

**REQUEST FOR PROPOSALS
PLANNING CONSULTING SERVICES
MASTER LAND USE PLAN UPDATE
CITY OF MT. PLEASANT**

The City of Mt. Pleasant is seeking proposals from qualified professional planning firms to complete an update of its Master Land Use Plan.

In 2006, the City adopted its current Master Land Use Plan (or Master Plan, as it is commonly known). The Master Plan was developed with considerable public input, including targeted focus groups and more than 200 participants at a community vision fair. This was the first comprehensive update of the Plan since 1987.

Given the comprehensive nature of the 2006 Master Plan update and the significant public comment received, much of the plan is still valid and will serve as a guide for future development in the City well into the future. As a result, the Planning Commission and City Commission have expressed a desire to complete a focused update of the plan.

Interested firms are invited to submit proposals to assist the City in completing this update. The services required are described in the following sections of this Request for Proposals.

Scope of Amendments

The following have been identified by the Planning Commission and City Commission as issues to be addressed with the Master Plan Update:

- Updated Demographics – with the release of the 2010 Census data, updated statistics, trends and projections regarding population, housing, and socio economic conditions are in order. City Staff has been working with a Central Michigan University class to update the population, housing, and socio-economic information included in the Plan. The firm may need to supplement this update with additional data as needed.
- Mission Street Redevelopment – in 2009, the City adopted the Mission Redevelopment Overlay Zone and Design Considerations for properties along Mission Street, the primary retail corridor in the City. The work related to the development of the Overlay Zone was preceded and guided by the Economic Development Action Plan and the Mission ReVision study. However, the Mission priorities are not currently reflected in the Master Plan. The findings of the study and the goals regarding Mission Street redevelopment should be added to the plan, including incorporation of the Economic Development Action Plan.
- Grid Streets and Access Management – In 2009, the City sought traffic engineering assistance and conducted visioning sessions with interested stakeholders regarding the physical design of Mission Street. Among the recommendations was the development of additional streets perpendicular to Mission to improve access to and from the University. The City and its Downtown Development Authority (DDA) have begun the identification of a few potential street locations, but desire to have a proposed network plan. It is believed that this improved access will help to disperse traffic and to provide more opportunity for business related traffic to utilize Mission. With the possible addition of new streets, and with the MDOT increase in speed limits on Mission, a review of the access management plan and ordinance for Mission Street is also in order. The City will be contracting the services of AECOM to assist with this portion of the plan.

The selected consultant will be responsible for coordinating with AECOM, including participation at public input sessions and incorporation of recommendations into the updated Master Plan.

- Neighborhood Priorities – A review of the existing Master Plan recommendations is in order to address feedback that the Planning Commission has recently received related to issues within the City’s neighborhoods. In particular, the Planning Commission is interested in making sure that priorities focus on continuing code enforcement activities in traditionally single family, owner occupied neighborhoods and assuring that enforcement activities focus on addressing repeat offenders. In addition, the border between the single family and multiple family zoning districts south of High Street must be reviewed to assure that it is located consistent with current trends and conditions.
- Downtown Priorities – There is a desire to review and update the recommendations for Downtown included in the 2006 Master Plan. The Planning Commission wants to assure coordination between the Downtown priorities stated in the plan and the goals of the boards that influence Downtown activities, including the Downtown Development Board (DDB) and the Central Business District Tax Increment Finance Authority (CBD-TIFA).
- Mt.Pleasant Center – The City recently purchased this approximately 300 acre parcel that includes a former State run medical institution. The City has contracted with a multi-disciplinary team of engineering, environmental and real estate firms to provide property management services that include the development of a highest and best use study. It will be necessary to coordinate the Master Plan with the work of the property management team to identify appropriate future use and to recommend ordinance amendments that may be needed to permit the identified uses.
- Greater Mt. Pleasant Non-Motorized Transportation Plan – Union Township recently collaborated with several other local units of government to create an overall plan for the development of pedestrian and bicycle facilities throughout the area. It has been determined that adoption of the Plan, in whole or in part, will be conducted through the Master Plan update. The Plan will need to be reviewed to determine those portions to be incorporated in the Plan in print or by reference.
- Statutory Requirements – The selected consultant will be responsible for assuring that the updated plan includes all mandated statutory requirements, including Complete Streets.
- Prioritization of Future Zoning Ordinance Amendments – The Planning Commission and City Commission have identified a number of future desired zoning amendments. The Master Plan will confirm the nature of the amendments and will set an agreed priority order to completing the changes.
- Housekeeping Amendments – Various sections of the Plan will need to be updated to reflect public participation measures, current statutory references, and other changes that have occurred since the Plan adoption in 2006.
- Implementation Plan – This chapter needs significantly greater detail to describe the steps needed to complete the objectives of the Plan and to establish an agreed priority order.

Additional Services Required

In addition to the services listed above, the submitted proposal should identify the proposed method(s) for soliciting public input on the various aspects and issues identified in the plan. The proposal should

indicate the number of sessions recommended, as well as the rate if additional sessions are identified as necessary or desirable by the City.

The City also desires to keep interested parties engaged to the process. The proposal should identify recommended means for doing so with the use of web sites, social media, and the like.

Project Schedule

It is anticipated that the contract for consulting services will be awarded in August or September of 2012. It is the City's goal to complete adoption of the Master Plan Update by the end of 2013. The proposal should include a schedule that identifies the timing of major tasks, beginning with the contract award and ending with adoption by the City Commission.

Qualifications

The proposal shall include a statement of qualifications. The statement should include the name, address, and brief history of the firm. The resumes of key personnel that would be assigned to the project, along with a list of their responsibilities within the project should also be provided. In addition, related experience during the last ten (10) years should be provided (include the name of the community, contact person, and phone number).

Project Cost and Contract

The proposal should include the following cost information: the lump sum project cost with a breakdown illustrating the costs of various deliverables; an estimate of the amount of staff time required to complete the project, including the approximate time expected to be allocated to each staff member; the number of meetings/site visits included in the project cost; and the firm's fee schedule for additional work.

The City desires a professional services contract with a not-to-exceed fee for the required services. The contract will provide for monthly billing on a time and materials basis for the services provided. In addition, the contract will include language to allow the project to be terminated by joint agreement of the parties with full compensation being made to the consultant for expenses incurred and work completed to termination date.

Proposal Evaluation

Once the proposals are received, they will be preliminarily reviewed by an RFP Committee consisting of two members of the Planning Commission, with support from City staff and recommended to the Planning Commission and City Commission. It is anticipated that at least one of the firms submitting proposals will be interviewed prior to the final selection by the City Commission and Planning Commission in joint session.

The proposals will be evaluated by the RFP Committee based on the criteria listed below. The Committee will use a ranking system based on the criteria to evaluate the proposals received relative to

one another. Firms are encouraged to structure the proposals to address the information in the order listed.

1. **Understanding of the Project** – The Committee will review a brief statement of the firm’s understanding of the project including an overview of the plan to complete the scope of amendments and additional services described in this RFP.
2. **Public Input and Engagement** – The Committee will give comparative consideration to the nature and number of public input sessions and the firm’s experience with web, social media, and other recommended engagement techniques.
3. **Qualifications of the Personnel** – The Committee will consider the qualifications of the individuals assigned to the completion of the Master Plan Update, including the staff time to be devoted to the project.
4. **Qualifications of the Firm** – The Committee will review the firm’s experience in similar projects in the last ten (10) years, as described previously. Consideration will also be given to the plan to coordinate with the City’s other consultants for grid street recommendations and the Mt. Pleasant Center property.
5. **Project Schedule** – The Committee will evaluate the proposed schedule, as described earlier, for feasibility in meeting the City’s time frame.
6. **Project Cost** – The Committee will review the total project cost, as well as the value of services provided by the firm, including the level of the personnel and their time that would be devoted to the project.

Deliverables

At the close of the project, the selected consultant will provide an electronic copy of the updated Master Plan, suitable for reproduction and five (5) original copies of the finished plan. The electronic files shall include editable documents in a Microsoft Word format, along with electronic copies of maps and other exhibits.

Submittal Instructions

To be considered, ten (10) copies of the completed proposal must be submitted in a sealed envelope, clearly marked: REQUEST FOR PROPOSALS – MASTER LAND USE PLAN UPDATE and received by 1:30 p.m. on Tuesday, July 31, 2012 by mail or hand delivery to:

City Clerk’s Office
City of Mt. Pleasant
320 W. Broadway
Mt. Pleasant, MI 48858

Proposals arriving after the date and time will remain unopened and will be disqualified. Any proposal may be withdrawn by giving written notice to the City Clerk before the stated proposal opening time. Questions regarding the proposal may be directed by email to:

Jeffrey M. Gray, AICP
Director of Planning and Community Development
City of Mt. Pleasant
jgray@mt-pleasant.org

Questions must be received by July 23, 2012. Answers will be posted as they are received in the Bids and Quotes section of the City's website at www.mt-pleasant.org for the benefit of all interested firms. It is the responsibility of the interested firms to check the website for new questions and answers prior to submitting proposals. The names of firms and individuals submitting questions will not be disclosed.

Reservations

The City reserves the right to accept any proposal, to reject any or all proposals, to waive defects in proposals submitted in response to this request, and to select the proposal deemed to be in the best interests of the City. Issuance of this proposal does not obligate the City to award a contract. The City accepts no responsibility for reimbursing consultants for expenses incurred in responding to this Request for Proposals.