



Bid Waiver Form

Short Description of Goods/Services	Master Planning Consulting - Alliant Energy Center
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Date	1/8/20
Department	Alliant Energy Center
Name	Mark Clarke
Email	Clarke@alliantenergycenter.com
Phone	267-3982
Purchasing Agent	Pete Patten

Vendor Name	Vandewalle and Assoc
Vendor MUNIS #	8381
Requisition #	865 CPAEC57013
Requisition Year	2020
Total Cost	\$ 100,000
Vendor Quote Attached	<input checked="" type="checkbox"/> Yes – Quote is required to be attached.

Provide a detailed description of the goods/services intended to be purchased:

Vandewalle & Associates
Scope of Services for
Dane County Alliant Energy Center
Master Plan Implementation

The following scope of services is intended to assist Dane County in efficiently and effectively implementing the adopted AEC Campus Master Plan and Vision and Implementation Framework document. As we have been doing for the last three years, Vandewalle & Associates will continue to provide a range of project management services to the Alliant Energy Center Redevelopment Committee and County staff as the project advances with implementation. Work on all scope elements will be performed over the entire 2020 calendar year on a time and materials basis as directed by the Committee and staff with a maximum budget not to exceed \$100,000.

The specific scope elements are intended to advance each of the County's objectives for the project and Redevelopment Committee in 2020:

- Complete Phase 1 Schematic Design and Campus Experience Plan
- Finalize and implement funding strategy for Phase 1
- Broaden understanding and importance of Phase 1 expansion and Destination District throughout Dane County
- Secure headquarters hotel to be built with Phase 1
- Maintain active coordination with Destination District Task Force
- Monitor and provide input into City of Madison South Side Area Plan

Task 1: Project Management Team and Redevelopment Committee Assistance



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Vandewalle & Associates (V&A) will continue its role in providing the primary staff support for the Project Management Team (PMT) and Redevelopment Committee in setting agendas, creating and distributing meeting materials, and coordinating with other entities and consultants involved in the project. This includes attendance at monthly PMT and bimonthly Committee meetings, preparing agendas, preparing project progress reports, and preparing meeting materials and presentations and identifying those to be provided by others. This task also includes ongoing communications with County staff and PMT members via email, phone calls, and informal meetings to discuss progress and plan next steps. For Committee meetings, County staff will be responsible for selecting appropriate venues, preparing and posting required notices, reproduction and distribution of meeting materials (as provided by V&A), and preparing official meeting agendas and minutes (with review by V&A).

Task 2: Funding Strategy Development and Execution

Vandewalle & Associates will assist County staff, the Committee, and project champions in advancing the funding strategy/approach to be developed by the Committee throughout the 2020 calendar year. This is expected to be a multi-dimensional approach involving funding participation from several public and private entities and the continued discussion of potential strategies for seeking legislative authorization for other infrastructure mechanisms. V&A's work will be directed by the Committee and County staff in aligning the project with potential funding sources and preparing materials and applications accordingly. In coordination with Task 1.3, this also will include projections on the potential contributions to be provided from private development on the Alliant Campus through land sales/lease revenues, campus grounds and infrastructure improvements, and improvements that could be funded with tax increment funds (such as shared parking and stormwater management) if a tax increment district is created. Such efforts may entail, but not be limited to:

- Preparing white papers and other documents describing the project and how it fits the criteria of various public and private funding organizations
- Identifying and pursuing opportunities for participation by private entities such as AEC contractors and naming rights
- Preparing projections of potential funding to be generated from private development on the AEC campus
- Researching additional potential funding sources
- Meetings with potential public and private funding entities
- Preparation of funding applications from public and private sources
- Continuing to work with the informal breakout panels created in 2019 (and potentially new ones) to review potential funding options for Phase 1 by conducting research and gathering material needed to aid in shaping funding strategy components.

Task 3: Development of Private Development Approach and RFP

Working with the Redevelopment Committee and County staff, Vandewalle & Associates will continue working to implement the private development strategy developed in 2019 for attracting private developer interest to the Alliant Campus consistent with the adopted Campus Master Plan. This includes, among other efforts, a further investigation of the types and density/intensity of potential private uses, projected values, related infrastructure and campus grounds improvements and funding sources for same, and revenues from the development that could be used to support the planned Campus facility improvements. Included in this will be meetings with hotel developers to identify challenges, concerns and opportunities to be addressed in the developer solicitation and selection processes for the



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hotel that is to be built in conjunction with the Phase 1 Exhibition Hall expansion. The final work products will include a draft RFP to be issued in 2021 for soliciting developer interest.

Task 4: Participation in Schematic Design and Campus Experience Development Process
Vandewalle & Associates will continue assisting County staff in providing critical background information on the project and guiding the work performed by the Strang Team throughout the entire schematic design process. This will include identifying key themes and experiences to be imbued in the design that will convey a unique sense of place that is authentic to the Alliant Campus' location with Madison, the region and state. At critical points, V&A will attend design review team meetings.

Task 5: Project Communications

Vandewalle and Associates will continue to coordinate and execute an active and consistent communications strategy to provide regular project updates to a wide range of stakeholders and community leaders as well as targeted communications with key organizations and individuals. Included in this will be the continued collaboration with the communications professionals made available by the Destination Madison. Specific forms of communication may include, but not be limited to:

- Drafting press releases
- Engaging with the media
- Preparing PowerPoint presentations and scripts
- Preparing/assisting with project newsletters and mailers
- Sending email blasts and using social media
- Assisting with video and audio recordings
- Preparing questions and evaluating results using POLCO and other survey tools
- Continued updates of the project website

Task 6: Public Engagement

As directed by the Redevelopment Committee, Vandewalle and Associates will directly engage with the public to share information on project implementation efforts and seek public input accordingly. Specifically, V&A will hold two stakeholder meetings for leadership and other interested parties to inform and update the public about the status of the project and what to expect. Additional engagement may include, targeted outreach to adjoining neighborhoods, historically under-represented communities, key stakeholders, interest groups, and/or the public at-large. Engagement formats may include some combination of the following techniques as appropriate to the targeted audience:

- Small group meetings and presentations
- Community surveys
- Interactive websites/apps
- Walking tours

Task 7: Coordination with Surrounding Commercial Property Owners

Vandewalle & Associates will work with County staff to maintain regular communications with key surrounding property owners to share updates on proposed campus improvements and to discuss their plans and potential development proposals with the goal of encouraging projects that would best complement the Alliant Campus, support its users, and further the concepts developed in the Destination District Vision and Strategy.



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Task 8: Coordinate with the City South Side Planning Process

The City of Madison is has undertaken the South Madison Area Plan, which includes a planning process for the Town of Madison lands to be attached to the City in 2022.

Vandewalle & Associates will track the City's planning process and evaluate how ideas and recommendations coming out of the planning process will impact the Alliant Campus and adjoining areas and their consistency with the adopted Campus Master Plan and Destination District Vision and Strategy. Where appropriate, V&A will provide alternative ideas and recommendations that would better serve the County's interests and achieve greater consistency with the adopted Master Plan and Vision. These alternatives will first be shared with County staff and the Redevelopment Committee for their consideration and whether and how they might be shared with the City.



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Procurement Exception List	
<input type="checkbox"/>	Emergency Procurement
<input checked="" type="checkbox"/>	Only one vendor possesses the unique and singularly available ability to meet the Department's requirements
<input type="checkbox"/>	Unique and specific technical qualifications are required
<input type="checkbox"/>	A special adaptation for a special purpose is required
<input type="checkbox"/>	A unique or opportune buying condition exists

Provide a detailed explanation as to why the competitive bidding (RFB/RFP) process cannot be used. Also provide a detailed justification in relation to the Procurement Exception chosen:

The County has allocated \$100,000 for facilitation of the next phase of the campus planning process. Vandewalle has been involved with the past phases. Their unique skills in the area of master planning and community engagement has been very valuable to the County. Having been the facilitator for the previous phases of the Master Planning, Vandewalle has the specific and intimate knowledge of this plan that no other vendor can match. The oversight committee has expressed the desire to continue utilizing Vandewalle due to their knowledge base and experience with this specific plan.

Bid Waiver Approval (Purchasing Use Only)

Under \$36,000 Controller Approval	Date
\$36,000 or over Personnel & Finance Committee Approval	Date