



REQUEST FOR PROPOSALS
2021 UPDATE & REWRITE
MUSKEGON CHARTER TOWNSHIP MASTER PLAN

ISSUED: April 1, 2021

SUBMITTAL DEADLINE: MAY 14, 2021

REQUEST FOR PROPOSALS MUSKEGON CHARTER TOWNSHIP 2021 MASTER PLAN

INTRODUCTION

Muskegon Charter Township is requesting proposals from qualified consultants to assist the community in updating and rewriting its Master Plan. The Township will accept proposals until 4 p.m. on Friday, May 14, 2021.

BACKGROUND

Located east and northeast of the City of Muskegon, Muskegon Charter Township occupies a unique space in the West Michigan region. It has the distinction of being the oldest Township in Michigan, created in 1837 when its boundaries also included parts of lands now in Ottawa and Oceana Counties. Eventually, its geographic extent was reduced by further divisions of the State government and annexations by the City of Muskegon. All of these factors have given the Township its current boundary, which encompasses about twenty-three square miles. The Township shares a common border with seven other communities: the Cities of Muskegon and North Muskegon, Laketon Township, Dalton Township, Cedar Creek Township, Egelston Township and Fruitport Township.

Muskegon Charter Township's unique location is reflected in the diversity of its land uses and natural features. The southwest portion of the Township has been urbanized and is only about three miles east of downtown Muskegon. The southeast corner of the community has experienced less intense development over the years, and contains vital stands of hardwood forests and open spaces while supporting low and moderate-density residential development.

The Township is bisected by the Muskegon River, which empties into Muskegon Lake just west of the Township's boundary. The river is surrounded by a large, wooded wetland area, cutting a path about one and a half miles wide from east to west. This natural feature provides a barrier dividing approximately six square miles of the Township from the remainder.

PLAN OBJECTIVES

1. Review current Township Master Plan and identify relevant sections to remain, be revised, or be removed. This review should include identification of deficiencies of the current plan and inclusion of elements that should be incorporated into the updates and rewritten plan.
2. Incorporate current planning documents where relevant.
3. Conduct public engagement session to gather input from residents, business and property owners, Township Board, Planning Commission, and administrative staff.
4. Conduct public engagement with Orchard View and Reeth Puffer School District leaders to gather key needs necessary for our public schools from the township.
5. Work with staff to identify and Interview 20 prominent community leaders.
6. Determine fair amount, proper location and nature of multi-family dwellings.
7. Address sustainability of commercial / industrial development. (over / under zoning).
8. Review and refine vision for M46, M120 and Whitehall Road Corridors.

9. Determine a clear direction of how and where development/re-development should occur over the next 5, 10, 15, and 20 years.
10. Evaluate existing goals and objectives, explore implications of aging population, consider change in public opinion, review land use designations, address regional changes and review previous corridor studies.
11. Determine a specific implementation plan for immediate, short- and long-term goals.
12. Evaluate impact on future land use caused by existing public water and sewer, as well as realistically anticipated extensions of public water and sewer.
13. Provide Master Plan future land use and zoning maps on County of Muskegon GIS format.
14. Strengthen goals and recommendations for parks and pedestrian facilities.
15. Specific recommendations on zoning ordinance shortfalls and areas of improvement.

SUBMITTAL AND SCHEDULE

1. Submit all required materials as detailed in the Proposal Content and Selection Process sections on the following pages. Include one (1) unbound original, eight (8) bound copies, and one (1) flash-drive containing an electronic copy in pdf format.
2. Submit proposal no later than 2:00 p.m. on Friday, May 14, 2021 in a sealed package clearly marked as indicated:

COMPANY/FIRM NAME
"PROPOSAL 2021
UPDATE AND REWRITE
MUSKEGON CHARTER TOWNSHIP MASTER PLAN
MUSKEGON CHARTER TOWNSHIP, MICHIGAN"

3. Proposal shall be submitted to:
Carrie Westbrook, Clerk
Muskegon Charter Township
1990 E. Apple Ave.
Muskegon, Michigan 49442

Any questions concerning the Proposal shall be directed to:
Brian Werschem, Planning / Zoning Administrator
Planning-zoning@muskegontwp.org
(231) 777-2555 x1132

Please submit any questions by April 23, 2020.
Responses will be available upon request on April 30, 2020.

4. The following preliminary schedule has been established:

• ADVERTISE REQUEST FOR PROPOSAL (RFP)	April 1, 2021
• QUESTION PERIOD DEADLINE	April 23, 2021
• RFP SUBMITTAL DEADLINE	May 14, 2021
• INTERVIEWS	May / June 2021
• AWARD OF CONTRACT BY TOWNSHIP BOARD	June 2021

It is anticipated that work on this project will commence in 2021 and will be completed in 2022.

5. Proposals shall be opened and identified **at 2:00 p.m. on Wednesday, May 19, 2021** in the Township Board Room located at 1990 E. Apple Ave., Muskegon, Michigan.
6. The Township reserves the right to reject any or all responses to this RFP, to advertise for new RFP responses, or to accept any RFP response deemed to be in the best interest of the Township. The Township reserves the right to use its staff to complete a portion or portions of the described activity and to negotiate rates per activity after bids have been received. A response to this RFP should not be construed as a contract, nor indicate a commitment by the Township of any kind.

PROPOSAL CONTENT

1. **Letter of Interest** – Cover letter indicating interest in the project and identifying the firm’s ability to provide services needed.
2. **Introduction** – A brief description of the firm including the number of years the firm has been in existence, range of professional services, office locations, and staff size.
3. **Work Program** – In the project overview, describe the general project approach and process to be employed; describe a process approach that was used in the past to successfully complete similar project; describe the proposed project schedule including timeline of major milestones, deliverables, and completion.
4. **Experience and Qualifications** – A brief description of the firm’s prior work relevant to this RFP including the name, address, and phone number of client references and the primary contact persons.
5. **Consultant Personnel** – Identify individuals from the firm’s professionals and others who will work on the project along with a brief summary of the individuals and their experience.
6. **List of Clients** – Provide a list of comparable clients for which similar services have been provided in addition to contact information for those clients.
7. **Timeframe Flow Chart** – Submit a flow chart with estimated project timeframe for meeting important project targets.
8. **Estimated Costs** – Submit cost estimates for each task associated with preparation of the Master Plan and overall completion.

SELECTION PROCESS

Proposals will be reviewed by the Master Plan RFP Review Committee. The Committee reserves the right to request additional information from firms submitting proposals. The following criteria will be considered in evaluation of the proposals by the Committee:

1. Capabilities and previous experience in comparable projects and specialized experience and technical competence of the consultant.
2. The firm's general approach to the project. Although the Township has identified the general nature of services required, the consultant is given leeway to design the approach for the methodology to provide the proposed services.
3. Past record of performance on contracts with other governmental agencies including such factors as quality of work, cost control, and demonstrated ability to meet scheduled deadlines.
4. Capacity of the candidate to perform the work in a timely manner and affirmatively respond to the inquiries and schedule of the Township and dedicate the appropriate personnel as the schedule dictates.
5. Qualifications of individuals who will have direct involvement in tasks on this project.
6. Compatibility with the Township's financial obligations.