ADDENDUM NO. 1

REQUEST FOR PROPOSALS

Professional Planning Services for the City of Marshfield 2027 Comprehensive Plan Update

Addendum Date: Tuesday, November 10th, 2026

RFP Issued: Friday, October 23rd, 2026

Proposals Due: Friday, November 20th, 2026, 4:00 PM CST (unchanged)

Contact Information:

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ADDENDUM NO. 1

This addendum modifies and clarifies the Request for Proposals for Professional Planning Services for the City of Marshfield 2027 Comprehensive Plan Update (RFP), issued Friday, October 23, 2026. It contains one revision to the RFP and the City's responses to written questions received by the November 4, 2026 deadline. Questions have been compiled without identifying the submitter and are grouped by RFP section.

This addendum is posted at https://cityofmarshfieldwi.gov/business/bids_rfps_and_quotes.php and has been distributed to all registered proposers.

The revision is identified in Part 1. All other responses clarify the RFP as issued. Except as revised in Part 1, all terms and conditions of the RFP remain in effect. The proposal's due date and time are unchanged: Friday, November 20, 2026, 4:00 PM CST.

Acknowledgement of receipt of this addendum is required. Proposers must note the addendum number and date (Addendum No. 1, November 10, 2026) in the cover letter required under Section 10.1.

PART 1: REVISIONS TO THE RFP

Revision 1. Page 13, Section 10.1 (Qualifications Package), second bullet:

The five-year window for comparable projects is extended for comprehensive planning experience. Comprehensive plans completed within the last ten years may be submitted. Recent comparable projects remain relevant under the evaluation criteria in Section 11. Housing, economic development, strategic planning, and engagement experience may also be submitted where applicable to this scope. Proposers should state the completion date of each project and explain its relevance.

PART 2: QUESTIONS AND RESPONSES

General

Question 1: Would the City consider a consultant submitting separately to conduct the public engagement component, with a separate planning firm selected for the remaining comprehensive plan work?

Response: The City intends to award a single prime contract and will not accept separate proposals for individual components of the scope. Firms are encouraged to partner with other firms or specialists to cover the full scope. The prime consultant is responsible for all work, including that of subconsultants, who should be identified in the proposal.

Question 2: Is the City comfortable with a smaller firm that handles most of the planning itself and brings in help for specialized pieces such as GIS mapping?

Response: Yes. Proposals will be evaluated on the criteria in Section 11 regardless of firm size. Smaller firms may partner with other entities for specialized work such as GIS. The prime consultant must identify subconsultants and their roles and remains responsible for all work.

Section 3: Statutory Framework & Project Background

Question 3 (Section 3.4): Is the expectation that this plan will fully address the new residential density requirements taking effect in 2028? Would City staff be available to help review that portion?

Response: Yes. The plan is expected to address the residential planning requirements of 2025 Wisconsin Act 173 that take effect January 1, 2028, as described in Section 3.4. Proposers should describe their approach. City staff, with City Attorney input as needed, will review that portion of the draft. Staff capacity is limited, and the consultant should lead the work.

Section 4: Project & Plan Objectives

Question 4 (Sections 4 and 5.8): For the Tax Incremental Districts (TIDs), is the focus on how existing districts fit future development plans, or a detailed financial review of each district? Can the City provide existing TID plans and financial information?

Response: The focus is how existing TIDs fit the City's future development plans, not a detailed financial review of each district. The City will provide the TID project plans and detailed financial information. The City is also developing a TIF policy and handbook, and the plan's TID work should be coordinated with it.

Section 5: Scope of Services

Question 5 (Section 5.2): Does the City want a traditional housing-needs assessment within the plan, or a stand-alone housing market study with detailed demand projections and financial feasibility work? Has the City completed recent housing studies?

Response: The City is seeking a detailed housing analysis within the comprehensive plan, delivered as the housing report described in Section 5.2. It should build upon the City's 2019 Housing Study Update with current data, needs and demand, and develop housing strategies. A separate project-level or site-specific financial feasibility study is not anticipated. The annual housing affordability reports the City prepares under state requirements, along with several smaller housing analyses, will be available. Proposers may offer additional analysis as a separately priced option.

Question 6 (Section 5.4): What level of community involvement is envisioned (kickoff meeting, quarterly updates, public meetings or open houses, survey)? Are regular updates wanted for the City newsletter, website, and social media?

Response: The City expects a robust engagement process, as described in Section 5.4. At a minimum, this includes a community survey, at least two rounds of general public engagement, and a final public information meeting on the draft plan. Together, these represent at least three public meetings or open houses. Proposers may recommend additional methods and should describe the specific tools and approach.

The City Planner will help organize sessions and will coordinate with the City's Communications Department, and proposers should plan for that coordination. City channels (website, social media, and newsletter) will be used to promote the project, with the consultant providing content and graphics.

Question 7 (Sections 5.4 and 6): How much staff help is available for outreach, survey distribution, meeting locations, and coordination with local organizations? Can some committee and staff meetings be virtual, with in-person visits for larger meetings and public events?

Response: The City Planner will assist with scheduling, meeting locations, and outreach through City channels and local organizations. The consultant is responsible for designing the engagement, preparing materials, facilitating, and administering and analyzing surveys. Steering Committee and staff meetings may be held virtually. Larger meetings and all public meetings and events should be held in person.

Question 8 (Section 5.4): Is the 400-response survey goal a target to work toward, or a firm requirement the consultant must meet?

Response: The 400-response figure is a target, not a minimum requirement. Proposals should describe how the consultant will reach a broad, representative group of residents and how representativeness will be assessed.

Section 6: City Staff, Steering Committee & Collaboration

Question 9 (Section 6): Who will oversee the planning process? Is the Steering Committee a specially appointed group, the Plan Commission, or a combination? Who is the consultant's main point of contact?

Response: The City Planner (Development Services) will serve as project manager and the consultant's primary point of contact, and will keep the Plan Commission, Common Council, and other bodies informed. The Steering Committee will guide development of the plan. Its composition and appointment process are being finalized separately by the City, as noted in Section 6. The Plan Commission will review and recommend the plan, and the Common Council will adopt it, as required by state law.

Question 10 (Section 6): What involvement is expected from City staff (gathering information, coordinating meetings, reviewing drafts, keeping the project moving)?

Response: City department heads will provide information and data on request and will be available to meet as needed. The City Planner and/or City Administrator will coordinate these requests. Consultants should direct requests through the City Planner and plan to carry out the analysis and drafting.

Question 11 (Sections 5.8 and 6): Does the City have an existing GIS database (base maps, parcels, zoning, infrastructure, land use) available to the consultant? Can staff help with mapping, or should the consultant plan to do all of it?

Response: The City maintains a GIS database and will provide data packages to the selected consultant. City staff capacity for mapping is limited. The consultant should plan to prepare all maps and graphics for the plan, and to deliver final map data in an ESRI-compatible format that works with the City's GIS, as described in Section 5.8.

Section 8: Project Schedule

Question 12 (Section 8): Does the City have a timetable in mind for the project stages? How often should the consultant meet with the Steering Committee, Plan Commission, or Common Council?

Response: Project phases and the anticipated schedule are in Section 8 of the RFP. Proposers may recommend refinements to phasing and sequencing, but should plan to the target adoption date stated in the RFP. The City anticipates monthly Steering Committee meetings. Proposers should include their recommended Plan Commission and Common Council touchpoints, including the required public hearing and adoption, in their work plan.

Section 9: Budget

Question 13 (Section 9): Does the City have a ballpark figure for the total project? Would the City be open to a proposal with a base scope within the $50,000 and additional services priced separately if more funding comes through?

Response: The City has not established a fixed fee and has not published a total project budget. The initial $50,000 allocation and the phased funding approach are described in Section 9. Proposers should submit a price for the full scope of work in the RFP. Cost effectiveness is an evaluation criterion. Any additional services a proposer recommends should be listed separately and priced individually. Additional services would be subject to City review, negotiation, and Common Council appropriation.

Question 14 (Sections 9 and 10.4): Would the City prefer the entire project priced up front with some pieces marked optional, or the work broken into phases that can be authorized as funding becomes available?

Response: The City requests a price for the full scope of work, itemized by task or phase, so total project cost is clear. The cost breakdown described in Sections 9 and 10.4, including identification of the work that can be substantially completed within the initial $50,000 allocation, remains required. Services a proposer recommends beyond the stated scope should be identified as optional and priced separately. The City reserves the right to negotiate scope and fees with the selected consultant.

Section 10: Proposal Submission Requirements

Question 15 (Section 10.1): Would the City consider a firm’s earlier comprehensive planning experience, along with more recent housing, economic development, strategic planning, and engagement work, beyond the five-year comparable project window?

Response: The RFP is amended to allow comprehensive planning experience completed within the last ten years, as described in Revision 1 in Part 1. Recent comparable projects remain relevant under the RFP’s evaluation criteria. Housing, economic development, strategic planning, and engagement experience may also be submitted where applicable to this scope. Proposers should state completion dates and explain relevance.

End of Addendum No. 1

REQUEST FOR PROPOSALS

Professional Planning Services
for the City of Marshfield 2027 Comprehensive Plan Update

Date Issued: Friday, October 23rd, 2026
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SECTION 1: PURPOSE

The City of Marshfield (“City”) seeks proposals from qualified professional planning firms to prepare a complete update to its Comprehensive Plan, as required under Wisconsin Statute § 66.1001. The current plan is the City of Marshfield 2017–2037 Comprehensive Plan, adopted in 2017. It continues a planning tradition dating to 1963. State law requires the City to update its comprehensive plan no less than once every ten years. This engagement is intended to satisfy that requirement and to establish a current, legally defensible policy foundation for land use and development decisions.

The City intends this to be a single, comprehensive engagement rather than a series of separately procured tasks. The selected consultant will be responsible for the full range of services necessary to produce an adopted Comprehensive Plan. This includes existing conditions and housing analysis, public participation planning and community engagement, drafting of all nine statutorily required elements, an updated Future Land Use Map, an implementation strategy with toolkits for the public, staff, and elected officials, graphics and presentation, and support through Plan Commission and Common Council adoption.

This RFP describes the scope of services, submission requirements, evaluation process, and schedule that will govern the City's selection of a consultant. Proposers are encouraged to bring their own expertise and innovative approaches to the process. The scope described below establishes the City's required outcomes rather than a fixed task list.

SECTION 2: COMMUNITY OVERVIEW

Marshfield is a city of approximately 19,000 residents located primarily in Wood County, with a small portion of the community in Marathon County. Marshfield is the largest city in Wood County and serves as a regional hub for health care, manufacturing, and agriculture-related industry in central Wisconsin. Population and demographic figures below are drawn from the City's 2017 Comprehensive Plan. The selected consultant will refresh all baseline demographic, housing, and economic data using the most current Decennial Census and American Community Survey data as an early task in this engagement.

- Marshfield Clinic Health System and Saint Joseph's Hospital together form the largest medical complex in central Wisconsin and are the City's two largest employers.
- The City is governed by a Mayor and Common Council, with a City Administrator serving as chief administrative officer over daily operations.
- The City currently administers 10 active Tax Incremental Districts (TIDs), a significant share of the community's active development and redevelopment activity.
- Prior comprehensive plans were adopted in 1963, 1973, 1990, 1994 (update), 2007, and 2017.
- The City participates in a Cooperative Boundary Plan with the Town of McMillan and maintains ongoing intergovernmental relationships with Wood County, Marathon County, and neighboring towns. (As of Summer 2026, these Cooperative Boundary Plans have lapsed).

SECTION 3: STATUTORY FRAMEWORK & PROJECT BACKGROUND

3.1 The Ten-Year Update Requirement

Wisconsin Statute § 66.1001(2)(i) requires that a comprehensive plan be updated no less than once every ten years. The City's current plan was adopted in 2017. The statutory update deadline is July 11, 2027. There is no automatic penalty for missing this deadline. Once the deadline passes without an updated plan, every contested land use decision the City makes rests on an increasingly outdated planning foundation. This includes rezonings, subdivision approvals, and official mapping actions.

Zoning, subdivision, and official mapping ordinances must be consistent with the comprehensive plan under Wis. Stat. § 66.1001(3). An aging plan increases the City's exposure to consistency-based legal challenges over time. The City's target is Common Council adoption of the updated plan by ordinance in December 2027, under Wis. Stat. § 66.1001(4)(c). This target falls after the July 11, 2027 statutory deadline. Proposers should describe, as part of their proposed schedule, how they would manage this interim period, including any opportunities to compress the schedule without compromising the quality of community engagement or plan content.

3.2 Public Participation Plan

Wis. Stat. § 66.1001(4)(a) requires the City to adopt written public participation procedures fostering public participation throughout the planning process. This is a local Common Council action. There is no state approval step. The selected consultant will be responsible for developing, or refining a City-drafted, public participation plan for Council adoption early in the engagement, consistent with Section 5.3 below.

3.3 Housing Element Annual Reporting

Independent of this comprehensive plan update, the City is subject to annual Housing Element reporting under Wis. Stat. § 66.10013(2). This statute requires municipalities of the City's size to report annually on implementation of the housing element of their comprehensive plan. This is an ongoing City compliance obligation that exists regardless of this project's timeline. The consultant is not responsible for filing these annual reports. The Housing Element described in Section 5.5 should be structured in a way that supports the City's ability to report against it going forward.

3.4 2025 Wisconsin Act 173: New Land Use Element Requirements

2025 Wisconsin Act 173 amends Wis. Stat. § 66.1001 and related statutes governing comprehensive planning, rezoning, and tax incremental financing. The act takes effect January 1, 2028. Its planning requirements apply to cities and villages, including Marshfield.

Act 173 adds mandatory new content to the land use element. For each area the plan projects for residential land use, the plan must state, for 20 years in 5-year increments, the minimum and maximum net density of residences authorized, expressed in units per acre. Net density excludes wetlands, land in the 100-year floodplain, and government-owned land not intended

for redevelopment. The City's current land use element does not include this material. Developing it requires parcel-level analysis of wetlands, floodplain boundaries, and public ownership, in addition to the residential land use projections themselves. This work is a required part of the consultant's scope of services under Section 5.5.

Act 173 also changes how plan consistency is determined. Beginning January 1, 2028, an ordinance is consistent with the comprehensive plan if it permits a land use expressly identified for that land on the adopted land use map. Only the adopted land use map and its corresponding land use category descriptions may be considered in determining consistency. The plan's narrative goals, objectives, and policies fall outside that analysis. The Future Land Use Map and its category descriptions will therefore carry more regulatory weight than has been customary, and the consultant's approach to Section 5.5 should reflect the precision this requires.

Act 173 further establishes that a qualifying request to rezone land for residential housing development must be granted within 90 days if five statutory criteria are met. One of those criteria asks whether current housing supply meets existing or forecasted demand, as stated in the comprehensive plan. The Housing Element developed under this engagement should include a direct, current finding on this question, building on the City's 2019 Housing Study Update. If the comprehensive plan lacks the residential density material described above, that criterion is treated as satisfied in the applicant's favor. A compliant land use element is therefore a practical requirement in advance of January 1, 2028.

One of the limited grounds on which the City may still deny a qualifying rezoning request is a demonstrated shortage or overburdening of public facilities. The consultant's scope of services should include a documented public facilities and infrastructure capacity analysis, developed in coordination with Public Works, Marshfield Utilities, and the Fire Department, to support this basis where applicable.

The City's target adoption date of December 2027, described in Section 8, precedes the January 1, 2028 effective date of Act 173 and is intended to satisfy these requirements on the same schedule as the rest of this engagement.

SECTION 4: PROJECT & PLAN OBJECTIVES

The City is seeking a governance framework it will use daily to guide land use and investment decisions. At minimum, the completed plan must function as:

1. A future land use and policy framework that directly guides zoning, subdivision, and development review decisions.
2. A named, accountable implementation matrix that assigns responsibility and timing for specific City actions.
3. A TID Alignment Chapter that maps all active Tax Incremental Districts against the Future Land Use Map and articulates a policy framework for future TID creation, performance monitoring, and closure.

4. A plan maintenance program that keeps the plan current between the required ten-year updates.
5. A set of toolkits that put the plan to work for the public, City staff, and elected and appointed officials.

Specific areas of City priority that proposers should address in their technical approach include:

- A wider mix of housing types, sizes, and price points, including owner-occupied attainable housing, workforce rental housing, senior housing, and accessible units.
- Industrial land capacity and infrastructure readiness to support employer growth and retention.
- Downtown and infill redevelopment along the Central Avenue corridor and within the West 2nd Street Redevelopment District.
- Coordination of future land use policy with active TID performance, projected closures, and reinvestment strategy.
- Working with City staff to identify and analyze catalytic site opportunities for future development. Identified sites and associated recommended actions will be carried into the Implementation Element described in Section 5.5.

Beyond these priorities, the City is interested in the consultant's approach to the following. Proposers should describe how each would be addressed within the overall scope, schedule, and cost proposal. The more open-ended items below may be addressed at the level of detail the consultant recommends:

- Guidance for working with private landowners on redevelopment and infill sites, including flexible partnership models the City could offer.
- A market or commercial assessment, informed by input from real estate professionals, to support the Land Use and Economic Development elements.
- Direct policy treatment of data centers, utility-scale and other green energy development, and homelessness, in addition to the housing accessibility priorities described above.
- A fire and emergency access strategy for underserved areas of the City, coordinated with the Fire Department, consistent with Section 3.4.

SECTION 5: SCOPE OF SERVICES

The selected consultant will provide the full range of professional planning services required to produce an adopted Comprehensive Plan. The following describes required services. It is not intended to be an exhaustive task list. Proposers are expected to bring recommendations for approach, sequencing, and specific engagement tools based on their expertise and project experience.

5.1 Project Management

The consultant shall prepare a project roadmap identifying phases, a schedule of activities and deliverables, and defined roles and decision points for City staff, the Steering Committee, the

Plan Commission, and the Common Council. The consultant shall describe its invoicing approach and shall provide monthly progress reports.

5.2 Review of Existing Plans, Data, and Conditions

The consultant shall review all applicable City, regional, and county planning documents for consistency, conflict, and continued relevance. This includes the 2017 Comprehensive Plan, TID project plans, the Bicycle and Pedestrian Master Plan, the West 2nd Street Redevelopment District Project Plan, and other adopted plans provided by the City. The consultant shall prepare an existing conditions report addressing demographic, housing, economic, land use, and infrastructure trends, using the most current Decennial Census and American Community Survey data at minimum.

The consultant shall also prepare a housing report that functions as the City's Housing Study. It shall include a direct, current finding on whether housing supply meets existing and forecasted demand over the next five years, building on and superseding the City's 2019 Housing Study Update, consistent with Section 3.4, and shall be structured to support the City's annual Housing Element reporting. The consultant shall prepare a market or commercial assessment, informed by input from real estate professionals, at a level of detail the proposer recommends.

5.3 Public Participation Plan

The consultant shall prepare a public participation plan meeting the requirements of Wis. Stat. § 66.1001(4)(a) for Common Council adoption early in the process. The plan must define consultant and City staff roles. Proposals should include a preliminary community engagement outline. The final plan will be refined in collaboration with City staff after consultant selection.

5.4 Community Engagement

The City envisions a consultant-led community engagement process. City staff, including the Communications Department, will provide logistical and promotional support rather than lead engagement design. At minimum, the engagement program should include:

- A community-wide survey targeting at least 400 responses, promoted through City communications channels.
- At least two rounds of general public engagement (e.g., open houses or equivalent) at key project milestones.
- Focused stakeholder conversations addressing, at minimum: housing and neighborhoods; downtown and the West 2nd Street corridor; employers, workforce, and economic development; infrastructure and utilities; TIF and redevelopment strategy; historic preservation and community identity; young adults and young professionals; and seniors and long-term residents.
- Regular coordination with, and presentations to, the City's Steering Committee at key decision points.
- A final public information meeting on the draft plan prior to the required Plan Commission public hearing.

City staff will support engagement logistics, including venue coordination, promotion through existing City channels, meeting attendance, and Steering Committee coordination. The consultant will design and lead the survey, the public engagement rounds, the stakeholder conversations, and the final public information meeting, and will analyze results after each round. Staff can lead smaller sessions where doing so would reduce cost. Proposals should describe the consultant's default engagement approach and identify where City staff collaboration would add value or reduce cost.

5.5 The Nine Required Comprehensive Plan Elements

The consultant shall develop a vision, goals, objectives, policies, and programs for each of the nine elements required under Wis. Stat. § 66.1001(2), incorporating current data, community input, and the City's specific priorities identified in Section 4:

- Issues and Opportunities
- Housing
- Transportation
- Utilities and Community Facilities
- Agricultural, Natural, and Cultural Resources
- Economic Development
- Intergovernmental Cooperation
- Land Use (including the TID Alignment Chapter described in Section 4)
- Implementation

For the Land Use element, the consultant shall include the residential land use projections and net density table required under 2025 Wisconsin Act 173, described in Section 3.4, together with the parcel-level analysis needed to produce it.

The Housing element shall build on the housing report described in Section 5.2, which will function as the City's Housing Study, and shall include a direct, current finding on whether housing supply meets existing and forecasted demand over the next five years, consistent with Section 3.4.

For the Economic Development and Land Use elements, the consultant shall account for financing tools recently made available under state law. These include Neighborhood Improvement Districts for residential infrastructure under 2025 Wisconsin Act 120, Residential Tax Incremental Districts for compact owner-occupied housing under 2025 Wisconsin Act 235, and expanded WHEDA loan programs that may now be combined with tax increment financing and historic tax credits under 2025 Wisconsin Act 237.

For the Implementation element, the consultant shall work with City staff to identify and analyze catalytic site opportunities for future development, including a summary of existing conditions and recommendations for each site. These sites and their associated recommended actions shall be incorporated into the Implementation Matrix described in Section 5.8.

The consultant shall also address the additional priorities described in Section 4 within the appropriate elements: guidance for landowner partnerships within the Land Use or Implementation element; a market or commercial assessment within the Economic Development element; direct policy treatment of data centers, green energy development, and homelessness; and a fire and emergency access strategy within the Utilities and Community Facilities element, coordinated with the Fire Department.

5.6 Implementation Strategy and Toolkits

The consultant shall develop an implementation strategy, working with City staff and department heads, that includes the implementation matrix, catalytic sites analysis, TID alignment analysis, and plan maintenance program described in Sections 5.5 and 5.8. The consultant shall also prepare three toolkits in editable format, each tested with its intended users before final delivery:

1. A public toolkit: a plain-language guide for residents, landowners, and developers on how the plan relates to zoning and development decisions, how to participate in development review, and the partnership options and incentives the City can offer, including flexible partnership models for redevelopment and infill sites.
2. A staff toolkit: tools for daily use, including a plan-consistency checklist for rezonings, subdivisions, development review, and official mapping actions; a quick reference to Future Land Use Map categories; a worksheet for tracking residential rezoning requests against the Act 173 criteria and timeline; a financing tool guide; and the annual reporting and tracking templates.
3. An elected and appointed officials toolkit: a plan-at-a-glance summary, a decision guide for plan-consistent actions, a primer on the financing tools described in Section 5.5, an implementation progress report format, and an onboarding packet for new Plan Commission and Common Council members.

5.7 Graphics and Presentation

The consultant shall provide design and presentation services, including:

- Design and layout of the technical plan document and a graphic-rich executive summary.
- Cartography for all plan maps, with GIS shapefiles as described in Section 5.8.
- Infographics and data visualization, including for the housing report and engagement results.
- Presentation materials for engagement events, Steering Committee meetings, the Plan Commission public hearing, and the Common Council adoption meeting.
- A consistent project visual identity for use on City communication channels.

5.8 Required Deliverables

At minimum, the final plan and supporting work products must include:

- A Future Land Use Map with geographic sub-area designations (e.g., neighborhoods, districts, corridors).

- A housing report and housing strategy including a geographic housing typology map, workforce housing benchmarks, and the housing supply and demand finding described in Section 3.4.
- A future residential land use table, in 5-year increments over a 20-year period, specifying minimum and maximum net density in units per acre for each area projected for residential development, consistent with 2025 Wisconsin Act 173.
- A TID Alignment Chapter mapping all 10 active TIDs against the Future Land Use Map, coordinated with the City's tax increment financing priorities, with a policy framework for TID creation, performance monitoring, and closure, and an evaluation of Residential Tax Incremental Districts under 2025 Wisconsin Act 235 as a distinct implementation tool where consistent with identified catalytic sites.
- An implementation matrix assigning a named lead department, priority level, and timeframe to each action item, including the catalytic sites analysis described in Section 5.5, delivered as an editable spreadsheet.
- A plan maintenance program including an annual reporting template, a five-year review process, defined amendment criteria, and a tracking form suitable for inclusion in the adoption ordinance.
- A public participation plan, engagement materials, and a summary report for each engagement round.
- Public, staff, and elected and appointed officials toolkits, as described in Section 5.6.
- A two-part final plan: a detailed technical document and a graphic-rich, public-facing executive summary.
- GIS shapefiles for all plan maps in an ESRI-compatible format, editable by City GIS staff.
- A Day 1 Work Program identifying department-level implementation assignments for the two years following adoption, delivered within 30 days of Council adoption.
- A web-ready plan format (linked PDF at minimum). An interactive format such as a GIS Story Map may be proposed as an optional service.
- A written approach to landowner partnerships, a market or commercial assessment summary, direct policy treatment of data centers, green energy development, and homelessness, and a fire and emergency access strategy for underserved areas, each integrated into the appropriate plan element as described in Section 5.5.

5.9 Draft Plan Review and Adoption Support

The consultant shall prepare a public hearing draft for review by City staff, the Steering Committee, and the public, incorporating a full round of revisions. Following the public hearing, the consultant shall prepare a final draft for Plan Commission recommendation and Common Council adoption by ordinance, and shall be available to present at the Plan Commission public hearing and the Common Council adoption meeting.

SECTION 6: CITY STAFF, STEERING COMMITTEE & COLLABORATION

James Lieven, City Planner, will serve as the City's project manager and primary point of contact throughout the engagement. The consultant's project manager should expect regular, direct coordination with City staff, at minimum bi-weekly during active phases of the project.

City staff commitments include:

- Serving as the primary point of contact for the consultant and for public inquiries.
- Coordinating Steering Committee meetings, communications, and logistics.
- Providing existing City data, GIS layers, and prior plans in editable formats.
- Attending public meetings, leading smaller sessions, and supporting logistics for engagement activities.
- Providing communications support, including project website content, social media promotion, and survey distribution, through existing City channels.

A Steering Committee will be engaged throughout the project at key decision points and will participate in reviewing draft plan content and, where its formation is finalized in time, in the consultant selection process described in Section 12. Final Steering Committee composition and appointment process are being finalized separately by the City and are not a required subject of proposals.

SECTION 7: DELIVERABLE FORMATS

All work products developed under this engagement shall be the sole property of the City of Marshfield and shall be delivered in the following formats, as applicable:

- Fully editable source files (Word and/or InDesign, as agreed with the City) for all narrative content.
- An editable spreadsheet (Excel) for the implementation matrix.
- Fully editable source files for all toolkits, templates, and worksheets.
- GIS shapefiles or geodatabase files, in ESRI-compatible format, for all maps.
- High-resolution PDF versions of the final technical plan and public-facing executive summary.
- A web-ready version of the final plan suitable for posting to the City's website.

SECTION 8: PROJECT SCHEDULE

8.1 RFP & Selection Timeline

RFP Issued: Friday, October 23, 2026

Deadline for Written Questions: Wednesday, November 4, 2026, 4:00 PM CST

City Responses Posted: Tuesday, November 10, 2026

Proposals Due: Friday, November 20, 2026, 4:00 PM CST

Proposal Review & Scoring: November 23–25, 2026

Interviews (at the City's discretion): Week of November 30, 2026

Recommendation to Steering Committee: Early December 2026

Common Council Award of Contract: December 15, 2026 (regular Council meeting; to be confirmed against the final Council calendar)

Notice to Proceed / Project Kickoff: Early January 2027

This timeline is provided as the City's target and is subject to change at the City's discretion.

8.2 Consultant Engagement Schedule

The City anticipates a project duration of approximately 12 months, from Notice to Proceed through Common Council adoption in December 2027. Comparable Wisconsin comprehensive plan updates have generally taken 12 to 18 months. Proposers should submit a detailed schedule reflecting their proposed approach. The phases below describe the City's expected sequence and are a starting point for that proposal rather than a fixed requirement.

Phase	Timeframe	Key Milestone
Phase 1: Startup & Existing Conditions	Jan 2027 – Feb 2027	Existing conditions report; demographic baseline; public participation plan adopted by Council
Phase 2: Engagement Round 1 & Vision	Mar – May 2027	Focus groups and community survey complete; vision and guiding principles drafted
Phase 3: Future Land Use Framework	Jun – Jul 2027	Growth scenarios evaluated; draft Future Land Use Map; statutory deadline (July 11, 2027) falls within this phase
Phase 4: Draft Plan Elements	Aug – Sep 2027	All nine elements drafted, including the Act 173 density table, TID Alignment Chapter, catalytic sites analysis, implementation matrix, and toolkit drafts
Phase 5: Public Review, Hearing & Adoption	Oct – Dec 2027	Public comment period; Plan Commission public hearing; Common Council adoption by ordinance

The land use element content required under 2025 Wisconsin Act 173, described in Section 3.4, must be in place before January 1, 2028. The target adoption date above satisfies this requirement if met.

The City acknowledges that the July 11, 2027 statutory deadline falls before the anticipated December 2027 adoption date. Proposers should describe, as part of their technical approach, how they intend to manage this interim period and whether any schedule compression is feasible without reducing the quality of community engagement or plan content.

SECTION 9: BUDGET

The Common Council has allocated $50,000 through Budget Resolution 14-2026 to fund the initial phase of this engagement. The City anticipates requesting additional funding through its 2027 budget process to complete the full scope of services described in Section 5. The amount of any supplemental appropriation has not yet been determined and will be considered by the Common Council following review of proposals received in response to this RFP.

Given this phased funding structure, proposals must include a cost breakdown identifying:

1. The scope of services that can be substantially completed within the initial $50,000 allocation, and
2. The total estimated cost to complete the full scope of services described in Section 5, broken out by phase or major task.

This structure allows the City to authorize work incrementally as additional funding is confirmed. Proposers should note where scope or sequencing decisions would change if the full budget were confirmed at contract execution rather than phased over two fiscal years.

SECTION 10: PROPOSAL SUBMISSION REQUIREMENTS

Proposals must be submitted electronically in PDF format to James Lieven at james.lieven@cityofmarshfieldwi.gov no later than 4:00 PM CST on Friday, November 20, 2026. The subject line should read “Proposal – Marshfield 2027 Comprehensive Plan Update.” Files larger than 25 MB should be provided via a shared download link in lieu of email attachment. Late submissions will not be accepted regardless of cause.

Each proposal must include the following sections, in order:

10.1 Qualifications Package

- Cover Letter summarizing the firm's understanding of the project and why the proposed team is well suited to complete it, including contact information for the firm and any proposed sub-consultants.
- A summary of five to seven comparable planning projects completed within the last five years, preferably in Wisconsin, with links to full plan documents where available. Projects should include comprehensive plans and may include housing studies, implementation strategies, and engagement programs.
- A minimum of three municipal references for similar planning services performed within the last five years, including contact name, email, phone, and a description of services provided.

10.2 Technical Proposal

A description of the proposed approach to each item identified in Section 5, including any recommended variances from the scope as described and any insights the firm has gained from comparable past engagements.

10.3 Project Management Plan

- An organization chart identifying all personnel assigned to the project, their roles, and resumes, with the named project manager and community engagement lead clearly identified. The City reserves the right to approve the consultant's project manager, community engagement lead, and any subsequent staffing changes.
- A description of quality control measures to ensure the project stays within scope, schedule, and budget.
- A description of how the consultant's team will coordinate with City staff and the Steering Committee, consistent with Section 6.
- A proposed project schedule identifying phases, milestones, and meetings, consistent with Section 8.

10.4 Cost and Labor Hours Proposal

- A phased cost proposal consistent with Section 9, identifying cost for work completed within the initial $50,000 allocation and total cost for the full scope of services.
- Estimated labor hours by task or phase, identifying each team member, their hourly rate, and hours assigned.
- Cost estimates for any optional services proposed (e.g., an interactive web-based plan format).
- Separate pricing for the public toolkit, visual identity and event presentation materials, and the market or commercial assessment, so the City can adjust scope to available funding.

Proposed fees shall remain valid for a period of 90 days following the proposal due date.

SECTION 11: EVALUATION CRITERIA

Proposals will be evaluated and scored using the following criteria:

Criterion	Points	What the City Is Looking For
Community Engagement Strategy	25	A proven engagement model with a named engagement lead and specific tools and methods, rather than a generic description of public meetings.
Key Personnel Experience	20	Named staff with direct experience on comparable Wisconsin comprehensive plans and relevant credentials. No substitution of junior staff after award.

Criterion	Points	What the City Is Looking For
Scope of Work / Technical Approach	20	Demonstrated understanding of Marshfield-specific context, including the City's TIDs, housing needs, the West 2nd Street corridor, industrial land capacity, and the land use element requirements under 2025 Wisconsin Act 173. A credible approach to the housing report, implementation strategy, and toolkits.
Cost Effectiveness	20	Value relative to scope, hourly rates, hours by task, and efficient use of the initial allocation described in Section 9.
Project Schedule	10	A realistic path to December 2027 adoption, with clear milestones and a credible approach to the statutory deadline gap described in Section 8.2.
Quality of Submittal	5	Clarity, specificity, and completeness of the proposal, with an absence of generic boilerplate.

Total: 100 points.

SECTION 12: SELECTION PROCESS

An Evaluation Team consisting of City staff, and, where its formation is finalized in time, Steering Committee representation, will review and score all proposals against the criteria in Section 11. The Evaluation Team may, at its discretion, invite one or more firms to interview, in person or remotely, before making a recommendation. The Evaluation Team's recommendation will be presented to the Common Council for final award of contract.

The City reserves the right to request clarification from any proposer, to reject any or all proposals, to waive minor irregularities, and to negotiate final scope and cost with the selected firm prior to contract execution.

SECTION 13: GENERAL TERMS & CONDITIONS

13.1 Non-Discrimination

The City of Marshfield does not discriminate on the basis of race, color, religion, age, marital or veteran status, sex, national origin, disability, or any other legally protected status in the admission or access to, or treatment or employment in, its services, programs, or activities.

13.2 Rejection and Negotiation of Proposals

The City reserves the right to reject any or all proposals, to divide responsibilities among more than one firm, to waive formalities, and to select the proposal that, in the City's sole judgment, best serves the City's interests. This RFP does not constitute an offer of contract, and the City is not obligated to select the proposal with the lowest cost.

13.3 Ownership of Work Product

All materials developed under this engagement, including data, graphics, and maps, shall become the property of the City of Marshfield upon delivery.

13.4 Public Records

Proposals submitted in response to this RFP are subject to Wisconsin's public records law. Any language purporting to render an entire proposal confidential will be disregarded.

13.5 Cost of Proposal Preparation

There is no expressed or implied obligation for the City to reimburse any firm for costs incurred in preparing a response to this RFP.

13.6 Insurance

The selected firm will be required to furnish a Certificate of Insurance naming the City as an additional insured, consistent with the City's standard professional services agreement, prior to execution of a contract.