



ADA TOWNSHIP

Request for Proposals

2022

Comprehensive Master Plan

Comprehensive Master Plan - Request for Proposals

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SECTION 1: Introduction

Purpose

This Request for Proposals (RFP) seeks a qualified Urban Planning firm to prepare a new Master Plan (the "Plan") and Future Land Use Plan Map (the "Map") for Ada Township (the "Township"). Due to the emergence of the Township's Village area and associated background plans (2007 Charrette and 2013 Envision Ada), subsequent refinements to Village area plans, various planning efforts including the Parks and Recreation Department and Trail Planning initiatives, long-term land use trends, growth pressures, and potential future opportunities in the Township, the services of a professional consultant are being sought to complete the new Plan with full utilization of their perspectives, skills, background, and expertise.

The Township's existing (most recent) Master Plan Amendment was prepared and completed by Township Staff and approved in 2016. The existing Plan (initially prepared in 2007 with most recent amendment in 2016) can be found at: <http://adamichigan.org/township/departments/planning-zoning/master-plan>. The anticipated timeline for this project is expected to be approximately 12 to 18 months.

The Plan remains the foundation for land use decision-making that has occurred since its original approval, with amendments serving to bolster Township efforts in this regard. The Plan and associated planning efforts have been especially noteworthy in this regard, as it has provided effective guidance on planning and zoning evaluations. As such, the 2022 Plan will be expected to carry this effort even further, as a working document that casts the vision and sets priorities for Township development, identifies long-term strategies, and provides practical guidance for everyday use.

Existing Master Plan and Zoning Ordinance

As noted above, the Master Plan has provided effective guidance for the Township's zoning, planning, and land use decisions. However, the Plan now needs to be updated to reflect Ada's significant evolution since the last Plan and our emergence as the premier community in West Michigan for planning and visioning, and to assemble various Township planning efforts.

At the same time, Ada Township's Zoning Ordinance (the "Ordinance") requires updating, which is anticipated to be done concurrently with the Master Plan Update. The Township's Ordinance includes a number of creative regulations, including form-based zoning. As the Ordinance efforts will primarily include reorganizing, local regulations are not anticipated to change significantly. At the same time, the Township encourages exploration of recommendations for potential Zoning Ordinance updates, as part of a 'Zoning Plan' within the Comprehensive Master Plan.

The Township's Zoning Ordinance can be found at:

[https://library.municode.com/mi/ada_township_\(kent_co.\)/codes/code_of_ordinances?nodeId=COOR_CH78ZO](https://library.municode.com/mi/ada_township_(kent_co.)/codes/code_of_ordinances?nodeId=COOR_CH78ZO).

SECTION 2: Scope of Work

Expectations

The consultant will be expected to work closely with Township Staff and the Planning Commission on developing a public process that will support the Plan.

As noted in the Goals (below), the consultant will be expected to extend outreach in creative ways to engage all sectors of the community. Further, the consultant will be expected to facilitate working meetings with a Plan Committee and Township Staff, key stakeholders, and provide updates to the Planning Commission, Zoning Board, and Township Board.

An educational approach will be a component as well, to introduce and support new ideas as reflected in the Plan Goals. This will include how the Plan will benefit the Township, and how to best implement its recommendations.

Goals

Overall Master Plan goals:

- The Plan process will include utilization of creative community outreach techniques, during the public input phase, to facilitate a diverse and full engagement of Township residents, sectors, and interested parties.
- Strategies to maintain and reinforce the rural agricultural and rural residential presence, primarily located north of Fulton Street (M-21).
- Opportunities for successful infill development for more geographically focused, concentrated growth and density, to minimize sprawl for the area generally south of Fulton Street.
- Enhancement and long-term sustainability of the "Village" development area, including incorporation of Envision Ada and subsequent Township planning efforts.
- Proper mixes of various land uses for long-term financial sustainability.
- Options to reduce and discourage use of PUD's (planned unit developments) in the community.
- Strategies to enhance and increase connectivity of street networks, pedestrian corridors, greenways, and parks, including incorporating the Township's Parks, Recreation, and Land Preservation plans and the Township Trail Plan.
- Creation of a practical, usable policy document that will provide appropriate guidance for the Township's foreseeable future. The Plan will be well-organized and user friendly, with plain language, illustrative information, diagrams, photos, etc., rather than being too heavy on narrative.
- The Plan will be unique to the Township, and will offer creative, forward-thinking, and realistic recommendations for various topic areas (such as housing, transportation,

subareas, corridors, etc.).

- The Plan will provide an honest and appropriate assessment of existing local regulations, processes, and conditions, and provide recommendations for further revisions and refinements to Township processes and regulations.

The selected consultant will use these Goals as the fundamental guide for this Plan project.

Plan Topic Areas

The Plan will need to address the following important topic areas:

- Agriculture; evaluate opportunities and options for agricultural areas, including maintaining, expanding, or reducing such areas.
- Residential Development; identify a proper ratio of housing types, to ensure vibrant school districts and tax revenue for essential services.
- Retail/Commercial; how to support existing areas, “right-size” future development and re-development/re-use, and limit expansion/encroachment into other areas (such as agricultural, industrial, office).
- Infill Development; strategies to invest/reinvest in underutilized areas when compared to the adjacent uses and the associated economic benefits resulting from doing so (e.g., utilizing existing utilities).
- Infrastructure; recommendations to best utilize and sustain existing infrastructure while minimizing unsustainable expansions.
- Identifying models for development that support the Township’s development pattern to-date, with specific recommendations to retrofit areas that are already developed.
- Recommendations to accommodate potential long-term land use changes due to trends such as new transportation models (e.g., driverless vehicles, ride share services).
- Recommendations for continued refinement of the Zoning Ordinance and other Township Municipal Code regulations and requirements.
- Evaluation of the Township’s Downtown Development Area and Brownfield Area and potential future development/redevelopment opportunities.
- Evaluate specific areas of challenge and propose redevelopment concepts and achievable strategies. This includes, but is not limited to the Amway property, the industrial corridor along Fulton, and others.
- Review and analyze data and trends, including current conditions and future projections of potential population growth, local economy, land use, utilities, recreational resources, transportation, and other public infrastructure. Utilize different growth scenarios to present different options.

Project Responsibilities

Examples of responsibilities include, but are not limited to, the following:

- A thorough evaluation of the Township’s existing Master Plan, Zoning Ordinance, and other Township ordinances and documents applicable to the Plan effort.
- Effective coordination and regular meetings with Township Planning Department Staff and a potential Plan Committee working group (including Staff and Township officials), with an estimated total of six such working group meetings.
- A thorough rewrite of the Plan, including realistic and feasible goals and objectives, and timelines to achieve them.
- Thorough review and consultation with Township Staff in other Departments as it pertains to Plan topics. This will include: the Township Manager, Assessor, Parks and Recreation Director, and potentially additional Staff.
- Approximately four meetings with the public and two or three interview sessions with community stakeholders, such as property owners, business representatives, adjacent municipalities, other governmental agencies (such as the Road Commission), and other local officials.
- An ongoing online presence allowing for public review and interaction with the project.
- Consultation, as necessary, with the Township Attorney concerning pertinent legal matters.
- Comprehensive interpretation of data such as: land use statistics, census and demographic information, permit information, and other information from Township records. The Township will provide data requested by consultant.
- Reviewing current Future Land Use designations of all areas of the Township and proposing updates as appropriate.

Deliverables

- 1) A user-friendly Master Plan, in written and electronic form, with graphics, diagrams, pictures, tables, appropriate narrative content, and realistic implementation strategies that are appropriate and achievable.
- 2) An updated Future Land Use Map.

Budget

Consultants are requested to provide a total cost for this Master Plan and an estimated breakdown of each of the anticipated responsibilities and deliverables, as detailed below in the “Proposal Format” section. **All cost/fee/budget information shall be submitted in a separate, sealed envelope only.**

Section 3: Proposal Requirements

Proposal Submission Requirements

- One (1) unbound hard copy proposal AND
- One (1) electronic proposal, submitted in one of the following ways:

Via email to: jsaid@adatownshipmi.com (PDF files); or

Flash drive delivered with the hard copy proposal (**all fee/cost/budget info. to be submitted in separate sealed envelope only**).

All submittals must be provided by: **Friday, February 4, 2022, by 12:00 p.m. (12 Noon) Eastern Time**, to:

John D. Said AICP
Director, Dept. of Planning
Ada Township
7330 Thornapple River Drive, P.O. Box 370
Ada, Michigan 49301

Any questions may be referred via email (address noted above) or phone (616.676.9191 ext. 31).

Proposal Format

Proposals should contain the following information:

- Title Page. Provide the name of your firm, address, telephone, email, and primary contact person.
- Letter of Interest. Provide a complete statement regarding the understanding of the project and your interest in working with Ada Township for this complete Master Plan rewrite.
- Qualifications. Provide information on your and your firm's experiences related to the goals and deliverables of this project.
- Project Team. Identify the project team including sub-consultants and associates and provide a statement of qualifications for each individual.
- Timeline. Based on previous experience and the specifications in this RFP document, provide information on an envisioned timeline.
- Work Samples. Provide a webpage link of at least three (3) examples of pertinent work including graphics, diagrams, photographs, tables, and team member writing samples.
- Proposed Approach. Provide a description of the method and approach your firm intends to utilize to complete the Plan and Future Land Use Map.
- Itemized Budget **in a separate, sealed envelope only**. Submit an itemized budget for

the Plan process, including total travel and material expenses and the work identified in the Proposed Approach and Timeline Sections. Budget needs to include projected hours by team member, as well as fees for additional services that may arise (such as extra meetings).

- References. Submit names, emails, and telephone numbers of other municipal officials we may contact to verify performance on recent projects completed by the firm.
- Claims, Licensure and Non-Discrimination Violations Against Your Organization. List any current licensure or non-discrimination claims against you or your organization that have occurred in the past five years, especially any resulting in claims or legal judgments.
- Identification and summary of any legal action taken with previous clients.

Consultant Selection Evaluation Criteria

The Township reserves the right to review and select the project consultant based on the following criteria, without specification of weighting for each criterion.

- Project Team Qualifications and Experience.
- Proposed Approach and Methodology.
- Understanding of Ada Township and its strengths, weaknesses, and opportunities as well as its development trends and desired development.
- Timeframe and ability to complete the project within a 12 to 18-month timeframe.
- Proposed fees and costs.
- Skills in presenting, educating, and answering difficult questions.

A panel interview of project consultant finalists may take place prior to selection. The Township may select a list of project consultant finalists for interviews, depending on the number of qualified submittals.

All costs related to the interview process are the responsibility of the project consultant finalists.

Withdrawal of Proposal

Any bidder may withdraw its proposal in person, by email, or by written letter, any time prior to the scheduled closing time for receipt of proposals. Each proposal shall be considered binding and in effect for a period of sixty (60) days after the closing date.

Tentative Schedule

The tentative schedule for this Request for Proposals and project beginning is as follows:

- Release of RFP: January 6, 2022
- Submission Deadline: February 4, 2022
- Consultant Interviews: Weeks of February 14-18 and 21-25, 2022
- Selection of Preferred Consultant (Township Board): March 7, 2022
- Notice to Selected Consultant and other consultants: March 8-11, 2022
- Meet with Staff: Meet with or have a conference call with Staff to prepare for initial information and idea gathering session with Planning Commission: TBD
- Initial Task Force Committee meeting and attendance at Planning Commission meeting for initial information and idea gathering: TBD

Section 4: Contract Information

Consulting Agreement

A consulting agreement shall be approved by the Township Board and executed by the Township Clerk and a duly authorized agent of the chosen consultant. Project work shall begin after approval and execution of the consulting agreement. Minor changes that do not affect the substance to the agreement provided may be considered prior to finalizing the agreement. Changes proposed after approval and execution of the consulting agreement that affect consultant costs shall be reviewed and approved by the Township Board. Non-cost changes may be approved by the Director of Planning.

Insurance

The selected consultant shall provide a certificate of insurance naming Ada Township, including the Township Board of Trustees, employees, appointed officials, and agents, as additional insured with an insurance company, types of coverage, and amounts of coverage that are acceptable to the Township.

Acceptance of Terms

Submission of a proposal indicates acceptance by the consultant of the conditions contained in this Request for Proposals. Note that all proposal submissions are subject to State and Federal open records laws.

Addenda, Rejection, Cancellation, Negotiation, Preparation Cost

The Township reserves the right to revise any part of this RFP by issuing an addendum at any time prior to the submittal deadline. The Township reserves the right to accept or reject, in whole or part, all proposals submitted and/or to cancel this announcement if any such action is determined to be in the Township's best interest. All materials submitted in response to this RFP become property of the Township. The Township will not be responsible for costs associated with proposal preparation. By submitting a proposal, each consultant agrees to be bound in this respect and waives all claims regarding such costs and fees.

Award of Contract/Acceptance of Proposal (Terms and Conditions)

The contents of this RFP and the bidder's proposal, as submitted and/or modified, shall become contractual obligations to be executed by the authorized contracting agents of both parties.

Non-discrimination

During the course of this project, the successful bidder shall not discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions, or privileges of employment, or a matter directly or indirectly related to employment, because of race, color, religion, national origin, age, sex, height, weight, marital status, orientation, identity, or because of a disability that is unrelated to the individual's ability to perform the duties of a particular job or position. Breach of this covenant may be regarded as a material breach of this Agreement.

Terms of Payment

The Township shall make payments to the successful bidder for actual services rendered no more than monthly. Such payments shall be made within thirty (30) days following receipt of an acceptable invoice, or as otherwise mutually agreed.