



29 5th Street S, Humboldt, IA 50548 • P (515) 332-3435 • F (515)332-1453 • coleb@cityofhumboldt.org

Strategic Plan and Highway Corridor Plan Request for Proposals

General Information

The City of Humboldt seeks proposals from qualified professional firms to draft a Highway Corridor plan and strategic plan for the City of Humboldt.

Questions regarding the RFP should be addressed to Cole Bockelmann, Humboldt City Administrator at (515) 332-3435 or coleb@cityofhumboldt.org. Proposals are due to the Humboldt City Hall, 29 5th Street S, Humboldt, IA 50548, by **4:00 PM on Friday, June 27, 2025** to be considered.

Overview and Purpose

The City of Humboldt (pop. 4,792) is a small community in North Central Iowa that sits approximately twenty miles north of Highway 20, with Highway 169 and Highway 3 intersecting in Humboldt. Humboldt has a proven track record as a pro-development and progressive community that strives to provide a high quality of life for our residents.

Over the last few years, the City has completed a significant number of capital projects including a downtown revitalization/streetscape project, development of the Humboldt Recreation Center, rehabilitation of Sumner Avenue (main street), creation of a community daycare, development of the Three Rivers Industrial Park, development of the Eagle Ridge subdivision, construction of the Eagle Ridge Pedestrian Bridge and Nature Trail, a wastewater treatment plant overhaul, and reconstruction of the Wildcat Wonderland playground.

These recent successes necessitate a focused conversation on future goals, vision, and projects. Humboldt has not completed a formal strategic plan since 2008 and needs to determine goals for maintaining our status as a desirable community.

The second portion of this project includes a Corridor Revitalization Plan for the Highway 169/3 Corridor. As noted above, Humboldt completed a downtown revitalization project that has been immensely successful in driving economic development in our central business district. However, the highway corridor has been neglected and consists of many vacant, underutilized, and dilapidated properties.

Scope of Services for Strategic Plan

The strategic plan is intended to be a standalone document completed by the end of 2025. The scope of the work must include the following:

- Facilitate at least one planning workshop with the City Council and City staff
- Develop a five-year strategic plan based on consensus developed during planning workshop



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- Assist staff and elected officials in achieving consensus on actionable goals
- Analyze existing plans, past projects, and other relevant documents to establish contextual knowledge of the City of Humboldt

Scope of Services for Highway Corridor Plan

The Highway Corridor Plan is a standalone plan that will assist the City in revitalizing public and private property along Highway 169 and Highway 3. The plan must utilize existing information and conditions as well as stakeholder feedback to create actionable goals for the corridor. The scope of work must include the following items:

- Review and assessment of current conditions including but not limited to:
 - Property inventory and analysis
 - Existing land use evaluation
 - Existing structure condition
 - Water, sewer, storm sewer, and street conditions
- A public engagement component that must include one in-person workshop with residents
- Assist steering committee in developing priorities and consensus
- Develop conceptual sketches and budgetary cost estimates of public improvements
- Provide recommendations on policies, improvements, and incentives to encourage revitalization

Proposal Requirements

Interested firms must submit five (5) hard copies and one electronic copy of the proposal by 4:00 P.M. on Friday, June 27, 2025. The proposal must include the following information:

- Firm's background information including names and qualifications of staff that will be working on the project.
- General approach to the project, including expectations and understandings required of all parties to complete this project on time and within budget.
- Proposed work program including a project schedule/timeline, public engagement strategies, deliverables, and expected project completion date.
- Summary of technical capabilities, including but not limited to, GIS and mapping, data analysis, illustrations and graphics.
- Cost estimate, including proposed fee range and lump sum dollar amount for all services, fees, materials, and charges for completing all work anticipated to be necessary to complete the project.
- Information on recent projects of similar scope.
 - At least two examples of recent projects must be submitted in PDF or Word format via email.
 - Please provide references for the corresponding projects.



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Evaluation Criteria and Selection Process

All proposals will be reviewed by administrative staff for completeness and forwarded to an evaluation committee made up of elected and appointed officials. The evaluation committee will provide a recommendation to the City Council based on qualifications of each firm, experience with similar projects with additional consideration given to experience in rural areas, scope of the work proposed, and timeline of the project.

Project cost is also a consideration but not the sole determining factor. Costs will be discussed while negotiating the final task order with the selected firm.

The City reserves the right to conduct virtual interviews with respondents or to reject all proposals.

Timeframe

Issuance of Request for Proposals:	May 19, 2025
Deadline for Submittal:	June 27, 2025 at 4:00 PM
Proposal Review by Committee:	June 30 – July 11, 2025
Anticipated Award of Proposal:	July 21, 2025
Tentative Completion of the Strategic Plan:	December 31, 2025
Tentative Completion of the Highway Corridor Plan:	June 30, 2026

Submission of Proposal

Respondent must submit five hard copies of the proposal by 4:00 P.M. on June 27, 2025 to the following address:

City of Humboldt
Strategic Plan Proposal
Attn: Cole Bockelmann
City of Humboldt
29 5th Street S
Humboldt, Iowa 50548

Respondent must also submit one electronic copy via email to coleb@cityofhumboldt.org by the same deadline noted above. Any proposals received after that time will not be considered.

Please direct any questions regarding this RFP and project to City Administrator Cole Bockelmann.