

**Devil's Lake State Park**  
**Multi-use Educational/Interpretive and Outdoor Recreation Center**  
**Baraboo, Wisconsin**

**REQUEST FOR QUALIFICATIONS**

Facility Programming and Schematic Design Services

Friends of Devil's Lake State Park seeks qualification statements for concept-level architectural and site design and programming for a multi-use educational/interpretive and outdoor recreation center, located at Devil's Lake State Park, S5975 Park Rd, Baraboo, WI 53913. The anticipated scope of services will include analysis and recommendations for siting the facility, focused on a few primary locations within the park; meeting with a stakeholders group consisting of members of the Friends of Devil's Lake, Devil's Lake Concessions, and DNR Park staff to develop the facility program; refining the facility program and developing facility space allocations; generating schematic architectural and site design plans and cost opinions for up to two design options; and evaluating utilities and probable infrastructure costs corresponding to the design options.

**PROPERTY INFORMATION**

Devil's Lake State Park in Baraboo, Wisconsin, was established in 1911. The park is the largest state park in Wisconsin at 9,217 acres. Devil's Lake State Park attracts approximately 3 million visitors each year, on par with the top ten visitation numbers for National Parks such as Grand Teton National Park and Glacier National Park. It is about 3 hours from Chicago, 3 ½ hours from Minneapolis, 2 hours from Milwaukee and 30 minutes from Madison.

The geology of Devil's Lake is of national significance. It is in the Baraboo Hills, a National Natural Landmark, an ancient mountain range containing rocks formed up to 1.5 billion years ago. The contrasting geology of the park is one of its major attractions, 500-foot quartzite bluffs surround a glacier-formed lake, 1 mile long and ½ mile wide, with a sand bottom.

The park is one of nine units of the Ice Age National Scientific Reserve in Wisconsin and hosts almost 15 miles of the Ice Age National Scenic Trail.

Nearly 100 species of birds and 880 plant species call Devil's Lake home. The park contains 4 state natural areas including Wisconsin's oldest, Parfrey's Glen State Natural Area. State natural areas protect and conserve unique and fragile ecosystems and habitat, as well as exceptional geologic features.

The park offers a variety of year-round recreation opportunities. Visitors can enjoy cross country skiing and snowshoeing in the winter; hiking, climbing and biking in the spring; camping, kayaking and scuba diving in the summer; and color watching and birding in the fall. For more information on the property visit: <https://dnr.wi.gov/topic/parks/name/devilslake/>

## PROJECT INFORMATION

Friends of Devil's Lake State Park seeks to build a multi-use educational/interpretive and outdoor recreation center which may include the following elements identified by Friends of Devil's Lake State Park.

- **Create a state-of-the-art educational facility that is designed to be relevant and adaptable to meet the needs of current and future visitors of all ages and abilities.**
  - Provide a facility that serves as a destination for visitors year-round.
  - Provide a facility that offers a variety of features, giving visitors an overall experience.
  - Provide a gateway facility to local, regional and national recreation, natural and cultural resources.
  - Incorporate cutting edge technology and resources.
  - Provide an interpretive and educational destination for park visitors and students.
  - Capitalize on local, regional, national and international partnerships.
  
- **Meet functional and operational needs of the property and programs.**
  - Provide space that meets the basic needs of visitors: active and passive information, restrooms etc.
  - Provide efficient administration space including offices, storage and program preparation space.
  - Provide a spectrum of educational and interpretive display areas, incorporating current functions of the Nature Center and new state of the art multi-media displays.
  
- **Meet special requirements of property**
  - Provide space for a restaurant/coffee shop within the facility
  - Provide space for a gift shop within the facility
  - Provide space for sales and rental of outdoor recreation equipment
  
- **Maintain scenic and visual quality of the property, reflecting those qualities in the design.**
  - Provide a connection to the lake and natural resources.
  - Respect scenic views from the lake, bluffs and trails.
  - Facility design should blend with, and complement, the natural landscape.
  - Use natural, local and sustainable resources in the construction of the facility.
  - Provide exterior gathering space opportunities for interaction with the natural landscape.
  
- **Minimize environmental impacts during the construction and operation of the facility.**
  - Provide an environmentally sustainable facility meeting high level LEED standards.
  - Minimize the development footprint, reducing site disturbance and the impact on natural resources to the greatest extent possible.
  - Incorporate local and sustainable materials where possible.
  - Minimize site disturbance for access and utilities.
  
- **Improve pedestrian and vehicular circulation and facility access in a safe and efficient way.**
  - Maintain links between camping and day use areas.
  - Provide access for pedestrians and cyclists.
  - Minimize the footprint of additional parking required to meet the needs of the facility.

- Provide clear and concise identity and directional signage for the facility and circulation.
- **Minimize overall costs for site and facility construction.**
  - Minimize utility construction and extensions.
  - Minimize the area of impervious surface materials.
  - Provide space for adequate functions of the facility.
- **Minimize overall operation and maintenance costs of the facility.**
  - Recommend quality materials and systems with a proven history of performance.
  - Advise on the recommended lifecycle costs for future maintenance, replacement and repair costs.
  - Advise on the recommended level of additional staffing to meet educational and operational needs based on space allocation and programming.
  - Incorporate alternative energy sources where feasible.

## **GENERAL INFORMATION**

Wisconsin Department of Natural Resources owns the land and all structures within the State Park Boundaries. Throughout the construction project the Friends of Devil's Lake State Park will own and insure the structure and upon completion the building will again be owned and insured by the Wisconsin Department of Natural Resources.

Based on the selection process outlined below, Friends of Devil's Lake State Park anticipates entering into an agreement with the selected architectural firm/design team for concept-level site and architectural design services and facility programming.

All work performed shall comply with applicable laws, regulation and State of Wisconsin policies and guidelines.

The selected architectural firm/design team shall provide all personnel, equipment, supplies, supervision, coordination, deliverables, technical expertise, management and services to perform the tasks necessary for complete programming and schematic design of the facility and associated sitework.

## **REQUEST FOR QUALIFICATION STATEMENTS AND SELECTION CRITERIA**

To determine the best qualified architectural firm/design team, Friends of Devil's Lake State Park is requesting the following information in response to this Request for Qualifications. Responses will be evaluated in accordance with the criteria and point totals listed.

1. **PROJECT TEAM:** Identify all project team members/subconsultants, including but not limited to: Architect; Landscape Architect; Civil Engineering; Structural, Mechanical, Electrical, and Plumbing Engineering; Specialists in state of the art multimedia interpretive displays, acoustics, lighting, building security, phone/data, cost estimating, and others as appropriate. Describe each firm's capabilities in relation to this project and why this team, specifically, has been assembled for this project. Teams will be evaluated according to demonstrated professional qualifications necessary for the satisfactory performance of required services. Preference will be

given to teams in which either 1) the principal architect and/or 2) other team members have offices located in the Upper Midwest. (30 points)

- a. KEY PLAYERS / DESIGN TEAM ORGANIZATION CHART: Provide a graphic organization chart that identifies the disciplines within the design team, key members of the design team and the roles of those assigned to this project. Responses will be evaluated based on the breadth of the design team. (One Page)
  - b. TEAM RESUMES/FIRM CAPACITY: Provide resumes, projected workload and anticipated level of participation in this project for the key players identified in the Design Team Organization Chart to communicate how this project will receive the attention needed. Responses will be evaluated based on the capacity of the team and professional staff to accomplish the work over the next six - nine months. (Maximum of One Page per team member)
2. APPROACH TO REQUESTED WORK: Provide a description of your team's approach to the unique nature of the requested work. Describe what makes your team uniquely qualified for this project. Up to four pages. (15 points)
  3. SIMILAR EXPERIENCE: Provide information, including a narrative and photographs, outlining the team's experience with five (5) similar projects in the last ten (10) years. A minimum of three (3) projects must be the work of the Lead Architectural Firm. Include each team member's role (firm and individual) in the projects provided. Teams will be evaluated based on the provided, similar, relevant experience. One page per project. (15 points)
  4. SPECIFIC EXPERIENCE: Provide information about the team's experience working with a state or national park system, or a natural area conservancy organization. "Experience" includes:
    - a. Prior project experience on a state or national park educational, multi-use, or visitor center facility.
    - b. Prior project experience designing educational, multi-use, or visitor center facility for a natural area conservancy organization.

Teams will be evaluated based on technical expertise and specialized experience of team member on other state or national park projects. It is a requirement that at least one senior team member have experience on similar projects at a state or national park. Having additional team members with state or national park experience is considered an advantage. Maximum of two pages. (10 points)

5. PROPOSED FEE: Provide your proposed fee for the requested scope of services and additional services anticipated that aren't outlined within this Request for Qualifications. (5 points)
6. REFERENCES: Provide three (3) references associated with the "Similar Experience" projects listed in Item 2. Include the current contact name, telephone number, and email address for each individual or organization. The references must have direct experience working with the "Key Players" identified in Item 5. Teams will be evaluated based on references from other clients, attesting to firm's past performance, including quality of work, adherence to project schedules, and adherence to project budgets. (10 points)
7. QUALITY CONTROL, SCHEDULE, RESPONSIVENESS AND TEAM COORDINATION: Provide information that demonstrates the effectiveness of the team's quality review, coordination and assurance procedures. Include examples of Quality Control processes that describe the team's procedures to ensure that document deliverables are complete, meet applicable codes and

standards, and convey the effectiveness of the quality control processes. Provide a projected schedule with anticipated milestones for the completion of the proposed scope of services. Two Pages (10 points).

8. LITIGATION HISTORY OF PRIMARY TEAM MEMBERS: Provide a list of instances with a description of litigation with clients within the past ten (10) years. List any pending litigation or binding arbitration with clients. One page. (5 points)

#### **SELECTION PROCESS:**

Please submit your qualification no later than 5 p.m. on Monday, July 9, 2018 to [devilslakespcenter@gmail.com](mailto:devilslakespcenter@gmail.com) and four (4) hard copies postmarked by July 9, 2018 to:

Friends of Devil's Lake State Park  
P.O. Box 209  
Baraboo, WI 53913

Responses will be evaluated in accordance with the evaluation criteria provided. The selection committee may choose to shortlist and interview several design teams. Design teams requested to be interviewed will be notified two (2) weeks prior with interview outlines provided at that time.

Based upon the recommendation of the selection committee, Friends of Devil's Lake State Park will negotiate an agreement with the selected architectural firm/design team for facility programming and schematic design services.

Team members will be available to answer questions via conference call on June 18, 2018 from 1:00 p.m. – 3:00 p.m. CST. For information on how to call in to this conference call please contact [devilslakespcenter@gmail.com](mailto:devilslakespcenter@gmail.com) by Friday, June 15, 2018.

#### **PROJECTED TIMELINE FOR SELECTION PROCESS:**

June 1, 2018:	RFQ posted
June 18, 2018:	Conference call
July 9, 2018:	Qualifications package due
Week of July 23, 2018:	Notify selected or short-listed design teams
Week of August 6, 2018:	Interview short-listed design teams (if necessary)
Week of August 13, 2018:	Notify selected design team (if interview process is required)
Remainder of August 2018:	Negotiate fee, work plan and schedule with selected design team