



MILWAUKEE COUNTY  
DEPARTMENT OF PARKS  
REQUEST FOR PROPOSALS  
TRAIL NETWORK PLAN

ISSUED May 2, 2024

Response Due Date: June 3, 2024 at 5:00 PM

RFP # 2024-030

**INFORMATION SUMMARY SHEET**

Request For Proposals Title:	Trail Network Plan
Request For Proposals Number:	2024-030
RFP Issuing Office:	Parks
RFP Issue Date:	May 2, 2024
Pre-Proposal Meeting:	May 21, 2024 at 9:30 AM
Pre-Proposal Meeting Location:	Electronic; for invitation, email Suzanne.Carter@milwaukeecountywi.gov
Deadline for Receipt of Questions:	May 21, 2024 at 5:00 PM
RFP Proposal Receipt Deadline:	June 2, 2024 at 5:00 PM
RFP Upload Submission Location:	<a href="http://countymilwaukee.bonfirehub.com/opportunities/136055">http://countymilwaukee.bonfirehub.com/opportunities/136055</a>
RFP Administrator:	Suzanne Carter Department of Administrative Services Procurement Division 633 W. Wisconsin Ave., 9th Floor Milwaukee, WI 53203  Phone: 414-223-8112 Email: Suzanne.Carter@milwaukeecountywi.gov

**Except as otherwise set forth in this RFP, no one may contact any person at the County or working with the County regarding this RFP, except the RFP Administrator, without the RFP Administrator's written consent. Any such unauthorized contact can be grounds for disqualification from consideration under this RFP.**

## GENERAL INFORMATION 1.0

### **INTRODUCTION**

The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal for a contract to provide a trail network plan to Milwaukee County Parks (“Parks”).

### **SCOPE**

#### MILWAUKEE COUNTY VISION

Milwaukee County has established a vision that by achieving racial equity, Milwaukee is the healthiest county in Wisconsin. This commitment means dismantling institutional racism and creating policies, practices, and a culture that ensures race no longer predicts health outcomes, and outcomes for everyone improve.

#### BACKGROUND

Milwaukee County’s park system has long been a source of pride for the communities of Milwaukee County in southeastern Wisconsin. With over 156 parks and parkways totaling over 15,000 acres, Milwaukee County Parks (“MCP” or “Parks”) offers a source of park and recreational enjoyment for citizens and visitors alike.

The park system began with the creation of the Milwaukee County Park Commission on August 20, 1907. Although parks had already been established within the limits of the City of Milwaukee by the City Park Commission, the visionary new County Park Commission had a much broader goal for the park system. Early Commissioners conceived of a park system that would form a "green belt" or series of scenic drives and parks encircling the county. Parks were located in outlying areas accounting for future urban sprawl through population growth and expansion. Commissioners selected land not only for its natural beauty and interest, but also for its various forms of active and passive recreation.

#### MISSION, VISION, AND VALUES OF MILWAUKEE COUNTY PARKS

Milwaukee County Parks has established a mission that to steward a thriving park system impacts every Milwaukee County Park visitor. Its vision is to foster dynamic connections through our land and community, heighten the quality of life in the County, and lead as a model parks system. Milwaukee County Parks has the following values:

- **Fun** – We provide unique spaces for people of all abilities to play and enjoy life.
- **Inclusive** – We strive toward racial equity, supporting all abilities, and reflect the people we serve.
- **Green** – We care about the world around us and our impact on it.
- **Resourceful** – We cultivate creative partnerships & stewardship opportunities.
- **Your Backyard** – We provide parks for all.

Milwaukee County Parks’ ten-year targets are as follows:

- **To equitably balance the parks system** to be sustainable (services, facilities, staffing, funding);
- **To advance racial equity** to support Milwaukee County as the healthiest county in Wisconsin;
- **To grow a diverse workforce** that reflects the diversity of Milwaukee County residents; and

- **To invigorate community health & wellness** through recreation experiences.

### **SCOPE OF SERVICES REQUESTED**

During the pandemic, use of Milwaukee County Parks’ Oak Leaf Trail (OLT) network skyrocketed and highlighted the need for trail planning and development, especially in underserved areas of the County. The existing 2007 Trails Network Plan has been widely implemented, with 8 of the 19 recommended multiuse trails built or funded by multiple agencies, but areas remain underserved. With so many recommendations implemented, it is time to reevaluate trail priorities in the system, and make sure that future planning is complementary to Parks’ strategic goals. A new plan will also provide a forum for community input and feedback to ensure that new multiuse trails are supported by the community, feasible to be built, and promote community connectivity. The Trails Network Plan will continue to function as an appendix to the adopted 2050 Plan for Milwaukee County Parks.

Trail Network Plan Update: Community and Connections, is an effort to expand and better connect the existing multi-use trails in the County and the southeast Wisconsin region so that more people can use and benefit from trails. While the County owns and maintains the Oak Leaf Trail, which is the largest trail system in Wisconsin with over 135 miles and 1.5 million annual trips, this plan will incorporate trails and plans created by local governments and other partners in the region.

Milwaukee County had adopted a vision of becoming the healthiest county in the State of Wisconsin by achieving racial equity. With that target in mind, the plan update will include an equity analysis including but not limited to the application of the Parks Equity Index, and incorporation of the findings of the [2023 Northwest Trail Connectivity Plan \(NTCP\)](#) to help address these goals. Through a community-focused planning process, the County desires to develop a list of prioritized projects and recommendations that will improve the trail network, address equity concerns, improve bike and pedestrian safety, and impact the most people. Parks seeks to connect people to one another, to parks, to jobs, and to other community amenities via the trail network.

The planning process requires the assistance of a consultant to compile and report on:

- Existing and planned paved and soft surface multiuse trails, bikeways, and waterways.
- Available corridors for off-street trail and bike recreation facility development including but not limited to waterway, utility, railroad corridors, Milwaukee County Park land, and other publicly or privately owned land.
- Existing road rights-of-way that may have excess capacity or space for development of separated bikeway and other bike focused recreation amenities.
- Gaps in the trail network.
- Realistic, prioritized solutions to gaps.
- Trends in recreation that relate to trail planning.

The consultant must also develop a framework for determining how to prioritize projects using community input and relevant community level census and ACS data (such as vehicle ownership rates, obesity, concentration of children, etc) as well as Reconnecting Milwaukee: A BikeAble™ Study of Opportunity, Equity and Connectivity and the findings from the Northwest Side Trail Connectivity Plan.

The consultant must make recommendations that are based on principals of universal accessibility and equity, especially racial equity.

The consultant must develop an implementation plan and cost estimate, including identifying potential funding sources and different lead agencies.

The consultant's work will have four phases:

## **1 Public Outreach**

- 1.1 Develop and execute a comprehensive public outreach plan that considers in-person as well as virtual methods of connecting with the public.
- 1.2 Lead meetings for a Community Advisory Committee comprised of community stakeholders, local non-profits, and relevant government agencies, minimum of six, but as determined to provide comprehensive and fair input from groups with diverse perspectives.
- 1.3 Lead public involvement meetings that reach all areas of the County, minimum of six, but as determined to provide comprehensive and fair representation across the County.
- 1.4 Engage the public via intercept events that draw attendees for other subjects but may be useful for garnering public opinion from non-users or underrepresented users.
- 1.5 Produce a project fact sheet as well as digital content for a project website.
- 1.6 Produce a public outreach summary document to record information gathered and resulting conclusions.

## **2 Data Collection and Mapping**

- 2.1 Identify existing publicly accessible trails (GIS data of County trails can be provided by Parks) in Milwaukee County.
- 2.2 Identify existing plans for future trails and other bike related recreation facility development (2007 Trail Network Plan, Northwest Side Trail Connectivity, 2050 Plan, municipal bike plans, etc.).
- 2.3 Identify gaps in the existing and planned network.
- 2.4 Identify corridors for possible trail development.
- 2.5 Define trail and bicycle facility types, identify historic parkway boundaries and impacts.
- 2.6 Analyze census, ACS, and BikeAble data to ensure equitable outcomes.

## **3 Develop Recommendations**

- 3.1 Identify and prioritize locations/routes for soft, paved, and water trails as well as other bike related recreation facilities such as pump tracks.
- 3.2 Create and apply criteria for prioritization with consideration of outcomes from public outreach, equity concerns, improved bike and pedestrian safety, impact to the most people, [Ord 47.08](#) as it relates to trail planning, and other factors as identified.
- 3.3 Develop and formalize the process for identifying and converting roadways into trails.
- 3.4 Evaluate the routes of soft and paved trails impacted by large scale restoration projects such as the Milwaukee Estuary Area of Concern and the potential to improve those facilities.
- 3.5 Identify and develop strategies to improve trail user experience related to trail etiquette and the use of E-bikes, E-scooters, etc.
- 3.6 Evaluate effectiveness of the new wayfinding sign styles, develop amendments as needed, and identify funding sources for continued implementation.
- 3.7 Develop strategies for future public outreach and funding.

## **4 Trail Implementation Plan**

- 4.1 Create an implementation report with maps, tables, and figures.
- 4.2 Host workshops to review preliminary implementation plan and gather input from multiple government agencies (County, all 19 municipalities, DNR, SEWRPC, etc.).
- 4.3 Identify funding/funders and trail development or maintenance partners including non-traditional sources.
- 4.4 Create general implementation cost estimate for each proposed trail based on Parks and WisDOT Handbook for the Development of Bicycle Facilities trail standards.
- 4.5 Present Implementation Plan and related work to County Parks and Culture Committee for adoption.

**The Contractor must:**

- A. Prepare all preliminary documents (presentations, drafts, etc.) for final review by the County and ensure that the County’s comments, feedback, and changes are incorporated into the final document before final presentation.
- B. Conduct one initial meeting to confirm project goals, objectives, scope, schedule, and expectations, and hold progress meetings/conference calls as often as necessary but no less than once per month until the final plan is approved by the County.
- C. Provide the County with a digital copy of all materials (including the final report and all source files or data collected during the project process) in a file type to be mutually agreed upon between the County and the Contractor.
- D. Maintain a project record which includes a history of significant events (changes, comments, etc.) which influenced the development of the study, analyses, recommendations, and receipt of information.
- E. Attend any project-related meetings as directed by the County. Such meetings shall be scheduled at dates and times mutually agreed upon between the County and the Contractor.
- F. Attend any other meetings, as directed by the County (including Milwaukee County Board Committee meetings), to assist in responding to concerns and/or questions, if needed. Such attendance may require assistance with preparation of presentations, graphics, maps, data visualizations that allow for an understanding of collected information by the public, etc.
- G. Contact the County whenever discoveries have the potential to require changes in the scope.

**Using the information gathered from the process above, the Contractor must prepare and present a final written report with maps, tables, figures, GIS data, etc. as final deliverables to document analysis and recommendations.**

**PROFESSIONAL SERVICE CONTRACT**

The Professional Service Contract attached as Attachment A, substantially in the form contained herein, is expected to be agreed to by the Proposer as part of contract negotiations. Exceptions must be explicitly noted in the proposal using the checklist forms provided in Attachment I of the RFP. Lack of exceptions listed on the checklist forms shall be considered acceptance of all the terms and conditions as presented in this contract. The County may not accept any or all Proposer exceptions.

**ABOUT MILWAUKEE COUNTY**

Milwaukee County is governed by an elected County Executive and an 18-member elected County Board of Supervisors. Other County elected officials include a Register of Deeds, Treasurer, Comptroller, County Clerk, and Sheriff, who in conjunction with administration provide a full range of associated governmental services, including but not limited to law enforcement, in-patient mental health, highways, courts, corrections, official record keeping, parks and recreation, international airport operations, jail and juvenile detention, public assistance programs, and a world-famous zoo. Milwaukee County employs approximately 5,000 employees who serve the County's population of over 959,023 residents, with an annual budget of approximately \$1.4 billion dollars. Milwaukee County currently owns \$2.8 billion in property assets and has a fleet of approximately 2,000 vehicles.

### **RFP ADMINISTRATOR**

The RFP Administrator is:  
Suzanne Carter  
Department of Administrative Services  
Procurement Division  
633 W. Wisconsin Ave., 9<sup>th</sup> Floor  
Milwaukee, WI 53203

Phone: 414-223-8112  
Email: [suzanne.carter@milwaukeecountywi.gov](mailto:suzanne.carter@milwaukeecountywi.gov)

### **PRE – PROPOSAL MEETING**

A pre-proposal conference will be held electronically at a date and time as provided on the Information Summary Sheet. Please contact the RFP Administrator via email for an invitation. The purpose of this meeting will be to discuss with prospective proposers the work to be performed, and to allow them to ask questions arising from their review of the RFP. The pre-proposal meeting is for information only. Any answers furnished will not be official unless verified in writing by RFP Administrator. Answers that change or substantially clarify the RFP will be affirmed in writing and posted on the RFP's Project Board on the Bonfire website via an addendum.

During the pre-proposal conference, attendees may request clarification of any section of the RFP and ask any other relevant questions relating to the RFP.

Proposers are encouraged to submit written questions via e-mail, for possible response at the pre-proposal conference to the RFP Administrator to enable Milwaukee County to formulate its oral response provided at the conference. No oral or written responses will be given prior to the pre-proposal conference. Again, any responses provided to questions during the pre-proposal conference will be considered drafts and will be non-binding.

Remarks and explanations at the conference shall not qualify the terms of the solicitation, and terms of the solicitation and specifications remain unchanged unless the solicitation is amended in writing. Milwaukee County at its sole discretion reserves the right to answer or not answer questions that are not submitted to by the deadlines set forth in the Information Summary Sheet.

## **QUESTIONS**

Proposers may submit questions and requests for clarification regarding this RFP. All questions regarding this RFP shall be made in writing, citing the RFP title, RFP number, and section, and shall be submitted via e-mail to the RFP Administrator or via the RFP's Project Board on the Bonfire website.

Questions sent to anyone other than the RFP Administrator will not be considered.

All questions must be submitted by the specified deadline as identified on the Information Summary Sheet. Milwaukee County will not respond to any questions received after this date and time. Responses to all questions and inquiries received by Milwaukee County will be posted on the RFP's Project Board on the Bonfire website as identified in the Information Summary Sheet. It is the responsibility of Proposers to check this website for any and all information such as questions and answers or addenda or related documents posted during the RFP process.

Communication initiated by the Proposer to any County official, employee or representative, whether or not such person is evaluating or considering the proposals, prior to the time of any award is prohibited unless at the explicit direction of the RFP Administrator and any such unauthorized communication may constitute grounds for rejection or elimination of a proposal from further consideration, in the sole discretion of the County. However, for assistance related to filling out of the Targeted Business Enterprise forms or the certifying of Targeted Business Enterprise firms, proposers may contact the Certification Compliance Administrator at (414) 278-4747.

All respondents should use this written document, its attachments and any amendments as the sole basis for responding.

## **PROPOSER NOTIFICATION REQUIREMENT AND AMENDMENT ACKNOWLEDGEMENT**

Should any Proposer discover any significant ambiguity, error, omission or other deficiency in the RFP document, they must immediately notify the RFP Administrator in writing, via email, prior to the submission of the proposal. The failure of a Proposer to notify the RFP Administrator of any such matter prior to submission of its proposal constitutes a waiver of appeal or administrative review rights based upon any such ambiguity, error, omission or other deficiency in the RFP document.

If it becomes necessary to clarify or revise any part of this RFP, amendments will be posted to the RFP's Project Board on the Bonfire website. It is the responsibility of prospective vendors to check the website for any amendments prior to the RFP submission date. All amendments are acknowledged by your submission of Sworn Statement of Proposer form.

If the Proposer fails to monitor the web site for any changes or modifications to the RFP, such failure will not relieve the Proposer of its obligation to fulfill the requirements as posted.

## **FIRM COMMITMENT, AVAILABILITY, PROPOSAL VALIDITY**



Proposers shall maintain their availability of service and proposed pricing as set forth in their proposals for an anticipated service starting date provided in the Information Summary Sheet. Proposers are expected to perform planning and implementation activities prior to commencement of a contract. Milwaukee County will not reimburse for these costs.

#### **NON-INTEREST OF COUNTY EMPLOYEES AND OFFICIALS**

No County official, employee or representative on the evaluation committee shall have any financial interest, either direct or indirect, in the proposal or contract or shall exercise any undue influence in the awarding of the contract.

No Milwaukee County employee, officer or agent shall participate in the selection, award or administration of a contract if a conflict of interest, real or apparent, would be involved.

#### **CODE OF ETHICS**

Proposers shall strictly adhere to Chapter 9 of the Milwaukee County Code of General Ordinances Code of Ethics, with particular attention to Subsection 9.05(2)(k):

“No campaign contributions to county officials with approval authority: No person(s) with a personal financial interest in the approval or denial of a contract or proposal being considered by a county department or with an agency funded and regulated by a county department, shall make a campaign contribution to any county elected official who has approval authority over that contract or proposal during its consideration. Contract or proposal consideration shall begin when a contract or proposal is submitted directly to a county department or to an agency funded or regulated by a county department until the contract or proposal has reached final disposition, including adoption, county executive action, proceedings on veto (if necessary) or departmental approval. This provision does not apply to those items covered by section 9.14 unless an acceptance by an elected official would conflict with this section. The language in subsection 9.05(2)(k) shall be included in all Requests for Proposals and bid documents.”

#### **ERRORS, OMISSIONS, MINOR IRREGULARITIES AND RETAINED RIGHTS**

All information in this RFP, including any addenda, has been developed from the best available sources; however, the County makes no representation, warranty or guarantee as to its accuracy. Should the Proposer discover any significant ambiguity, error, omission or other deficiency in the RFP document, they must immediately notify the RFP Administrator in writing, via email, prior to the submission of the proposal. The failure of the Proposer to notify the RFP Administrator of any such matter prior to submission of its proposal constitutes a waiver of appeal or administrative review rights based upon any such ambiguity, error, omission or other deficiency in the RFP document. the County reserves the right to waive minor irregularities in proposals. Minor irregularities are defined as those that have no adverse effect on the outcome of the selection process by giving a Proposer an advantage or benefit not afforded by other Proposers. The County may waive any requirements that are not material. The County may make an award under the RFP in whole or in part and change any scheduled dates. The County reserves the right to use ideas presented in reply to this RFP notwithstanding selection or rejection of proposals. The County reserves the right to make changes to and/or withdraw this RFP at any time.

## **MULTIPLE PROPOSALS**

Multiple proposals from a single Proposer will not be permitted.

## **PROPOSAL ACCEPTANCE, REJECTION, CANCELLATION AND WITHDRAWAL**

Each proposal is submitted with the understanding that it is subject to negotiation at the option of the County. However, the County reserves the right to make an award based on the original proposal, without negotiation with any proposer.

The County reserves the right to negotiate with the Proposer within the scope of the RFP in the best interests of the County. The County may request and require clarification at any time during the procurement process and/or require correction of arithmetic or other apparent errors for the purpose of assuring a full and complete understanding of a proposal and/or to determine a proposer's compliance with the requirements of the solicitation. The County may use information obtained through site visits, management interviews and the county's investigation of a proposer's qualifications, experience, ability or financial standing, and any material or information submitted by the Proposer in response to the County's request for clarifying information in the course of evaluation and/or selection under this RFP.

Upon acceptance in writing by the County of the final offer to furnish any and all of the services described herein, and upon receipt of any required Federal, State and local government approvals, the parties shall promptly execute the final contract documents. The written contract shall bind the Proposer to furnish and deliver all services as specified herein in accordance with conditions of said accepted proposal and this RFP as negotiated.

The County reserves the right to accept or reject any and all proposals submitted or cancel this RFP in whole or in part if such cancellation is in the best interest of the County. Prior to the date and time set forth as the Proposal Receipt Deadline, proposals may be modified or withdrawn by the Proposer's authorized representative. After the proposal deadline, proposals may not be modified or withdrawn without the consent of the County.

All proposers are notified that the County reserves the right to delete or modify any task from the Scope of Services at any time during the course of the RFP process. All proposers are notified that contracts are contingent upon Federal, State, and local appropriations.

## **CONTRACT TERMS AND AVAILABLE FUNDING**

The Proposer may not change the rate established by a contract throughout the term of the contract. Continuance of the contract beyond the limits of funds available shall be contingent upon appropriations of the necessary funds and the termination of this contract by lack of appropriations shall be without penalty. All Proposers are notified that contracts are contingent upon Federal, State, and local appropriations. All Proposers are notified that the County reserves the right to delete or modify any task from the Scope of Services at any time during the RFP process.

Please note that the total cost of each proposal submitted pursuant to this RFP must be less than or equal to Two Hundred Fifty Thousand Dollars (\$250,000).

The contract shall be between the County and the successful Proposer. The County contemplates award of a contract resulting from this RFP that reflects payment for fee for services. Any final contract structure resulting from this RFP may be subject to negotiation and the required approvals by the County.

### **TARGETED BUSINESS ENTERPRISE (TBE) UTILIZATION**

The award of this contract is conditioned upon your good faith efforts in achieving this project's Targeted Business Enterprise ("TBE") goal of ten percent (10%), and you must document those efforts. Your 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 this will result in a determination of non-responsiveness, and rejection of your proposal will occur. During the contract, the successful Proposer will use the County's online reporting system to document TBE participation. The TBE Requirements and forms to be used are attached to this RFP as Attachment J.

A necessary step in the good faith efforts process is contacting Office of Economic Inclusion (OEI) at 414-278-4747 or OEI@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://mke.diversitycompliance.com/Default.asp>

### **EEOC COMPLIANCE**

All proposers shall complete and submit Equal Employment Opportunity Commission (EEOC) Compliance Certificate (Attachment E).

### **INSURANCE AND INDEMNITY REQUIREMENTS**

All proposers must agree to the terms set forth on the "Insurance and Indemnity Acknowledgement Form" (Attachment C). This form outlines required insurance requirements for contractor related to this acquisition and the Proposer's ability and commitment to provide.

### **RESPONSIBLE CONTRACTOR POLICY**

The County recognizes superior service requires that service contractors hire well-trained and dedicated staff. Assuring the availability of a qualified staff and avoiding labor disruption and costly employee turnover to treat workers fairly and to abide by applicable labor laws. The County supports the development of a healthy business environment. Therefore, the County maintains the following requirement. Contractors shall abide by all applicable local, state and federal laws. Contractors shall at all times maintain safe and healthful working conditions and abide by all applicable wage and hour regulations and prohibitions against child labor. Contractors' working

conditions shall conform to the standards set by the Federal OSHA. Contractors shall on request provide to the County a report on their compliance. The County recognizes the right of an employee to self-organization and the right to form, join or assist labor organizations to bargain collectively through representatives of their own choosing, and to engage in lawful, concerted activities for the purpose of collective bargaining or other mutual aid or protection and, conversely, the right of such employees to refrain from any or all such activities. All proposers shall provide working conditions for services of a similar character in a similar locality in which the services are performed.

## **AUDIT**

The Contractor, its officers, directors, agents, partners and employees shall allow the County Audit Services Division and department contract administrators (collectively, "Designated Personnel") and any other party the Designated Personnel may name, with or without notice, to audit, examine and make copies of any and all records of the Contractor related to the performance of the contract for a period of up to three (3) years following the date of last payment. Any subcontractors or other parties performing work on this contract will be bound by the same terms and responsibilities as the Contractor. All subcontracts or other agreements for work performed on this contract will include written notice that the subcontractors or other parties understand and will comply with the terms and responsibilities.

Any bidder, proposer, contractor and their officers, directors, agents, partners and employees understand and will abide by all provisions of Chapter 34 of the Milwaukee County Code of General Ordinances. The Contractor agrees to prominently post in locations accessible to its employees County-provided bulletins concerning the County Fraud Hotline. Any subcontractors or other parties performing work on this contract will be bound by the same terms and responsibilities as the Contractor. All subcontracts or other agreements for work performed on this Contract will include written notice that the subcontractors or other parties understand and will comply with the terms and responsibilities.

## **FALSE INFORMATION**

If the County determines that the Proposer purposefully or willfully submitted false information in response to this RFP, the Proposer will not be considered for an award and any resulting agreement that may have been executed may be immediately terminated.

## PREPARING AND SUBMITTING A PROPOSAL 2.0

### GENERAL INSTRUCTIONS

To ensure the most efficient and economical service, the County utilizes competitive negotiation, or the RFP process, to procure legal services. This process bases the contract award on the County's evaluation of work history, technical experience, ability, resources and other pertinent factors of the Proposer in conjunction with the total cost proposal.

### INCURRED EXPENSES

The County shall not be responsible for any cost or expense incurred by the proposers preparing and submitting a proposal or cost associated with meetings and evaluations of proposals prior to execution of an agreement. This includes any legal fees for work performed or representation by Proposer's legal counsel during any and all phases of the RFP process, any appeal or administrative review process, and prior to the County's approval of a contract award.

### SUBMITTING A PROPOSAL

Please follow these instructions to submit via our Public Portal.

#### 1. Prepare your submission materials:

##### Requested Information

Name	Type	# Files	Requirement	Instructions
Attachment B - Vendor Information Sheet	File Type: PDF (.pdf)	1	Required	
Attachment C - Insurance and Indemnity Form	File Type: PDF (.pdf)	1	Required	
Attachment D - Proprietary Information Disclosure Form	File Type: PDF (.pdf)	1	Required	
Attachment D-1 - Redacted Copy of Proposal (REQUIRED to be submitted if confidential or proprietary)	File Type: PDF (.pdf)	Multiple	Optional	

Name	Type	# Files	Requirement	Instructions
information is set forth on Attachment D)				
Attachment E - EEOC Compliance Form	File Type: PDF (.pdf)	1	Required	
Attachment F - Conflict of Interest Form	File Type: PDF (.pdf)	1	Required	
Attachment G - Certification re Debarment Suspension	File Type: PDF (.pdf)	1	Required	
Attachment H - Sworn Statement of Proposer	File Type: PDF (.pdf)	1	Required	
Attachment I - Exceptions	File Type: PDF (.pdf)	1	Required	
Attachment J - TBE Forms	File Type: PDF (.pdf)	1	Required	
Attachment K - Cost Proposal Response Form	File Type: PDF (.pdf)	1	Required	
Technical Proposal Questionnaire (Q-15GY)	Questionnaire: Excel (.xlsx)	1	Required	You will need to fill out the provided Response Template for this Questionnaire. The Response Template can be downloaded from the project listing on the Bonfire portal.
Additional Information	File Type: PDF (.pdf)	Multiple	Optional	

### Commodity Codes

Commodity Set	Commodity Code	Title	Description
UNSPSC	70	Farming and Fishing and Forestry and Wildlife Contracting	This segment includes services associated with the production,

Commodity Set	Commodity Code	Title	Description
		Services	management and protection of plants, soil and land resources as well as those related to the breeding of animals and services related to wildlife.
UNSPSC	72	Building and Facility Construction and Maintenance Services	This segment includes services associated with the construction and maintenance of facilities, buildings, structures, roads and infrastructure. This segment also includes trades such as general contractors, electricians, plumbers, carpenters, painters, and roofing, landscaping, gardening and pest control.
UNSPSC	77	Environmental Services	This segment includes services associated with environmental protection and management as well as environmental science and technology. This segment also includes pollution control.
UNSPSC	81	Engineering and Research and Technology Based Services	This segment includes services associated with professional engineering, information and computer technology, economic analysis, and manufacturing production planning and control as well as cartographic, weather forecasting, and other earth science services.

Commodity Set	Commodity Code	Title	Description
UNSPSC	95	Land and Buildings and Structures and Thoroughfares	Land and waterways and related real property physical and structural assets

**Requested Documents:**

Please note the type and number of files allowed. The maximum upload file size is 1000 MB.

Please do not embed any documents within your uploaded files, as they will not be accessible or evaluated.

**Requested Questionnaires:**

The Questionnaire Response Templates can be obtained at <https://countymilwaukee.bonfirehub.com/opportunities/136055>.

Please note that Questionnaires may take a significant amount of time to prepare.

**2. Upload your submission at:**

<https://countymilwaukee.bonfirehub.com/opportunities/136055>

The Question period for this opportunity starts May 02, 2024 8:00 AM CDT. The Question period for this opportunity ends May 21, 2024 5:00 PM CDT. You will not be able to send messages after this time.

Your submission must be uploaded, submitted, and finalized prior to the Closing Time of **Jun 03, 2024 5:00 PM CDT**. We strongly recommend that you give yourself sufficient time and **at least ONE (1) day** before Closing Time to begin the uploading process and to finalize your submission.

**Important Notes:**

Each item of Requested Information will only be visible after the Closing Time.

Uploading large documents may take significant time, depending on the size of the file(s) and your Internet connection speed.

You will receive an email confirmation receipt with a unique confirmation number once you finalize your submission.

Minimum system requirements: Microsoft Edge, Google Chrome, or Mozilla Firefox. Javascript must be enabled. Browser cookies must be enabled.

**Need Help?**



Milwaukee County uses a Bonfire portal for accepting and evaluating proposals digitally. Please contact Bonfire at [Support@GoBonfire.com](mailto:Support@GoBonfire.com) for technical questions related to your submission. You can also visit their help forum at <https://vendorsupport.gobonfire.com/hc/en-us>

## **PROPOSAL AND AWARD PROCESS 3.0**

### **PRELIMINARY EVALUATION**

The proposals will be reviewed to determine if mandatory submission requirements are met. Failure to meet mandatory submission requirements (including TBE requirements) may result in rejection of the proposal. Proposals that do not comply with submittal instructions established in this document and/or that do not include the required information may be rejected as non-responsive. The Proposer assumes responsibility for meeting submission requirements and addressing all necessary technical and operational issues to meet the objectives of the RFP.

### **PROPOSAL SCORING**

An Evaluation Committee will be established by the County to evaluate all responsive proposals and to make a recommendation. A proposer may not contact any member of an evaluation committee except at the RFP Administrator's direction. Reference the "Questions" section for additional information.

These proposals will be reviewed by an evaluation committee and scored against the criteria outlined in this RFP.

The Evaluation Committee shall conduct its evaluation of the technical merit of all responsive proposals. The process involves applying the evaluation criteria and the associated weighting as outlined in the RFP to assess each vendor's proposal. The criteria that will be used by the Evaluation Committee for the technical evaluation of this RFP are outlined below.

The evaluation committee's scoring will be tabulated, and proposals ranked based on the total numerical scores. The County reserves the right to determine that one or more proposals are outside of any competitive range in comparison to other proposals.

Oral presentations may be requested by the County of the highest scoring proposer(s). If oral presentations are requested, proposers will be notified of when the presentations are to take place and what information should be provided. The County reserves the right to adjust scoring based on such oral presentations.

Following final evaluation, the Committee will make a recommendation to the County as to whose proposal is determined to provide the best value to the County.

The award of the contract, if made, shall be with an organization whose proposal provides the best value to the County. The County reserves the right to reject any and all proposals received if it

deems appropriate and may modify, cancel or re-publish the RFP at any time prior to a contract being awarded up to and through final action of the County.

## **EVALUATION CRITERIA**

The evaluation panel will use the following criteria to evaluate each RFP response. The weights specify the point value for each criterion.

### RFP EVALUATION CRITERIA

Cost.	20
Qualifications and Experience.	25
Project Approach and Understanding.	40
Sustainability.	5
Alignment with Parks and County Mission and Vision.	10
Presentation/Interview (if Needed)	TBD

## **RIGHT TO REJECT PROPOSALS AND NEGOTIATE CONTRACT TERMS**

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

## **EXCEPTIONS**

Exceptions must be explicitly noted in the proposal using the form provided in Attachment I of the RFP. Lack of exceptions listed on the Attachment shall be considered acceptance of all the terms and conditions as presented in this RFP. Alternative language is subject to negotiation and/or approval. The County may not accept any or all Proposer exceptions.

## **INTENT TO AWARD**

An Intent to Award will be issued and all proposers will be notified. The County reserves the right to negotiate with the selected proposer, at its option, regarding the terms of a contract and other issues to be incorporated into the contract.

If a successful agreement cannot be executed, the County reserves the right to proceed with contract negotiations with the other responsive, qualified proposers to provide service.

Prior to execution of any final agreement with Milwaukee County, MKE shall make a recommendation of award and request approval of the County Executive and the County Board of Supervisors, if required. An agreement will only be fully executed following final approval by the County Board of Supervisors and County Executive, as and if required.

## **INFORMATION RELEASE**

All materials submitted become the property of the County. Any restriction on the use of data

contained within a request must be clearly stated in the bid itself. Proprietary information submitted in response to a request will be handled in accordance with applicable the County Ordinances, State of Wisconsin procurement regulations, and the Wisconsin public records law. Proprietary restrictions normally are not accepted. However, when accepted, it is the successful Proposer's responsibility to defend the determination in the event of an appeal or litigation.

Data contained in a Request for Proposal, all documentation provided therein, and innovations developed as a result of the contracted commodities or services cannot be copyrighted or patented. All data, documentation and innovations become the property of the County.

The County may, at any time during the procurement process, request and/or require additional disclosures, acknowledgments, and/or warranties, relating to, without limitation, confidentiality, EEOC compliance, collusion, disbarment, and/or conflict of interest.

Any materials submitted by the applicant in response to this Request for Proposal that the applicant considers confidential and proprietary information and which Proposer believes qualifies as a trade secret, as provided in s. 19.36(5), Wis. Stats, or material which can be kept confidential under the Wisconsin public record law, must be identified on the Designation of Confidential and Proprietary Information form (Attachment D – Proprietary Information Disclosure). If the proposer so designates any such information as confidential, it must upload a version of its proposal with all such identified information redacted (Attachment D-1). Confidential information must be labeled as such. Costs (pricing) always become public information and therefore cannot be kept confidential. Any other requests for confidentiality MUST be justified in writing on the form provided and included in the bid submitted. Milwaukee County has the sole right to determine whether designations made by a proposer qualify as trade secrets under the Wisconsin public records law.

## **APPEAL**

Protests and appeals related to this RFP after issuance of an "Intent to Award" are subject to the provisions of the Milwaukee County Code of General Ordinances, Chapter 110. Appeal process information is available at [http://www.municode.com/Library/WI/Milwaukee\\_County](http://www.municode.com/Library/WI/Milwaukee_County).

## **TECHNICAL PROPOSAL RESPONSE**

Technical proposals shall convey an understanding of the scope of services required. Through its proposal, the proposer offers a solution to the objectives, problem, or need specified in the RFP, and defines how it intends to meet the RFP requirements.

- Proposers should complete the following questions on the Technical Proposal Questionnaire on the Bonfire Project Board. The proposer's responses will be used in the evaluation of the proposal.
- Responses should be completed in the "Comments" column in the Bonfire Questionnaire, rather than the "Responses" column. The "Responses" column will still record the Proposer's responses, but it provides you with less space.
- Responses should be brief and direct and address all subset questions. Please do not reference any pre-printed materials.
- Supplemental materials such as organization charts and reports may be uploaded at the "Additional Information" tab on the Bonfire module.
- Proposers must not reference Cost Proposal data in the Technical Proposal Response.

### **A. QUALIFICATIONS AND EXPERIENCE.**

1. Identify year the firm was established and number of years the firm has been in business. List other or former names under which the firm has operated. Provide a brief profile of the firm's organization and history. Address the organizational strength and stability of the firm.
2. Respond to the following questions:
  - i) Has the firm ever failed to complete any work awarded in an RFP process? If yes, explain when and the circumstances.
  - ii) Have there been any judgments, claims, mediation/arbitration proceedings, legal demand letters from clients, and/or lawsuits against the firm or its officers pertaining to its services, in the past five (5) years and/or any such claims that are outstanding? Are there presently, or have there been within the past five (5) years, any administrative board or similar body proceedings to which the firm or any of the personnel listed in your response to Request A9 are a party? If yes, explain the nature, status and the outcome of the matter(s).
  - iii) Has the firm filed any lawsuits or requested mediation or arbitration with regard to its services within the last five (5) years? If yes, explain the nature, status and the outcome of the matter(s).
3. Describe how the firm is uniquely situated to complete the Scope of Services outlined in this RFP. Include subcontractors, if applicable. Provide documentation of the firm's capability and experience. Include a demonstration of the firm's ability, including subcontractors with specialties such as long-term planning to perform the indicated services.
4. Provide a resume for each individual involved in the project, and include their name, title and/or duties for the project, professional registration, relevant certifications, a brief description of related experience including time contribution in this capacity to past projects, and qualifications. Provide a description of your staff's experience with organizational planning or related work.

5. Include a list of similar projects that the organization has participated on in the past five (5) years. Attach a separate sheet for each project, up to five (5) pages maximum. Include color photos or sketches, giving a brief description of each project and the organization participation. Provide a description of your firm's experience with organizational planning, or related work including but not limited to park or trail network planning.
6. Include an organizational structure of the project team, including the relationship of the sub-consultants to be used for this project. Include the name of the Principal In Charge of this project with any Professional Registration Numbers in the State of Wisconsin, along with the name, occupation and title of the Project Manager who will be in charge of this project.

## **B. PROJECT APPROACH AND UNDERSTANDING.**

1. Provide a description of problems you anticipate in this project and how you propose to overcome them. Discuss how you plan to staff the study to efficiently complete the work effort. This section is not included to necessarily find the best proposed idea, but to evaluate your process in prioritizing the most significant issues and finding resolution in that future vision.
2. Provide a detailed description to the firm's approach to trail network and parks planning. Describe in detail how the firm will approach this particular project including items including but not limited to community engagement and information gathering, County staff and partner input, and approaches to board and committee presentations and feedback. Provide a list of tasks to be completed in advancement of the Scope of Services. Include a timeline for completion and a plan regarding communications and approvals from Parks for each phase of the process. If the firm will use a subcontractor or subcontractors on this project, include a description of how the firm uses subcontractors, drawing from past experiences. In such a case, it would be helpful to describe the firm's relationship with the particular subcontractor(s) the firm proposes to use.
3. Describe what elements of success the firm might establish for each phase of the project.
4. Address how the firm meets deadlines while delivering a quality product.
5. Describe the firm's approach to maintaining responsive communication with its clients and keeping the client informed of problems and work progress.
6. Describe the firm's experience and approach to presenting at committee meetings before groups of elected officials.
7. Describe the firm's experience and approach to conducting or presenting at community meetings before the public.
8. Describe the firm's procedure for providing continued uninterrupted service if staffing changes occur including but not limited to the names and addresses of any sub-consultants and/or associates proposed to be used in this project. State the capacity they would be

used in and the approximate percentage of the total services they would provide. Also state their past experience in the field. Provide resumes as needed.

9. Describe the firm's capability to accomplish other current projects and this project with its current workforce and workload.
10. Describe the firm's resolution process to any disputes arising between the firm and a client pertaining to the services.
11. Describe the information technology capabilities of the firm, including electronic resources and innovations applicable to these services.

**C. SUSTANABILITY.**

1. Highlight any ways in which your organization engages in environmentally sustainable practices.

**D. ALIGNMENT WITH PARKS AND COUNTY MISSION AND VISION.**

1. Milwaukee County has established a vision that by achieving racial equity, Milwaukee is the healthiest county in Wisconsin. This vision is further described on page 3 of this RFP. Describe how your proposal aligns with the County vision.
2. Parks has established a vision to foster dynamic connections through our land and community, heighten the quality of life in the County, and lead as a model parks system. This vision is further described on page 3 of this RFP. Describe how your proposal aligns with the Parks vision.

**E. REFERENCES.**

- 1) Provide the following information for three (3) entities that may be contacted for references.
  - Entity Name
  - Name of contact, address and phone number
  - Brief description of relationship
  - Date(s) of relationship

**COST PROPOSAL RESPONSE**

Proposers shall provide a Cost Proposal on the Cost Proposal Submission Form (Attachment K).