

REQUEST FOR PROPOSALS
FOR
MASTER LAND USE PLAN UPDATE

ZEELAND TOWNSHIP
OTTAWA COUNTY, MICHIGAN
March 4, 2004

Zeeland Charter Township
6582 Byron Road
Zeeland, MI 49464

Telephone: (616) 772-6701

PURPOSE

Zeeland Township is soliciting proposals from experienced planning consultants to provide an update or rewrite of the Master Land Use Plan. The information contained in this Request for Proposal (RFP) is provided to give prospective responders background information to allow for the completion of proposals.

BACKGROUND

Zeeland Charter Township is located in southern Ottawa County. The latest census (2000) figures set the population of Zeeland Charter Township at 7,613. The Township grew 70% in the last censuses.

Like most rural communities on the fringe of developing urban areas, Zeeland Charter Township is faced with growth pressures due to the demand for residential and commercial opportunities. The Master Land Use Plan was written in 1993 and last updated in 1999, and in its current form is less than adequate to meet all the Township's needs.

Specific areas of the Master Land Use Plan that need to be addressed include:

- Matching future plan residential districts with actual zoning densities
- Special zoning around existing and potential parks
- Distances from Ag. buildings to residential buildings, and reciprocal
- Village Centers
- Mixed use areas to allow broader usage within one building
- Development within the Flood Plain
- Making Open Space in developments open to the public
- Path planning (Bike Paths, Green Pathways,
- Innovative land protection
- Roadways (grid patterns, aesthetics, speed reduction)
- Accessory Building sizes
- Tower Setbacks
- Building Setbacks
- PUD in Residential and Agricultural Areas

SCOPE OF SERVICES

The consultant will work with the Planning Commission, the Township Supervisor, and the Township Board in the completion of the assignment. The consultant will propose and implement a community involvement process to assure that the resulting plan reflects a consensus view. It is expected that the consultant will assume responsibility for all notices required by the Coordinated Planning Act.

The following professional planning services are required:

1. **Data Analysis.** Review demographic, land use, economic, social and other indicators to gain a background analysis of the community. Provide the Planning Commission with your impressions of the trends that may impact the community over a twenty-five year timeframe. The data analysis must take into account forces and trends both in the Township and in the surrounding region.
2. **Goal Statements.** The consultant will assist the Planning Commission and Board of Trustees in the formation of meaningful goals to serve as a guide in implementing the Master Plan. The goals should, to the greatest extent possible, be realistic and implementable and reflective of the consensus view.
3. **Plan Preparation.** The consultant will prepare an initial draft of the proposed Master Plan with all required maps, charts, exhibits and graphics to make the Plan document a vital and compelling statement of public policy. Working with the Planning Commission and the Board of Trustees, the consultant will refine and adjust the draft plan to balance the perspectives of the many varied interests in the Township.
4. **Finalization and Adoption.** The draft Plan will be presented to the Planning Commission for initial recommendation and to the Township Board for approval to disseminate. The consultant will participate in the required public hearing and complete any final revisions.

Upon adoption of the new Master Plan, the consultant shall provide one un-bound original copy of the Plan along with 20 bound copies including reduced copies of the new future land use map and a display-size copy of the new future land use map. In addition, the consultant shall provide electronic files of all text, maps and graphics incorporated in the final Plan. Some or all of the electronic files will be used on the Township WEB site.

PROPOSAL REQUIREMENTS

The proposal shall be written in an 8 ½" X 11" format. A total of nine (9) copies must be received no later than Thursday April 8 at 4:00 p.m. Proposals received after this deadline shall not be considered. All costs incurred for proposal preparation, presentation or contract negotiation shall be the responsibility of the consultant. Questions regarding specifications or handling of proposals shall be directed to the Township Supervisor at (616) 772-6701.

Proposals shall be delivered in sealed envelope to the Clerk at the following address:

Marilyn Evink, Clerk
6582 Byron Road
Zeeland, MI 49464

PROPOSAL FORMAT

Proposals shall include the following information:

1. **Cover letter.** The cover letter shall be signed by a member of the consulting firm empowered to commit the firm to a contractual arrangement with the Township. The cover letter shall also identify the person who will be responsible for regular communications with the Township, including meeting attendance.
2. **Corporate Background.** Provide information on the firm's background, including:
 - a. Organization, size and Michigan office locations.
 - b. The office location where work associated with the project would be performed.
 - c. A description of the range of services provided by your firm. Specify any area of expertise the firm has, or members of the firm that have special qualifications to handle Township planning services.
3. **Professional Staff.** Identify the individual or individuals who would be providing land use planning services to the Township. List their experience in providing services to townships similar in size and character.
4. **Experience and References.** Provide descriptions of recent prior experience with similar rural communities undertaken within the last five (5) years. For each project, include the name, title and telephone number of a representative that the Township may contact to discuss their experience.
5. **Samples.** Include representative samples, prepared by the individual who would be assigned to work with the township, material and/or correspondence that may be helpful in assessing the level and quality of service.
6. **Disclosure.** Zeeland Charter Township expects each potential Planning Consultant to identify any potential conflicts of interests and the plan for handling these matters.
7. **Extent of Proposed Update.** From your review of the existing Land Use Plan, provide a recommendation on the scope of update to be (should be) completed by your firm.
8. **Work Effort & Time Line.** Provide descriptions of each major work effort focus, including key milestones in a time line.

9. **Fees.** Delineate the total fees for the project; include any billing options for all expected services.

PROPOSAL REVIEW, EVALUATION AND SELECTION PROCESS

Selection of a Consultant will be made at the complete discretion of the Township Board of Zeeland Charter Township, which reserves the right to accept or reject any and all proposals. All submissions or parts thereof become property of Zeeland Charter Township and are subject to Freedom of Information Act release.

Proposals will be reviewed by the Township Board to determine which Consultant (s) will be invited to participate in an interview with the Township Board.

It is the intent of Zeeland Charter Township to select a Consultant in accordance with the following schedule:

Deadlines	Tasks
March 11, 2004	RFP distributed
April 8, 2004	Proposals due
May 4, 2004	Interviews scheduled with selected finalist(s)
May 14, 2004	Selected Consultant notified

Township officials shall evaluate the proposals based upon the firms' ability to provide the service required, qualifications of personnel assigned, location of the office which will serve the community, compatibility of submission with respect to the Request for Proposals, reference analysis from other communities, and past experience of the firm with similar Townships.