

REQUEST FOR PROPOSAL (RFP)



CONSULTING SERVICES TO PREPARE A NEW MASTER PLAN



PROJECT DESCRIPTION:

The City of White Cloud (“City”) is roughly 2 square miles in size and is centrally located in Newaygo County. White Cloud is the county seat and the county maintains a campus in the downtown. The major north/south access through the City is M-37 (Charles Street), with M-20 (Wilcox Street) serving as the major east/west access. M-37 runs parallel to I-131 which is located 16 miles to the east. Nearby cities to White Cloud are Newaygo which is located 9 miles to the south on M-37, Fremont located to the southwest on M-82, and Big Rapids located 24 miles to the northeast along I-31. The nearest larger city is Grand Rapids which is located 50 miles to the south along I-131.

The White River is a gorgeous State designated Natural River. The trout stream begins in White Cloud with the confluence of Five Mile and Flinton Creeks with the south branch of the White River. Mill Pond, an impoundment of the White River, is located at the southeast edge of town and provides a beautiful setting with a swimming area and picnic facilities. The Mill Pond is an important node for community activities.

Commercial development is primarily located in the downtown and along M-37. White Cloud’s downtown is centered around the intersection of M-37 and M-20 (Charles and Wilcox Streets).

Industrial development in the city is located primarily in industrial parks located in the north central portion of the city just east of M-37.

The city also has a small airport located in the north central part of the city located just west of M-37 and the city’s industrial parks. This airport is used heavily for recreational aviation but is also available for industrial or commercial purposes. The runway is only adequate to service smaller aircraft.

The city is in the process of becoming a Redevelopment Ready Community (RRC) through the Michigan Economic Development Corporation. As such, the city’s master plan must be prepared consistent with RRC policies.

The city’s current master plan became effective on March 17, 2010 and was amended in 2014 and 2018. This master plan project should be considered a comprehensive update to the plan.

PROPOSAL TIMELINE:

Request for Proposal Release Date: Jan. 9, 2023

Deadline to Ask Questions Regarding the Proposal: February 1, 2023

Proposals Due: February 15, 2023

Planning Commission Reviews proposals (End of February)

Contract Award: March/April 2023

The City reserves the right to modify any element of the timeline should that become necessary.

SUBMISSION OF PROPOSALS:

Consultants must submit four (4) copies of their Proposal by 4:00 P.M. on February 15th, 2023 labeled "MASTER PLAN PROPOSAL" and addressed to: City of White Cloud, 12 North Charles Street, PO Box 607, White Cloud, MI 49349, and email a PDF copy of proposal by 4:00 P.M. on February 15th, 2023 labeled " MASTER PLAN PROPOSAL" as the subject to: citymanager@cityofwhitecloud.org. The firm's name and address shall be clearly marked on the outside of the envelope. Proposals, and amendments to Proposals, received after the date and time specified above will not be accepted and will be returned to the Consultant unopened. The RFP can be downloaded from the City's website. Faxed Proposals will not be accepted nor will the City entertain any sales calls or presentations during the RFP process.

DISSEMINATION OF RFP INFORMATION:

From time to time, the City may issue responses to requests for clarifications, questions, comments, and addenda to this Request for Proposals ("RFP"), or other material related to this solicitation. It is the responsibility of the Consultant to check the City website regularly during the solicitation period for updated information. By submitting a Proposal, Consultants are deemed to have constructive knowledge and notice of all information pertaining to this RFP. In the event information cannot be downloaded from the City's website, Consultants should contact the Clerk's Office at (231) 689-1194 to request copies of the information they are unable to obtain through the City's website.

ADDENDA TO THE RFP:

Any change(s) to the requirements of this RFP initiated by the City will be made by written addenda to this RFP. Any written addenda issued pertaining to this RFP shall be incorporated into and made a part of the terms and conditions of any resulting agreement. The City will not be bound to any modifications to or deviations from the requirements set forth in this RFP unless they have been documented by addenda to this RFP. Consultants will be required to document that they are aware of all addenda issued, if any, by the City in their Proposal.

QUESTIONS AND REQUESTS FOR CLARIFICATIONS

Contact Person for the Project.

All questions or contact regarding this RFP must be directed to April Storms (City Manager) who can be reached at email: citymanager@cityofwhitecloud.org. Consultants needing clarifications to this RFP are encouraged to promptly notify Ms. Storms of any apparent errors or inconsistencies in the RFP. Should the city find that the point in question is not clearly and fully set forth in the RFP, a written addendum clarifying the matter will be issued and posted on the City website. Consultants should check the city's website through the submittal deadline period to see if any formal addenda have been issued by the city concerning this RFP.

COST OF PROPOSAL PREPARATION:

Any party responding to this RFP shall do so at their own risk and cost. The City shall not, under any circumstances, be liable for any pre-Contractual expenses incurred by any Consultant who elects to submit a Proposal in response to this RFP or by any Consultant that is selected. Pre-Contractual expenses are defined as expenses incurred by Consultants and the selected Consultant, if any, in:

- Preparing a Proposal and related information in response to this RFP;
- Submitting a Proposal to the City;
- Negotiations with the City on any matter related to this RFP;
- Costs associated with interviews, meetings, travel or presentations; or
- Any and all other expenses incurred by a Consultant prior to the date of award, if any, of an agreement, and formal notice to proceed.

The City will provide only the staff assistance and documentation specifically referred to herein and will not be responsible for any other cost or obligation of any kind, which may be incurred by the Consultant.

SCOPE OF SERVICES:

Included in the scope of services will be the following tasks.

1. **Public Engagement.** Conduct public engagement sessions or surveys to gather input from residents, businesses and property owners, the Planning Commission, City Council, and administrative staff. The public input process should provide for a strategy to reach beyond the typical high-profile stakeholders in the community. It should also provide for some opportunity for input from residents who don't have access to a computer.
2. **Audit Plans.** Review and Audit of the current Master Plan, Zoning Ordinance, and utility plan documents.
3. **Prepare Plan Document.** Prepare the master plan document to include the following sections:
 - A. Executive Summary
 - B. Introduction and Plan Purpose
 - C. Community Profile
 1. Population Characteristics
 - Historic growth pattern
 - Population by age group and gender
 - Population projections
 - Ethnicity
 - Households by type
 2. Housing
 - # of units
 - Housing types
 - Housing Tenure
 - Homeowner/Rental percentages
 - Age of housing stock

- Housing value
- Housing rental rates
- Persons per household
- 3. Income
 - Income ranges
 - Median/Mean income
 - Household income and poverty status
- 4. Employment
 - By Industry
 - By Occupational category
- 5. Physical Character
 - Setting/Location
 - Topography
 - Natural Resources (water bodies, woodlots, and wetlands)
 - Climate (general info on average temperatures by month)

D. Existing Land Use

Prepare an existing land use map. Include some narrative describing the map.

E. Public Services

1. City Services

- Public Safety - Identify current staff levels
 - Utilities - Include maps for the water system (these maps can be provided to the consultant. Discuss opportunities for serving additional areas.
- Library - Identify future plans for the library (will come from the Library Board)

2. Schools

- Public Schools
 - Number of schools
 - School populations
 - Identify any plans the school district may have within the city.

3. Healthcare and Social Services

- Identify major medical services and social services available in the community.

4. Senior Services.

- Identify key senior services available in the community.

F. Transportation

1. Streets

- Street classification map
- Traffic counts for major streets (as available)
- Identify any current transit opportunities
- Identify trails within the city (bicycle, walking, and nature)
- Identify and describe the capability of the existing airport.

G. Future Land Use

1. Future land use map-show all land use districts
2. Discuss uses for each district
3. Identify future land use and existing zoning conflicts
4. Prepare downtown corridor plan per RRC best practices
5. Address any potential plans by the county to enlarge their campus
6. Prepare an economic development strategy per RRC best practices. Strategy should identify priority sites for redevelopment.
7. Prepare a zoning plan per RRC best practices.
8. Identify projects for inclusion in the city's capital improvements plan.

H. Vision/Goals/Strategies. Prepare a vision statement for the city and then a series of goals and strategies to achieve this vision.

1. Include goals and strategies for:
 - a. Housing
 - b. Commercial Development
 - c. Downtown (Focus on mixed-use)
 - d. Industrial development
 - e. Natural resources
 - f. Public Services

I. Plan Implementation

Create master plan implementation table which takes the goals and strategies and assigns a time frame and entity responsible for implementation of each one (per RRC best practices)

The master plan should be completed within a twelve (12) month period from the contract execution date.

J. DELIVERABLES:

- a. One un-bound copy of the new Master Plan
- b. A digital copy of the new Master Plan in .pdf format
- c. A digital copy of the new Master Plan in .docx format
- d. All tables associated with the new Master Plan in .xlsx format
- e. Any additional raw data
- f. All pictures, graphs, renderings, and charts associated with the new Master Plan in TIF/JPEG format
- g. GIS data will be provided in digital format tied to 1983 State Plane Coordinate System and compatible with the City's existing GIS.

PROPOSAL REQUIREMENTS:

The successful proposal shall:

1. Provide information on the respondent's background and experience in the following:
 - Preparing municipal master plans and updates
 - Creating economic development strategies

- Engaging the public for planning purposes, including methods utilized for public engagement

2. Highlight any characteristics or capabilities that make the respondent uniquely qualified to perform the services requested.

3. Provide a not-to-exceed fee for preparing the master plan and include separate breakdown of fee and hours required to complete each section of the Scope of Work. The final scope and fee will be negotiated with the successful respondent but is expected to be consistent with the fee range submitted with this proposal.

4. Disclose any actual or potential conflicts of interest with the City, its officers, elected officials, agents, and employees.

5. Describe any partnerships with any organizations/subcontractors/suppliers that will play a role in this project.

7. Identify at least three (3) references including the organization/business, address, contact person, phone number, date of services, and scope of services.

8. Provide examples of at least two (2) similar projects. Examples may be provided in electronic format or by providing a link.

9. Identify who will serve as project manager on this project and include their credentials.

Any additional information believed necessary to assist the City in evaluating your proposal may also be submitted.

PROPOSAL CONDITIONS:

1. By submission of a proposal, the respondent certifies that they have not paid or agreed to pay any fee or commission, or any other thing of value, contingent on the award of this contract to any employee, official, or current contracting consultant of the City. The respondent certifies that the financial information in this statement has been arrived at independently and without consultation, communication, or agreement, for the purpose of restricting competition as to any matter relating to such costs with any other proposal or Bidder.

2. The contents of the proposals shall be considered public records of the City. Any respondent submitting a proposal hereunder further acknowledges and agrees that the City is a public entity which is required to abide by laws governing public records and shall not be liable for disclosures required by law. All materials submitted in response to this RFP shall become the property of the City upon delivery to the address set forth above.

3. The City or its representatives shall not be held responsible for expenses incurred in the preparation or subsequent presentation of the RFP response.

4. This RFP is not an offer to enter into a contract, but rather a solicitation for Proposals.

5. The City reserves the right to reject all Proposals in its sole discretion. The City reserves the right to reject any and all proposals in whole, or in part, and accept any proposal or portion of the proposal that, in their opinion, best serves the interests of the City.

6. The selected consultant and their subcontractors are required not to discriminate against any employee or applicant for employment in the performance of the proposal with respect to hire, tenure, terms, conditions or privileges of employment, because of race, color, religion, national origin, or ancestry or also because of age or sex, except based on a legitimate occupational qualification. Violation of this requirement may be regarded as a material breach of the Michigan Fair Employment Practices Act and may be subject to prosecution.

EVALUATION CRITERIA

The selection process will be based on responses to this RFP, verification of references and any interviews to verify the ability of proposer to provide services in response to this document. The city will evaluate each proposal based on the following criteria:

1. Demonstrating clearly and completely, your firm's understanding of the RFP scope of work.
2. Qualification, skill and experience level of staff and creativity conducting a public engagement strategy.
3. Reasonableness of project cost.
4. Demonstrated experience on projects of similar scope and favorable reference checks.
5. Provision of a certificate of insurance that meets or exceeds the City's minimum requirements.
6. Previous experience in preparing a master plan that comports with the MEDC RRC program is preferred.

Proposal Bid Sheet

Please estimate hours and cost for the following sections of the master plan preparation.

	<u>Hours</u>	<u>Cost</u>
1. Public Engagement	_____	_____
2. Audit Plans	_____	_____
3. Prepare Plan Document. (Total for A through I below)	_____	_____
Breakdown the total in 3 above by the following sections.		
A. Executive Summary	_____	_____
B. Introduction and Plan Purpose	_____	_____
C. Community Profile	_____	_____
D. Existing Land Use	_____	_____
E. Public Services	_____	_____
F. Transportation	_____	_____
G. Future Land Use	_____	_____
H. Vision/Goals/Strategies.	_____	_____
I. Plan Implementation	_____	_____

Expenses

(include travel, printing etc.)

Total Not-To-Exceed Fee

(Add 1 through 3 above plus expenses)
