



# Request for Proposals (RFP)

**COMPREHENSIVE PLAN UPDATE**

**VILLAGE OF KIMBERLY, WI**

Issue Date: October 29<sup>th</sup>, 2025

**UPDATE: November 4<sup>th</sup>, 2025**

Proposal Deadline: December 7<sup>th</sup>, 2025, at 4:00 p.m. CST

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## Introduction

The Village of Kimberly, Wisconsin is soliciting proposals from qualified planning consultants to assist in the complete rewrite of its Comprehensive Plan, in accordance with Wisconsin State Statute §66.1001. The updated plan will guide the Village's growth, development, and policy decisions over the next 20 years.

## Background

Kimberly is a vibrant community located in Outagamie County, part of the Fox Cities region. The current Comprehensive Plan was adopted in 2010 and further amended in 2012 and 2016. Since this time, the Village has seen a drastic shift in land use and development following the closure of the paper mill. This plan requires a full update to reflect current conditions, community priorities, and statutory requirements.

In 2026, the Village is also engaging a consultant to develop a full Sunset Park Master Plan. Consideration should be made to coordinate efforts and adopt the final park plan as part of this project.

## Project Objectives

- The Consultant shall conduct a full rewrite of the Village's Comprehensive Plan.
- Ensure compliance with Wisconsin's Smart Growth Law (§66.1001).
- Engage the public and stakeholders through inclusive and innovative outreach.
- Provide actionable strategies for land use, housing, transportation, economic development, utilities, natural resources, and intergovernmental cooperation.

## Scope of Work

The selected consultant will be expected to and is responsible for:

- Review and analyze existing plans, ordinances, and data.
- Facilitate public engagement (e.g., workshops, surveys, open houses).
- Complete all mapping - shapefile and other data can be provided through Outagamie County.

- Managing the overall project and timeline to ensure compliance with statutory regulations and desires of the community.
- Printing and/or mailing any materials associated with development, public engagement or completion of the project.
- Hold regular engagement and progress check-in meetings with Village Staff – said meetings can be virtual.
- Draft and revise plan elements including:
  - Issues and Opportunities
  - Housing
  - Transportation
  - Utilities and Community Facilities
  - Agricultural, Natural, and Cultural Resources
  - Economic Development
  - Intergovernmental Cooperation
  - Land Use
  - Implementation
- Present drafts to Village staff, Plan Commission, and Village Board.
- Deliver a final plan document and digital files.
- Any and all submittals needed to officially file the document with the State of Wisconsin.

## Support Resources

The following resources will be available to the selected firm:

- Village of Kimberly 2010 Comprehensive Plan and the 2012 and 2016 Plan Amendment.
- Tax Increment Districts 4, 5, and 6 Project Plans and Proformas.
- Fox Cities and Greater Outagamie County Regional Housing Strategy 2022.
- Village of Kimberly CORP 2024–2029.

- Outagamie County Regional Bicycle and Pedestrian Plan.
- East Central Wisconsin Regional Planning Commission – Appleton Transportation Management Area and Oshkosh Metropolitan Planning Organization Bicycle and Pedestrian Plan.

## Deliverables

The firm selected will be responsible for delivering the following:

1. Official Maps associated with the plan.
2. Draft plan for staff review.
3. Recommended Plan following comments by staff and/or Plan Commission.
4. Final Plan including 3 hard copies printed and bound.
5. Documents from any public engagement sessions.
6. All other documentation incidentally produced to compile the plan.

## Timeline

- **October 29<sup>th</sup>, 2025** – RFP issuance date.
- **December 7<sup>th</sup>, 2025, at 4:00pm CST** – Proposals due date.
- **December 2025** – Evaluation period, including possible interviews and/or proposal clarifications.
- **December 15<sup>th</sup>, 2025/January 5<sup>th</sup>, 2026** – Firm selection and award at Village Board pending review period.
- **January 6<sup>th</sup> – January 30<sup>th</sup>, 2026** – Draft and Execute contract – initial draft from the Consultant.
- **January 12<sup>th</sup>, 2026** – Project kickoff meeting – virtual.
- **Winter/Spring 2027** – Final plan review and approval.

Estimated timeline from Kickoff to Completion 12 to 16 months.

## Proposal Requirements

Proposals must include the following sections.

- Cover Letter – understanding of project, summary of scope and cost.
- Firm profile and qualifications
- Relevant project experience (especially in Wisconsin)
- Proposed approach including recommended public engagement and timeline
- Team members and roles
- Cost proposal (itemized)
- References (minimum of 3)

## Submission Instructions

Proposals are due **no later than December 7<sup>th</sup>, 2025, at 4:00pm CST**. Late submissions will not be considered.

Submit official proposals via email to:

**Sam Schroeder**

Community Development Director

Email: [sschroeder@vokimberlywi.gov](mailto:sschroeder@vokimberlywi.gov)

Phone: **920-788-7507** (for inquiries; email preferred for fastest response).

**\*Nine copies of the proposal should also be mailed or dropped off at Village Hall, Attn: Sam Schroeder, 515 W Kimberly Avenue, Kimberly, WI 54136 or dropped off timely, but may be received after the deadline.**

## Terms and Conditions

- All intellectual property developed through this project shall be owned solely by the Village of Kimberly.
- All mailings, publishing and print material including maps are the responsibility of the consultant.
- Elements or tasks can be added or deleted at the discretion of the Village pending negotiation of the scope of work and compensation.

- The contractor shall hold harmless the Village of Kimberly, its officers, agents, and employees from liability of any nature arising from copyrighted or patented materials used in connection with the project.
- The Village reserves the right to reject any or all proposals when deemed in its best interest.

## Appendix A – Proposal Evaluation Criteria

All submitted proposals will be reviewed and evaluated by the Village of Kimberly. Proposals will be scored using the following weighted criteria. The Village reserves the right to invite selected firms for interviews if needed.

**Firm Experience and Qualifications (25 points):** Assess the experience, skills and qualifications of the involved personnel and firm Focus on relevant project experience and educational background and other expertise.

**Project Understanding and Approach (25 points):** Evaluate the depth of the proposal's understanding of the goals, objectives and challenges. Consider the knowledge and capacity to approach the problem.

**Work Plan and Timeline (10 points):** Assess ability to produce outcomes on schedule and an understanding of deliverables.

**Deliverables and Implementation Tools (15 points):** Evaluate the quality and clarity of proposed deliverables, strength of implementation tools, and examples of mapping, conceptual renderings, or past deliverables that demonstrate clarity and usability.

**Budget Proposal and Value (25 points):** Evaluate the proposal's ability to detail a cost-effective approach to bringing forward the deliverables.

**Total Possible Points: 100**