-round destination that is welcoming to all.
- Honor and further highlight the Dontre Hamilton and 32nd Red Arrow Division monuments.
- Enhance connectivity within the park proper as well as the surrounding areas including Water Street, Kilbourn Avenue, State Street, Market Street, City Hall, the Marcus Performing Arts Center (PAC), the PAC parking garage redevelopment site, 1000 N. Water office building, and the MGIC campus.
- Enhance the park as a public place that encourages community gathering for all purposes.
- Improve the revenue generation of the commercial spaces.
- Embrace additional opportunities for new commercial activities that further activate the park.

- Further enhance multi-modal connections, including improve the locations and connections the existing Milwaukee County Transit System stop, Bublr Bike station and protected bike lanes.
- Make best efforts to preserve the park's existing most mature trees.
- Utilize robust public engagement strategies.

Other project goals and parameters may be collectively developed with the Project Team and Consultant.

II. Background

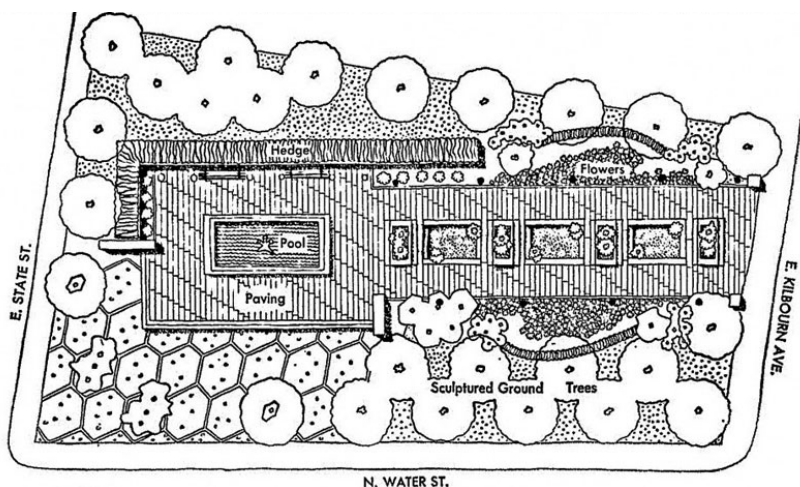
Since the 1920s, Milwaukee has had a park dedicated to the local soldiers who fought with the 32nd Red Arrow Division of the U.S. Army during World War I. The original location of Red Arrow Park was between 10th and 11th Streets along West Wisconsin Avenue. The park was removed from this location in the mid-1960's. Now located at 920 N. Water Street, the present Red Arrow Park was built in 1970 on a former surface parking lot, situated between office buildings north of City Hall with frontage on three city streets.

Following the adoption of the recent update to the Downtown Area Plan and its emphasis on improving downtown's public realm and parks, the Common Council of the City of Milwaukee adopted Resolution No. 231456 on February 6, 2024, designating funds from Tax Increment District #48 through Amendment #6 to develop redesign concepts for improvements to Red Arrow Park.

BID #21 has a successful history of partnering with the City of Milwaukee and Milwaukee County to improve and activate downtown's parks and public spaces, including Red Arrow Park. Given the collaborative relationship and BID #21's leadership role in the current programming of Red Arrow Park, BID #21 is leading the Project Team in the procurement of a qualified Consultant to lead the redesign process and the development of multiple feasible alternatives for future improvements to Red Arrow Park, as well as the public engagement strategy.

Existing Park Features and Memorials

Red Arrow Park is one of downtown Milwaukee's most important and prominent public spaces. Owned by Milwaukee County, Red Arrow Park is 1.2 acres. It opened in its current location in October 1970. At the time of opening, Red Arrow Park featured a 6-foot wall on the east side of the park, trees, lawn areas, garden plantings, and walkways. A fountain was planned to be built in the future; however, the water feature was never added.



Above image: Original 1970 Plan. Source: City of Milwaukee

Over time the park has evolved to include several different features that are found on the site today.

In 1973, major changes came to the east side of Red Arrow Park with the construction of the headquarters building for Mortgage Guaranty Investment Corporation (MGIC) at 250 E. Kilbourn Avenue and its associated plaza. The MGIC headquarters also added a private plaza on an upper terrace to the east side of Red Arrow Park that is directly adjacent to the upper public plaza that was added in the early 2000's with

the addition of the commercial space below it. The upper public plaza is accessed by a staircase and overlooks the main portion of Red Arrow Park.

In 1984, the Red Arrow Monument was placed in honor of the 32nd Infantry Division of the United States Army, known after World War I as the 32nd Red Arrow Division. The memorial consists of a polished red granite 8-foot-tall by 4-foot-wide vertical monument, a steel flagpole, and two bronze plaques on gray granite boulders.

More improvements came to Red Arrow Park in 1999 with the opening of the ice-skating rink in the northern half of the park. A building with space for a food and beverage operator, equipment storage, skate rentals, public restrooms, and a warming area was added a few years following the opening of the ice rink. The ice-skating rink continues to be one of downtown Milwaukee's most popular winter attractions. Starbucks Coffee was the original tenant and occupied the building for more than 20 years. Under a recent new lease, Biggby Coffee is expected to open in the building in 2024.

Another memorial was added to Red Arrow Park in 2022 honoring Dontre Hamilton. On April 30, 2014, Dontre Hamilton was shot and killed by a Milwaukee Police officer in Red Arrow Park. On April 30, 2022, friends, family members and community leaders gathered to unveil a memorial bench that is intended to generate conversations around mental health and lead to meaningful change. The plaque on the bench reads: *"Dontre Hamilton was a man given to us to inspire, motivate, encourage, strengthen, love, and so much more. Every day he continues to manifest within our lives, to keep us united and strong not only as a community but as a family, to uplift us, to continue our fight towards justice. We also have used Dontre's name to shed light on the difficulties we face around mental health issues. We can challenge Milwaukee to be better educated and informed on how to bring more consciousness in supporting those who deal with mental health."*

The Dontre Hamilton memorial and 32nd Red Arrow Division memorial are important and significant features of Red Arrow Park. The Memorials are to be further highlighted and enhanced in the future park improvements.

Recent Improvements and Programming

In recent years, BID #21 and its partners have worked closely together with additional private sector stakeholders to further invest in and program Red Arrow Park. Some of the main improvements and activations include:

- Since 2016, MGIC has entered a maintenance agreement with Milwaukee County to supplement the cost of additional landscaping and ongoing maintenance in the park.
- In 2021, a partnership with BID #21, MGIC, and the Hertzfeld Foundation brought downtown's first moveable bistro tables, umbrellas, and chairs to Red Arrow Park, providing flexibility, comfort and additional shade opportunities. BID #21's Public Service Ambassadors assist with maintaining and cleaning the tables.
- In 2022, BID #21 coordinated a series of new family-friendly events, including Ice Skating with Local Olympians, Downtown Ice CAPEade, Big Truck Day, Heart(beats) of the City, a summer food truck and concert series, Morning Zen & Blend, and the Jack-O-Lantern Jubilee. These events have since become annual activations at Red Arrow Park.
- Also, in 2022, as part of a multi-phased approach, "Art in the Park" initiated a series of changes to enliven the park. The program commissioned over a dozen local artists for live canvas painting and chalk murals in Red Arrow Park. In addition, new, colorful banners by local artist Emma Daisy Gertel were installed on the park's lamp posts and around the ice rink. The design celebrates the park's potential to be a four-season public space by depicting a variety of activities that can take place year-round. During the winter, ice sculptures complemented the ice rink experience.
- In 2023, Sculpture Milwaukee installed "Mobile Garden," by Lois Weinberger (1994/2022) on the park's upper terrace.
- In 2023, BID #21 created a partnership with Roll Train, Milwaukee Recreation, and Milwaukee County Parks to host Summer SpinZ, a free roller skating events in June, July, and August on the ice rink.
- In 2024, BID #21 continues its programming with the return of Big Truck Day, Heart(beats) of the City, and additional programming.

- In 2024, Biggby Coffee is anticipated to open in the Milwaukee County owned building on the east side of Red Arrow Park that was formerly occupied by Starbucks.

Additional Project resources highlighting Red Arrow Park's history, recent planning efforts, and ongoing activations are listed in Section XII.

III. Budget

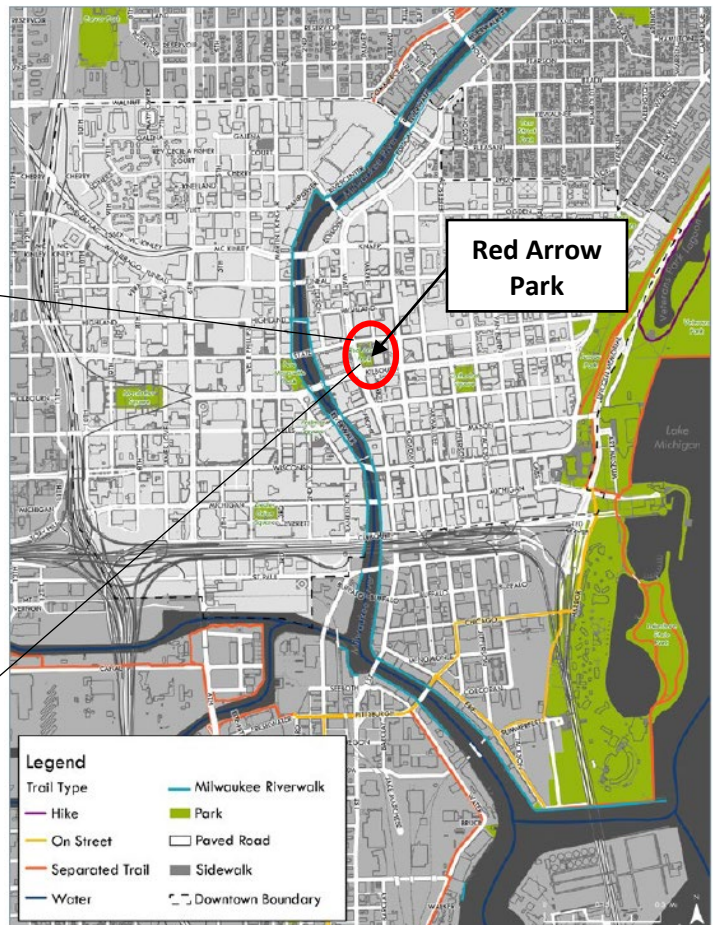
The total budget for the design service Consultant for the future improvements to Red Arrow Park including community engagement and reimbursable expenses (e.g., industry standard travel expenses, printing, etc.) shall not exceed \$400,000.

IV. Study Area

Red Arrow Park is located in the heart of downtown Milwaukee just north of City Hall. Red Arrow Park is bound by North Water Street on the west, East State Street on the north, the MGIC campus on the east, and East Kilbourn Avenue on the south.



Red Arrow Park Vicinity



Source: *Connec+ing MKE: Downtown Plan 2040*

V. Connec+ing MKE: Downtown Plan 2040 and a Focus on the Public Realm

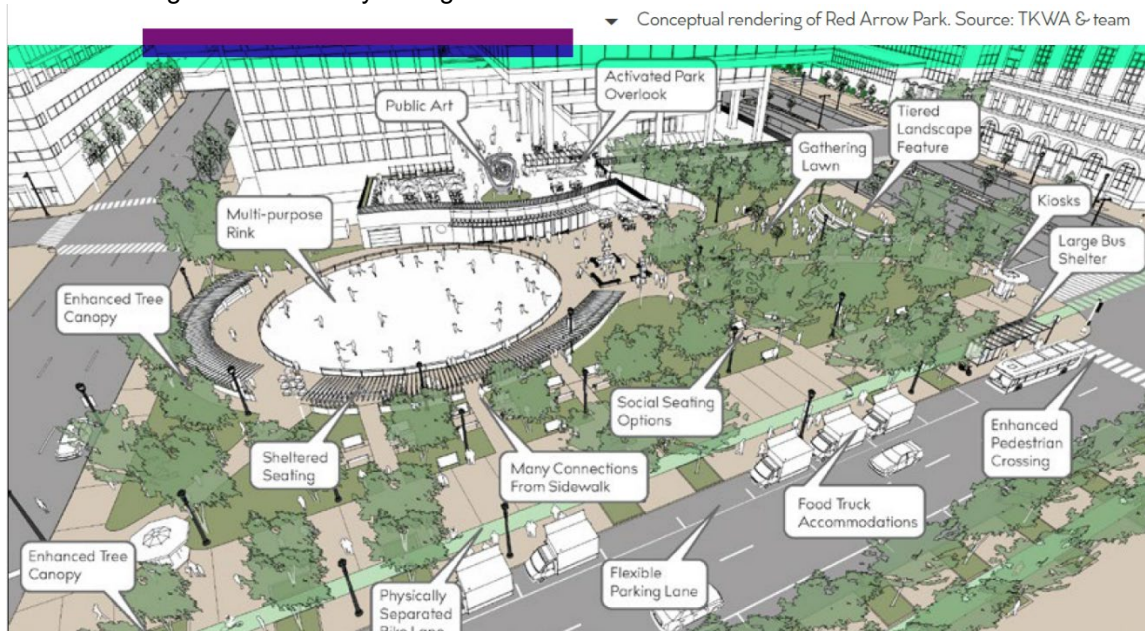
After a nearly two-year public process, the City of Milwaukee adopted an update to its Downtown Area Comprehensive Plan in late 2023. Coined *Connec+ing MKE: Downtown Plan 2040*, the planning process garnered unprecedented public engagement with input coming from every City of Milwaukee zip code and beyond. Over 50% of the comments submitted were related to downtown public spaces and streets. The public space related comments generated the following themes that are highlighted in Chapter 8 of *Connec+ing MKE: Downtown Plan 2040* (See Attachment F):

- Create more spaces that feel welcoming and safe for all
- Redesign streets as welcoming and active public spaces
- Make downtown more inviting and safe to increase people walking around
- Create more spaces for families
- Provide more opportunities for social gathering
- Increase green infrastructure and multi modal transportation
- Prioritize public health and safety for pedestrians
- Increase and broaden the appeal of activation &, programming in downtown public spaces
- Create more fun spaces without obligation (not having to spend money)
- Public restrooms access
- Continue to build on wayfinding signage throughout downtown
- Improve connectivity to surrounding neighborhoods and lakefront
- Provide free Wi-Fi in public spaces
- Continue to make spaces accessible for all

The public comments and themes guided the team working on the Downtown Plan update to create the following goal statement regarding parks and the public realm:

Invest in the public realm by improving streets, parks, and other public spaces in ways that encourage a more vibrant, inclusive, and resilient MKE.

Through the Red Arrow Park redesign process, the Consultant and Project Team will work towards achieving this goal. In addition, the Connect+ing MKE recommendations and strategies to achieve this goal are included in Addendum F. Red Arrow Park is a featured Priority Project in the plan update. Below is a conceptual rendering of potential improvements based on the public comments received about Red Arrow Park. This rendering is intended only as a general illustration and should not be considered a final design.



Source: Connect+ing MKE: Downtown Plan 2040

Connect+ing MKE further states: *Improve Red Arrow Park as an active public space with year-round programming, improved park edges with more seating, places for protests and performances, and a large sculpture on the upper terrace.*

VI. Design Consultant Proposed Scope of Services

Public Space/Park Design Scope

BID #21 and its Project Team expects the selected design Consultant to have strong expertise in landscape architecture and park and public space planning, and civil engineering. In addition, the ideal design Consultant will have applicable experience in ice skating rinks and four-season infrastructure and surfaces that are conducive to year-round activation. The redesign process shall also begin with conducting a site survey with a certified professional to understand the below and above ground site conditions and assist with the placement of all redesign recommendations.

In addition, while the focus of this RFQ is for Red Arrow Park proper, the Consultant shall also look beyond the park boundary and consider its interactions with the street network as well as the surrounding existing and future land uses and planned improvements.

The role of the design Consultant will provide technical and design support to BID #21 and the Project Team to shape final recommendations for physical improvements to Red Arrow Park and its connections to the neighborhood. This will include the development of designs and illustrations of various landscape and public space improvement concepts, with an emphasis on the public realm, equity and creating a space welcoming for all.

This includes, but is not limited to, the preparation of maps, plans, and diagrams to illustrate major concepts for multiple alternatives. The design Consultant will lead the analysis of existing conditions, community engagement, the development of park improvement recommendations, written narratives, and the preparation of the final documents to present for approval from the appropriate bodies.

The specific scope and associated tasks required of the design Consultant may be adjusted during contract negotiations based on the qualifications of the selected Consultant, budget, schedule, and further refinement of project goals and objectives. However, it is anticipated that the scope of work will align closely to the below tasks and deliverables at the various stages of the project.

Public Engagement Scope

The planning process will include a robust public engagement component including outreach to a wide range of stakeholders. The Consultant will be responsible for developing a multi-phased public engagement strategy that uses various techniques that are acceptable to the Project Team. The Project Team will provide support for the public engagement strategies and the development of the stakeholder engagement list.

To help facilitate this effort, the design Consultant may consider contracting with a public engagement Consultant to meet the intent of the public engagement component. In addition, the Project Team may make available tools for public engagement, including online project pages at www.mkecountyparks.org and www.milwaukee downtown.com that may allow for public commentary and other readily available resources.

VII. Tentative Schedule and Milestones

Following is a tentative schedule of milestones the Project Team and Consultant team will follow for the Red Arrow redesign process. The overall schedule is divided into four distinct phases, each with separate deliverables and expectations. The general overview of the phases is listed below and followed by more details. It is expected that each project phase will have various levels of public engagement.

Phase	General Overview	Timeline
Project Kick-Off	Complete a site survey, background research, focus groups, goal identification and validation, precedent examples research, development of the detailed approach to the following phases. Public engagement	Quarter 1 2025
Preliminary Conceptual Redesign Options	Based on the information gained in Phase 1, the Consultant with coordination of the Project Team shall develop a minimum of 3 conceptual redesign opportunities. Public engagement	Quarter 2 2025
Concept and Recommendation Refinement	Based on feedback and discovery from the previous phases, the Consultant will refine a minimum of 3 alternative designs with more detail and preliminary cost estimates. Public engagement	Quarter 3 2025
Final Concepts and Recommendations Report & Preliminary Construction Drawings	Based on feedback from the previous phases, the Consultant will further refine the minimum of 3 design alternatives and cost budgets for the approving authority to formally adoption. Public engagement shall be held on the final document. A preferred alternative shall be recommended in the final work product. The preferred alternative shall be advanced with preliminary construction drawings.	Quarter 4 2025

Phase 1: Project Kick-off, Research and Strategy Development

Following the contract execution, Phase 1 will focus on formulating the approach for BID #21, the Project Team and Consultant to ensure success and progression is made into the subsequent phases in a timely manner. Phase 1 shall include:

- **Work Session 1:** Initial project kick-off work session with the Project Team (including additional stakeholder members as deemed necessary). Work Session 1 will generally:
 - Further define the Consultant and Project Team roles
 - Overview the purpose and drivers for the redesign project
 - Outline the general goals to be accomplished through the redesign project
 - Inventory of stakeholders to be involved at various stages of the project development
 - Identify and plan for potential challenges and opportunities

- Establish parameters to help guide design solutions, including cost considerations
- Identify the various public engagement methods to be used throughout the process

A memo summarizing Work Session 1 shall be prepared by the Consultant and delivered to BID #21 no later than two weeks after the work session.

- **Site Survey:** The Consultant will complete a site survey that includes dimensions, topography, site features, underground utilities, including adjacent public sidewalk to curb with features such as bus stop, lighting locations, etc. These inclusions are to understand the site conditions, and to assist in guiding the placement of redesign recommendations and limitations that elements, such as underground utilities could present. The adjacent public walk area is important to understand as design goals will likely include a final design that has more connections to the perimeter public walk area.
- **Research:** The Consultant will lead research on best practices and precedent examples for Red Arrow Park from other successful public places. This may result in organizing examples from other locations that offer insights into the possible improvements for Red Arrow Park.
- **Public Engagement and Focus Groups:** The Consultant shall outline the preferred methods for public engagement to assist in informing the key objectives and goals to be accomplished by the redesign project. This will include focus group meeting(s) with key public, non-profit and private sector stakeholders as well as other common methods to gain public input.
- **Deliverable:** The themes from Work Session 1, results of the best practice research, and a summarization from the public engagement and focus groups will be presented to the Project Team in a summary presentation (or other methods as appropriate)
- **Work Session 1.1:** The Consultant shall present the findings and deliverables from Phase 1 to the Project Team for review and refinement prior to progressing Phase 2.

Phase 2: Preliminary Conceptual Redesign Options

Following Phase 1, the Consultant and Project Team will utilize the information, research and public input gained to date to formulate potential design solutions for Red Arrow Park. Phase 2 shall include:

- **Concept development:** The Consultant shall develop a minimum of 3 different alternatives, potentially ranging in scale and estimated cost. All the concepts shall address the existing challenges and meet the goals established through the Phase 1 process to the greatest extent possible.
- **Public Engagement and Focus Groups:** Public engagement is expected to continue throughout all phases of the project with different methods and tactics that are most appropriate for each phase. Engagement may be through the use of online tools, intercept surveys at existing planned events, project specific meetings, and focus groups. During Phase 2, the public engagement will include the public introduction and review of the various design concepts through an in-person open house style event where the Consultant presents the conceptual alternatives and allows members of the public to provide feedback.
- **Deliverables:** The Consultant will update, refine, and build on the Phase 1 deliverable based on continued feedback and learnings through the conceptual design phase. In addition to the updated summary presentation, the deliverable in Phase 2 will include a minimum of 3 conceptual design alternatives and a summary of the feedback on each design.
- **Work Session #2:** The Consultant shall present the updated summary presentation and conceptual alternative designs with estimated budgets to the Project Team for feedback.

A memo summarizing Work Session 2 shall be prepared by the Consultant and delivered to BID #21 no later than two weeks after the work session.

Phase 3: Concept and Recommendation Refinement

Following Phase 1 and Phase 2, assuming progress and the multiple concepts are acceptable to the Project Team, the project will progress to Phase 3. Phase 3 shall include:

- **Public Engagement and Focus Groups:** The Consultant and Project Team will seek additional public feedback on the updated concepts, outlining the improvements and challenges with each concept. The public engagement will also include meetings with key stakeholders and additional focus groups.

- **Deliverables:** The Consultant will update, refine, and enhance the Phase 1 and Phase 2 deliverables based on continued feedback and learnings from the public engagement. In addition to the updated summary presentation updates, the deliverable in Phase 3 will include refined drawings with key technical elements for each of the 3 (minimum) alternatives, including field verified cost estimates.
- **Work Session #3:** The Consultant shall present the updated summary presentation and conceptual alternative designs with estimated budgets to the Project Team for feedback.

A memo summarizing Work Session 3 shall be prepared by the Consultant and delivered to BID #21 no later than two weeks after the work session.

Phase 4: Final Process Report, Recommended Alternatives, and Final Deliverables

Following Phase 1, 2, and 3 assuming progress and the multiple concepts are acceptable to the Project Team, the project will progress to Phase 4.

Phase 4 is expected to be the final phase of the project and shall result in an acceptable set of no less than three fully vetted concepts with cost estimates. Through the professional recommendations of the Consultants and Project Team, with consideration from the multiple phases of the public engagement process, Phase 4 shall result in a preferred design recommendation ranking the alternatives.

- **Work Session #4:** The Consultant shall present the updated summary presentation, fully vetted design alternatives with estimated budgets to the Project Team.
- **Deliverable #1:** Based on the final work session with the Project Team, the Consultant will make near-final updates to the design alternatives and prepare the final plan document deliverable. This final document should include a summary of the complete process from background research, outline of the goals and parameters that are established in Phase 1 of the project and summarize the main themes from the public engagement process. A summary of a minimum of three (3) design alternatives with a clear preferred alternative recommendation.
- **Deliverable #2: Preliminary Construction Drawings:** Following the final public engagement session, the Consultant shall advance the preferred alternative with preliminary engineered construction drawings that are minimally 60% complete. The construction drawings shall include a preliminary site plan, utility plan, landscape plan, lighting plan, and other drawings that advance the preferred alternative beyond conceptual renderings.
- **Public Engagement:** Prior to being scheduled for approval from the appropriate governmental bodies, the final plan document will be made available for a final comment period and be circulated to all key stakeholders and focus group members.
- **Final Deliverable and Adjustments:** Based on this phase of engagement with the public and key stakeholders, any necessary adjustments to the final document will be made with the concurrence of the Project Team.
- **Approval:** The updated final document, following Project Team approval, shall progress for approval with the appropriate governmental bodies.

Summary of Deliverables

The final deliverable set is expected to include two main components, including but not limited to:

- **Deliverable #1:** A final Summary Report and Redesign Recommendations Plan of the complete process and progress through all 4 project phases. The summary report should include key findings and clearly identify the progression in concept refinement from Phase 1 through Phase 4.
 - The Summary Report and Redesign Recommendations Plan should clearly identify a preferred redesign alternative based on the public engagement and working with the Project Team throughout the design process.
 - The Summary Report and Redesign Plan will be a full vetted document that will be taken before the Approving Governmental Entities for formal adoption.
 -
- **Deliverable #2:** Preliminary construction drawings of the preferred alternative adopted by the appropriate approving bodies. This shall include 60% preliminary construction drawings of the preferred alternative to give the project team a clear path to efficient implementation. It is expected the preliminary construction drawings deliverable will include preliminary site plan, utility plan, landscape plan, lighting plan, and other drawings that advance the preferred alternative beyond conceptual renderings.

Contract Management

BID #21 will serve as the primary point of contact for the development of the Red Arrow Park redesign project. BID #21 and the Project Team will coordinate and provide access to any staff, materials, and other available resources that may be helpful for completing the scope of work.

BID #21, the Project Team and other partners will further guide the development of the Red Arrow Park redesign. The team will regularly meet to help manage the project's progress, aid in decision-making, and provide feedback on draft design progress, final design recommendations and deliverables.

VIII. Project Requirements

- A. Schedule** – A fixed price contract will be executed with the chosen Consultant following the completion of the evaluation of the responses. The target date for contract completion is December 31, 2024. This does not preclude the negotiation of additional or reduced services and contract amounts prior to the initiation of work. If this timeline is judged to be unreasonable, the Consultant should suggest a different completion date and explain the rationale.
- B. Coordination** – BID #21 will coordinate the assignment of this project. For efficiency, BID #21 requires that the chosen Consultant be accessible to the Project Team staff on a regular and as needed basis. The Consultant and Project Team will establish a regular communication format through which the Project Team can be kept current on progress of assigned tasks.
- C. Products** – The Consultant shall provide deliverables and attend meetings as noted under the Scope of Services. All results (including work in progress) from this contract will remain the property of the Project Team. The Project Team will have access to all other working papers or information stored on a computer or computer disk of the Consultant concerning this contract; the Consultant should check with the Project Team prior to destroying any working papers or information stored on a computer or computer disk. The Consultant may release no information about this proposed project without Project Team prior authorization.
- D. Insurance** – Before commencing work the Consultant shall furnish the Project Team, for review and approval, evidence of the insurance coverage listed in Attachment A.

IX. Proposal Submission Requirements & Selection Procedures

A. Proposal Contents

Consultants responding to this RFQ must provide the following information in their proposals. Brevity is encouraged.

1. Title Page

The title page should include – “**Request for Qualification – Design Services for Red Arrow Park**”, and the name of the firm, address, telephone number, name of contact person, e-mail address, and date. The names of those authorized to make representations on behalf of the Consultant, their titles, addresses, and phone numbers must be included. (1 page maximum)

2. Cover Letter & Project Understanding

The cover letter should concisely describe the Consultant's understanding of the project and the requested work to be performed. Explain the Consultant team's integrated approach with the Project Team, and how it will develop integrative, multifunctional and practical design concepts that will benefit the process and final Red Arrow Park redesign alternatives. (2 pages maximum)

3. Firm Background & Experience

Discussion of Consultant's ability and expertise to provide the required services and qualifications related

to the proposed Scope of Work. Identify all members of a multi-firm proposal, and roles of each firm. (3 pages maximum)

4. Documentation of Past Experience & Qualifications

Profile one (1) project completed by the Consultant(s) that is most relevant to the requested work.

Provide two (2) additional project examples completed by the Consultant(s).

Information should include project summaries, a brief description of how this project is similar, graphics (maps, diagrams, sketches, vignettes, graphically illustrated street cross sections, renderings), descriptions of the firm/individual's involvement in the projects, project reference (contact name, email address, and phone number), the dates the work was performed, whether the office proposed for this contract was the servicing office, describe the firm's role in this work (if it was a collaboration), if staff on the project worked on these projects, and whether key persons assigned to these projects are still with the firm and available to work on this project. If subcontractors will be used for key tasks, information should be provided about their experience as well. (3 pages maximum, for each example)

Include a full sample of one of the three (3) projects as an attachment.

5. Staffing

The Consultant must identify the specific people/person who would manage this project and a description of their experience and qualifications.

All Consultant staff to be assigned to the plan must be identified, along with a description of the tasks and the approximate number of hours of involvement of each staff person in the project.

The Consultant should confirm that these key staff have the described availability to work on the project consistent with the proposed project schedule.

Describe staff qualifications (all members) that will complete the work, including experience in the appropriate disciplines for completion of the scope of work. (Resumes - ½ - 1 page maximum, per person)

If the Consultant proposes to use subcontractors for this project, subcontractors must be identified. Provide the following information about proposed subcontractors: Company name, name of contact, title of contact, telephone number. All subcontractors must be approved by the Project Team.

6. Rates and Reimbursable Expenses

The Consultant should provide the hourly rates for staff (including subconsultants), how they will be involved, and a percentage (%) of the approximate time it is anticipated that each staff member will devote to the effort based on the RFQ's Proposed Scope of Services. The Consultant must also include any anticipated fees and reimbursables (e.g. reasonable travel expenses). The successful Consultant shall be expected to honor the hourly rates identified in their proposal for the duration of the contract, unless modified by mutual agreement in writing.

7. Targeted Business Enterprise (TBE) Utilization

As a Milwaukee County owned park, the award of this contract is conditioned upon your good faith efforts in achieving this project's Targeted Business Enterprise ("TBE") goal of seventeen percent (17%), and the Consultant must document those efforts. The Consultant's proposal must state how you will meet the goal, including identifying the TBE firm(s) by name, the scope(s) of work/service(s) to be provided, the dollar amount(s) of such work, and the percentage of the TBE goal to be met. Failure to do to document these efforts will result in a determination of non-responsiveness, and rejection of your proposal will occur. During the contract, the successful Consultant may be required to use the County's online reporting system to document TBE participation.

A step in the good faith efforts process is contacting Community Business Development Partners (CBDP) at 414-278-4747 or cbdp@milwaukeecountywi.gov for assistance in identifying TBEs and understanding the County's TBE Program procedures. The official directory of eligible TBE firms can be accessed by the following link:

<https://app.mylcm.com/wisdot/Reports/WisDotUCPDirectory.aspx>

B. Selection of Consultant

After screening proposals for completeness, the Project Team staff along with its appropriate partners will evaluate proposals and assign points to each proposal based on the following criteria:

- The demonstrated record of experience of the Consultant as well as the identified staff in providing processional services identified in this proposed scope of work. Past experience with park and urban public space design processes and graphics is required.
- Consultant team's understanding, experience, and success in contributing to the following:
 - Park and urban public space planning and design
 - Equity and inclusion
 - Infrastructure – civil, landscape, four-season amenities
 - Triple bottom line of sustainability (social, economic, and environmental)
 - Design and construction of catalytic public realm improvements

Evaluation Criteria	Maximum Points
1. Demonstrated local knowledge of Downtown Milwaukee, and understanding of park and public space planning, local government structure, public/private partnerships, and other aspects of the project	10 points
2. Demonstration of expertise in creating park and public space design concepts and scenarios with constructability in mind	10 points
3. Quality and relevance of sketches, maps/diagrams, and illustrations (plus any associated writing) in sample work included with the proposal	10 points
4. Demonstrated ability and commitment of increasing equity in design of the public realm	10 points
5. Demonstrated contribution to a multidisciplinary park and public space design process, including planning, landscape architecture, urban design, civil engineering, and graphic communication	10 points
6. Experience developing preliminary cost opinions/estimates and phasing for concepts to support municipal and organizational budgeting to complete final design and constructions documents	10 points
7. Understanding of infrastructure improvements including those for ice-rinks/four season features, funding/grants, and implementation	10 points
8. Project staff qualifications	10 points
9. Hourly rates and reimbursable expenses (e.g., travel)	10 points
10. TBE Business participation	10 points

C. Submission Deadline

All questions and communication regarding this RFQ process and scope of services should be submitted in writing to Matt Dörner at **RedArrowParkRFQ@milwaukee downtown.com**. Questions must be sent in writing no later than **September 20, 2024, by 5:00 pm CST**. Questions initiated after **September 20, 2024**, will not be considered. Any additional information, clarification and answers to the questions submitted by the deadline date will be posted on the Internet on the website referred to below in the form of an addendum to this RFQ by **September 27, 2024**:

<https://www.milwaukee downtown.com/do-business/current-rfps>

Interested Consultants will be responsible for keeping abreast of the addenda as they are posted. All such addenda shall become a part of the RFQ, and all interested Consultants shall be bound by such, whether or not received by the interested Consultants.

- RFQ's should be submitted electronically to:

RedArrowParkRFQ@milwaukee downtown.com

- **Proposals are due October 18, 2024, 11:00 am CST.**
- The proposals must be submitted electronically. **Late submissions will not be accepted.**
- Proposal Submissions are to clearly indicate in the subject line of the email submission:

RFQ - Design Services for Red Arrow Park

The Project Team cannot and does not guarantee that emailed proposals are received. Emailed proposals must be received in their entirety before the RFQ closing time.

- **Please note, the size of one email cannot exceed 25MB.**

X. General RFQ Requirements

1. Interpretations of RFQ

Any requests for interpretation should be submitted in writing to Matt Dorner via email at RedArrowParkRFQ@milwaukee downtown.com. No oral interpretations will be made to any Consultant as to the meaning of the RFQ requirements. All interpretations will be posted and answered on the Internet. If you receive your RFQ from the Internet, you will be responsible for keeping abreast of the addenda as they come in. All such addenda shall become a part of the RFQ, and all Consultants shall be bound by such, whether or not received by the Consultant.

2. Receipt of Proposals

Proposals received prior to the time of opening will be secure. The officer whose duty it is to open them will decide when the specified time has arrived, and no proposal received thereafter will be considered. No responsibility will be attached to an officer for the premature opening of a proposal not properly addressed and identified.

Consultants are cautioned to allow ample time for transmittal of proposals by email.

3. Withdrawal of Proposals

Proposals may be withdrawn on written request dispatched by the Consultant in time for delivery in the normal course of business prior to the time fixed for closing. Negligence on the part of the Consultant in preparing a proposal for offer to BID #21 confers no right of withdrawal or modification of the proposal after such proposal has been opened. In the event of withdrawal of a proposal by a Consultant, the Consultant will be disqualified thereby from submitting a second proposal on the contract at hand. See Section 66.0901(5), Wisconsin Statutes.

4. Rejection of Proposals

BID #21 and the Project Team reserves the right to reject the proposal of any Consultant who has previously failed to perform properly or to complete on time contracts of a similar nature, who is not in a position to perform the contract, or who has habitually and without just cause neglected the payment of bills or otherwise disregarded his obligations to subcontractors or employees.

5. Award of Contract

BID #21 and the Project Team will evaluate proposals. All proposals will be evaluated against the evaluation factors stated in this RFQ. While BID #21 and the Project Team intend to select a Consultant based on the proposals received, the Project Team may invite the highest ranked firm/individual(s) to participate in an interview. If one or more interviews are to be scheduled, a letter will be sent to the firm/individual(s) that is/are selected to participate, and this/these firm/individual(s) may be asked to provide more specific written information about their qualifications, methodology, and costs. Firms/individuals participating in the interviews must send the project manager and staff who will work on this project.

After the contract is awarded, all of the firms who submitted a proposal will receive a written acknowledgment of their proposals. BID #21 will not reimburse firms for any expenses associated with the submission of proposals or participation in the interviews.

6. Contract Payments

BID #21 and the Consultant will agree on a performance and payment schedule. The Consultant will submit to the Project Team invoices itemizing the services performed and cost incurred since the last request for payment. Payment will be made after review of the Consultant's work product and upon acceptance by BID #21 of the services performed.

7. Termination of Contract for Cause

If, through any cause, the Consultant shall fail to fulfill in a timely and proper manner his obligations under this contract or if the Consultant shall violate any of the covenants, agreements or stipulations of this contract, BID #21 shall thereupon have the right to terminate this contract by giving written notice to the

Consultant of such termination and specifying the effective date thereof, at least five work days before the effective date of such termination. In such an event, all finished or unfinished documents, data, studies, surveys, reports, or other material related to the services prepared by the Consultant under this contract shall, at the option of BID #21, become the property of BID #21. Notwithstanding the above, the Consultant shall not be relieved of liability to BID #21 for damages sustained by BID #21 by virtue of any breach of the contract by the Consultant.

8. Request for Qualifications

This RFQ is not an offer to buy and must not be assumed as such. However, in the event a proposal results in contractual negotiations, the Consultant has the option to not convey and/or sell if compliance with any mandated clause or provision is undesirable or impossible.

No information will be available to any Consultant regarding the status of this response. However, BID #21 reserves the right to enter into discussion with Consultants for purposes of clarification or further information.

9. Miscellaneous

BID #21 reserves the right to waive informalities in any proposals, reject any or all proposals in whole or in part, with or without cause, and to accept that proposal which in its judgment best meets its needs. BID #21 and Project Team will require an Affidavit of No Interest, which provides that no official or employee of BID #21 and Project Team has or will receive anything of value in connection with the issuance of this contract.

10. Equal Employment Opportunity

The Consultant agrees that there will not be discrimination as to race, sex, sexual orientation, religion, color, age, creed, or national origin in regard to obligation, work, and services performed under the terms of any contract ensuing from this RFQ. Consultant must agree to comply with Executive Order No. 11246, entitled "Equal Employment Opportunity" and as amended by Executive Order No. 11375, as supplemented by the Department of Labor Regulations (41 CFR, Part 60).

11. Indemnification

The Consultant agrees that it will indemnify, save and hold harmless BID #21, their officers, employees, or agents, from and against all claims, demands, actions, damages, loss, costs, liabilities, expenses, judgments, and litigation costs, including reasonable attorney's fees, photocopying expenses and expert witness fees, recovered from or asserted against the Project Team on account of injury or damage to person or property or breach of contract to the extent that such damage, injury, or breach may be incident to, arising out of, or be caused, either directly or proximately, wholly or in part, by an act or omission, negligence or misconduct on the part of the Consultant or any of its agents, servants, employees or subcontractors.

BID #21 shall tender the defense of any claim or action at law or in equity, arising out of or otherwise related to an act or omission, negligence, misconduct, or breach of contract on the part of the Consultant or any of its agents, servants, employees or subcontractors, to the Consultant or its insurer and, upon such tender, it shall be the duty of the Consultant and its insurer to defend such claim or action without cost or expense to BID #21.

12. Wisconsin Public Records Law

Both parties understand that BID #21 is bound by the Wisconsin Public Records Law, and as such, all of the terms of this Agreement are subject to and conditioned on the provisions of Wis. Stat. 19.21, et seq. The Contractor acknowledges that it is obligated to assist the Project Team in retaining and producing records that are subject to Wisconsin Public Records Law, and that the failure to do so shall constitute a material breach of this Agreement, and that the Contractor must defend and hold BID #21 harmless from liability under that law. Except as otherwise authorized, those records shall be maintained for a period of seven years after receipt of final payment under this Agreement.

XI. Technical Requirements for Plans

Software and file formats used in the preparation of the plan and all supporting documents

Software compatibility must be evaluated and approved by the Project Team before commencement of the project. General requirements are:

- a. High resolution JPEG, PNG or PDF for all images
- b. Adobe Creative Cloud Illustrator, Photoshop, and InDesign (2021)
- c. ESRI ArcMap (version 10.4.1)
- d. Microsoft Word & Excel (2016) for relevant text, charts, and cost opinions
- e. All documents used for public presentations must be submitted in either Microsoft PowerPoint (.pptx) and/or Adobe InDesign format (.indd). All final images and graphics created for the project must also be submitted in their original formats (.jpeg, .ai, or .psd) – a .pdf of compiled materials does not meet this requirement.

XII. Project Resources and Recently Completed Plans and Studies

A. Links to Recent Plans and Studies

Connec+ing MKE: Downtown Plan 2040

<https://city.milwaukee.gov/DCD/Planning/PlansStudies/AreaPlans/Downtown>

Reimagining Red Arrow Park

<https://www.milwaukeedowntown.com/bid-basics/community-projects/reimagine-red-arrow-park>

For more detailed background information on Red Arrow Park history and current status, see the following websites:

- <https://milwaukeebook.com/2016/04/04/red-arrow-park/>
- <https://county.milwaukee.gov/EN/Parks/Explore/Slice-of-Ice>
- <https://city.milwaukee.gov/cityclerk/hpc/War-Memorials-of-Milwaukee/Abraham-Lincoln-Memorial0Copy.htm>
- <https://www.wisconsinhistory.org/Records/Property/HI16656>
- <https://county.milwaukee.gov/EN/Administrative-Services/Land-Information-Office>