



**ADA TOWNSHIP  
REQUEST FOR PROPOSALS  
5-YEAR PARKS, RECREATION AND LAND PRESERVATION PLAN  
August 9, 2021**

**Introduction and Objective:**

Ada Township's current 5-year community parks and recreation plan is due for a comprehensive review and update by the end of 2021, in order for the Township to maintain its eligibility for Michigan DNR-administered grant programs for parks and recreation facilities. Township staff have initiated a process for review and assessment of existing conditions and deficiencies at existing Township parks and open space preserves. Assistance from a qualified consultant is sought for specific tasks included in the plan preparation process.

**Community Description:**

Ada Township is a suburban community within the Grand Rapids metro area, located 11 miles east of downtown Grand Rapids. The Township's 2010 US Census population was 13,142, in a geographic area of slightly over 36 square miles. The Township is located at the edge of the Grand Rapids urbanized area, with a development pattern characterized by both urban and rural character. The development pattern is framed by availability of public utilities, land use policies that encourage compact growth and by the Grand River and its floodplain that extend through the Township from its southeast corner to its northwest corner.

The Township has an abundance of public recreation and greenspace land under Township, County and State ownership, as well as an extensive non-motorized trail system. Township residents have supported the development and upkeep of these facilities with voter-approved millages.

Additional information regarding the community and its parks and recreation resources can be found in the current [Parks, Recreation and Land Preservation Plan](#).

**Summary of Desired Scope of Work and Products:**

The consultant's scope of work includes developing and carrying out a process and schedule of tasks required to prepare an updated Parks, Recreation and Land Preservation Plan for the Township meeting all applicable requirements of the Michigan DNR for establishing grant eligibility, with selected specific tasks being the responsibility of Ada Township staff. **The Township's estimated budget for consulting services described in the scope of work is \$20,000.**

*Township tasks:*

Township staff will have responsibility for completing the following tasks:

- Update of Community Description and Profile, including demographic and socio-economic conditions and trends, physical condition.
- Administrative Structure description, including boards and commissions, staffing, current and projected budgets, funding sources, role of volunteers and inter-agency relationships.
- Inventory of existing parks, recreation facilities, natural areas and parks/recreation programming, except for map preparation.

- Status report for all grant-assisted parks and recreation facilities.
- Post-completion self-certification reports for existing grant-funded facilities.
- Preparation, posting and publication of required public notices for draft plan availability and public hearing.
- Preparation of public hearing minutes.
- Preparation of Township Board resolution of plan adoption.
- Transmittal letter and mailing of plan document to regional planning agency.

*Consultant tasks:*

The consultant will have responsibility for carrying out all other planning tasks and preparation of plan content, including preparation of CAD mapping plan components. Specific tasks to be carried out include the following:

- Preparation of CAD-mapping of the inventory of existing public park, recreation and open space land in the Township, based on information provided by the Township.
- Organizing and carrying out mechanisms for public involvement throughout the planning process.
- Developing, carrying out and summarizing results from an online survey questionnaire and conducting one or more public workshops are considered to be minimum required components of the proposed scope of services.
- Development of updated plan goals and objectives, in consultation with Township staff and the PRLP Advisory Board, based on:
  - consideration of early public input received
  - community demographic conditions and trends
  - assessment of existing facilities condition and utilization
- Prepare proposed Action Plan, based on input from Township staff and PRLP Advisory Board.
- Prepare complete Draft Plan document for public review and comment.
- Present the draft Plan at the public hearing.
- Prepare any needed revisions to produce the final plan document following the public hearing, based on input from the PRLP Advisory Board.
- Submittal of 5 printed/bound copies of the adopted Plan, and a digital file of the adopted Plan in pdf format.

**Process and Schedule for Consultant Selection:**

The 11-member Parks, Recreation and Land Preservation Advisory Board or a Committee thereof will evaluate proposals received, conduct interviews with selected finalists and recommend a candidate to the Township Board with which to negotiate a contract for the project.

The planned schedule for the selection process, project startup and completion is as follows:

Distribution of RFP to pre-qualified firms:	Friday, 8/6/21
Deadline for receipt of Proposals:	Friday, 8/20/21, 5:00 pm
Committee meeting to select interview candidates:	Tuesday, 8/24/21
Committee interviews with short-listed candidates:	Tuesday, 8/31 – Thursday, 9/2
PRLP Advisory Board recommends candidate to Township Board:	Thursday, 9/9/21
Township Board approval of contract with recommended candidate:	Monday, 9/13/21
Project Initiation:	Wednesday, 9/15/21
Submittal of Adopted Plan to Michigan DNR using MiGrants:	Friday, 1/14/22

**Required Proposal Contents:**

Proposals submitted in response to this RFP should contain the following information:

1. Contact information: Name, address, phone, fax and E-mail contact information for the lead organization contact and any sub-consultants that are part of a consultant team.
2. Form of organization: Describe the form of organization (whether incorporated, an LLC, a partnership or sole proprietorship) of the consultant (or of each member, in the case of a multiple consultant team), and the names of principals, officers and directors. For a consultant team, identify the lead entity that would have overall project management and project completion responsibility.
3. Key personnel: Identify the staff persons of the consultant team who will be responsible for carrying out specific work tasks. Identify the Project Manager who will be the person responsible for overall project completion. For the Project Manager and other key Project staff, identify their titles, their length of service with the organization and their qualifications and experience.

Provide an organizational chart of your project team, identifying the reporting structure within the team and with the Township.

4. Proposed Scope of Services and Schedule: Describe the specific approach, tasks and methods you propose to use in completing the desired scope of services. Describe the methods you propose to identify key stakeholders and encourage their participation in the process. Describe the specific techniques you propose to maximize the general public awareness of, interest in and participation in the planning process.

Identify the specific work products that will be produced at various stages during the course of the project, including number of hard copies that will be provided, and the media (hard copy, digital files or other medium) that will be used for presentation documents.

Identify the type and number of specific meetings you propose to conduct, including progress and major milestone meetings with the PRLP Advisory Board, specific events and their schedules during the planning process.

Provide a flow chart identifying the timeframe for completing major project tasks and products. **The proposed schedule should provide for submittal of the adopted Parks, Recreation and Land Preservation Plan to the Michigan DNR using the MiGrants online system no later than January 14, 2022.**

5. Project Experience List and Project Summaries/References: Provide a listing of urban design projects you or team member firms have completed, and the role of your firm or team members on the project. Provide project summary descriptions (preferably with graphics and or photos) for a maximum of four (4) projects (for either public or private sector clients) you deem most similar to the Ada Township project area and scope. Provide names and contact information for references from these 4 projects.
6. Hour Allocation and Fee Proposal: Submit a matrix identifying the number of labor hours allocated to each project task, for each team member assigned to the task. Provide an estimate of reimbursable expenses to complete the project, by major expense categories. Provide a total proposed “not to exceed” fee for completion of the Plan, with separate amounts identified for labor and for reimbursable expenses associated with the project.

**Note: The hour and fee matrix shall be enclosed in a separate sealed and labeled envelope, to facilitate evaluation of proposal contents independent of fee considerations.**

**Evaluation Criteria:**

Criteria to be used in evaluating Proposals will include, but not necessarily be limited to, the following:

- A. The degree to which the Proposal demonstrates a thorough understanding of the needs of the community and an ability to best provide the products and services as requested in this RFP.
- B. Quality, completeness and organization of the Proposal.
- C. Past record of completing community park and recreation plans in community settings similar to Ada Township.
- D. Inclusion on the project team and appropriate levels of utilization in this project of persons in key disciplines and areas of expertise, including planning, architecture, urban design, landscape architecture, walkability, civil engineering and traffic engineering.
- E. Proposed fees in relation to the level of effort proposed.

**Terms and Conditions:**

- A. Ada Township reserves the right to reject any and all proposals received, in whole or in part, and shall not be obligated to award a contract solely on the basis of any response made to this request. The Township reserves the right to award a contract to the respondent that, in the judgment of the Township, best serves the Township's interest.
- B. Ada Township shall not be liable for any cost incurred by respondents in the preparation of their Proposal, or in preparing for and attending an interview.
- C. The Township shall own the adopted Final Plan document and any/all data associated with the project, whether in physical or digital form.

**Insurance Requirements:**

The consultant will be required to provide Ada Township with Certificates of Insurance identifying Ada Township as an additional insured on your policies for the duration of the contract. Certificates of Insurance shall be submitted prior to undertaking work under the Contract, demonstrating the following:

General Liability limits of \$1,000,000 per occurrence, \$2,000,000 general aggregate, \$2,000,000 products and completed operations, \$1,000,000 personal and advertising injury, \$300,000 fire damage, \$10,000 medical expense, \$1,000,000 auto liability, worker's compensation limits of \$100,000/500,000/100,000, umbrella limit of \$1,000,000.

**Deadline for Proposal Submission:**

Five (5) printed copies of the Proposal and a digital file in "pdf" format should be submitted by 5:00 p.m. on Friday, August 20, 2021 to:

Mark Fitzpatrick, Parks Director  
Ada Township  
PO Box 370  
7330 Thornapple River Dr. SE  
Ada, MI 49301  
[mfitzpatrick@adatownshipmi.com](mailto:mfitzpatrick@adatownshipmi.com)  
616 676-0520