

Judge Doyle Square Request for Proposals (RFP)
Judge Doyle Square Committee
Developer Selection Process
Approved by the Judge Doyle Committee on September 17, 2013 (Amended December 16, 2013)

COMMITTEE TIMELINE*

Monday, September 30, 2013 RFP Proposals Due

Monday, October 14, 2013: 4-6 pm - Hall of Ideas EFG – Monona Terrace 1st Interview

The Judge Doyle Square Committee plans to conduct interviews with both development teams. The interviews will be two hours in length and comprised of a 45 minute presentation and a 75 minute question and answer period with the Committee and staff. The interviews will be conducted as public open sessions of the Committee and may be televised by the Madison City Channel.

Wednesday, October 16, 2013: 3:30 – 5:30 pm – Room 301 - Madison Public Library – 201 W. Mifflin
2nd Interview

Monday, October 28, 2013: 5-7 pm - Room 260 –Madison Municipal Building Initial presentation on
the Financing Section of the Proposals

Monday, November 11, 2013: 6-8 pm –Room 300 – Madison Municipal Building Public feedback
session on the Proposals

Monday, December 2, 2013: 4-6 pm – Hall of Ideas F & G - Monona Terrace Presentation of Staff
Report.

Monday, December 16, 2013: 4-6 pm – Ballroom C - Monona Terrace Committee deliberations

The Judge Doyle Square Committee will make a development team recommendation for the Common Council's consideration following the interviews, and the presentation of any staff recommendations. In making its selection under this RFP, the City and the Committee will consider the submittals, interviews, general qualifications, prior history of performance as well as the selection criteria set forth in the RFQ and RFP and public input.

Thursday, January 23, 2014: 6-8 pm Room 302- Madison Central Library Committee deliberations

Monday, February 3, 2014: 4-8 pm Ballroom C – Monona Terrace Committee deliberations

First Quarter of 2014 Common Council Review and Selection of Development Team

To Follow Common Council Action Complete Development Agreement with Selected Development Team

DEVELOPER SELECTION CRITERIA

The City of Madison intends to select the developer based on a combination of features and attributes which offer the best overall value to the City. The City will determine the potential best overall value by comparing differences in project features, feasibility, and development team attributes, striking the most advantageous balance for achieving the City's goals for Judge Doyle Square.

The City will use the following tool (Green/Yellow/Red) to evaluate each of the following criteria.



Green - Meets or exceeds the City's expectations



Yellow - Meets some but not all of the City's expectations



Red - Does not meet the City's expectations

An overall rating will be made as a composite of the individual ratings.

1. PROJECT PLAN - The degree to which the project concept excels in achieving:
 - (1) the Project Goals found in Section 2 and Project Requirements found in Section 3 of the RFQ; and
 - (2) the RFP Requirements 1, 2, 3, 7, 10.
2. PROJECT DELIVERY and OPERATIONS – The degree to which the team has demonstrated:
 - (1) a superior development phase plan (RFP Requirements 8, 9, 11, 12, 13); and
 - (2) a superior operating phase (RFP Requirements 4, 5, 6, 7 and 12).
3. FINANCING - The degree to which the team has demonstrated the feasibility of its financing approach including a cost effective and efficient use of City resources. (RFP Requirement 14)

*The review of the proposals will be conducted in two phases: first, a City Staff Team analysis followed by the Judge Doyle Square Committee review of the proposals. The Committee may convene in closed session in accordance with the provisions of the Wisconsin Open Meetings Law to transact some of its deliberations.

In the event that a proposer does not meet one or more of the requirements, the City of Madison reserves the right to continue the evaluation of the proposal that most closely meets the requirements of the RFP.

During the evaluation of proposals, the City reserves the right to contact any or all proposers to request additional information for purposes of clarification of RFP responses, reject proposals which contain errors, or at its sole discretion, waive disqualifying errors or gain clarification of error or information.

At any phase, the City reserves the right to terminate, suspend or modify this selection process; reject any or all submittals; and waive any informalities, irregularities or omissions in submittals, all as deemed in the best interests of the City.