



CITY OF
SUN PRAIRIE
Wisconsin

**CITY OF SUN PRAIRIE
REQUEST FOR PROPOSALS**

RFP# 22-PRF34

Master Planning for West Prairie Village Park & Town Hall Crossing Park

Date Issued: Friday, September 23, 2022

SUBMIT RFP TO

City of Sun Prairie

Finance Department

300 E Main St

Sun Prairie, WI 53590

SUBMISSION DEADLINE

Friday, October 21, 2022, 2:00 PM

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I. NOTICE TO PROPOSERS

A. Summary

The City of Sun Prairie department of Parks, Recreation & Forestry is soliciting proposals from qualified vendors for master planning services for West Prairie Village Park and Town Hall Crossing Park. Vendors submitting proposals are required to read this Request for Proposals "RFP" in its entirety and follow the instructions contained herein.

B. Important Dates

Deliver proposals no later than the due time and date indicated below. The City will reject late proposals:

Issue Date: **Friday, September 23, 2022**
Questions Issue Date: **Friday, October 7, 2022**
Answers Posted Date: **Friday, October 14, 2022**
Due Date: **Friday, October 21, 2022, 02:00 PM CST**

C. How to Submit a Proposal

Submit all required documentation in separate, sealed envelopes. Each envelope should be clearly marked as to the contents.

Hardcopy proposals typed and securely bound on 8.5 by 11-inch paper, otherwise identical to the electronic version (if applicable).

Electronic proposal in a PDF format stored on a common media (CD, DVD, or flash drive), identical in content and sequence to hardcopy proposal. Cost must be submitted separately.

Signature Affidavit (Form A): One Copy
Receipt of Forms (Form B): One Copy
Vendor Profile and Qualifications (Form C): One Copy
References (Form D): One Copy
Insurance and Indemnification (Form E): One Copy
Sustainability Questionnaire (Form G): One Copy
Cost Proposal (Form F): One Copy in separate sealed envelope
Printed or Electronic Proposal: One Copy (Cost separately)

All proposal costs are the expense of the proposer. The City will not consider illegible proposals. Elaborate proposals beyond that sufficient to present a complete and effective proposal, are not necessary or desired.

Complete and return the proposal and Forms A through G to City of Sun Prairie Finance Department by **Friday, October 21, 2022, 02:00 PM CST**.

All proposals must be clearly labeled:

Proposer's Name and Address
RFP #: 22-PRF34
Title: Master Planning for West Prairie Village Park & Town Hall
Crossing Park
Due: **Friday, October 21, 2022, 02:00 PM CST**

All email correspondence must include RFP # in the subject line.

Delivery of hard copies to: City of Sun Prairie Finance Department
300 East Main Street
Sun Prairie, WI. 53590
Delivery of electronic copy to: via email to purchase@cityofsunprairie.com
or on a commonly used media with the hard copies

Proposals must be delivered as instructed. Deliveries to other City departments and/or locations may result in disqualification.

Note: When mailing your response via a third party delivery service, the outside of the packaging must be clearly marked with the RFP name and number. This ensures that the bid can be delivered to the correct purchasing agent without having to open the bid.

D. Contact Information

The City of Sun Prairie Parks, Recreation & Forestry is the procuring agency:

Kristin Grissom, PRF Director
City of Sun Prairie Parks, Recreation & Forestry
2598 W. Main Street
Sun Prairie, WI. 53590
Phone: 608-837-3449
Fax: 608-825-0716
[kgrissom @cityofsunprairie.com](mailto:kgrissom@cityofsunprairie.com)

E. Inquiries, Clarification & Exceptions

Proposers are to raise any questions they have about the RFP document without delay. Direct all questions, in writing, to the department contact listed above in section D.

Proposers finding any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP document shall immediately notify the buyer and request clarification. In the event that it is necessary to provide additional clarification or revision to the RFP, the City will post addenda – see Addenda below. Proposers are strongly encouraged to check for addenda regularly.

Proposals should be as responsive as possible to the provisions stated herein. A prospective vendor may take “exception” to bid terms, conditions, specifications and dates stated within the bid package. However, the City of Sun Prairie reserves the right to disqualify any and all bids submitted which include exceptions, if deemed not in the City’s best interests.

F. Addenda

In the event that it is necessary to provide additional clarification or revision to the RFP, the City will post addenda to the same websites as the original distribution – see G below. It is the proposer’s responsibility to regularly monitor the websites for any such postings. Proposers must acknowledge the receipt of any addenda on Form B. Failure to retrieve addenda and include their provisions may result in disqualification.

G. Bid Distribution Networks

The City of Sun Prairie posts all Request for Proposals, addenda, tabulations, awards and related announcements on two distribution networks – VendorNet and DemandStar. The aforementioned documents are available **exclusively** from these websites. It is the proposer’s responsibility to regularly monitor the bid distribution network for any such postings. Proposer’s failure to retrieve such addenda and incorporate their appropriate provisions in their response may result in disqualification. Both sites offer free registration to City proposers.

- **VendorNet** System: State of Wisconsin and local agencies bid network. Registration is free.

Home Page: <http://vendornet.state.wi.us/vendornet>

- **DemandStar** by Onvia: National bid network – Free subscription is available to access proposals from the City of Sun Prairie and other Wisconsin agencies participating in the Wisconsin Association of Public Purchasers (WAPP). A fee is required if subscribing to multiple agencies that are not included in WAPP.

Home Page: www.demandstar.com

To Register: www.onvia.com/WAPP

Bid Opportunities: <http://www.cityofsunprairie.com/504/Bid-Opportunities>

H. Local Vendor Preference

The City of Sun Prairie has included a local vendor preference granting a scoring preference to local suppliers. The “local area” is defined as a physical address where the entity does business within the City of Sun Prairie. United States Post Office boxes or other private postal boxes are insufficient to satisfy the requirements of this section.

Exemptions and limitations may apply. Due to state law, buy local preference may not apply to public works projects. Due to federal restrictions, federally funded programs are also exempt.

Exemptions will also be made for emergencies, sole source purchases, cooperative purchasing agreements and cases in which a local vendor is not qualified as determined by City staff. If it is determined by City staff that a vendor has misrepresented its local status, it will be ineligible to receive preference.

I. [Oral Presentations/Site Visits/Meetings](#)

Proposers may be asked to attend meetings, make oral presentations, inspect City locations or make their facilities available for a site inspection as part of this RFP process. Such presentations, meetings or site visits will be at the proposer's expense.

J. [Acceptance/Rejection/Withdrawal of Proposals](#)

The City reserves the right to accept or reject any or all proposals submitted, in whole or in part, and to waive any informalities or technicalities, which at the City's discretion is determined to be in the best interests of the City. Further, the City makes no representations that a contract will be awarded to any proposer responding to this request. The City expressly reserves the right to reject any and all proposals responding to this invitation without indicating any reasons for such rejection(s).

K. [Public Record Law Compliance](#)

It is the intention of City to maintain an open and public process in the solicitation, submission, review, and approval of contracts.

a. The parties acknowledge that City is a municipal corporation legally bound to comply with the Wisconsin Public Records Law and Open Meetings Law (see sections 19.32-19.39 and 19.81-19.98, Wis. Statutes) and that, unless otherwise clearly allowed by law to be an exception to the Public Record Law and confidential, all aspects of this agreement are subject to open disclosure and are a matter of public record. It is further agreed to that neither party will take any action to obstruct the operation of these laws. To comply with any request under said Public Record Law, the provider/contractor herein shall produce copies of all materials, gathered or produced or modified pursuant to this Contract to City, in their original (i.e., electronic or digital, etc.) format at actual cost of reproduction, without profit. According to Wisconsin caselaw, even if records are created or maintained by, or in the custody of, the provider as an independent contractor, they, along with the raw data used to create the record, are nevertheless public records that must be made available to the public within a reasonable time and without delay upon request by any person, and in the format in which they were created. Provider/contractor agrees to hold City, its agents, officials and employees harmless and to indemnify them and City for all costs, fees, including all reasonable attorney fees and expenses of all kinds, and any judgments, orders, injunctions, writs of mandamus, and damages or expense of whatever kind for which City or its agents, officials or employees may expend or be held liable due to the Provider/contractor's failure to comply with the Wisconsin Public Records and Open Meetings laws, or with this Agreement.

b. Any Public Records Law request received directly by a contractor related to this Contract with City shall immediately be reported to the City Administrator.

L. Public Records Notice

Proposers are hereby notified that all information submitted in response to this RFP may be made available for public inspection according to the Public Records Law of the State of Wisconsin or other applicable public record laws. Information qualifying as a “trade secret” – defined in State of Wisconsin Statutes – may be held confidential.

Proposers shall separately and clearly identify all information they deem to be “trade secrets”, as defined in the State of Wisconsin Statutes. Do not duplicate or co-mingle information deemed confidential and sealed, elsewhere in your response.

S. 19.36(5)

(5) TRADE SECRETS. An authority may withhold access to any record or portion of a record containing information qualifying as a trade secret as defined in s. 134.90(1)(c).

S. 134.90(1)(c)

(c) “Trade secret” means information, including a formula, pattern, compilation, program, device, method, technique or process to which all of the following apply:

1. The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use.
2. The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances.

The City cannot ensure that information will not be subject to release if a request is made under applicable public records laws. The City cannot consider the following confidential: a bid in its entirety, price bid information, or the entire contents of any resulting contract. The City will not provide advance notice to proposers prior to release of any requested record.

To the extent permitted by such laws, it is the intention of the City to withhold the contents of proposals from public view – until such times as competitive or bargaining reasons no longer require non-disclosure, in the City’s opinion. At that time, all proposals will be available for review in accordance with such laws.

M. Tax Exempt

The City of Sun Prairie as a municipality is exempt from payment of federal excise taxes and State of Wisconsin taxes per Wisconsin statute 77.54(9a). Federal Tax ID #39-6006382. A completed Wisconsin Department of Revenue Form S-211 (R.2-00) can be found on the City website. Our tax-exempt number is ES 42322.

N. Cooperative Purchasing

Bidders may choose to extend prices offered on bids to other municipalities. Under Wisconsin Statutes, a municipality is defined as a county; city; village; town; school district; board of school directors; sewer district; drainage district; vocational, technical and adult education district; or any other public or quasi-public corporation, officer, board or other body having the authority to award public contracts. This is known as “cooperative” or “piggyback” purchasing, a practice common amongst units of government. The City is not responsible for any contract resulting from a cooperative purchase using this RFP as a basis; they are made solely between the bidders and third party unit of government.

O. Terms of Contract

1. Term of Contract – The term of the contract shall be for a one (1) year period to commence on: **Wednesday, December 7, 2022**, ending on **Thursday, December 7, 2023**.
2. Option to Extend – The City of Sun Prairie reserves the right to extend the contract for one (1) additional year period, upon the same or more favorable terms and conditions, and under mutual agreement of both parties.
3. Contract Extension Pricing – Contract prices on an extended contract will be adjusted (escalated or deescalated) based upon the average annual change in the Consumer Index for “All Items” published by the Bureau of Labor Statistics (BLS) (Table 1A. Consumer Price Index for All Urban Consumers (CPI-U): U.S. city average, by expenditure category and commodity and service group, Expenditure Category “All Items”). The CPI-U value is published by the BLS at its website: <http://www.bls.gov/cpi/news.htm>

The price for an option year shall be based upon the percent change in the CPI-U from the preceding year applied to the current contract year price to obtain the option year price.

The City of Sun Prairie reserves the right to discontinue the contract’s remaining option year and may elect to re-advertise the contract in whole or in part when changes in prices are not mutually acceptable between the contractor and the City.

Any and all changes to the contract terms and conditions shall be evidenced in writing by amending/modifying the contract.

4. Subcontracting Regulations – Successful vendor(s) will not be permitted to sublet, sell, transfer, assign or otherwise dispose of the contract or any portion therein, or its right, title or interest in, to any person, vendor or corporation.

P. Cancellation/Termination of Contract

The City of Sun Prairie may terminate the contract at any time at its sole discretion by delivering 30 days written notice to the contractor. Upon termination, the City's liability will be limited to the pro rata cost of the services performed as of the date of termination plus expenses incurred with the prior written approval of the City. In the event that the contractor terminates the contract, for any reason whatsoever, it will refund to the City within 30 days of said termination, all payments made hereunder by the City to the contractor for work not completed or not accepted by the City. Such termination will require written notice to that effect to be delivered by the contractor to the City not less than 30 days prior to said termination.

Q. Evaluation Process and Scoring

Evaluation Team

The RFP will be reviewed by the Evaluation Team. Evaluation team consists of at least three members and at most five members. At least one member from each of the following departments: Department that initiated the RFP, reporting committee and Finance Department. All proposals will be scored individually. The staff member from the Finance Department will oversee the evaluation process to ensure fairness within the process. This process may take a few hours or a few days, depending on the number and length of proposals and the availability of those on the evaluation panel.

Evaluation team will examine each proposal to determine if all minimum requirements have been met to warrant further evaluation. Proposals meeting the minimum requirements will be evaluated in accordance with the point rating system. To qualify as a competent proposer written proposals must achieve an overall minimum of 80 % for the categories marked with an asterisk (*).

Minimum Requirements

1. Project lead has a minimum of five years of experience with parks master planning.
2. All services rendered for the project does not exceed budgeted cost of \$40,000 (\$20,000 budgeted for each park).

Evaluation Criteria and Process

Evaluations of the proposals will be based on a weighted point system as follows:

Criteria	Description	Point Weight
1	Qualifications of Firm*	25
2	Relevant Experience of Firm*	25
3	Costs	25
4	Sustainability	10
5	DBE/WBE/DVB	10
6	Local Preference	5
TOTAL		100

Definition of Major Criteria Categories:

Qualification of Firm: The evaluation is based on qualifications and competence in relation to the scope of the project, the overall approach and strategy described in the proposal and company's capacity to perform the work within the specified timeframe, the professional qualifications of key personnel related to the work described in the scope of the project.

Relevant Experience of Firm: Evaluation is based on the history of the company, the experiences as it related to the requirements within the RFP, evidence of past performance, quality and relevance of past work, reference and related items.

Sustainability: The City's vision is to create and expand sustainability practices while always recognizing the interdependence of environmental quality, economic resiliency and growth, and social equity. Evaluation is based on the effect business has on the environment, society and economy.

DBE/WBE/DVB:

DBE (Disadvantaged-Owned Business Enterprise):

- At least 51 percent owned by one or more socially and economically disadvantaged individuals; and
- Controlled (managed and operated daily) by one or more socially and economically disadvantaged individuals.

WBE (Woman-Owned Business Enterprise):

- Organized as a for-profit business, performing a commercially useful function;
- At least 51 percent owned by one or more women; and
- Controlled (managed and operated daily) by one or more women
- There are no size restrictions for WBE certification

DVB (Disabled Veteran Business)

- At least 51% owned, controlled, and actively managed by an identified service-disabled veteran and serve a useful business function.

- The service-disabled veteran owner has demonstrated that they: 1) Have a certificate of release or discharge from active duty (Form DD214); 2) Reside in Wisconsin; and 3) Have a disability rating of at least 0% with the Department of Veteran’s Affairs or an Armed Services Branch.

Local Preference: To qualify as “local,” a business must meet at least two of three criteria:

- The portion of its employees working at facilities in the City of Sun Prairie (at least 50%);
- The portion of ownership vested with City of Sun Prairie residents (at least 50%); and
- The portion of sourcing within the City of Sun Prairie area (at least 15%).

Evaluation of Criteria

Criteria 1 and 2: Qualifications of Firm and Relevant Experience of Firm:

Evaluation team will use the evaluation scoring guide below to evaluate these two criteria. Each criteria will have a maximum number of points assigned to it. Based upon how well the proposal addressed each criteria, the evaluation team assigns a percentage of 0% up to maximum percentage of 100% to each criteria and then multiplies the maximum points by the appropriate scoring percentage to compute the final score.

Evaluation Scoring Guide					
Percentage (%)	Quality of Response	Description	Strengths Relative to Requirement	Weaknesses	Confidence In Proposed Approach
90-100	Excellent	The proposal addresses the requirements completely, exhibits outstanding knowledge, creativity, innovation or other factors to justify this rating.	Meets requirements - numerous strengths in key areas.	None	Very High
80-89	Good	The proposal addresses the requirements completely and addresses some elements of the requirements in an outstanding manner	Meets requirements - some strengths in key areas	Minor - not in key areas	High

70-79	Moderate	The proposal addresses most elements of the requirements.	Meets most requirements - minimal strengths provided in their response.	Moderate - does not outweigh strengths	Moderate
60-69	Marginal	The proposal meets some of the RFP requirements.	Meets some of the requirements with some clear strengths.	Exist in key areas - outweighs strengths	Low
0-59	Unacceptable	The proposal meets a few to none of the RFP requirements.	Meets a few to none of the requirements with few or no clear strengths.	Significant and numerous	No Confidence

For example:

Criteria (1)	Point weight (2)	Percentage (3)	Final Score (2x3)
<i>Qualifications of Firm</i>	25	80%	20
<i>Relevant Experience of Firm</i>	25	90%	22.5

Criteria 3: Cost

The Finance Department complete the evaluation of the cost points. The proposal with the lowest cost received the maximum points allowed. All other proposals receive a percentage of the points available based on their cost relationship to the lowest cost proposal.

$$\frac{\text{Price of Lowest Cost Proposal}}{\text{Price of Proposal Being Rated}} \times \text{Maximum points available} = \text{Awarded Cost Points}$$

For Example:

The cost for the lowest proposal is \$100,000. The next lowest proposal has a cost of \$125,000. If the total points available for the cost criteria = 25 points, the next lowest proposal would be assigned 20 points ($\$100,000/\$125,000 \times 25\text{pts}$)

Criteria 4: Sustainability:

The proposal should demonstrate alignment with the City's sustainability objectives, as outlined in the Task Force on Sustainability [Report](#) (specifically, Strategic Recommendations starting on page 11). Examples include business efforts to reduce

resource consumption (electricity, fuel, water, materials, food, etc.) and associated emissions, relevant commitments to sustainability initiatives or goals, and progress towards or completion of industry-standard certifications (examples include GRI, LEED, ISO14001, SASB); relative to the type of product/service being provided. The evaluation team will use the scoring guide below to assess responses, understanding that sustainability is a broad undertaking with many potential strategies and outcomes. Proposers are required to complete the Form G: Sustainability Questionnaire and submit it with the proposal.

Scoring Guide

Criteria	Measurement	Score	Guidance
1. Reduction in product/service emissions, resource consumption	Absent (0), moderate (1-2), good (3-4), excellent (5-6)	0-6	Demonstrated, measureable reduction in electricity, fuel, water, materials, and food consumption related to the product/service.
2. Commitments to sustainability initiatives or goals	Absent (0), good (1), excellent (2)	0-2	Business initiatives (internal and external) and goals that support the community and environment.
3. Sustainability-related certifications	Absent (0), in progress or 1 certification (1), 2+ certifications (2)	0-2	Certifications recognize pursuit of operational best practices and demonstrate alignment on shared values.
Overall Sustainability Score	Absent-Excellent	0-10	Refer to provided guidelines

Criteria 5: DBE/WBE/DVB:

DBE/WBE/DVB certified Business receive full 10 points. Non-certified business receive zero point.

Criteria 6: Local Preference:

Local business receive full 5 points. Non-local business receive zero point.

R. Insurance and Indemnification Requirements

Insurance coverage shall be in place prior to commencing work and shall remain in force until the entire project is completed or the length of time that is specified in the contract. See Form E for requirements.

II. DESCRIPTION OF RFP

The City of Sun Prairie is in the process of developing two new parks: West Prairie Village Park and Town Hall Crossing Park. The City is seeking a consultant to develop a comprehensive plan to guide the future

development of these two parks. Each master plan, one for each park, should provide a clear set of goals in coordination with the current Parks and Open Space plan and identify proposed infrastructure and all associated costs at the park.

West Prairie Village Park Overview:

The first subject area is West Prairie Village Park, which consists of two separate park areas, one being 2.7 acres located at 130 N. Mallard Street, and the second being 1.5 acres, located at 2323 Colorado Avenue. The first area of this park began development with a small playground area, which was installed in 2021. The second area of the park was added in 2021 as part of a multi-family development and is anticipated to be ready for construction in late 2024/early 2025. While this park is technically two separate parcels, separated by city streets and homes, they are located less than 0.2 miles of one another, and should be programmed, planned, and developed as one park.

Town Hall Crossing Park:

The second subject area is Town Hall Crossing park, which is 5.8 acres and located at 1041 Kamperschroer Way. This new neighborhood, which includes 48 dwellings that are affordable to families earning between 30% and 60% of the Dane County median income. Construction of the subdivision began in 2021 and the park is anticipated to be ready for development in early 2024.

Not included in the 5.8 acres of parkland is an additional 14 acres of wetland and stormwater facilities adjacent to the parkland. As part of this master plan, the Parks, Recreation and Forestry Commission would also like to explore if this park would be a feasible location for a 9-hole disc golf course.

With a budget of \$25,000 for the West Prairie Village Park Master Plan and \$20,000 for the Town Hall Crossing Park Master Plan, the desired outcome for each Master Plan is to develop a short and long-range plan for park improvements at each future park that will enable multi-year planning for capital investments. Each subject site shall have its own, independent master plan.

The City recognizes that public input and engagement is an important part of the decision-making process for these two future parks. The following objectives for the public engagement component of this project as have been developed:

1. Define and engage the primary users, stakeholders, and impacted parties of each park site.
2. Define the needs and wants of the community for each park site
3. Define opportunities and site constraints for each park site based on the needs and wants of the community.
4. Create alternative solutions for review.

The City will work closely with the consultant and take the lead on scheduling and informing identified target populations for the community engagement piece of this project.

The City shall provide the consultant with the following documents, plans, and information:

1. Current Parks & Open Space Plan
2. West Prairie Village & Colorado Commons Development Agreements and PIPs
3. Town Hall Crossing Development Agreement and PIPs
4. Site grading plans

5. Initial concept plan for West Prairie Village Park (developed in 2018, but no longer entirely relevant)
6. City of Sun Prairie Comprehensive Plan
7. Existing and future utility locations and plans

The City is asking that consultants develop and submit a scope of services that define how you would assist the City in reaching our objectives within the constraints of the defined tasks. The creative solutions to be developed as part of each Master Plan are to involve the following items at minimum:

1. At least two concept plans for each subject site. The concept plans are to include an inventory and analysis considering the opportunities and constraints of each option. A final concept will be determined by the Parks, Recreation and Forestry Commission.
2. For Town Hall Crossing Master Plan only: Determination of feasibility of this site and its surrounding wetland/stormwater area for a 9-hole disc golf course.
3. Detailed opinion of probable costs and timeline of any phasing required for future improvements.
4. One presentation to the Parks, Recreation & Forestry Commission on each concept plan developed, fielding comments and questions.

Sustainability Principles – New Park Development

In addition to the sustainability scoring component of this RFP, respondents are encouraged to provide additional detail related to the general sustainability-related design principles they would propose as part of the master plan deliverables. Generally these could include considerations or specifications for equipment, vehicles, and facilities (energy efficiency, clean energy technology, end-use electrification), green infrastructure enabling design, materials selection and specification, enabling low impact multi-modal transportation, or other features in line with the city's stated sustainability goals. Responses should demonstrate prior experience with innovation and implementation of sustainability principles to support vibrant, long-lasting green spaces in the City of Sun Prairie.

Deliverables:

The West Prairie Village Park Master Plan and Town Hall Crossing Park Master Plans are to be completed by December 7, 2023 and at a minimum, shall include:

1. A completed master plan document for each site with supporting information
2. One mounted 22 x 34' plan for each site
3. Five high resolution, bound paper copies of the plan as well as electronic files in both Microsoft Office and PDF

III. **REQUIRED INFORMATION**

Please develop and submit a scope of services that define how you would assist the City in reaching our objectives within the constraints of the defined tasks listed above.

On Form F, please include one fee for both master plans combined, but also include the individual cost for each plan.