



OCTOBER 17, 2024

Re: Request for Qualifications – City of Oshkosh Sustainability Plan 2025

**A. OVERVIEW**

The City of Oshkosh (City) is requesting qualifications (RFQs) for a consultant to provide technical services to develop a citywide Sustainability Plan with guidance from local stakeholders. The City has allocated \$60,000 of American Rescue Plan Act (ARPA) funding to fund this project. The Sustainability Plan shall serve as a comprehensive strategy for addressing environmental considerations for the City; and shall identify targeted policies, programs, projects, and goals that will address both current and future sustainability concerns and opportunities.

In 2007 the Oshkosh Common Council signed the U.S. Mayors Climate Protection Agreement and formed the Sustainability Advisory Board to advise the City Manager and Council on specific energy and environmental issues. The City of Oshkosh’s first Sustainability Plan was completed and approved in 2012. An update to that plan was conducted between 2017 and 2019 by members of the Sustainability Advisory Board and was approved by the Common Council in March of 2020. Over the years some of the goals listed within the plan have been achieved but there is a renewed interest to prioritize municipal sustainability initiatives due to the current City Manager’s goals and the City Strategic Plan. Additionally, in Spring 2024, the City received an Energy Innovation Grant from the Public Service Commission of Wisconsin to conduct a comprehensive energy analysis for municipal buildings and that is actively in progress.

The City reserves the right to select a consultant for services based on qualifications. Once a firm is chosen, the City and the firm will enter into an Agreement to specifically detail the scope of services. The successful applicant will be able to utilize existing materials and City plans to create a comprehensive sustainability plan to guide near term and future efforts.

**B. PROJECT AREA**

City of Oshkosh

**C. PROJECT TEAM**

The Project Contact, with participation from other city departments, boards, committees, and commissions, will act as a steering committee that provides regular ongoing feedback to the consultant. The project team will include members from the following entities:

- City of Oshkosh Employees



**Other Potential Stakeholders/Audiences:**

- Engaged Citizens
- City of Oshkosh Boards and Commissions Members
- Neighborhood Associations
- University, Technical College, and School District

**D. CONTENTS OF PROPOSAL**

The following information is to be submitted as part of the proposal:

- Cover pages, appendix materials, and table of contents
  - Please use 11-point font or larger and do not use 11" x 17" sheets
  - Attachments may be included as appropriate
  - The proposal should follow the layout below by section with each section separated by a tab
1. **Executive Summary:** The consultant should address their approach to the project in terms that would be understood by the general public.
  2. **Cover Letter:** A cover letter must be attached and must include the following:
    - a. Project title, "City of Oshkosh Sustainability Plan 2025 – YOUR FIRM NAME"
    - b. Name(s) of the person(s) authorized to represent the consultant in any negotiations;
    - c. Name(s) of the person(s) authorized to sign any contract that may result;
    - d. Contact person's name, mailing or street address, phone number, and email address;
    - e. Any additional items the consultant believes should be added to the project.
  3. **Introduction:** Understanding of the project goal of developing the Sustainability Plan for a municipality by analyzing existing data and information to propose goals and solutions for the municipality based on its unique factors. The full anticipated scope of work is listed in Section E of this RFQ.
  4. **Firm Description:** Describe your firm's qualifications, areas of expertise, length of time in business, number of employees, and other information that would be helpful in characterizing the firm. Describe the resource availability to perform the work for the duration of the project. Provide the location of the firm's home office and the address of the office that will manage the project, if different.



5. **Project Team:** Include an organizational chart and task matrix detailing the division of responsibilities. Provide a professional resume for key personnel, including major sub-consultants proposed to be assigned to the project. Describe their unique qualifications and relevant experience on similar or related projects. Response submittals must identify a proposed project manager who would be responsible for the day-to-day management of project tasks and would be the primary point of contact with your firm.
6. **Technical Proposal:** Describe how your firm would propose to accomplish the major tasks identified in the anticipated scope of work of this RFQ. If applicable, discuss any unique aspects of the project, alternative approaches that might be considered, or any other special considerations.
7. **References:** Provide the names of at least two (2) comparable-sized municipalities, preferably, or private clients for which the firm has conducted similar work within the past six (6) years.
8. **Fees:** Please list a per-hour budget estimate for items in Section E of this RFQ.

## E. ANTICIPATED SCOPE OF WORK

### 1. Core Areas:

- a. Governance, Education, and Outreach
- b. Renewable Energy and Decarbonization
- c. Land Use and Economic Development
- d. Sustainable Transportation
- e. Climate Resiliency
- f. Community Health
- g. Environmental Conservation
- h. Zero Waste Management
- i. Air and Water Quality
- j. Other

### 2. Data Analysis:

- a. If needed, City Staff can assist in data gathering, while the consultant will be primarily responsible for any data analysis that may occur, utilizing their technical expertise to provide public-facing presentations, modeling, and reporting of the data.



### **3. Engagement and Outreach:**

- a. The consultant and Project Contact will be responsible for creating a steering committee through public engagement and outreach.
  - i. Survey

### **4. Final Sustainability Plan with Recommendations and Implementation Strategies:**

- a. Work collaboratively with City Staff and the Steering Committee to draft a sustainability plan that is accessible and understandable by a general audience, to include an executive summary that will preface the plan.
  - i. Identify sustainability grants
  - ii. Sustainability staffing recommendations
- b. Establish a timeline to implement specific recommendations over a five (5) year period.
  - i. Identify specific municipal government goals and overall community wide goals
- c. Provide processes for improving internal and external communications.
- d. Provide implementation strategies to streamline goals that are identified in the plan.
- e. Provide three (3) to five (5) Key Performance Indicators to track or measure and verify the progress made annually.

### **5. Meetings:**

- a. Project kick-off meeting with the staff project team to identify and refine the scope of work, confirm the timeline, clarify roles and responsibilities, and identify project resources.
- b. The City expects that most meetings can be held virtually with a minimum of five (5) in person meetings or as determined by the final contract.

### **6. Any additional items the consultant believes should be added to the project.**

## **F. SELECTION PROCESS**

Explain how your firm can create a municipal sustainability plan and why you are qualified.

#### **Proposals will be evaluated by the project team on criteria that include:**

- The proposed project team(s)
- Previous experience with similar projects and other relevant agencies within the past six (6) years (min. two (2) examples)
- Project management procedures



- The overall quality of the proposal
- Cost of services

The City project team will review the submitted qualification and recommend a firm to the Community Development Director to enter into an agreement with. The recommendation will be based equally on the firm’s experience/capabilities and project approach. The City of Oshkosh reserves the right to reject any and all proposals and to award the project in the best interests of the City.

**G. PROPOSAL SUBMISSION**

One high-resolution electronic copy in PDF format of the proposal must be emailed to [edziengeleski@oshkoshwi.gov](mailto:edziengeleski@oshkoshwi.gov) by 4:00 P.M. on November 11<sup>th</sup>, 2024. Files over 10 MB can be emailed via a transfer link upon request. Please title the email “Sustainability Plan 2025”. Prior to submitted proposals, questions will no longer be accepted after October 31<sup>th</sup>, 2024, and replies to questions will be returned no later than November 5<sup>th</sup>, 2024. It is highly encouraged that consultants contact Emma Dziengeleski prior to submission for questions. Communications must be directed to the City of Oshkosh Project Contact.

**H. BUDGET**

The City has allocated \$60,000 of American Rescue Plan Act (ARPA) funding to fund this project. Please provide information on services that City Staff can conduct to reduce project costs.

**I. TIMELINE**

Below is the proposed timeline for the selection of the consultant and overall project. The City will accept questions about the RFQ from consultants and will provide answers to those questions to all related parties.

Item	Date
Formal Release Date of RFQ	October 17, 2024
RFQ questions from consultants	November 1, 2024 (by 12:00 PM)
Responses to RFQ questions	November 6, 2024 (by 12:00 PM)
Statement of Qualifications Submittal	November 12, 2024 (by 4:00 PM)
Review of Submittals	Week of November 11, 2024
Consultant Interviews (as needed)	Week of November 18, 2024
Contract Approval	December 2024
Project Begins	Winter 2024/2025
Project Completed	Spring/Summer 2025



**J. PROJECT CONTACT**

Emma Dziengeleski  
Assistant Planner  
(920)236-5126  
edziengeleski@oshkoshwi.gov  
215 Church Avenue  
PO BOX 1130  
Oshkosh, WI 54903-1130