



## **Introduction**

The Beaver Dam Unified School District is seeking proposals for architectural and consulting services from qualified architectural firms. The District is exploring construction and renovation projects and is looking to partner with an architectural firm to provide expertise throughout all phases of the projects.

The District seeks an architect to provide support for two main components of this RFP:

1. Pre-Referendum Planning/Design, Stakeholder Communication, and Engagement
2. Post-Referendum Architectural Services\*

## **Minimum Qualifications**

Consideration for awarding the contract will be limited to those firms that specialize in, or have a division/department dedicated to, K-12 public education projects and have participated in at least three such processes for K-12 public education institutions resulting in projects of ten million dollars (\$10,000,000) or more within the last three (3) years.

## **Background/Overview**

The Beaver Dam Unified School District is located in Dodge County, approximately 30 miles northeast of Madison on US Hwy 151. The District serves approximately 3,200 students in grades 4K-12. District buildings currently include a district office, one high school (grades 9-12), one middle school (grades 6-8), and five elementary schools (grades K-5).

The Beaver Dam Middle School, located at 108 Fourth Street in Beaver Dam, has an enrollment of 670 students. Originally constructed in 1921, the current middle school initially served as the district's high school until the current high school was built in 1957. There have been additions to the middle school in 1989 and 1998. It currently is approximately 140,914 square feet and is located on a site of 4.8 acres.

Washington Elementary School, located at 600 Grove Street in Beaver Dam, was built in 1949 and is approximately 52,474 square feet. The school currently serves grades 5K through grade 5, and there are two sections per grade.

Wilson Elementary School, located at 405 West Third Street in Beaver Dam, was built in 1959 and is approximately 35,874 square feet. The school currently serves grades 4K through grade 5, and there is one section per grade.

The District's Board of Education adopted its initial 5-year facility plan in 2019 and it updates that plan annually. In order to inform that plan, the District conducted a facilities and educational

adequacy assessment in 2022 focused on the Beaver Dam Middle School (BDMS) and two elementary schools, Washington and Wilson. The findings of that assessment suggest a need for significant financial investments at the middle school and an opportunity to improve instructional delivery and efficiency at the elementary level. In February 2023, the Board approved the updated facility plan, which includes exploring the prospect of a new middle school; renovations/upgrades at Washington Elementary School in order to accommodate the students who currently reside within the Wilson Elementary boundaries; and shifting the use of Wilson Elementary school from a traditional elementary school to a community early learning/child care site. Acknowledging that the District does not have the financial resources to accomplish large-scale capital projects within its existing budget, the District is considering a potential capital referendum in order to achieve its objectives.

### **Scope of Services**

The selected architectural firm will support the BDUSD with the following:

#### Pre-Referendum Planning/Design, Stakeholder Communication, and Engagement

- Assist with the selection of a Construction Manager (CM), as the selected architectural firm will work closely with the CM throughout the various phases of the projects.
- Develop a comprehensive plan for the desired capital projects that can be shared with various stakeholder groups, including conceptual representations and associated costs for each project.
- Provide support for exploring a potential referendum by engaging stakeholders and focus groups; participating in referendum presentations and other community events; and preparing communication materials. Communication may include the use of social media, online information, and printed information (postcards, brochures, etc.).
- Based on stakeholder feedback and District facility needs, propose cost-effective projects that optimize the educational needs of students.

#### Post-Referendum Architectural Services\*

- Design comprehensive plans for projects utilizing current and anticipated trends in both education and building design, including automation and energy efficiency.
- Facilitate a team with various district stakeholders to develop designs that reflect the needs of the district.
- Engage with CM to ensure budget control throughout the design and construction process by attending construction meetings, performing project inspections, and reviewing progress billing.
- Work with local government meetings as needed to support building projects, including issues related to permitting or zoning.
- Attend and present at Board of Education meetings or other group meetings as necessary to support the projects.

\*Post-referendum work is contingent upon the successful passage of a referendum

## **Timeline**

March 10, 2023	Issue RFP
March 20, 2023	Pre-proposal meeting and walkthrough
March 27, 2023	RFP responses due at 12 pm
Week of April 3, 2023	District to interview finalist firms
April 10, 2023	Selected firm presented to the Board for approval

A pre-proposal meeting and walkthrough will be held on March 20, 2023 at 10 am. The meeting is not mandatory, but any firms interested in attending should email [malkovicha@bdusd.org](mailto:malkovicha@bdusd.org) so that the district can communicate details regarding location.

## **Proposal Requirements**

Respondents to this RFP shall include the following minimum information in their proposal:

### **A. *Cover Letter***

1. Include firm name, business address, telephone number, e-mail address, and contact person.
2. Indicate why your firm should be selected for this project.

### **B. *Firm Profile***

1. General qualifications: describe the general qualifications of the firm(s).
2. Special qualifications: describe any special or unique qualifications of the firm(s) as they relate to the scope of the proposed projects.

### **C. *Proposed Project Team***

1. List the specific personnel proposed for the project team and submit resumes demonstrating relevant experience of key personnel. Specify the role of each key staff member in the project.
2. Name, address and brief description of any sub consultants that may be employed as partners on this project. Include length of existing relationship and possible names of representatives who would work on this project.

### **D. *K-12 Education Experience***

Provide a list of clients, including name, address, contact person and telephone number for whom similar or related services have been provided within the last five years. Include a short description of the project(s), the name of the lead consultant(s), and other staff members that were assigned and their role(s) in the project. Special emphasis should be placed on projects similar in scope and size to the ones being considered.

### **E. *Proposal Response***

Respondents to this RFP shall include information related to the following:

1. **Pre-Referendum:** Describe how the firm would assist the District with the referendum process. Proposals should include specific examples of strategies or services that the

\*Post-referendum work is contingent upon the successful passage of a referendum

firm has used to engage stakeholder groups, communicate with the community, and gain public acceptance of projects. Include a list of referendum success/failures for the past five years.

2. **Post-Referendum:** Describe your facilitation style for the design process: What role does your firm play in the integrated design process? How involved are you in reviewing design concepts and assisting in value engineering? How do you coordinate with other design consultants during plan development?
3. Include a proposed time schedule (to the best extent possible) to complete the scope of work specified.

F. *Fee Proposal*

Provide a fee proposal for both of the following:

1. Pre-Referendum Planning/Design, Stakeholder Communication, and Engagement

Fees shall include all meetings needed to successfully complete this project and ALL related reimbursable costs, including all sub-contracted vendors.

2. Post-Referendum Architectural Services\*

Please provide a fee based on cost ranges. If applicable, specify all reimbursable expenses, additional services, and/or additional fees not included in this proposal

Range	Fee for New Construction
\$0 - \$50,000,000	
\$50,000,000 - \$75,000,000	
\$75,000,000 - \$100,000,000	

Range	Fee for Renovations
\$0 - \$5,000,000	
\$5,000,000 - \$10,000,000	
\$10,000,000 - \$15,000,000	

\*Post-referendum work is contingent upon the successful passage of a referendum

## **Proposal Evaluation / Selection Process**

The responses will be reviewed by an evaluation panel consisting of individuals selected by the District. Responding firms will bear all costs of this RFP and interviews, if any.

Proposals will be reviewed using the following criteria / elements:

- Conciseness, responsiveness and completeness of the proposal to the information requested, objectives, and deliverables as outlined in the RFP
- Prior experience, qualifications, references, and past performance
- Experience with / expertise in K-12 school projects generally, and middle school projects specifically
- Fee Proposal/Cost: Overall fee / billing rates

The Beaver Dam Unified School District will award the contract to the architectural firm that it believes is best-qualified to meet the needs of the District, which is not necessarily the lowest-cost proposal. This RFP shall not, in any manner, be construed to be an obligation on the District to enter into a contract or result in any claim for reimbursement of cost for any efforts expended in responding to the RFP or in anticipation of any contract.

### **Submission Requirements**

All responses to this RFP shall be received by Monday, March 27, 2023 at 12 pm. Proposals received after the stated date and time will not be considered. Each firm submitting a proposal must submit three copies and the package should be clearly labeled "Architect Proposals."

Proposals should be delivered to:

Anne-Marie Malkovich, Director of Business Services,  
Beaver Dam Unified School District  
400 E. Burnett St.  
Beaver Dam, WI 53916

In addition to the physical copies, each firm should send an electronic copy of the proposal, in PDF format, to [malkovicha@bdusd.org](mailto:malkovicha@bdusd.org). All proposals will become the property of the Beaver Dam Unified School District.