



Bid Waiver Form

Short Description of Goods/Services	Master planning consulting
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Date	1/3/19
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 #	739 CPAEC57013
Requisition Year	2019
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
Phase 3 Master Plan Implementation
December 21, 2018

The following scope of services is intended to assist the 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 two years, Vandewalle & Associates will continue to provide a range of project management services to the Comprehensive Master Plan Oversight Committee and County staff as the project transitions into Phase 3, Implementation. Work on all scope elements will be performed over the entire 2019 calendar year on a time and materials basis as directed by the Committee and staff with a maximum budget not to exceed \$100,000.

Task 1: Project Management Team and Oversight Committee Assistance
Vandewalle & Associates (V&A) will continue its role in providing the primary staff support for the Project Management Team (PMT) and Oversight 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 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



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posting required notices, reproduction and distribution of meeting materials, and preparing official meeting agendas and minutes.

Task 2: Funding and Governance Strategy Execution

Vandewalle & Associates will assist County staff, the Committee, and project champions in advancing the funding and governance strategy/approach to be developed by the Committee at the conclusion of the Phase 2 Campus Master Plan process. This is expected to be a multi-dimensional approach involving funding participation from several public and private entities and may involve the creation of an Expo District and Expo District Authority through the state legislature. 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 3, this also will include projections on the potential contributions to be provided from private development on the AEC 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
- Performing a comparative analysis of different governance structures and related funding capabilities
- Preparing projections and documentation related to the potential creation of an Expo District
- Researching additional potential funding sources
- Meetings with potential public and private funding entities
- Preparation of funding applications from public and private sources

Task 3: Development of Private Development Approach and RFP

Working with the Oversight Committee and County staff, Vandewalle & Associates will develop and help execute an approach for attracting private developer interest to the AEC campus consistent with the adopted Campus Master Plan. This will include, 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 AEC facility improvements. Included in this will be meetings with developers to identify challenges, concerns and opportunities to be addressed in the developer solicitation and selection processes. The final work products will include a detailed schedule for carefully coordinating the first phases of public and private improvements on the campus and a draft RFP to be issued in 2020 for soliciting developer interest.

Task 4: Feasibility Study Consultant Selection and Project Guidance for the Phase 1 Expo Hall and Grounds Improvements

Vandewalle & Associates will assist County staff with the preparation of a draft project description and scope of services for inclusion in an RFP for a Feasibility Study of the Phase 1 Expo Hall and Grounds improvements as recommended in the adopted Campus Master Plan. The study is expected to include a detailed building program, schematic



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designs and refined cost estimates. This task includes discussions with AEC staff, County purchasing staff and PMT to review project goals and expected outcomes and preparation of a schedule for the entire consultant selection process. V&A also will review all proposals, but not score them, and participate in selection committee discussions in short-listing respondents. Further, V&A will assist County staff and a selection committee in determining the format of interviews for short-listed respondents, attend the interviews and provide input in the committee's final selection discussions. Once the consultant team is selected, V&A will assist County staff in providing critical background information on the project and guiding the work performed by the consultant team throughout the entire Feasibility Study process.

Task 5: Project Communications

Similar to the communications approach used in Phase 2 of Campus Master Planning process, 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 Greater Madison Convention Bureau. 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 newsletters and mailers
- Sending email blasts and using social media
- Assisting with video and audio recordings
- Creating event booths/displays
- Preparing questions and evaluating results using POLCO
- Continued updates of the project website

Task 6: Public Engagement

As directed by the Oversight Committee, Vandewalle & Associates will directly engage with the public to share information on project implementation efforts and seek public input accordingly. This 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
- Participatory workshops
- 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 AEC, support its users, and further



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the concepts developed in the Destination District Vision and Strategy.

Task 8: Coordinate with the City Annexation Area Planning Process

In 2019, the City of Madison is expected to undertake a planning process for the Town of Madison lands to be attached to the City in 2022. This includes the entire AEC campus and adjoining commercial and residential areas to the south and west. Vandewalle & Associates will track the City's planning process and evaluate how ideas and recommendations coming out of the planning process will impact the AEC 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 Oversight Committee for their consideration and whether and how they might be shared with the City.

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:



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The County has allocated 100K (PWT –C 02) 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. The oversite committee wishes to continue to use the services of Vandewalle for the below identified work.

Bid Waiver Approval (Purchasing Use Only)

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