
**MEMORANDUM
COMMUNITY & ECONOMIC DEVELOPMENT**

TO: City Council

SUBJECT: City of Rock Island Comprehensive Plan Consultant

Date: July 16, 2013

In early June, CED staff submitted a request for proposals for comprehensive planning services to a list of qualified consultants and advertised the RFP on the Illinois Planning Association's website. Consultant services requested included the following comprehensive plan components: Community Engagement, Flooding and Hazard Mitigation Planning, Economic Asset and Opportunity Analysis, and Future Land Use Mapping. All other plan components will be conducted in-house by CED planning staff.

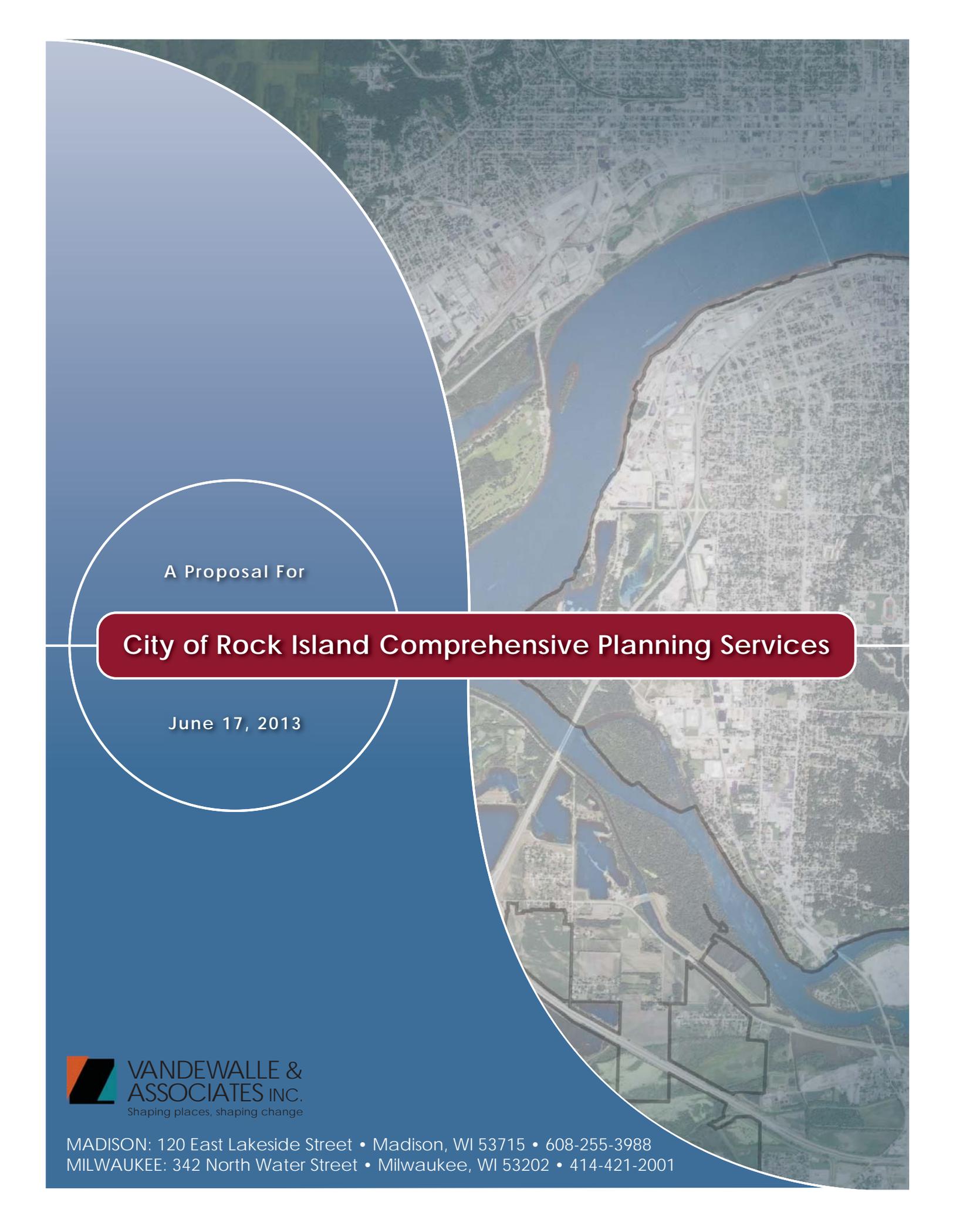
CED staff received three proposals and held interviews with all three consultants the week of July 8th. After thorough consideration, CED staff selected Vandewalle & Associates out of Madison, WI to perform the services itemized above. Their proposal and interview stood out among the rest with regard to economic development and hazard mitigation in particular. Consultant services for this plan will not exceed \$70,000, which is fully funded by the Illinois Disaster Recovery grant received for this project.

In keeping with our accelerated schedule wherein a complete draft of the plan is due to IDCEO in January, we request City Council approval on July 22nd of the selected consultant.

Recommendation: CED staff recommends that the City Council approve Vandewalle & Associates of Madison, WI for professional consulting services for the preparation of the City's Comprehensive Plan in an amount not to exceed \$70,000 and authorize the City Manager to execute the contract documents.

Submitted by: Brandy Howe, AICP, Urban Planner II
Ben Griffith, AICP, Planning and Redevelopment Administrator
Jeff Eder, Community & Economic Development Director

Approved by: Thomas Thomas, City Manager



A Proposal For

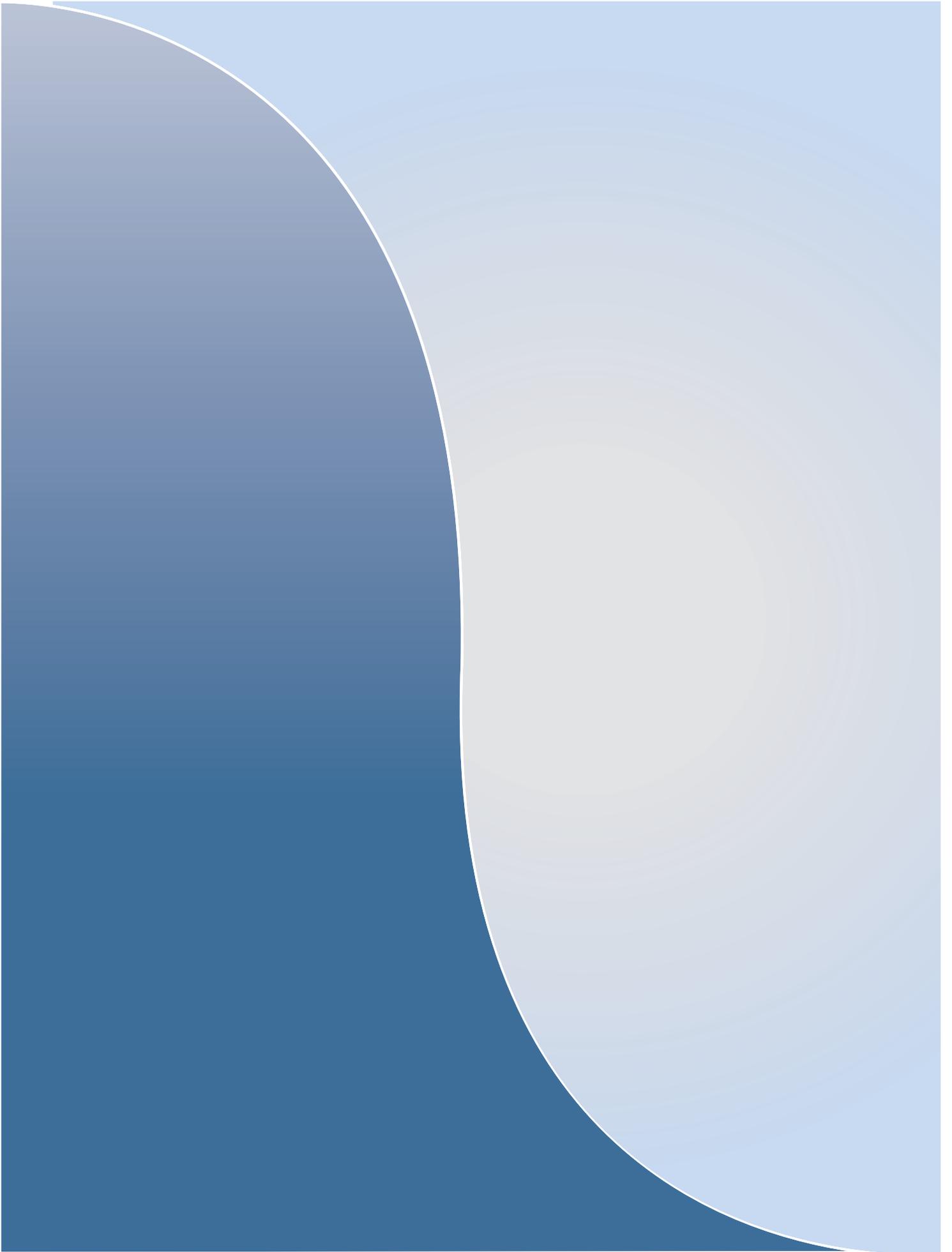
City of Rock Island Comprehensive Planning Services

June 17, 2013



**VANDEWALLE &
ASSOCIATES INC.**
Shaping places, shaping change

MADISON: 120 East Lakeside Street • Madison, WI 53715 • 608-255-3988
MILWAUKEE: 342 North Water Street • Milwaukee, WI 53202 • 414-421-2001





VANDEWALLE & ASSOCIATES, INC.

June 17, 2013

Brandy Howe, AICP
City of Rock Island, IL
1528 3rd Avenue
Rock Island, IL 61201

Dear Brandy:

Thank you for inviting us to submit a proposal for your Comprehensive Plan Update. We feel this project presents an opportunity for a true collaboration between City staff and the consultant, each capitalizing on their strengths to contribute to a successful planning process that is well-positioned for implementation. As a firm with significant experience in helping communities across the Midwest plan for their futures, we are excited at the opportunity to learn more about Rock Island and help position the community for success.

We have reviewed your RFP, considered your helpful responses to our questions, and have read the City's existing plans including the RiverVision Plan, Downtown Strategic Plan, and the New Old Chicago Neighborhood Plan. Based on those, and our significant experiences in communities similar to Rock Island, we have constructed a proposal to efficiently and effectively address all of your needs. Like you, our goal is to provide a Comprehensive Plan that reflects the City's planning history and serves as a call to action to actively address challenges and capitalize on available opportunities. As demonstrated in the list of planning and implementation clients contained in the Project Examples and References section of our proposal, Vandewalle & Associates distinguishes itself by our ability to prepare plans that are both bold and fully achievable.

Simply put, Vandewalle & Associates has an unmatched understanding of what works, and what doesn't, in building successful communities. All of our proposed project team members are genuinely excited about the prospect of creating a positive and lasting impact on Rock Island, and all of us have the capacity to undertake and fully complete this project. We appreciate your consideration of our proposal and would welcome the opportunity to speak further with you. Please contact me at (608) 255-3988 or sharrington@vandewalle.com if you have any questions or would like more information.

Sincerely,

E. Scott Harrington, AICP
Principal Planner

Jessica Schmiedicke, AICP
Project Manager

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Contact Information

E. Scott Harrington, AICP

Vandewalle & Associates, Inc.

120 East Lakeside Street

PO Box 259036

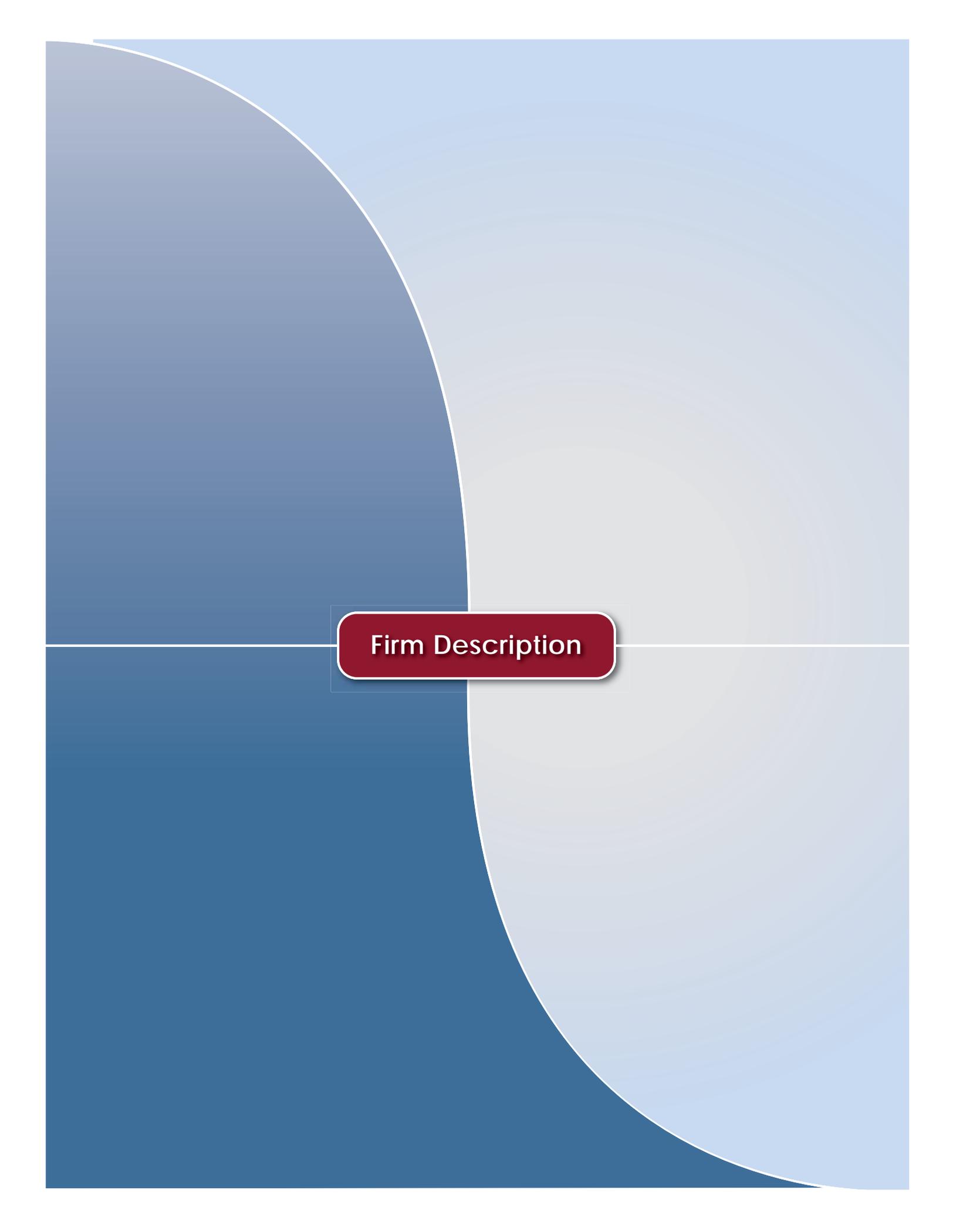
Madison, WI 53715

(608) 255-3988

sharrington@vandewalle.com

www.vandewalle.com





Firm Description





Vandewalle & Associates

Madison • Milwaukee • Midwest



Powerful thinking that turns assets to economic opportunities, catalytic projects, and solutions.

Vandewalle & Associates is a unique collection of highly talented individuals with expertise in economic strategy, planning, design, energy systems, food and water systems, redevelopment, architecture, marketing, and real estate. Founded in 1978 by Brian Vandewalle, who remains the sole proprietor and president, the firm has established itself as the Midwest leader in innovative economic positioning by working with clients to identify core assets and translate them into new economic opportunities. We are attuned to changing global economic trends and know how to reposition declining industries and obsolete facilities to embrace new industries and opportunities. We know every corner of the region, every important industry, and have worked for the Midwest's largest metropolitan regions and global corporations, as well as its smallest towns and villages.

What we do best. With this exceptional pool of expertise and an agile team structure, we've developed innovative ways to tackle and shape rapid change and major issues of today better than anyone else.

- ❑ **Building and Retooling Local, Metro, and Regional Economies.** Communities and regions across the country are struggling to find their role in the global economy. As creative economic strategists, we look at things differently. We examine emerging economic opportunities, leverage place-based assets, align around a compelling economic vision, set a clear course of action, and define catalytic projects for change.
- ❑ **Embracing Resources and Renewable Energy.** The new economy is open to those who know how to capture and integrate renewable resources. We can help discover forward-thinking opportunities, harness place-based assets to drive them, then develop innovative plans and partnerships to set them in motion.
- ❑ **Catalyzing and Implementing Projects.** Not every project comes to us fully defined. We are adept at helping our clients discover the partners, project champions, and funding to answer multifaceted needs and make big ideas happen. We can coalesce, develop and manage the vision, and explain complex ideas along the way.

Comprehensive Planning. Vandewalle & Associates has been preparing innovative comprehensive plans for over thirty years with a mission to preserve and enhance communities' quality of life through long-range planning. Our experienced, diverse team of professionals ensures that plans are truly "comprehensive" in their scope and provide communities with the necessary tools to effectively manage growth and achieve their desired character. We accomplish this by helping each community uncover what makes it special, then providing clear, highly visual recommendations on how to protect and enhance its unique attributes, resources, and opportunities. This process involves a proactive and ongoing approach to public involvement with a focus on implementation.



Community Engagement. Our community engagement programs actively involve the general public, local governments, and key community interests in identifying important issues, refining a vision for the community, providing input on future land use issues, and suggesting strategies to achieve the vision. This effort also emphasizes intergovernmental coordination. Our public participation options include:

- ❑ Community Visioning Workshops
- ❑ Visual Preference Surveys
- ❑ Neighborhood Walkabouts
- ❑ Favorite Places Photo Surveys
- ❑ Design Charrettes
- ❑ Public Open Houses with Facilitated Feedback
- ❑ Keypad Polling
- ❑ Stakeholder and Focus Group Interviews
- ❑ Facilitated Intergovernmental Meetings
- ❑ Youth Workshops
- ❑ Special Needs Population Outreach
- ❑ Multimedia Presentations
- ❑ Social Media Creation and Hosting
- ❑ Mailed and Web-based Community Surveys
- ❑ Project Web Hosting
- ❑ Project Mailing and Email Lists

Hazard Mitigation. Vandewalle & Associates' experience with hazard mitigation planning began with major flood mitigation and relocation projects in places like Soldiers Grove and Darlington, Wisconsin in the 1980s and 1990s. More recently, we have specialized in county-wide, multi-jurisdictional hazard mitigation plans that meet FEMA and state emergency management agency standards in places like Grant County, WI; Marquette County, WI; the City of Darlington, WI; and Stephen County, IL. All of these places have been susceptible to flooding and other natural hazards and are receptive to creative, community supported approaches to mitigate future natural hazards.

Opportunity Analysis and Economic Development.

Cultivating economic development opportunities among growing and emerging industries and economic sectors is a hallmark of Vandewalle & Associates' practice. Our firm has the capability to identify—and position our client communities for—economic growth based on emerging trends, locational and demographic advantages, and focused government initiatives. Working at multiple scales from regional strategies to site reuse, our understanding of "economic geography" and the dynamic interplay between economic clusters at the local, regional, national, and even global levels, has been key to our success.

Proven Results. Vandewalle & Associates has an outstanding record of client service and on time and on budget performance. By building solid relationships with our clients, we've shaped sites, communities, cities, and regions into vibrant and magnetic economic centers. The next several pages profile our staff and just some of the places we've helped leverage their assets for change. We encourage you to contact all of the listed references as well as the dozens more that are featured on our website, www.vandewalle.com.

VANDEWALLE & ASSOCIATES, INC. ECONOMIC POSITIONING

shaping places, shaping change

| | | |
|---|---------------------------------|---|
| State/ MegaRegion assets | VISION | <ul style="list-style-type: none"> • UW System—International Economic Development • State of WI—BioIndustry Positioning, BioForward • State of IA—BioEconomy Positioning • Blue Planet Partners—Regional Food Strategy |
| Region | CONTEXT opportunities | <ul style="list-style-type: none"> • Milwaukee 7 Asset & Opportunity Analysis • Madison Region Asset & Opportunity Analysis • Quad Cities Global Growth Initiative • Midwest IP Institute—50 County • I-90 Economic Vision |
| City/Metro framework | STRATEGY | <ul style="list-style-type: none"> • Milwaukee, WI—Economic Development Framework • Madison, WI—Healthy City • Rifle, CO—Energy Village • Buffalo, NY—Economic Opportunity & BioPositioning • Jefferson County, WI |
| Site or Corridor | putting it in place | <ul style="list-style-type: none"> • Cluster Development • Economic Development • Implementation • Resource Procurement • Milwaukee, WI—30th Street Corridor • Waterloo, IA—TechWorks • Madison, WI—Capital East District • Madison, WI—BioAg Gateway • Fitchburg Technology Campus • Moline, IL—Renew Moline |
| Corporations & Institutions | | <ul style="list-style-type: none"> • Disposition/Creative Reuse • Catalytic Positioning Projects • Company Town Workforce Development • Master Planning • Deere & Company • Madison Gas & Electric • Spectrum Brands • Caterpillar • Milwaukee Regional Medical Center |
| Business & SupplyChain Development | | <ul style="list-style-type: none"> • Business Planning • Connecting the Dots • Pathfinding • Supply Chain Assessment • Midwest Intellectual Property Management Institute • Capital Island Wheat • Washington Island Brands |

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Vandewalle & Associates Project Team

Vandewalle & Associates is comprised of over 20 talented community and regional planners, economic development specialists, urban designers, landscape architects, and GIS mapping specialists. This multi-disciplinary team of professionals provides a comprehensive range of creative solutions and services required to create economically, socially, and environmentally sustainable communities.

Scott Harrington, AICP

A Principal Planner with 25 years of experience, Scott will serve as the principal-in-charge for the project. Scott's role will be to guide the development of products and deliverables and be responsible for overall quality control. Scott has been a practicing planner in Florida, Colorado, Illinois, and Wisconsin and has significant economic development and long range planning experience for communities such as Freeport, Moline, and East Dundee, Logan County, Illinois and Ripon, Milton, and McFarland, Wisconsin.

Jessica Schmiedicke, AICP

An Associate Planner with 7 years of experience, Jessica will serve as the primary contact and day-to-day project manager for the project. Jessica will take the lead on document drafting, public participation preparation, meeting preparation, and general correspondence. Jessica has had similar roles in Lee County, Illinois and Grant County, Manitowoc, Sheboygan, Lake Geneva, Jefferson, and Janesville, Wisconsin.

Rob Gottschalk, RLA, AICP

A Principal Planner with 20 years of experience, and having led the 50+ County Asset and Opportunity Analysis of the Iowa-Illinois bi-state region, Rob will contribute expertise on regional economic drivers and opportunities that influence Rock Island. Additionally he will contribute expertise in real estate market analysis and redevelopment.

Ashley Robertson

An Assistant Planner just beginning her career, Ashley will provide project support on real estate and housing assessment, market and demographic data analysis, and other in-depth project research. She will also support community engagement efforts.

Daniel Eckberg

A Geographic Information System Technician with 4 years of experience, Dan will be responsible for preparing the Future Land Use Map, spatial analysis, and other working maps needed for the project. Dan led future land use mapping efforts in Sheboygan, Stoughton, Oregon, and DeForest, Wisconsin.

Support Staff

Jeff Maloney, a Principal Designer with 11 years of experience, will take the lead on preparing redevelopment concept plans and other graphics as needed for the project. Jeff has filled the same role in numerous projects including Moline, Belvidere, and Harwood Heights, Illinois and Middleton, Janesville, and Sheboygan, Wisconsin.

Susan Hansen, Creative Director/Marketing Communications with 20 years of experience, will provide materials and approaches to effectively communicate complex issues as needed.

In addition, not to be overlooked, Nicole Anderson will provide administrative support to the entire Vandewalle & Associates' team, a role she has excelled in for the past 13 years.



E. Scott Harrington, AICP

Principal Planner
Vandewalle & Associates



Scott Harrington is a Principal Planner and project manager at Vandewalle & Associates contributing special expertise in the creation and implementation of urban redevelopment initiatives. For over 25 years, Scott has worked on the front lines in a number of cities in the Midwest, South, and Western U.S. He is well versed in the complex processes of management, community participation, and financing and negotiations required to craft and implement long-range planning and large-scale revitalization efforts. His ease among elected bodies and plan commissions and with public financing is second to none.

Given his diverse background, Scott leads and assists with a wide variety of projects at Vandewalle & Associates including everything from regional economic positioning initiatives, to municipal comprehensive plans and zoning regulations, to redevelopment strategies for downtowns, corridors and sites. Over the last few years in particular, much of Scott's work has been focused on economic development and redevelopment in older, first ring suburbs of major metropolitan areas, including Milwaukee, Chicago, and St. Louis, as well as downtowns and commercial districts of mid-sized and smaller central cities, including Madison and Moline.

With his Gulf Stream Design Manual, he received an Award of Merit from the American Society of Landscape Architects for his work in Urban Planning and Design. He also served as the firm's project manager for the City of Madison East Washington Avenue

Capitol Gateway Corridor Plan that received an award for Outstanding Urban Design from the Wisconsin Chapter of the American Planning Association in 2010.

Education

- M.U.P. Urban Planning
University of Michigan
Ann Arbor, Michigan
- B.S. Natural Resources
University of Michigan
Ann Arbor, Michigan

Professional Licenses, Registrations, and Memberships

Member, American Institute of Certified Planners

Member, Wisconsin and Illinois Chapters of the American Planning Association

Former Board Member, Orchard Ridge Neighborhood Association, Madison, WI

Former Member, Technical Advisory Committee to Legislature on Intergovernmental Coordination, Florida Department of Community Affairs

Former Board Member, Colorado Chapter of the American Planning Association

Presenter, "Preserving Neighborhood Character" American Planning Association National Conference (1996 and 2002)



Jessica Schmiedicke, AICP



Associate Planner
Vandewalle & Associates

Jessica Schmiedicke is an Associate Planner providing a range of growth management services to communities throughout the Midwest. Her main service areas include research, writing, and project coordination on planning documents; coordinating and facilitating public participation efforts such as community workshops; analyzing digital (GIS) maps and data to help answer planning questions; and assisting on implementation activities such as parks and public facility needs assessments, zoning ordinances, and development review.

Among Jessica's broad interests include urban-area planning and redevelopment, intergovernmental relationships, and the use of visual tools such as maps to communicate planning ideas and options. She prides herself on careful attention to detail and quality, developing and nurturing effective relationships with client communities, and attentive and proactive project coordination and troubleshooting. Jessica also continues to learn about and advance sustainable community practices and their impacts on and opportunities for her clients.

While at Vandewalle & Associates, Jessica has worked on a variety of projects including comprehensive plans, park and open space plans, transportation documents, and plan implementation.

She recently has had significant roles in researching and drafting plan documents, coordinating planning processes, and designing public participation events for comprehensive plans in the Cities of Brookfield and Lake Geneva; park and open space plans for the City of Watertown and Villages of DeForest and Fontana; and a redevelopment/natural resources restoration project in Cross Plains. Jessica has also led a variety of mapping efforts associated with a diverse range of the firm's projects.

Education

- M.S. Urban and Regional Planning
University of Wisconsin-Madison
Madison, Wisconsin
- B.A. Community Leadership, minor in Geography
Aquinas College
Grand Rapids, Michigan

Professional Licenses, Registrations, and Memberships

Member, American Planning Association, National and Wisconsin Chapters

Member, American Institute of Certified Planners (AICP)



Rob Gottschalk, RLA, AICP



Principal

Economic Positioning and Regional Sustainability
Vandewalle & Associates

With over 20 years of experience, Rob Gottschalk is a leading expert in regional economic positioning, asset analysis and opportunity identification, and implementation. Rob focuses his skills on crafting economic development strategies and sustainable development opportunities for regions, cities, and urban centers. His unique asset-based and whole-system approach uncovers opportunities that are truly rooted in a region's place-based assets.

Rob is currently working with the Water Council in Milwaukee, WI to prepare a Leadership Vision Strategy to advance Milwaukee as an international Freshwater R&D epicenter, working with the City of Madison to reposition and redevelop the Capital East Corridor District – Madison's largest redevelopment project in City history, and assisting the Madison Gas & Electric economic development team on several catalytic projects throughout the Madison region.

Regional innovation projects include asset and opportunity analyses for the seven-county Milwaukee 7 Region and the eight-county Madison Region in Wisconsin; an economic asset analysis for a Midwest 80+ County Region in Iowa, Illinois, and Wisconsin; leading an economic positioning and Global Growth Initiative for the Quad Cities Region of Iowa and Illinois; and the development of an economic vision and positioning framework for Jefferson County, Wisconsin. These projects involve distilling a comprehensive analysis of the region's economic and place-based assets, developing an economic and region building strategic framework, as well as crafting a compelling vision to align individual efforts.

Aligning corporate, academic, public sector, and nongovernmental executive leadership around a core vision and leading the early stages of

implementation is critical in these large-scale, complex multi-faceted projects.

Rob is passionate about making big visions happen on the ground and specializes in helping communities retool by developing the innovation capacity as well as centerpoints for emerging economies. He helped conceptualize and continues to help implement BioAg Gateway in Madison, Wisconsin. BioAg Gateway is a research and commercialization center focusing on growing new businesses and positioning, educating, and engaging the region and world in the future of Wisconsin's agriculture. Rob is also a seasoned project strategist, a skilled graphic communicator of complex ideas, and an inventive urban planner. He has been heavily involved in hundreds of development and redevelopment projects throughout the Midwest.

Education

B.S. Landscape Architecture
University of Wisconsin
Madison, Wisconsin

Professional Licenses, Registrations, and Memberships

Board of Directors, Natural Heritage Land Trust

Member, Working Lands Steering Committee, State of Wisconsin

Member, 1000 Friends of Wisconsin

Founding Board Member, Blue Planet Partners

Governor Appointed Member, Wisconsin Land Council, 2003-2005

Member, American Institute of Certified Planners (AICP)

Member, American Society of Landscape Architects



Ashley Robertson



Assistant Planner
Vandewalle & Associates

Ashley joined Vandewalle & Associates in June 2013 to assist in the firm's work in redevelopment and economic positioning projects, including projects in Freeport and Streator, Illinois and in Port Edwards and Madison, Wisconsin. She is particularly invested in reenergizing cities across the Midwest, and has studied economic repositioning of cities large and small.

Ashley's work in economic development has included the study of nanotechnology's influence on the Triangle region in North Carolina, focusing on how firms and universities work together to spur growth in a region. Ashley is also well versed in historic preservation and adaptive reuse, and brings the firm experience in community development and transportation planning from her work with the unique Atlanta BeltLine project. She is a skilled researcher, having worked with the Library of Congress on Capitol Hill producing research on various issues pertaining to foreign affairs, defense, and trade.

Education

- M.C.R.P. City and Regional Planning
Focus on Real Estate & Placemaking
University of North Carolina – Chapel Hill
Chapel Hill, North Carolina
- B.A. International Studies
Spelman College
Atlanta, Georgia

Activities and Affiliations

- FLAS Fellow in the Carolina Center for the Study of the Middle East and Muslim Civilization; 2012 – 2013
- UNC-CH DCRP Planner's Forum (co-President); 2011 – 2012
- UNC-CH DCRP Admissions Committee; 2011 – 2012
- UNC-CH DCRP Diversity Committee; 2011 – 2013



Dan Eckberg

GIS Technician
Vandewalle & Associates



Dan Eckberg is a GIS Technician with Vandewalle & Associates and has the primary responsibilities of map creation; data acquisition, organization, and manipulation; and spatial data analysis.

Dan has experience with Environmental Systems Research Institute's (ESRI) ArcDesktop GIS software packages and utilizes this experience to effectively apply cartographic techniques to a range of planning projects. During his time with Vandewalle & Associates, Dan has worked on a variety of projects, such as identifying areas of developable land for the Jefferson County Farmland Preservation Plan, evaluating and mapping bike trail routes for the Village of Oregon, mapping student study abroad data for the UW-Internationalization Project, analyzing demographics of food deserts in Freeport, IL, geo-coding survey results for several Madison development projects, designing and creating a database of potential Brownfield sites for the City of Janesville, preparing maps for the City of Sheboygan's Comprehensive Plan, and creating the City of White-water's Official Zoning Map.

Dan has also worked on several large-scale highway corridor impact analysis studies with Vandewalle & Associates. These include the US 14 project in Rock County, the Wis 23 project in Fond du Lac County, the US 51 project in Dane County, and the US 41 Interstate conversion between Green Bay and Milwaukee. Dan's work on these projects has focused on preparing mosaics of local and regional maps

from a broad variety of sources into corridor-wide maps which compile data depicting soils, natural resources, existing land use and adopted land use plans from towns, villages, cities, counties, and regional and federal agencies. These maps are the focus of the Expert Panel analysis of highway alternatives for the Indirect and Cumulative Effects portion of the DEIS and EIS phases of WisDOT's analysis under NEPA and WEPA.

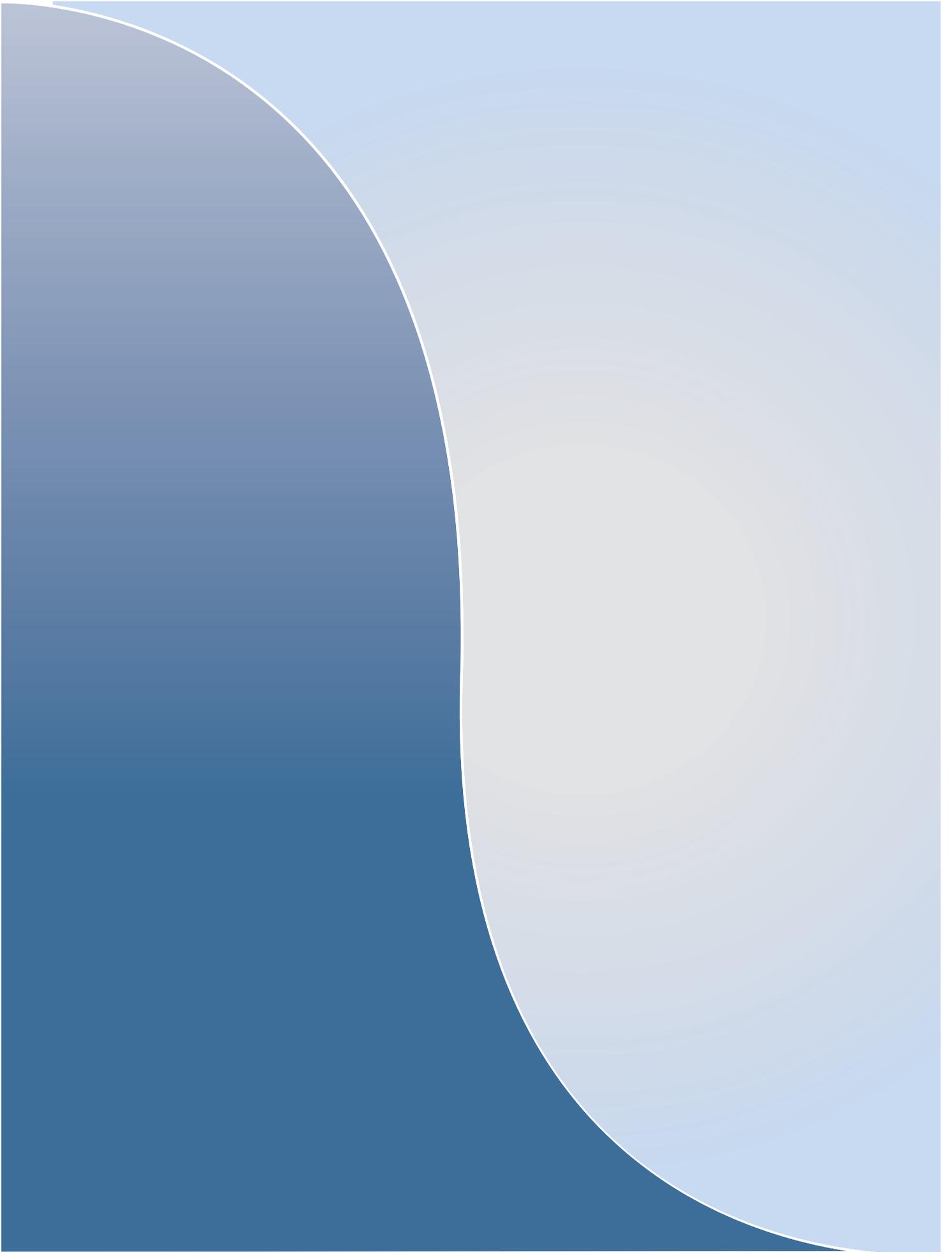
Prior to joining Vandewalle & Associates, Dan worked as a GIS research assistant at the Minnesota Population Center. His responsibilities included helping to update the National Historic Geographic Information System (NHGIS) by aligning digital statewide United States census tract maps. Before that, Dan held an internship with U-PLAN, a community planning group for the Frogtown/Rondo neighborhood of St. Paul, Minnesota. In this position, Dan helped design a traffic impact analysis for the neighborhood using the CommunityViz extension of ArcGIS.

Education

- B.A. Geography -City Systems
- Minor Geographic Information Systems
Magna cum laude
University of Minnesota
Minneapolis, Minnesota

A dark red rounded rectangular button with a white border and a subtle drop shadow, containing the text "Project Approach" in white. The button is centered horizontally and partially overlaps a white horizontal line. The background consists of a dark blue area on the left and a light blue gradient area on the right, separated by a white curved line.

Project Approach





Project Approach

This project presents an opportunity for a true collaboration between City staff and our project team, with each us capitalizing on our strengths to create a dynamic and engaging planning process and a plan that is both comprehensive and strategic to drive economic growth and development over the next decade and beyond. One of the bigger challenges we often face is being able to get client staff more engaged so we genuinely welcome an integrated, team-oriented process and believe the end product will be greatly improved as a result.

Although Rock Island lacks a community-wide comprehensive plan, it's clear that there has been no lack of planning or lack of understanding of the key issues confronting the City. The areas for which plans have been prepared include a diverse combination of the corridors with the greatest opportunities for additional economic growth, as well as those most in need of redevelopment. Likewise, the neighborhood plans appear to focus on those that have some of the City's greatest historic assets and richest character while also presenting some of the greatest challenges with housing conditions and service needs.

No consultant can replicate the City staff's deep understanding of the history of the community, its business climate, the people that live there, and its true needs and potential. However, a consultant – and

Vandewalle & Associates in particular – can bring extensive knowledge and experience with the strategies that have and haven't worked in other communities struggling with the same issues. Further, Vandewalle & Associates is uniquely qualified to identify Rock Island's primary economic opportunities based on its position in the center of the greater regional context of both the Quad Cities metro area as well as a three-state region covering 80 counties from Des Moines, IA to Chicago, IL. Through our work with both the Quad Cities Chamber and the Midwest Intellectual Property Institute, we have an unmatched understanding of the current and emerging economic forces that, if leveraged properly, can build and sustain communities within the region. Our mission in Rock Island will be to work with staff to identify the City's unique combination of place-based assets and then to develop bold, yet highly achievable strategies for aligning them with the economic opportunities offered within the greater region.

The following sections describe our approach for each consultant-led component of the project.

Economic Asset and Opportunity Analysis

Vandewalle & Associates takes great pride in preparing plans that get implemented. One of the primary keys to our success is that all of our plans have clearly identified economic drivers that the recommenda-

tions and strategies are built around to ensure they can be achieved. Plans that fail to fully account for economic conditions and possibilities become little more than wish lists. This does not mean setting a low bar based on the apparent economic "realities" of the moment; far from it. Instead, it means gaining a deep understanding of the community's key economic assets and how to align them with emerging economic trends. Further, our goal will be to use the economic drivers to give the plan a sense of urgency and make it a call to action to keep it relevant and front and center in all future community policy discussions.

Key Regional Opportunities

Grow Economies
Economies to explore that cross industry sectors, build on assets and corporate base, and align with global trends

- 1 Become a Metal and Multi-Material Applied Technology Center
- 2 Grow Biobased Production
- 3 Expand Renewable Energy Potential
- 4 Develop a Regional Waste to Energy and Product Economy
- 5 Model Water Systems Management and Soil Conservation Practices

Build Innovation Capacity & Place
Efforts to accelerate business development, prepare an innovative workforce, and build a place that attracts world class talent and companies

- 6 Shape Educational Systems to Prepare Tomorrow's Innovators
- 7 Leverage Seasoned Talent to Grow New Businesses
- 8 Build a Regional Collaborative Innovation System
- 9 Realize Full Potential as an Mid-Continent Port and Celebrated "River Place"
- 10 Create Export Clearinghouse for Small Businesses

INNOVATION

Quad Cities Region

TECHNOLOGY

ASSETS

It's about the River

VANDEWALLE & ASSOCIATES



Vandewalle & Associates will conduct a systematic and comprehensive analysis that will draw from our professional experience in the Quad Cities region, market and demographic data collection, and the results of early Plan Commission meetings, public input, and advice provided by City staff. Using large format, full-color graphics and a brief supporting text, this analysis will provide an assessment of the City's place in the regional economy; identify the key assets and strengths of the City that can be leveraged to ensure the community's long-term financial stability and quality of life; and generally identify the key areas in the community that have a high potential for short-term development/redevelopment consistent with the identified opportunities.

Community Engagement

Our team members truly enjoy planning and facilitating meaningful public participation programs for planning projects customized to the community. The events identified in the Scope of Consultant Services requested in the RFP present a variety of participation opportunities that will allow us to reach key stakeholders in the most appropriate setting for each group. While we will rely on City staff and officials to help identify these, we can ensure that no group or interest is left out of the process. Vandewalle & Associates will design the Vision Workshop and Draft Plan Open House to focus on listening to officials, residents and other stakeholders, not spending the whole meeting talking to them.

Flooding and Hazard Mitigation Planning

We bring a much different approach and set of skills to hazard mitigation planning than the typical consulting firm. While versed on physical solutions to problems—for example, improvements to storm sewer systems and elevation of roadways—we bring to our efforts unique sets of skills, experiences, and understandings. As community planners, we understand the influence of community growth plans and ordinances on future hazard vulnerability, and the potential roles of different units of government in broader solutions to hazard mitigation planning. We also have extensive experiences in running large multi-jurisdictional planning processes that demand

meaningful community and local government involvement. This is absolutely critical when confronted with potentially controversial mitigation solutions, such as relocation out of flood prone areas. Finally, we bring a clear understanding of natural and food systems, which helps create broad, sustainable mitigation approaches in our plans that recognize the connectedness of natural and human systems.

Future Land Use Mapping

An accurate map of existing land uses serves as the foundation for the Future Land Use Map. Vandewalle & Associates will work closely with the City to prepare a list of categories that reflect not only use, but also character. To encourage consistency among Quad Cities communities, we recommend reviewing area plans to identify opportunities to use categories similar to other communities.

The Future Land Use Map and supporting narrative will identify locations for natural resource preservation uses and future development areas – including residential, commercial, office, industrial, institutional, mixed use, parks and open space, and environmental corridor land uses. These recommendations will be based on the analysis of physical geography, the availability of municipal services, and the results of previous tasks. Special emphasis will be placed on achieving smooth transitions between incompatible land uses and across municipal boundaries and encouraging redevelopment of vacant or underutilized lands. As such, the future land use map will also identify key redevelopment sites.

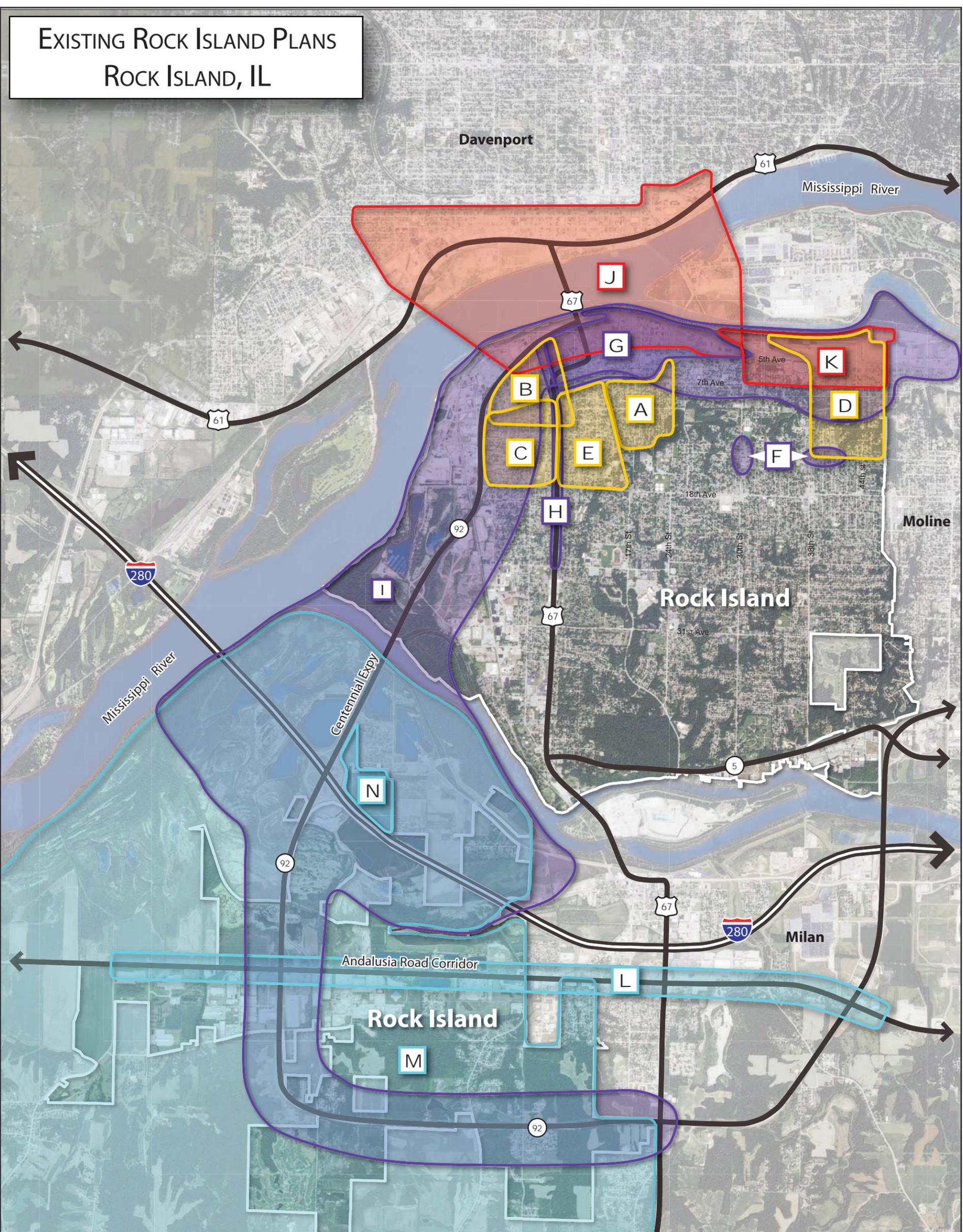
Vandewalle & Associates will present the draft Future Land Use Map to the Plan Commission and at the Open House on the Draft Plan as identified in the Scope of Services. In addition, we suggest sharing the Draft Plan at a community event or gathering place.

Provide Additional Planning Services as Needed

Vandewalle & Associates will work with the City to address projects needs outside of the scope of the previous items throughout the process. This could include additional mapping, site redevelopment concepts, meetings, and specialized research.

EXISTING ROCK ISLAND PLANS

ROCK ISLAND, IL



NEIGHBORHOOD PLANS

- Encourage neighborhood stabilization and reinvestment, support housing rehabilitation, and invest in public infrastructure
- Increase small businesses and focus private redevelopment
- Protect historic architecture

- A** BROADWAY
- B** NEW OLD CHICAGO
- C** DOUGLAS PARK
- D** KEYSTONE
- E** LONGVIEW

COMMUNITY IMPROVEMENT PLANS

- F** COLLEGE HILL DISTRICT PLAN
- G** DOWNTOWN STRATEGIC PLAN
- H** 11TH STREET PLAN
- I** ROCK ISLAND PARKWAY PLAN

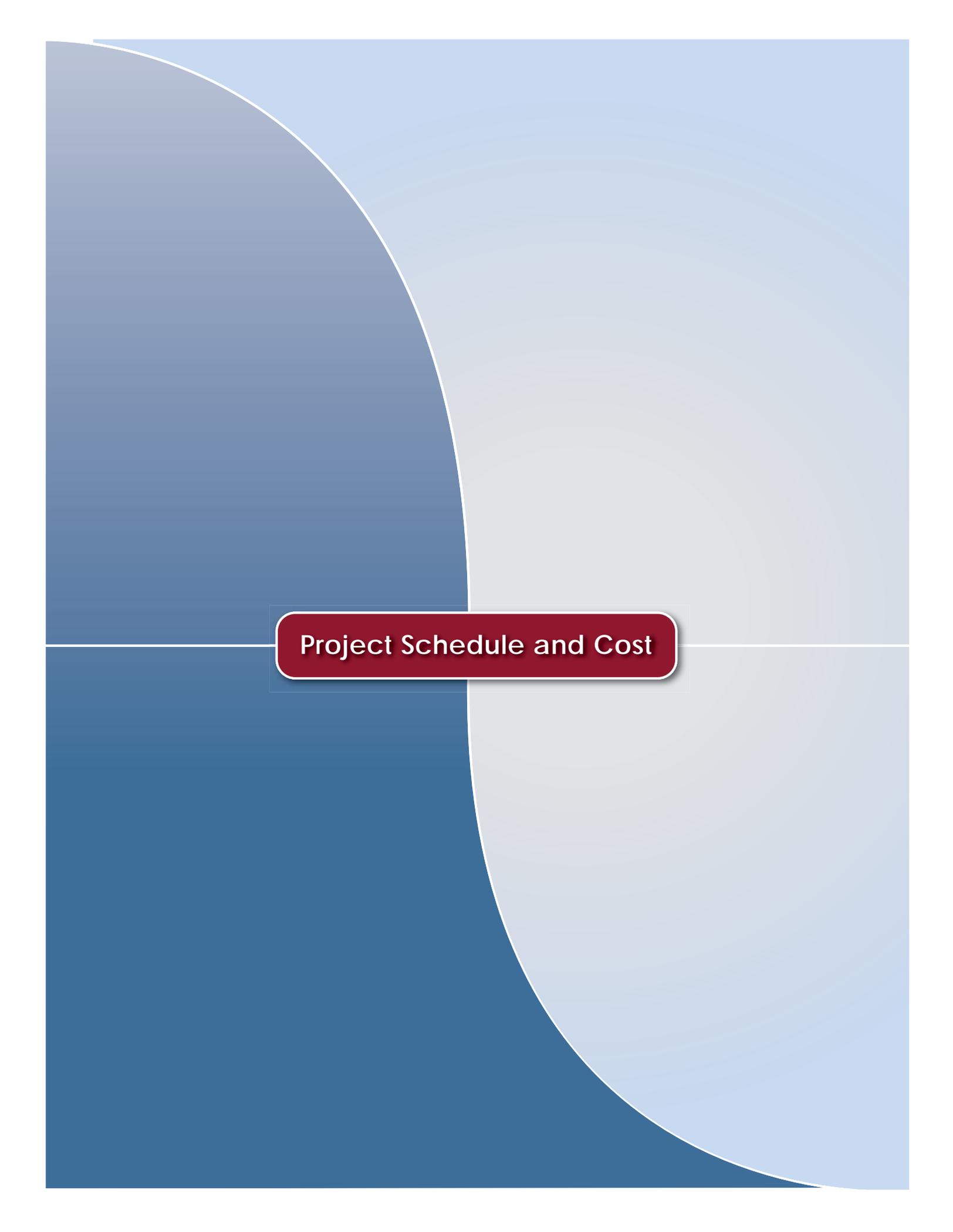
REDEVELOPMENT PLANS

- J** RIVERVISION PLAN
- K** COLUMBIA PARK PLAN

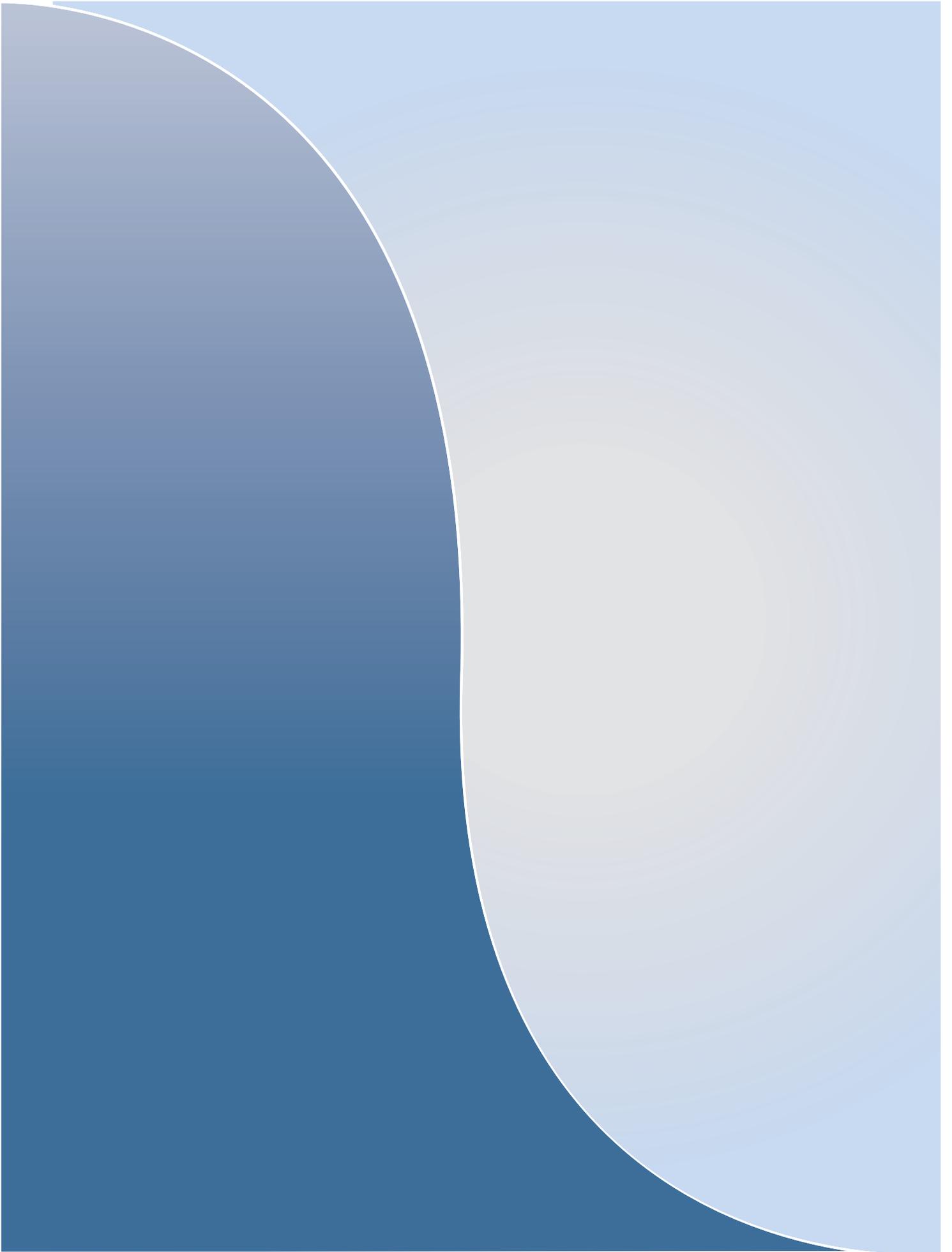
GROWTH AREA PLANS

- L** ANDALUSIA ROAD CORRIDOR STUDY
- M** SOUTHWEST PLAN
- N** JUMER'S CROSSING PLAN





Project Schedule and Cost





Project Schedule

Vandewalle & Associates understands the complexity of long range, multi-faceted planning projects like this, especially where City staff takes a lead role, and we know how to work with all parties involved in

the effort to stay on schedule. We are confident we can meet the schedule identified in the Request for Proposals.

Project Cost

Vandewalle & Associates is focused on providing the City with a project that provides excellent value. This will be accomplished through expert project management and communication with City staff and others involved in the project.

The project cost that follows provides a cost for completing the tasks under each component in the Request for Proposals and an overall cost proposal. Vandewalle & Associates offers flexibility to further discuss this cost proposal to most effectively meet the City's needs.

Total Project Cost: \$60,000

- ❑ Community Engagement: \$20,000
- ❑ Flooding and Hazard Mitigation Planning: \$5,000
- ❑ Economic Asset and Opportunity Analysis: \$30,000
- ❑ Future Land Use Mapping: \$5,000

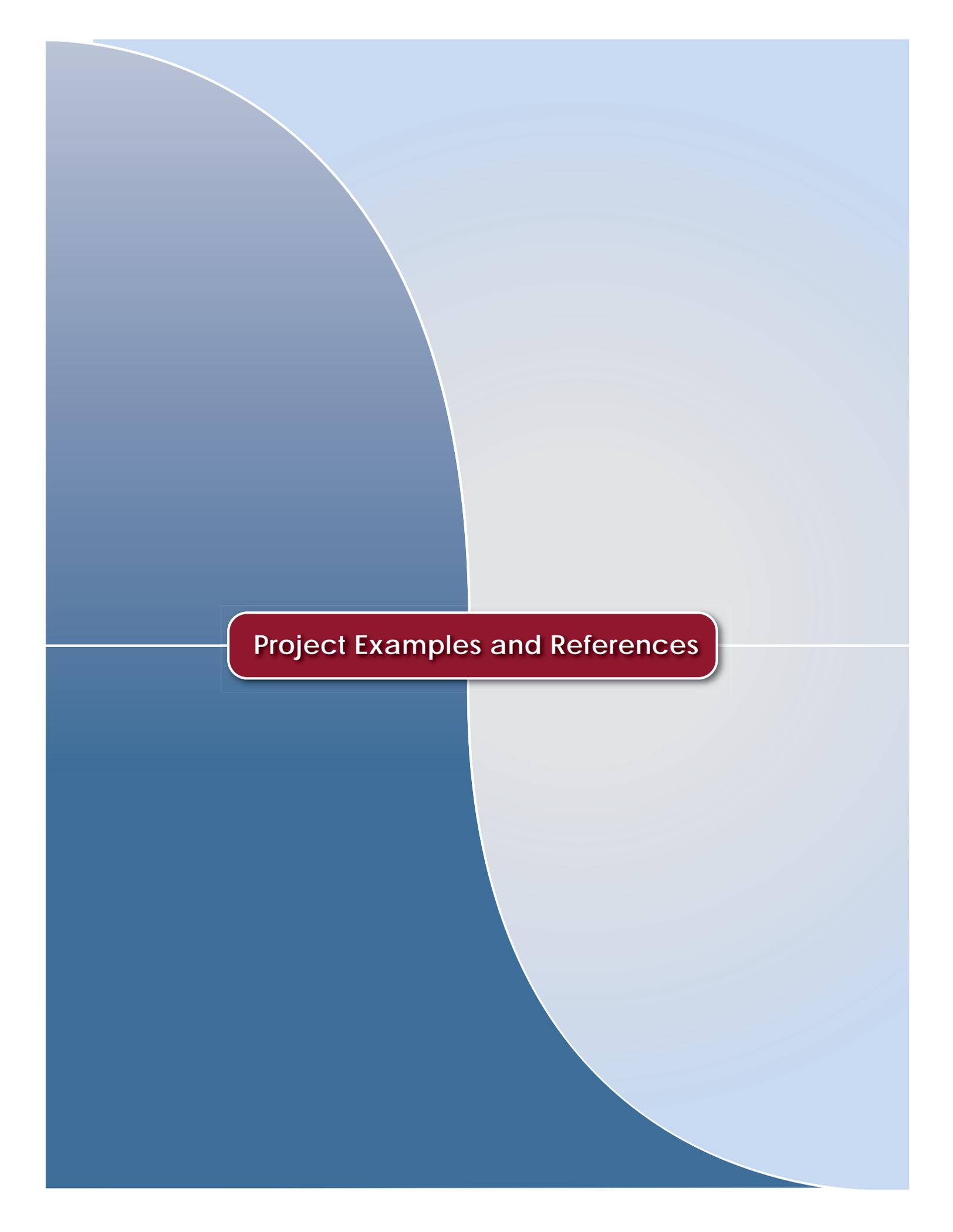
- ❑ Provide Additional Planning Services as Needed: Vandewalle & Associates recommends reserving \$10,000 of the total budget available to the consultant to be used to address unforeseen issues or additional meetings as needed. Vandewalle & Associates would work with the City to determine the best use of these funds when appropriate.

While the actual cost of individual tasks may ultimately be more or less than the amounts presented above, the total project cost for completing the work described in the first four tasks of the Scope of Consultant Services Requested section of the Request for Proposals will not exceed \$60,000.

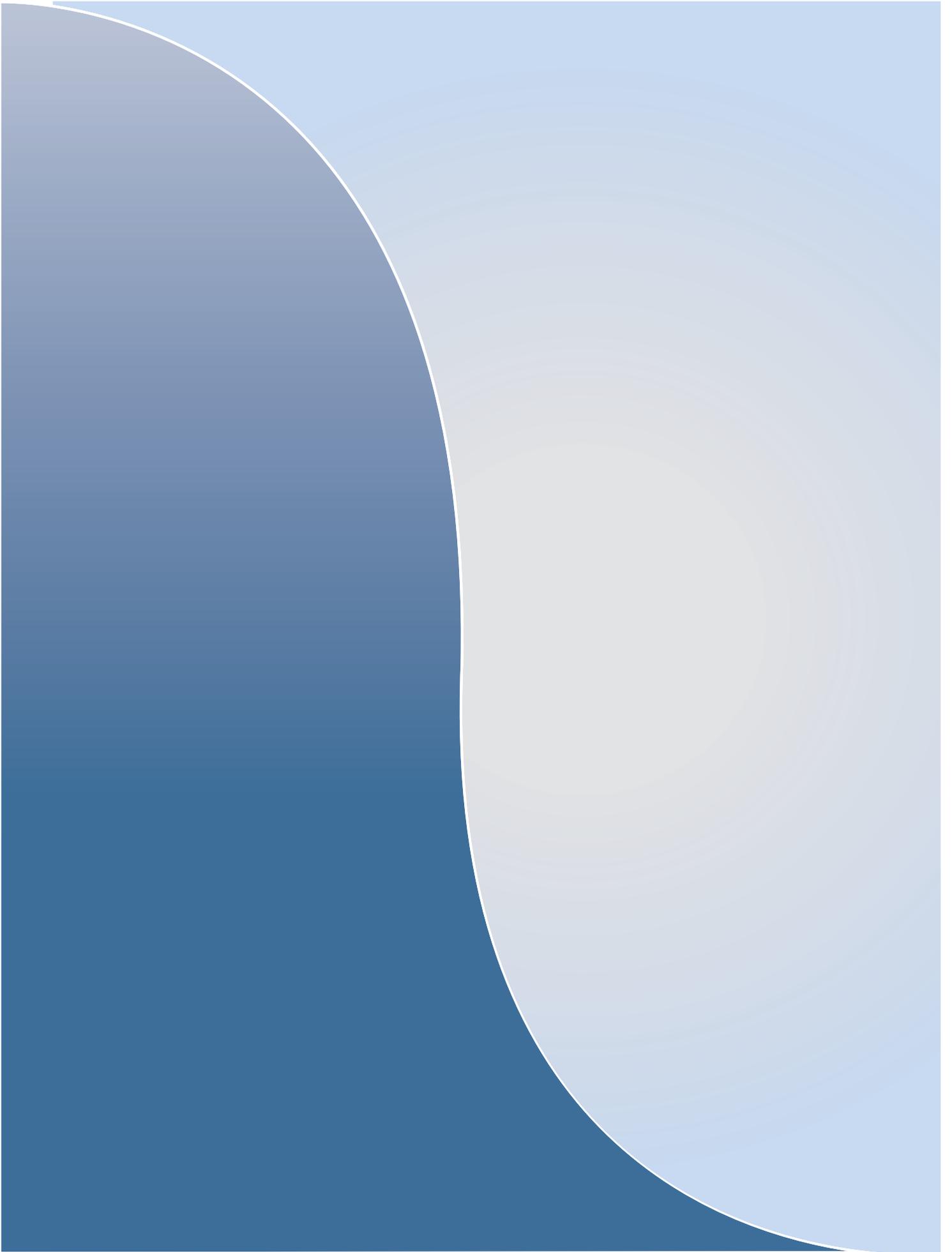
Tasks beyond those identified in the final contract will be completed through a Work Order and billed on a time and materials bases.

Billing rates by position and charges for other items are listed below.

| 2013 Billing Rates | | | |
|---------------------------|----------------|--|---------------|
| Principal | \$120 to \$220 | Other Charges: Invoice charges to the client consist of (1) Professional fees rendered at current billing rates, and (2) Reimbursable expenses billed at cost multiplied by 1.1, excepting some in-house charges and travel. | |
| Associate | \$70 to \$120 | | |
| Assistant | \$65 to \$80 | | |
| GIS Technician | \$70 | Expense | Cost |
| Communications Specialist | \$60 to \$85 | Mileage | IRS Rate |
| Project Assistant | \$35 to \$65 | Printing and Postage | Cost plus 10% |



Project Examples and References





Economic Development Master Plan Lincoln and Logan County Development Partnership – Logan County, Illinois

Logan County in central Illinois is a classic example of a rural Midwestern community that is "caught in the middle." Faced with challenges brought on by global economic changes in the production and distribution of goods, the County struggles with the continued loss of jobs, population, and educated workers.

Having won a \$50,000 grant from the US Department of Agriculture, the Lincoln and Logan County Development Partnership chose Vandewalle & Associates to lead an economic development master plan effort. Our team also included Dick Longworth, author of Caught in the Middle - a seminal text in describing the challenges facing rural communities across the Midwest.

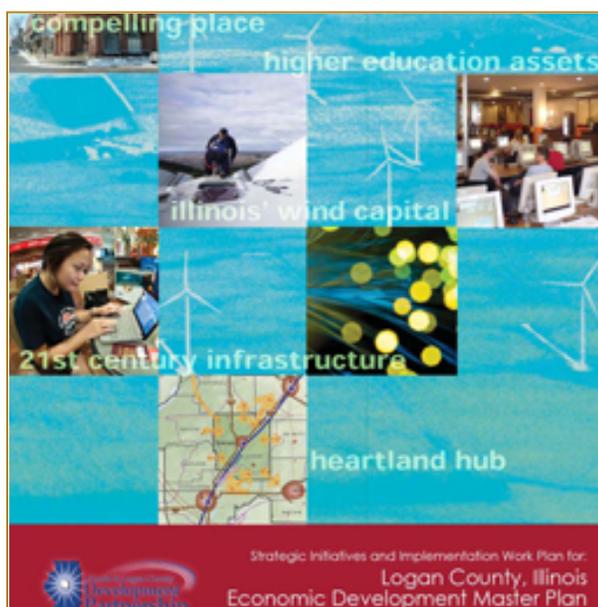
Focusing on regional place-based assets, our team aligned the County's primary place-based assets with emerging economic opportunities. Key recommendations included:

- ❑ Leveraging the community's three colleges to improve the educational attainment levels of the work force and retain and attract knowledge jobs and workers
- ❑ Strengthening the County's position as Illinois' wind energy capital by using its existing and planned wind farms to attract and grow a variety of related businesses
- ❑ Building a compelling sense of place
- ❑ Providing 21st Century infrastructure - such as a fiber optic network
- ❑ Supporting local entrepreneurs and business start-ups

The final plan, completed and adopted in late 2010, provides a robust framework for guiding the Partnership, local governments, business community, and residents in proactively creating a stable and healthy economy and quality of life. The Plan includes five broad strategic initiatives and 29 prioritized implementation action items.

Reference

Keith Snyder, Mayor of Lincoln
700 Broadway Street • Lincoln, IL 52656
(217) 735-1612 • mayor@cityoflincoln-il.gov





Manitowoc Comprehensive Plan and Special Area Studies – Manitowoc, Wisconsin

The City of Manitowoc has a long history as an important port on the western shore of Lake Michigan. The City decided to comprehensively address several key planning issues simultaneously, including an Opportunities Analysis, Downtown & River Corridor Master Plan, and a Comprehensive Plan.

Opportunity Analysis

Vandewalle & Associates began the project with an Opportunities Analysis. An Opportunities Analysis is a unique service of Vandewalle & Associates – a systematic and comprehensive inventory and synthesis of the various socio-economic and geographic forces at work in the community, and expert exploration of the unique place-based assets and foundations that can be leveraged for the future. The Opportunity Analysis was then used to inform all other aspects of the project.

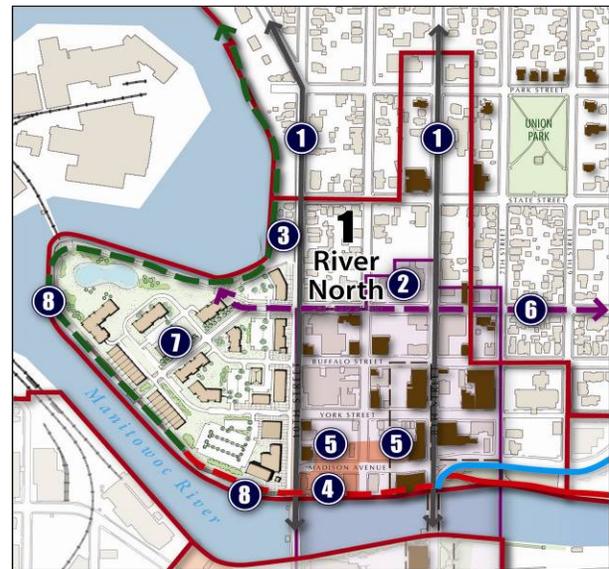


Comprehensive Plan

Vandewalle & Associates developed a Comprehensive Plan for the City that will direct future growth and development in a proactive and sustainable way. The planning process featured extensive public involvement focused particularly on a community-wide public survey and small group meetings. The Plan includes a range of progressive recommendations including waste to energy opportunities, protecting and enhancing historic urban neighborhoods, studying conversion of its downtown one-way pair, and engaging “Boomers” and “Zoomers.”

Port of Manitowoc Downtown & River Corridor Master Plan

The Downtown & River Corridor Master Plan focuses on living, working and playing in the City—emphasizing capital investment and attraction of residents and businesses to the Port. Key opportunities include improving traffic circulation and access to public spaces including the lakefront, developing a brand identity and strategic marketing strategy, promoting ongoing restoration and renovation, and increasing amenities to attract urban dwellers.



Implementation

Other efforts as part of this project included:

- ❑ Manitowoc Expo Grounds Master Plan
- ❑ Sustainability Strategies
- ❑ Affordable Housing Recommendations
- ❑ Development Code Review
- ❑ Annexation and Intergov. Policies Review
- ❑ Impact Fee Strategies

Reference

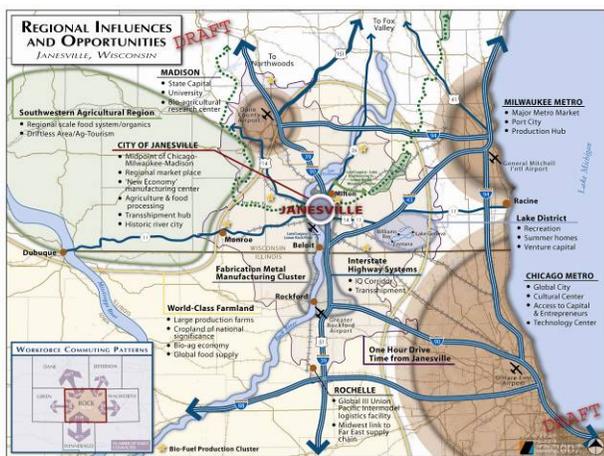
Paul Braun, Deputy City Planner
900 Quay Street • Manitowoc, WI 54220
(920) 686-6930 • pbraun@manitowoc.org



Community Planning and Implementation Services – Janesville, Wisconsin

Comprehensive Plan

Vandewalle & Associates led a two-year planning process to develop the City's Comprehensive Plan. An extensive series of public participation events included community visioning workshops, a community survey, intensive focus groups and interviews, alternative development scenarios open house, and a visual preference survey.



Responsive to the concerns and priorities expressed by stakeholders, the Plan provides a vision for the future growth and development of the City, weaving together the themes of reinvention of the image of the City and its economy, strengthening physical and economic connections, ensuring a strong quality of life to attract and retain residents, and creating compelling places and neighborhoods. The Plan provides guidance to support the vision, including:

- ❑ Type, design, amount and scale of new development that contribute to a robust economy and quality of life.
- ❑ Detailed recommendations to ensure high quality development at key entryways.
- ❑ Concept plans for the revitalization of tired commercial corridors.
- ❑ New neighborhoods that are livable, interactive, appeal to a broad range of residents and reduce impacts on natural resources.

Downtown Vision and Strategy

In 2007, Vandewalle & Associates developed an overarching vision for downtown Janesville and an action plan detailing how to get there. This effort served to align, not replace, past planning efforts. The outcome of this process included:

- ❑ An analysis of key redevelopment, reuse and preservation sites.
- ❑ Downtown circulation recommendations;
- ❑ Detailed concepts for redevelopment sites.
- ❑ Detailed recommendations on wayfinding and streetscaping, downtown parking, trails and pedestrian networks, and BID formation.
- ❑ A short-term implementation strategy to help facilitate redevelopment.

Neighborhood Revitalization Plan

In 2008, Vandewalle & Associates worked with the City Neighborhood Action Team to create a revitalization plan for the Look West and Old Fourth Ward Neighborhoods, located along the Rock River adjacent to downtown. This process started with analyzing a set of neighborhood indicators related to demographics, housing conditions, and crime patterns. The plan identifies five broad categories that encapsulate the residents' key concerns: public safety, housing, parks and recreation, transportation and traffic, programs and services. To monitor progress, the Plan provides a neighborhood indicators system that can be updated annually to track key trends.

Other Planning Efforts

Vandewalle & Associates helped the City on other planning efforts including the Parks and Open Space Plan (2008), Janesville Children's Museum Feasibility Study (2008), Southwest (2002) and North-east Neighborhood (2001) Plans.

Reference

Al Hulick, City Manager's Office
18 North Jackson Street • Janesville, WI 53547
(608) 755-3059 • hulicka@ci.janesville.wi.us

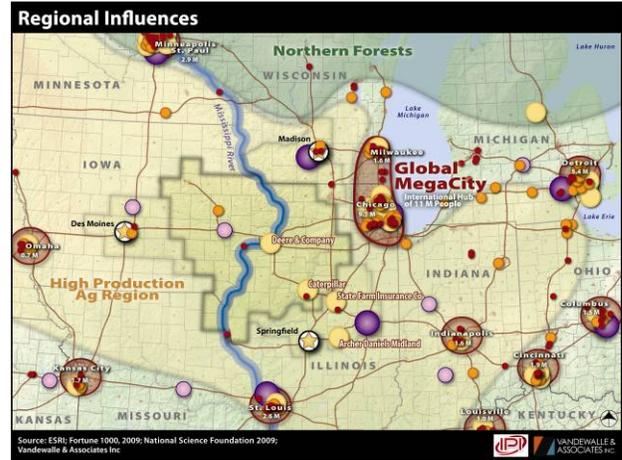


50+ County Asset & Opportunity Analysis – Eastern Iowa and Western Wisconsin

Building from the work we did on the 8-county Quad Cities Region Global Growth Initiative, the Midwest Intellectual Property Institute retained our team to conduct a 50-county asset and opportunity analysis of eastern Iowa and western Illinois to help assess macro economic opportunities and common competitive strengths of the broader regional economy.

With that level of information and insight, the Midwest Intellectual Property Management Institute could help communities in its 50-county region work collectively, and expand their pools of necessary elements of innovation: talent, skill sets, intellectual property, business/entrepreneur resources, and equity capital.

The Midwest IPI works to create high-quality employment by transforming patents and intellectual property with unrealized market potential into viable products and services. It also engages the region's



retired technical and management talent in growing vital businesses.

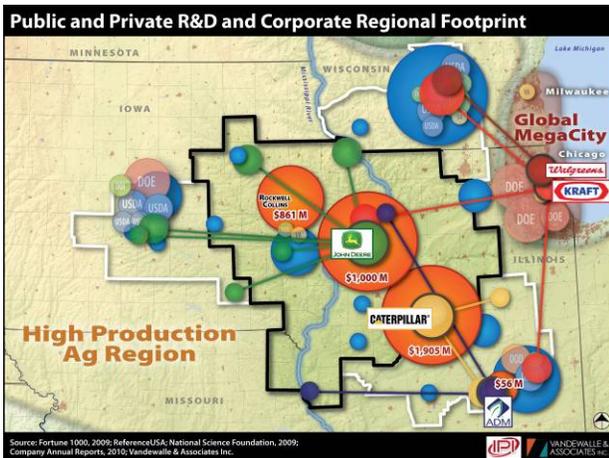
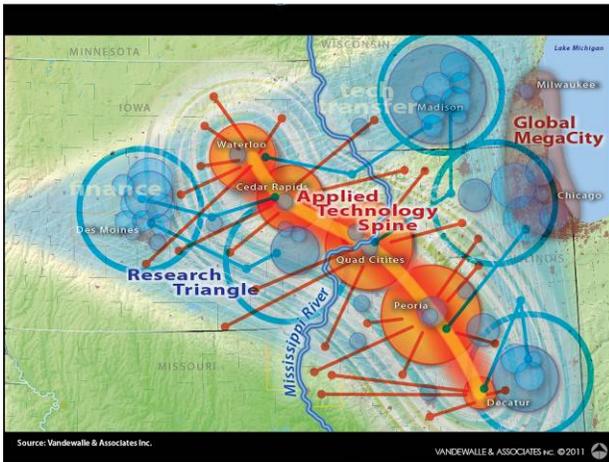
To facilitate this work, the IPI asked Vandewalle & Associates to conduct an asset and opportunity analysis of the 50-county area, and to help discover how the IPI might engage the tools needed to scale-up commercialization, prototyping, and production of technologies within its 50-county service area.

Vandewalle & Associates also looked beyond the 50-county region and conducted the region's first "50+ County Regional Asset and Opportunity Analysis" that identifies the collective set of regional assets for growth across three states. The report also includes:

- ❑ A detailed analysis, facilitating a deeper understanding of the 50+ Region's collective economic and innovation assets, both as a means for the Region to better understand commonalities and shared interests, as well as to suggest areas of specialization and competitive advantage;
- ❑ Several opportunities to inspire collaboration as a Regional Innovation System, and focus development and deployment of innovation clusters;
- ❑ A strategic framework to target economic clusters in the 50+ Region related to patents, intellectual property, and human capital.

Reference

Bill Ratzburg, Economic & Community Development Director for Deere & Company
130 West 2nd Street • Davenport, IA 82801
(563) 823-2665 • ratzburgwilliamsa@johndeere.com





Downtown Redevelopment and Implementation – Moline, Illinois

Beginning in 1990, Vandewalle & Associates has worked with Deere & Company, the City of Moline, and Renew Moline to revitalize the Moline central business district and the associated river frontage. We have provided ongoing planning, design, economic development consulting services and implementation including fund-raising efforts, developer and business recruitment, public and private partnership building. The Project Management Team/Design Build Management Team process we developed has been recognized across the country as a leading model for public-private partnerships.

Redevelopment Strategies

Over \$225 million has been invested in redevelopment of the downtown. Vandewalle & Associates' activities included:



- ❑ Establishing Renew Moline, a private sector development corporation
- ❑ Procuring comprehensive federal, state, and local funding
- ❑ \$40 million riverfront mixed-use project
- ❑ RiverTech plan for the riverfront area between downtown and the Western Illinois University-Quad Cities Riverfront Campus
- ❑ AmTrak Station/mixed-use development
- ❑ Construction of the i wireless Center
- ❑ Design and implementation of John Deere Commons
- ❑ Centre Station - a \$6 million multimodal center built in 1997
- ❑ Development of the John Deere Pavilion
- ❑ Renovation of the historic block

Reference

Jeff Anderson, City Planner
619 16th Street • Moline, IL 61265
(309) 524-2038 • janderson@moline.il.us

City of Rock Island Comprehensive Planning Services Relevant Planning Project Contacts

| | | Experience | | | | |
|---------------------------|--|----------------------|--------------------------------|---------------------------------------|------------------------|-------------------------|
| | | Community Engagement | Flooding and Hazard Mitigation | Economic Asset & Opportunity Analysis | Redevelopment Planning | Future Land Use Mapping |
| East Dundee, IL* | Downtown Plan and Implementation Bob Skurla, Village Administrator (847) 426-2822 • rskurla@eastdundee.net | ✓ | | ✓ | ✓ | ✓ |
| Freeport, IL** | Downtown Brownfields Redevelopment Plan and Implementation Shelly Griswold, Community Development Director (815) 235-8221 • sgriswold@cityoffreeport.org | ✓ | ✓ | ✓ | ✓ | |
| Logan County, IL† | Economic Development Master Plan Keith Snyder, Mayor of City of Lincoln (217) 735-2815 • mayor@cityoflincoln-il.gov | ✓ | | ✓ | | |
| Moline, IL* | Downtown Plan and Implementation Jeff Anderson, City Planner (309) 524-2038 • janderson@moline.il.us | ✓ | | ✓ | ✓ | |
| Oak Park, IL | Madison Street Corridor Plan and Implementation Structure Craig Failor, Village Planner (708) 358-5418 • failor@oak-park.us | ✓ | | ✓ | ✓ | |
| Quad Cities, IL/IA | GGI - Regional Opportunities and Asset Analysis Bill Ratzburg, Business Development Director, Renew Moline (309) 764-3705 • wratzburg@renewmoline.com | | | ✓ | | |
| Rock Falls, IL* | Downtown Brownfields Strategy Sandy Henrekin, Rock Falls CDC Executive Director (815) 626-8053 • director@rockfallsdevelopment.org | | | ✓ | ✓ | |
| Waterloo, IA* | Downtown Redevelopment & Implementation Noel Anderson, Director of Planning and Community Development (319) 291-4366 • noel.anderson@waterloo-ia.org | ✓ | ✓ | ✓ | ✓ | |
| Darlington, WI* | Hazard Mitigation Plan Steve Braun, Mayor (608) 776-4247 • mayor@cityofdarlingtonwi.org | | ✓ | | | |
| Delevan, WI* | Downtown Plan, Comprehensive Plan, and Zoning Code Denise Pieroni, City Administrator (262) 728-5585 • cityadmin@ci.delavan.wi.us | ✓ | | ✓ | ✓ | ✓ |
| Grant County, WI* | Hazard Mitigation Plan Steve Braun, Emergency Management Coordinator (608) 723-7171 • gcemds@pcii.net | | ✓ | | | |
| Janesville, WI* | Downtown Plan, Brownfields, and Comprehensive Plan Al Hulick, Management Analyst (608) 755-3059 • hulicka@ci.janesville.wi.us | ✓ | | ✓ | ✓ | ✓ |
| Jefferson, WI* | Comprehensive Plan, Economic Downtown Plan, and Current Planning Tim Freitag, City Administrator (920) 674-7700 • TFreitag@jeffersonwis.com | ✓ | ✓ | ✓ | ✓ | ✓ |
| Lee County, WI | Comprehensive Plan and Zoning Ordinance Chris Henkel, Planning/Zoning Administrator 815-288-3643, chenkel@countyoflee.org | ✓ | | | | ✓ |
| Madison, WI | Thrive Regional Assets and Opportunities Initiative Jennifer Alexander (608) 256-8348 • jalexander@greatermadisonchamber.com | | | ✓ | | |
| Manitowoc, WI* | Comprehensive Plan and Special Area Studies Paul Braun, Deputy City Planner (920) 686-6930 • pbraun@manitowoc.org | ✓ | | ✓ | ✓ | ✓ |
| Milton, WI* | Downtown Plan/Implementation and Comprehensive Plan Jerry Schuetz, City Administrator (608) 868-6900 • jschuetz@ci.milton.wi.us | ✓ | | | ✓ | ✓ |
| Milwaukee, WI | Milwaukee 7 Economic Positioning Framework Julia Taylor (414) 905-0105 • jtaylor@gmconline.org | | | ✓ | | |
| Racine, WI* | Economic Opportunity Analysis, Planning and Implementation Cory Mason, State Representative (608) 266-0634 • Rep.Mason@legis.wisconsin.gov | ✓ | ✓ | ✓ | ✓ | |
| Sheboygan, WI | Comprehensive Plan, Zoning Ordinance, Downtown Redevelopment and Implementation Steve Sokolowski, Manager of Planning & Zoning (920) 459-3382 • ssokolowski@ci.sheboygan.wi.us | ✓ | | ✓ | ✓ | ✓ |
| Watertown, WI** | Riverfront Revitalization, Downtown, and Comprehensive Plans Mayor Ron Krueger (920) 262-4000 • ronk@cityofwatertown.org | ✓ | ✓ | ✓ | ✓ | ✓ |

* Project funded in whole or in part with CDBG funds.

+ Project funded in whole or in part with one or more other State and/or Federal grants.

What is a Comprehensive Plan?

The City of Rock Island recently started the process to prepare a City-wide comprehensive plan. A comprehensive plan is a long-range plan that serves as the City's official guide for future community growth, development, and policy direction over a 20-year timeframe. Once adopted, the plan will function as a blueprint for City staff and local decision makers to help them achieve long-term community objectives.

How can I be involved?

Over the next several months, the City will be conducting several community involvement activities to work with residents to re-imagine Rock Island's future. The community involvement activities provide an opportunity for residents to communicate what they believe to be the most pressing issues facing the City today and to prioritize what issues are most important to address now and in the future. Topics to be covered will include:

- Issues and Opportunities
- Land Use and the Built Environment
- Housing and Neighborhoods
- Economic Health
- Transportation Choices
- Natural Environment and Hazard Mitigation
- Infrastructure
- Facilities and Services
- Parks and Recreation
- Sustainability

Participate in the upcoming community involvement activities:



With the input obtained from residents, City staff and the planning consultant will develop a community vision statement, goals and objectives for each of the elements itemized above, and strategies for plan implementation.

Where Can I Find Project Updates?

Information will be available throughout the comprehensive planning process at the Rock Island Public Libraries, Martin Luther King Center, and City Hall. In addition, the City is currently working to develop a project website devoted specifically to the comprehensive plan. Once that becomes available, the website will be a clearinghouse for meeting and event schedules, and draft plan documents and maps. A link to the project website will be available on the City's website. You may also contact Brandy Howe, Urban Planner, for plan updates and activities at howe.brandy@rigov.org or (309) 732-2903.