



**Ada Township Downtown Development Authority  
Project Management Services for Envision Ada Project**

**ISSUE DATE: December 15, 2016  
RESPONSE DEADLINE: January 16, 2017**

**SECTION 1: PURPOSE**

The Ada Township Downtown Development Authority (DDA) is seeking a qualified individual to provide Project Management services, on either a contracted services basis or full-time employment basis, to oversee implementation of the public infrastructure and park/civic facilities projects associated with the Envision Ada Plan for redevelopment in the Ada Village area.

**SECTION 2: BACKGROUND**

In 2012, Geld, LLC, an Amway affiliated entity, acquired a significant acreage of developed and undeveloped property in the Ada Village area. Following acquisition of the property, Geld, LLC approached the Ada Township DDA and requested that the DDA undertake a community planning process to involve the Ada community in developing a plan for redevelopment in the Village that would accomplish, among other goals, the following:

1. Take full advantage of Ada Village's natural assets – specifically the Thornapple River. Consider a riverwalk and potential trail connections. Identify ways for nearby commercial areas to engage with the riverbank environment.
2. Create a focal point in the heart of the Village that can serve as a community hub and gathering place, and expand opportunities for civic buildings.
3. Ensure roadway corridors complement Ada's distinctive, intimate village feeling, resulting in slower traffic and improved safety.
4. Improve walkability throughout the Village, and create attractive, safe, contiguous pedestrian connections between the Village core and surrounding areas.
5. Encourage building types that preserve the quaint, historic, small-scale feeling of the Village.
6. Reconfigure the Thornapple Village shopping center in order to reduce the prominence of parking, provide for more trees and green spaces, reconnect to the river, and encourage pedestrian access and activity.
7. Strike a balance between residential and commercial uses within the Village, and encourage a healthy mix of commercial activity.
8. Encourage shared parking and provide appropriate, village-scale parking options.
9. Expand outdoor recreation opportunities and enhance existing parks and green spaces, connecting them with a regional network of trails and open spaces.
10. Establish standards that ensure the implementation of the community's vision for Ada Village.

In 2013, the Ada Township DDA, with assistance of a consultant team, conducted the Envision Ada planning process for the Ada Village area. With significant involvement from the public, a plan for redevelopment of major portions of the Village was developed. The Envision Ada Plan included

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recommended street system changes in the Village, areas for residential, commercial and mixed use development in the Village, and public amenity improvements on two sites that are now slated to be conveyed to Ada Township as public land.

The Envision Ada public improvements projects are now being implemented in a partnership between the DDA and the majority property owner, Geld, Llc. The respective responsibilities and obligations of each party are set forth in a contractual agreement between the Township, the DDA and Geld, in which the Township/DDA and Geld each commit to expenditure of \$6.5 million in completing the various public projects identified in the Envision Ada Plan.

### **SECTION 3: DESIRED SCOPE OF SERVICES**

The DDA seeks a qualified individual to provide service to the DDA, on either a contracted services or full-time employment basis, in coordinating the planning, organizing, scheduling, financing and implementation of a multi-year program of public infrastructure and civic projects, in concert with simultaneous major commercial, residential and mixed use redevelopment of private properties in the Ada Village area. Specific objectives of the position are to:

- Participate as a member of a multi-disciplined project team in the execution of the remaining phases of the Envision Ada multi-year project.
- Interact with a diverse group of Stakeholders with different priorities.
- Establish and implement an effective communications architecture between Stakeholders (listed below).

Project Manager Roles & Responsibilities:

- **Reporting Relationship:** The Envision Ada Program Manager will report to and receive direction from the Ada Township DDA Board, through the Chairperson.
- **Onboarding:** Quickly learn the:
  - Organization, makeup and points of contact of each of the major Envision Ada Stakeholders:
    - Ada Business Association (ABA).
    - Ada Township Downtown Development Authority (DDA) Board.
    - DDA Development Area Citizens Council
    - Ada Township Board
    - Ada Township Planning Commission
    - Amway Corp and its real estate subsidiary, Geld, Llc
    - Current and future residents and business entities within the DDA boundaries.
  - History, present status and future project phases associated with Envision Ada Plan.
    - Review historical Envision Ada files, discussion notes and plans.
    - Attend specifically tailored “catch up” briefings with Stakeholders involved with Envision Ada Plan.
- **Project Management**
  - Develop and execute a plan and schedule for the timing, sequence and interdependencies of various tasks and interim and final work products associated with the design, financing

and construction of public infrastructure and facility projects identified in the Envision Ada Plan.

- Interact with other team members involved in development and execution of the project plan and schedule, including Township leadership, department heads, engineering consultants, legal counsel, bond counsel and financial consultants.
  - Develop, carry out and coordinate the process of recruiting outside professional consulting services as needed for project execution.
  - Administer contracts for outside professional services.
  - Conduct negotiations for acquisition of property necessary to carry out identified projects for which land acquisition is required.
  - Develop and maintain project budgets and revenue/expenditure forecasts.
- **Meetings:** Attend all Envision Ada related meetings:
    - Major Stakeholders (outlined above).
    - Other meetings as may be from time-to-time directed.
  - **Communications Model:** Develop and implement a broad, multi-dimensional feedback/communications model for all Stakeholders involved in the execution of Envision Ada:
    - Periodic, frequent and/or as required one-off face-to-face individual and group meetings.
    - Electronic means to ensure all Stakeholders are well informed (weekly updates, webpage, e-mail, Facebook, etc.).
  - **Cross Functional Coordination:** Identify, track, manage and periodically communicate the status of:
    - Envision Ada cross-functional coordination action items.
    - Current and potential problems that are affecting/may affect Envision Ada progress.
  - **External Engagement:** Interface, where required, with other local and regional government agencies and business concerns, for coordination and issue resolution.

#### **SECTION 4: DESIRED QUALIFICATIONS AND EXPERIENCE**

The following leadership, management and professional knowledge prerequisites are required of candidates for the Envision Ada Program Manager:

- Leadership and management experience at the executive level.
- Experience in managing large, complex multi-discipline and multi-agency project efforts in the private or public arena.
- Effective communications abilities both orally and in writing.
- A basic knowledge of the planning, design, financing and construction phases of public infrastructure and facility projects.
- An ability to understand and interpret various design and construction documents relating to projects contained within the Envision Ada program.
- Experience in the use of Microsoft Project or other personal computer based project management software application or service.
- Familiarity with state and Federal grant programs for public infrastructure and parks projects.

- Experience in the selection and oversight of contracts for professional services in the areas of planning, engineering, architecture and related services.
- Familiarity with local government financing, budgeting and accounting processes and practices.
- Familiarity with relevant provisions of State statutes, including Downtown Development Authority Act, Open Meetings Act and Freedom of Information Act.
- Public sector experience desired in any (or all) of these functional areas:
  - Commercial district management.
  - Land use planning.
  - Urban development.
  - Public administration.
- Relevant Business Experience
  - Business experience.
  - Architectural design.
  - Small business development.
  - Construction management.

**Competencies:** The following competencies are desired in candidates for the Envision Ada Program Manager:

- **Problem Solving:** Possess a keen ability to:
  - Determine requirements from a haze of unknowns & unclear guidance, and then:
  - Develop a plan to achieve them, and then:
  - Possess a keen ability to manage and navigate multiple plans and goals, sometimes competing, within the Envision Ada Project
- **Leadership:** Possess the abilities to:
  - Work effectively across all Stakeholder organizational boundaries while promoting teamwork with all stakeholders.
- **Intellectual:** Possess the abilities to:
  - Think strategically.
  - Find creative solutions.
  - Aggressively deal with various abstract and concrete variables simultaneously.
  - Prioritize work efforts for maximum effectiveness as relates to time and cost.
- **Interpersonal:** Possess the abilities to:
  - Treat all Envision Ada stakeholder personnel with respect and dignity.
  - Effectively communicate up, down and across all Envision Ada Stakeholders.
  - Respond quickly to stakeholder needs.
- **Organization:** Possess the abilities to:
  - Define action items and track them to completion.
  - Clearly understand the business implications of decisions, and then:
  - Articulate them clearly to Stakeholders, and then:
  - Derive feedback from Stakeholders and integrate that feedback into the Envision Ada effort.

## **SECTION 5: DEADLINE FOR PROPOSAL/APPLICATION SUBMITTAL**

Proposal/application due: Monday, January 16, 2017

## **SECTION 6: REQUIRED PROPOSAL CONTENTS**

Include the following information in your proposal:

1. A cover letter.
2. A resume containing the following information:
  - a. educational background and credentials.
  - b. employment/business ownership history for the last 10 years.
  - c. summary of your key competencies and significant career accomplishments.
  - d. project experience relevant to the needs of the Ada Township DDA.
  - e. List of employers/consulting clients for whom you have provided project management service.
  - f. Names and contact information for no more than 3 individuals for whom you have provided services similar to those solicited in this RFP.
3. Your preferred type of relationship (independent contractor vs employee status)
4. Your desired method and amount of compensation.
5. If proposing to provide contractual services, a proposed contract setting forth the terms of the proposed engagement of your services.

## **SECTION 7: QUESTIONS**

All questions pertaining to this solicitation must be in writing and sent by email to:  
[dda@adatownshipmi.com](mailto:dda@adatownshipmi.com).

## **SECTION 8: SUBMISSION**

Proposals must be received by January 16, 2017 to be considered.

Proposals may be submitted by either of the following means:

- Delivery of hard copy to Ada Township Office, Township Clerk's Counter, 7330 Thornapple River Dr. SE, Ada, MI 49301
- Mailing by first class mail to: Ada Township, PO Box 370, Ada, MI 49301
- Emailed in PDF format to: [dda@adatownshipmi.com](mailto:dda@adatownshipmi.com)