



REQUEST FOR QUALIFICATIONS

MILWAUKEE COUNTY, WISCONSIN

DEPARTMENT: DEPARTMENT OF ADMINISTRATIVE SERVICES, ECONOMIC DEVELOPMENT
SOLICITATION #: RFQ-ED2401
RFQ TITLE: MCGOVERN PARK SENIOR CENTER AND HOUSING DEVELOPMENT,
MILWAUKEE, WISCONSIN
DATE ISSUED: OCTOBER 9, 2024

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1 INTRODUCTION

1.1. Purpose of RFQ

Milwaukee County, through its Economic Development Division (the “County”) is soliciting a real estate development partner to collaborate on designing and implementing the MKE HUB vision for McGovern Park to replace the current McGovern Park Senior Center at 4500 West Custer Avenue, Milwaukee, Wisconsin. MKE HUBS are community-focused senior center facilities. A MKE HUB community center – in contrast to a more traditional senior center – will expand the reach of County Aging resources to provide advocacy, arts, conversation, craftsmanship, cuisine, exercise, education, information technology, recreation, services & supports, health & wellness, and most importantly – community – to the County’s aging population. The full project scope will be refined in partnership with the developer



and is expected to include housing for older adults, health and wellness amenities, food service and community-building needs.

The RFQ process is an information gathering tool and is not a competitive solicitation. If the County decides to issue a competitive solicitation (Request for Proposal) for a development, that solicitation will be released separately.

If the County determines for any reason that a competitive solicitation is not required, the County reserves the right to contact one or more Respondents that responded to the RFQ to obtain firm terms or negotiate an agreement.

Information gathered by the RFQ may be used by the County for any of the following:

- To support County decision making about creating a partnership to design solutions for an affordable housing and community center development proposal.
- To provide information sufficient for the County to determine whether a competitive solicitation process is required and to assist in generating a Respondent list.
- To develop a competitive solicitation (Request for Proposal)

The County will review all responses received. Potential partners are not required to respond to an RFQ and declining to participate in the RFQ process does not prohibit participation in any competitive solicitation that may result from the RFQ. However, interested parties are strongly encouraged to respond to the RFQ to ensure that the County is aware of their operations and services.

1.2. Definition of Terms

Any special terms or words used in this RFQ are defined in this Section. Terms or words not defined in this Section should be read according to their dictionary definitions and/or common meanings. The County reserves the right to identify additional special words or terms separately in one or more attachments to this RFQ.

Milwaukee County (“County”) means Milwaukee County, a municipal body corporate located in the State of Wisconsin, and all the Divisions and Departments thereof. For purposes of this solicitation, the County is represented by its Department of Administrative Services, Economic Development Division.

Respondent(s) means any organization or individual interested in doing business with Milwaukee County desiring to provide information, data, comments, or reactions regarding the opportunity to provide development ideas.

Park means McGovern Park, a Milwaukee County Park.

Senior Center means County-owned McGovern Park Senior Center located at 4500 West Custer Avenue, Milwaukee, Wisconsin, within McGovern Park.

1.3. Senior Center Information

The current Senior Center is an approximately 12,983-square-foot building located in McGovern Park, which provides support services and programming for the local older adult community. The existing building is suffering from deferred maintenance and significant deterioration. In the coming years, County hopes to demolish the current building, and develop a replacement building or buildings to house units of affordable housing for older adults, as well as a MKE HUB community space to provide

older adults and other community members with opportunities connect, engage, and gather to live fully engaged lives. The new building(s) could potentially be developed on approximately the same footprint as the current building, and/or in the adjacent current parking lot, though additional options for locations within McGovern Park may also be considered. It is important to note that the attributes identified in the MKE HUBS Report call for solutions that facilitate direct access to the Milwaukee County Transit System network of existing bus routes.

1.4. Scope of Solution

This RFQ seeks responses from potential development partners interested in helping Milwaukee County hone our plans for creating affordable housing for older adults in conjunction with the development of a new MKE HUB senior center in McGovern Park. Including affordable housing in coordination with the new center will help provide older adults in the community an inclusive offering of amenities and services.

*Imagine innovative and vibrant environments
programmed and designed to encourage a holistic approach
to an engaged life.*

*Imagine spaces, activities, and experiences created
to support the vital and active lifestyles of new and existing
generations of mature Milwaukee County residents.*

IMAGINE THE MKE HUBS!

MKE HUBS are community-focused senior center facilities as envisioned in Milwaukee County Commission on Aging's recent reports to the County Board and featured on their websites to illustrate the potential future of senior centers for Milwaukee County in the 21st Century. These reports outline the importance of senior centers – community hubs – that can help provide basic senior center needs for multiple generations of older adults – wellness services, meals, advocacy resources, etc. – as well as providing a welcoming place to gather and socialize, stay active, enjoy lifelong learning opportunities and exciting recreational activities, practice creativity, and connect with others. A copy of the report “THE MKE HUBS: Reimagining Senior Centers for Milwaukee County in the 21st Century” is attached to this RFQ and additional resources can be found at <https://county.milwaukee.gov/EN/DHHS/Older-Adults-Services/Senior-Centers--Dining/Envisioning-Our-Senior-Centers>.

The goal of the MKE HUBS as envisioned by Milwaukee County is to create accessible, available, enjoyable, sustainable, and untethered community centers to serve older adults in Milwaukee County:

- **Accessible:** Ensure facilities in which programming is offered are welcoming and easily navigable by all residents, including consideration of cultural and linguistic context in which senior centers operate, full compliance with the guidance of the United States Access Board, and evaluation of the grounds on which the centers are located, including the ability of all persons to easily get to and through their doors. Pedestrian, bike, vehicle, and transit access are critical to ensuring true accessibility to these facilities.



- **Available:** Consider the expansion of building and programming availability outside standard business hours, work on expanding the reach and distribution of senior center programming throughout the community, evaluate options for virtual programming to expand the reach and engagement of older adults who remain most isolated.
- **Enjoyable:** Ensure senior centers are fun, active spaces, appealing to a wide range of interests in the appropriate cultural context. Numerous studies have demonstrated the civic, health, and psycho-social benefits of bringing residents together in a shared public space across all social, political, and cultural strata. Such spaces build community cohesion, reduce social tension, encourage healthy behaviors that extend lifespans, and move us closer to racial and health equity.
- **Sustainable:** Create new sources of funding, resources, and partnerships, to ensure the County's ambitious agenda of extended services and engagement can succeed.
- **Untethered:** Create programming that will support opportunities and experiences to encourage seniors to get out and participate in a wide variety of activities, tours, trips, hikes, visits, and other forms of engagement. Senior Centers should endeavor to encourage older adults to expand their lives and engage in all that the world has to offer beyond the walls of the building itself.

In seeking solutions for replacement of the McGovern Park Senior Center, Milwaukee County is hoping to find a like-minded development partner to help us with finalizing the scope of possibilities for this project, to include an affordable housing solution for older adults in the area as well as the new MKE HUB senior center as described above. The goal of this initial RFQ is to secure a developer to assist with creating a more detailed plan for what this new development looks like and includes. **If a developer is chosen, they will be expected to provide an estimated two to four hours of time prior to November 21, 2024, to support finalizing a Continuum of Care (CoC) Builds grant application.**

The future of this project will likely involve our development partner from this RFQ constructing and owning a building or buildings to include several units of affordable housing for older adults, and space for the MKE HUB community center, with the building owned by Respondent but on a long-term land lease with the County, and the senior center space rented by the County. The final strategic location for the new building, number and size of affordable housing units, optimum size of the Senior Center, spaces for other services and amenities, etc. will all be determined as part of future discussions with a development partner and appropriate Milwaukee County Departments, Agencies and Commissions.

2 GENERAL INFORMATION

2.1 RFQ Administration & Contact Information

The Milwaukee County Department of Administrative Services, Economic Development Division is responsible for the oversight and management of this solicitation. The RFQ Administrator is the sole point of contact for this RFQ. The project manager assigned as RFQ Administrator for this solicitation is:

Heather Reindl
Contracts Manager
Department of Administrative Services, Economic Development Division
633 W. Wisconsin Avenue, Suite 932



Milwaukee, WI 53203

Email: heather.reindl@milwaukeecountywi.gov

2.2 RFQ Schedule

The following schedule is based upon the best available knowledge as of the date this RFQ is issued. The County may, at its discretion, delay or shift the schedule of this RFQ as appropriate. Any changes made to the RFQ schedule will be publicly posted through the Bonfire Portal prior to the closing date of this RFQ.

Schedule		
Description	Date	Time
RFQ Issued	October 9, 2024	5:00 PM CDT
Onsite Tour McGovern Park Senior Center	October 18, 2024	1:00 PM CDT
Deadline for Written Questions	October 23, 2024	4:00 PM CDT
Deadline for Submitting Responses	October 30, 2024	4:00 PM CDT

2.3 County’s Right to Amend or Cancel

Milwaukee County reserves the right to amend or cancel this RFQ at any time and for any reason, if amendment or cancellation is in the best interest of the County. If it is necessary to clarify, revise, or cancel this RFQ, amendments will be posted to the RFQ’s Project Board on the Bonfire Portal. It is the responsibility of Respondents to check the Bonfire Portal regularly for any amendments prior to the RFQ’s closing date and time.

2.4 Americans with Disabilities Act and Reasonable Accommodations

If a Respondent or any employee or representative of a Respondent needs accommodations, the Respondent should contact the RFQ Administrator as soon as possible to discuss reasonable accommodations. DAS-Economic Development will provide reasonable accommodations, including provision of informational material in an alternative format, for individuals with disabilities.

2.5 Advancing Racial Equity in Milwaukee County

The County’s vision is “By achieving racial equity, Milwaukee will be the healthiest County in Wisconsin.” In May of 2019, the County became the first jurisdiction in the Country to declare racism a public health crisis. As a governmental body, the County recognizes its power to make change at a systemic level, Milwaukee County passed an ordinance (Milwaukee County Code of Ordinances (MCCO)- Chapter 108, Achieving Racial & Health Equity) that commits itself to identify and address policies, practices, and power structures, whether intentionally or unintentionally, that work in favor of white people and create barriers for Black, Brown, Indigenous people, and people of color (BIPOC).

Core Principles:

- MCCO-Chapter 18 ensures racial equity is a top priority of Milwaukee County government and remains larger than any one government leader.



- Institutionalization of racial equity in the County's mission, vision, values, and services are of the utmost priority.
- Racism has been, is, and will continue to be, a public health crisis until race is no longer a predictor of quality or length of life in Milwaukee County.
- Equity involves trying to understand and give people what they need to enjoy full, healthy lives.
- Milwaukee County has a county-wide goal to improve equitable service delivery and develop an organizational culture of equity.

Milwaukee County seeks to achieve its vision by dismantling institutional racism in the organization and building up policies, practices, and a culture that ensures race no longer predicts health outcomes, and outcomes for everyone improve. The strategic focus areas include creating intentional inclusion, bridging the gap, and investing in equity.

In support of the County's vision, it is requested that Respondents agree to collaborate with the County in working to achieve racial equity for our constituents and commit to improving racial equity within Milwaukee County.

For more information about Milwaukee County and its initiatives, mission, vision, and goals, please visit www.county.milwaukee.gov

2.6 Disclosure of Information and Compliance with Wisconsin Open Records Laws

Solicitation opportunities will be publicly advertised as required by law and County ordinance.

Milwaukee County and the Economic Development Division are required by law to respond to all Freedom of Information Act ("FOIA") and Wisconsin Public Records Law ("Open Records") requests. In submitting information, data, comments, or reactions to this RFQ, Respondents acknowledge that such information constitutes a "record" for purposes of Wis. Stat. §19.21, *et. seq.*, and that such information is subject to Open Records requests.

Respondents are advised that in complying FOIA and Open Records requests, the County presumes the right "of complete public access, consistent with the conduct of government business." Denial of access is considered contrary to the public interest and will only be denied in exceptional instances.

Records are closed or confidential only if specifically stated in law.

Respondents may make written requests to hold confidential any trade secrets or other proprietary data contained in a response to this RFQ. Respondents must clearly identify the material considered confidential and must explain why the data is confidential. If Milwaukee County receives a request for public information, the Economic Development Division, in consultation with the Office of Corporation Counsel, shall determine whether the information is an exception to Wisconsin Public Records Law and the information shall be processed accordingly.

3 INSTRUCTIONS TO RESPONDENTS

By submitting a response to this RFQ, the Respondent acknowledges that it has read and agrees to comply with the information and instructions provided in this RFQ document.

3.1 Preparing a Response



Respondents should prepare a response that is accurate, concise, and uses plain language in a manner that is easily understandable by non-technical personnel. Please clearly label attachments to enable readers to easily organize and navigate the response documents. When preparing a response, Respondents are encouraged to suggest innovative development possibilities using creative concepts in terms of financing and building use to maximize the benefit to both Milwaukee County and the generations of older adults who will be using the new development.

Responses should be subject-matter specific and should not include unnecessary advertisements, sales materials, general media or other information that does not add substance to the Respondent's response.

3.2 Questions

Milwaukee County uses Bonfire to advertise and accept solicitation responses digitally. Respondents must submit questions or requests for clarification regarding this RFQ using the Bonfire Portal. The Q&A period for this opportunity is **October 9, 2024 8:00 AM CDT to October 23, 2024 4:00 PM CDT**. Respondents will not be able to send messages after this time.

Questions should cite the RFQ title, number, page, section, and paragraph. Please be as clear and as specific as possible when asking a question or requesting clarification. **Responses to all questions and inquiries received by the County will be posted on the RFQ's Project Board on the Bonfire website.**

3.3 Submission Instructions

Milwaukee County uses Bonfire to advertise and accept solicitation responses digitally. Respondents must submit questions and responses to this RFQ using the Bonfire Portal. The Portal may be accessed at:

<https://countymilwaukee.bonfirehub.com/opportunities/157208>

The Q&A period for this opportunity is listed in **Section 3.2: Questions**.

Submissions must be uploaded, submitted, and finalized prior to the Closing Time of **October 30, 2024, 4:00 PM CDT**. Respondents should allow sufficient time and **at least ONE (1) day** before Closing Time to begin the uploading process and to finalize submissions.

3.4 Costs for Preparing Responses

Each response should be prepared simply and economically, avoiding the use of elaborate promotional materials beyond what is sufficient to supply a complete presentation. The cost for developing the response to and participating in this RFQ process is the sole responsibility of the Respondent. **The County will not provide reimbursement for Respondent costs.**

4 REQUESTED INFORMATION

Please submit information following the tabbed format below. When submitting electronic documents, please ensure that your document is searchable and includes a clear Table of Contents that matches the format provided in this Section.



4.1 Introduction

This section should include a contact person’s name, email, and phone number, as well as the Respondent’s business name, address, and phone number. Provide a Letter of Interest not to exceed three (3) pages. In the Letter of Interest, state the developer’s ability to provide information to finalize the Continuum of Care (CoC) Builds grant application due November 21, 2024.

4.2 Respondent Qualifications and Experience

Provide documentation that supports the Respondent’s demonstrated ability to develop and manage affordable housing solutions and community and/or older adult spaces. Specific examples of similar projects Respondent has worked on in the past would be helpful.

State the number of years of operation of the Respondent’s business, and state how many years the Respondent has conducted activities comparable to those proposed. Identify locations where your operations are currently in use. Include a profile of your company and key personnel.

4.3 Additional Information

Any additional information not specifically requested, but which the Respondent deems important and relevant may also be submitted.

5 ADDITIONAL INFORMATION

County may, at its discretion, ask one or more parties to provide additional information and/or meet with the Economic Development Division to further discuss their submitted information.

6 ATTACHMENTS AND EXHIBITS

The following Attachments and Exhibits are included with the RFQ and are posted on the Bonfire Portal:

Number	Description
Attachment 1	Proprietary Information Disclosure Form
Attachment 2	Respondent Information Form
Exhibit A	MKE HUBS Report