

Request for Proposals

Comprehensive Master Plan Services



General Overview:

Oshtemo Charter Township is seeking an RFP from leading industry consultants (or consultant teams) to be considered for consultant services related to creating a new Comprehensive Master Plan. The Comprehensive Master Plan will focus on the Township's future with a strong emphasis on land use planning, placemaking, transportation, and economic development.

Deadline for Submittals:

Responses will be accepted until **2 p.m. on Wednesday, May 10, 2023**. Responses should be submitted as 2 hardcopies and 1 flash drive with electronic copy in searchable format. Responses submitted after the deadline will not be accepted. All submissions shall be sent to:

Iris Lubbert, Planning Director
Oshtemo Charter Township
7275 W Main Street
Kalamazoo, MI 49009

About the Community:

Oshtemo Charter Township is located in southwest Michigan in Kalamazoo County. The Charter Township is situated halfway between the cities of Chicago and Detroit, just north of Interstate 94 with US 131 bisecting the eastern end of the township north-to-south. Oshtemo Charter Township contains almost 36 square miles. The Charter Township is bordered by the City of Kalamazoo and Township of Kalamazoo to the east, Alamo Township to the north, Texas Township to the south, and Almena Township to the west.

Originally an agricultural community, Oshtemo Charter Township has grown to a population of 23,702 and is ranked the 85th largest community in Michigan by the 2021 American Community Survey out of 1,520 incorporated cities, villages, and townships. Oshtemo is now predominantly a residential community; with the majority of the residential, commercial, and industrial growth having occurred within the eastern portions of the Township. Oshtemo has a strong commercial area along West Main Street which generally serves communities in the western and northern parts of the County and beyond and another commercial area along Stadium Drive serving a more local customer base. As a community with a large residential base, growing and convenient commercial base, lower taxes, and Kalamazoo, Mattawan, and Otsego Public Schools, Oshtemo is an attractive place in which to live and work. Per the Township's 2017 Master Plan update, the population is expected to continue to grow to approximately 33,306 by 2040.

Oshtemo Charter Township's current Comprehensive Master Plan was adopted in 2011 with updates in 2017 and 2019. The Township is currently working on a Housing Action Plan, estimated to be completed July 2023, and an update to the 2019 Go! Green Oshtemo Plan focusing on Parks, estimated to be completed December 2023. Current Master Plan documents can be found at: <https://www.oshtemo.org/Officials-Departments/Departments/Planning-Zoning-Department/Master-Land-Use-Plan>.

Project Background:

Oshtemo Charter Township is often considered a rural or suburban community to the City of Kalamazoo. The general perception that Oshtemo is just a small, rural community continues to influence how the Township has and is managing its growth. As time progressed, and incremental zoning changes occurred through the adoption of sub area plans, etc. and as more development occurred, significant parts of the Township have passed the point of being rural. Oshtemo is now the 85th most populace community in Michigan. To preserve the valued rural character of Oshtemo, previous Master Plans have concentrated development opportunities in the eastern areas of the Township where water and/or sewer are readily available and where change had already been occurring. In summary, the eastern portions of the Township are now completely developed with traditional neighborhoods and commercial areas to the extent that this area is considered urban by the Federal Adjusted Census Urban Boundary. A new Comprehensive Master Plan is needed that reflects the growth that the Township has experienced and looks at how the Township should continue to grow, while remaining a healthy community.

The eastern quarter of the Township is urban in character and has established traditional neighborhoods and commercial areas. Retrofitting public utilities and non-motorized facilities has been a priority for the last decade and continues to need to be completed. Residents that live within the rural and urban areas both highly value the rural nature of community and want to preserve that character. Recognizing that the Township doesn't own the land, tools are needed to help guide and manage development. The new Comprehensive Master Plan will need to consider services and projects for both the rural and urban identities of the Township.

The current Comprehensive Master Plan was adopted in 2011. In 2017 and 2019 a number of amendments and subarea plans were approved resulting in multiple Master Plan documents. The new Comprehensive Master Plan will honor and build upon Township's previous planning efforts. For efficiency and consistency, a single Comprehensive Master Plan document is needed. Sections of existing Master Plan documents need to be reassessed, updated, merged, and/or compiled.

Project Goals:

- The process shall include utilization of multiple, creative community outreach techniques during the public input phase(s), to facilitate a diverse and full engagement of the Township Planning Commission, stakeholders (residents, developers, business owners, etc.), and Township Board, in such a manner as to discern stakeholder subset distinct voices.
- Creation of a practical, usable Comprehensive Master Plan that reflects the community's desired direction for the Township's future and provides appropriate guidance for implementation. The Plan will be well-organized, accessible online, and user friendly with plain language, illustrative information, diagrams, photos, etc.
- The Plan will evaluate existing Master Plan documents, including sub area plans and the parks and recreation master plan, under a holistic lens and incorporate existing or previous content from the documents as appropriate. The Plan will honor and build upon Township's previous planning efforts.
- The Plan shall include a baseline analysis of how growth has impacted Oshtemo's quality of life; including but not limited to community characteristics such as: current levels of traffic, type and quantity of commercial uses, natural features, and adverse environmental issues like noise, light, and glare.
- The Plan will include an Economic Development Strategic Plan that evaluates internal and external factors that favorably and/or unfavorably influence the overall economic health of the community. The plan will identify target economic strategies and opportunities that are both realistic and compatible.
- The Plan will evaluate if and where marijuana sales and/or production should be permitted in the Township.

- Create a clear and achievable transportation plan that will enhance the network for all users and that best serves the current and projected residential and commercial growth. The Plan will incorporate strategies and projects to maximize the connectivity of street networks and pedestrian corridors. This effort will include updating the Township’s Future Road Connections Map, Access Management Plan, Complete Street Policy, and Non-motorized Plan. The Plan will help create standards for where and how private roads should be permitted in the Township; considering differences for rural and urban contexts.
- The Master Plan must be compliant with the Michigan Economic Development Corporation’s Redevelopment Ready Communities (RRC) Certified Communities format. The Master Plan should incorporate all RRC Best Practices.
- The Master Plan will emphasize placemaking and placemaking strategies keeping in mind the Township’s rural vs urban characteristics. Inclusivity is a top priority of the Township.

Project Deliverables (Minimum):

- A user-friendly Comprehensive Master Plan, in written and electronic form, which incorporates existing Master Plan content where applicable.
- An updated Future Land Use Map
- An Economic Development Strategic Plan
- Marijuana Ordinance review and necessary amendments
- An updated Future Road Connections Map
- An updated Access Management Plan
- An updated Complete Street Policy
- An updated Non-motorized Transportation Plan
- A Road Standards Policy which identifies where and how private streets should be permitted

Project Schedule:

It is anticipated that this project will be ongoing through 2023, 2024, and 2025. Below are anticipated milestones and other applicable dates. Given the scale of the project, the Township is agreeable to a variation to the schedule assuming justification is provided in the proposal. Shorter time frames are encouraged. Any recommended changes to the schedule and critical path items shall be outlined in the submittal.

RFP distributed	April 5, 2023
Questions deadline	April 19, 2023
Answers provided by	April 27, 2023
Completed RFP due to Township	May 10, 2023
Interviews of Consultants	May 16 and 17, 2023
Consultant Selected and Approved by the Board	May 23, 2023
Community Survey (outside project)	May 2023
Comprehensive Master Plan Kick off	June 2023
Housing Action Plan adopted (outside project)	July 2023
Comprehensive Master Plan Survey	September/October 2023
Public Meetings	TBD
Draft Complete of Comprehensive Master Plan	Early 2025
Public Hearings	TBD
Final Comprehensive Master Plan Approval	Mid/Late 2025

Description of Team and Areas of Expertise:

Consultant Team: The team shall be multidisciplinary and have a keen ability to balance planning, economic development, and transportation principals. Team member(s) trained in diversity, equity, and inclusion are desired to ensure value is gathered from all perspectives and input is reflective of the entire community. Desired consultant team composition is outlined below:

- Project Team Lead: Due to limited Township staff capacity, the consultant team shall provide overall project management to ensure that the project stays on schedule and budget. This includes facilitating meetings and/or workshops with Township staff. The project team lead shall have experience and knowledge in leading similar master planning projects with multiple elements.
- Planning Expertise: The team shall consist of member(s) with extensive experience with master planning for growing communities. They must be knowledgeable in current planning best practices, have AICP certification, and be skilled in community engagement with diverse stakeholders and in placemaking. Knowledge in climate resiliency and environmental stewardship is also important and desired.
- Economic Development Expertise: The team shall consist of member(s) with expertise in economic development strategies for Municipalities and have experience in developing Economic Development Strategic Plans. Familiarity with Michigan Marijuana laws and industry best practices is required.
- Transportation Expertise: The team shall consist of member(s) with expertise in transportation engineering and transportation planning. They must have ability to consider the large and small impacts of projects, how they fit into the entire community but also the feasibility of them being implemented. The Township is not an agency focused only on vehicular traffic but more the entire system and users of all types, abilities, and needs. Experience in creating and gathering stakeholder input for policy documents is required.

Township Staff: The Planning Director will serve as the point of contact for Oshtemo Township. The Public Works Director and Supervisor will be the other key staff team members. The Planning Commission will be the Steering Committee for the process. The Township anticipates that the Township Board will provide guidance through the process.

Proposal Content:

- Cover Sheet
- Exhibit A: Authorization Page, attached
- Table of Contents
- Letter of Interest
- List of key project personnel, their roles, and their related experience (Substitutions will require Township approval) including any subconsultants
- Summary of Firm's background and focus
- Work Program/Approach: shall include public engagement approach. List at least three innovative public engagement activities utilized in past projects.
- Proposed project schedule, including critical path items
- Minimum of three (3) examples of similar projects and professional references for each
- Proposed fee broken down per each listed minimum deliverable within this RFP and any additional recommended deliverables, for the comprehensive master plan update.
 - Depending on cost, the Township may prioritize only certain deliverables or seek additional funding.

- List any additional expense rate anticipated by the Firm that are not included in the above costs.
- This project will be awarded as Lump Sum contract.

Review Criteria (Total 50 points):

- Experience in similar communities and similar project types (10 points)
- Evaluation of team by member expertise, structure, and capacity (10 points)
- Approach to public engagement (10 points)
- Understanding of project goals (10 points)
- Overall cost and value proposition (10 points)

Interest and Questions:

Any questions should be submitted to Iris Lubbert, Planning Director, at ilubbert@oshtemo.org. Questions and clarifications shall be submitted prior to 5:00 pm local time on April 19, 2023. Information provided in response to questions that changes or clarifies this RFP will be posted on the Oshtemo Township Planning Department page (<https://www.oshtemo.org/Officials-Departments/Departments/Planning-Zoning-Department>) by April 27, 2023 by 5:00 pm local time.

Legal Notice:

The final decision on selection of the Firm for this project will be determined by the Oshtemo Township Board. Oshtemo Township reserves the right to reject any proposals or parts of proposals. The Township also reserves the right to waive any irregularities, inconsistencies, or take other action determined to be in the best interest of the Township.

Oshtemo Township's Nondiscrimination Bidding Policy can be found at <https://www.oshtemo.org/About-Oshtemo/Bidding-Process>.

The Firm will be required to furnish to the Oshtemo Charter Township prior to commencement of work, a Certificate of Insurance as well as any required endorsements. In lieu of required endorsements a copy of the policy sections where coverage is provided for additional insured and cancellation notice would be acceptable. Copies or certified copies of all policies mentioned below shall be furnished, if so requested.

Professional Liability Insurance in an amount not less than \$1,000,000 per claim. If this policy is claims made form, then the Firm shall be required to keep the policy in force, or purchase "tail" coverage, for a minimum of 3 years after the termination of this contract.

**Exhibit A: Authorization Page
OSHTEMO CHARTER TOWNSHIP**

Submit this Completed Form as part of your Proposal.

Firm Name: _____
Address: _____
Telephone: _____
Website: _____

Representative Authorized to Sign Offer and Contract:
Name: _____
Title: _____
Email: _____
Telephone: _____
Address: _____

Authorized Point of Contact/Project Team Lead:
Name: _____
Title: _____
Email: _____
Telephone: _____
Address: _____

I certify that I am authorized to execute and submit this proposal on behalf of the Firm listed above; that all of the RFP instructions and rules, exhibits, addenda, explanations, evaluation criteria, submittal requirements, terms and conditions and any other information provided by the Township has been reviewed, understood and complied with; and that all information in this submission is true, correct, and in compliance with the terms of the RFP.

I hereby state that I have the authority to submit this proposal which will become a binding contract if accepted by the Oshtemo Charter Township. I further state that I have not communicated with nor otherwise colluded with any other person or Firm, nor have I made any agreement with nor offered or accepted anything of value from an Official or employee of the Oshtemo Charter Township that would tend to destroy or hinder free competition.

Authorized Representative Signature

Date