

Village of Empire Deputy Clerk

From: Margaret Ellibee <mellibee24@gmail.com>
Sent: Tuesday, March 5, 2024 2:47 PM
To: Village of Empire Deputy Clerk
Cc: Bob Chase; Carey Ford; John Collins; Maggie Bacon; Peter Schous; Phil Deering; Robert Hall
Subject: Re: FW: DRAFT RFP for Master Plan update
Attachments: 2024 DRAFT Master Plan Update RFPmbme 03052024.docx

Hi folks:

I read over Maggie's draft RFP for our upcoming master plan. I had some additional thoughts to her good authorship, so I then "mixed and matched" what Maggie previously documented. You'll see my comments in bold, as well as some new sections. I thought I would send this now (and will bring copies tonight) for your consideration. Your thoughts, experience, and review are welcomed.

Thank you.

Margaret

On Mon, Mar 4, 2024 at 8:33 AM Village of Empire Deputy Clerk <deputyclerk@villageofempire.com> wrote:

From: Maggie Bacon <m.bacon@villageofempire.com>
Sent: Sunday, March 3, 2024 4:41 PM
To: Alacia Acton <deputyclerk@villageofempire.com>
Subject: DRAFT RFP for Master Plan update

Can this be sent to PC members and added to handouts online?

Sorry for the delay!

**Village of Empire
Master Plan Update
REQUEST FOR PROPOSAL**

The Village of Empire requests proposals from qualified professionals in the fields of planning, economic and community development, or related fields, to assist the Village of Empire Planning Commission updating the Village of Empire Master Plan.

Proposals will be accepted until **1:00 PM Thursday, March 28, 2024**, at the Empire Village Office, PO Box 253; 11518 S. LaCore Street. Empire, MI 49630-0253, at which time the proposals will be opened and read aloud in the Village Office. To assure that the respondents' submittal arrives at the proper place, on time and to prevent opening by unauthorized individuals, submissions must be clearly identified on the outside, as follows: **Village of Empire Master Plan Update Proposal**.

Electronic submissions will be accepted. Once received, submissions will not be returned. Formal communication such as requests for clarification and/or information concerning this solicitation shall be submitted to Alacia Acton, Planning Commission Recording Secretary, via email addressed to deputyclerk@villageofempire.com, by phone at 231-326-5466 or by mail to PO Box 253; 11518 S. LaCore Street, Empire, MI 49630-0253

The anticipated activities for this project is as follows:

ACTIVITIES

RFP Available
Submittal Due Date
Planning Commission Review and selection
Kickoff Meeting

The Planning Commission reserves the right, in its absolute discretion, to reject any or all proposals, to waive irregularities, informalities and/or non-conformities in any submission, to select the proponent and proposal deemed to be in the best interests of the Village and to negotiate with the selected proponent(s).

I. SELECTION PROCESS

Selection of a consultant will be made at the discretion of the Planning Commission and staff. The proposals will be evaluated through consideration of several factors. The review of all documents submitted will be in accordance with the following criteria:

Review Criteria (Total 70 points):

- Experience and qualifications 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 (fees), value proposition, and references (10 points)
- General approach to project scope of work (10 points)
- Capacity to perform the services in the required time desired by the Planning Commission (10 points)

Proposals will be reviewed following the March 28, 2024, deadline.

Following a review of the submittals and reference checks, the selected consultant shall begin working with the Planning Commission no later than **INCLUDE DATE**.

II. PROJECT DELIVERABLES (Minimum):

- A user-friendly Comprehensive Master Plan, in written and electronic form, which incorporates existing Master Plan content where applicable.
- Incorporate meaningful public participation results/elements throughout the process.
- Update demographic and other statistics related to Empire with citations that can easily be inserted in the update. The consultant is asked to recommend the additions or deletions of data sets in relation to relevance, update scope or general best practices.
- A public engagement plan that includes, but not limited to polling, surveys and/or town hall meetings. Surveys should be valid and reliable, including effective response rate controls.
- Consultant is expected to assist the Planning Commission with analyzing results and making recommendations for how best to include those results in the update.
- Documented (written or in presentation format) recommendations and goals related to the five (5) year focus of the updated Plan based on polling, surveys, or public meetings in addition to those that may be in the current Plan.
- All materials presented by the consultant for potential use in the update shall be in digital format: Microsoft Word and PDF format suitable for copying and posting.

III. PROJECT SCHEDULE:

It is anticipated that this project will be ongoing through **THE DATES OF xxxxx** . Below are anticipated milestones and other applicable dates. Given the scale of the project, the Planning Commission 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

Questions deadline

Answers provided by

Completed RFP due to

Interviews of Consultants

Consultant Selected and Approved by the Planning Commission by

Community Survey (outside project)
Comprehensive Master Plan Kick off
Public Meetings
Draft Complete of Comprehensive Master Plan
Public Hearings
Final Comprehensive Master Plan Approval

IV. REQUIREMENTS

- Provide a qualified representative to attend all public hearings related to the revision of the Master Plan.
- Complete the project requirements the timeline documented between the firm and the Village of Empire Planning Commission.
- Maintain budget control within the specified fiscal range

V. PROJECT BACKGROUND

Empire is a village on Lake Michigan in the northwestern Lower Peninsula of Michigan. Located in the southwestern corner of Leelanau County. In 2021, Empire had a population of 362 people with a median age of 59.7 and a median household income of \$60,781. Between 2020 and 2021 the population of Empire, MI grew from 324 to 362, a 11.7% increase and its median household income grew from \$51,786 to \$60,781, a 17.4% increase (DataUSA: <https://datausa.io/profile/geo/empire-mi>).

The village is located within Empire Township and is famous for its proximity to the Sleeping Bear Dunes National Lakeshore, several parks (Lake Michigan Beach Park, Shalda Park and privately owned, but publicly accessible Johnson Park owned by the Lions Club) and small town character. Empire is home to the National Lakeshore's headquarters, the Philip A. Hart Visitor Center. The Village has seen growth in the residential sector since the 2019 Master Plan was completed. **A new Master Plan is needed that reflects the experienced growth of the Village as well as looking at how the Village may continue to evolve (i.e., services and projects), while remaining a vibrant community in Leelanau county.**

An important element to updating the Master Plan will be to include a strong public participation component. The Village of Empire has enjoyed a long history of active citizen involvement and feels that this is an invaluable resource to include in developing a vivid vision for the Village's future. It is also important to include the Township in discussions on the update as they have also just completed their own Master Plan update. **This is important to ensure that the vision of both municipalities are aligned in a congruent direction.**

VI. SCOPE OF WORK

a. Purpose.

This purpose of the work is to update the data and statistics from the 2019 Master Plan and assist the Planning Commission in creating a 2024 Master Plan with an achievable focus. The new Comprehensive Master Plan will honor and build upon previous planning efforts. For efficiency and consistency, a single Comprehensive Master Plan document is needed. Sections of existing 2019 Master Plan document will need to be reassessed, updated, merged, and/or compiled to generate a new 2024 Master Plan. The task of the Planning Consultant will be to assist the Planning Commission with:

1. Updating demographic and other relevant data from the 2019 Master Plan.
2. Assist the Planning Commission with the creation, implementation, and summarizing of a community survey. This **will** be done in concert with a new formed Community Engagement Group – Asset-Based Community Development in the Village.
3. Provide advice and counsel to Planning Commissioners in focusing the plan on the next five (5) years. This will include assisting with developing achievable goals, objectives and narrative that also fit with the Michigan Economic Development Corporation Redevelopment Ready requirements.

It is important to note the 2019 Master Plan may continue to offer future Planning Commissions with inspiration for future updates. It was extensive in scope and depth – in keeping with a 20-year plan.

b. Community Input.

The Planning Commission recognizes that meaningful public participation is a critical element of any planning process. The Consultant, in cooperation with the Planning Commission will be expected to incorporate meaningful public participation elements at appropriate times throughout the process. The Consultant will be expected to attend Planning Commission meetings to assist in the public participation process. The proposal should outline a procedural approach to identify and include participation, in an appropriate degree, of various individuals and groups, both public and private, in the master planning update process.

c. Goals and Implementation

The Master Plan Update will have goals and implementation statements that are reasonable and realistic within the five (5) year timeline for Village community development. This document will be used by representatives of the Village, those

making private sector investments, and by all citizens interested in the future development of Empire. The Consultant will assist the Village in forming meaningful and achievable goals to serve as a guide in defining and implementing the Plan.

Implementation strategies are a key component of any Master Plan. They need to prescribe how the Plan's recommendations and programs can become reality. While a Master Plan is intended to provide the necessary guidelines for making future land use, community facility and capital improvement decisions, its true value cannot be realized unless it is implemented.

d. Redevelopment Ready Communities Compliant

The plan should address items that are required for Redevelopment Ready Community (RRC) certification so that the Village may continue progress towards RRC certification.

VII. PROPOSAL REQUIREMENTS

1. Written in an 8 1/2" x 11" format.
2. A cover letter shall be signed by a member of the consulting firm empowered to commit the firm to a contractual arrangement with the Village. The cover letter shall also identify the person who will be responsible for regular communications with the Village, including meeting attendance.
3. Delivered in sealed envelope(s) by 1:00 PM Thursday, March 28, 2024. Addressed to:

Ms. Alacia Acton, Empire Planning Commission Recording Secretary,
Empire Village Office,
PO Box 253; 11518 S. LaCore Street.
Empire, MI 49630-0253

4. Provide information on the firm's background, including:
 - a. Organization 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 the firm. Please list the other master plans the firm has completed for other communities and provide some detail on said plans.
 - d. The qualifications of the person identified above who will be providing the planning services to the Village. List their experience in providing services to cities and villages similar in size and character.
5. Experience and References: Provide a short description of recent prior experience with similar communities. For each project, include the name, title, and telephone number of a representative that the Village may contact to discuss their experience with the firm.
6. (Optional) Samples: Include representative samples of deliverables, as prepared by the individual who would be assigned to work with the Village, and other material and/or

correspondence that may be helpful in assessing the level and quality of the services proposed.

7. Disclosure: The Village of Empire expects potential Planning Consultant to identify any potential conflicts of interest and the plan for handling these matters.

8. Work Effort and Timeline:

1. Description of the total number of anticipated hours (minimum to maximum) to complete the scope of work and a detailed timeline for the entire project.
2. Timeline showing anticipated work schedule

9. Fees: Fee schedule should include all fees charged for performing the required services. Fee schedule must be stated as a total not-to-exceed fee for all services outlined in the proposal (including but not limited to labor, time, printing, mileage, sub-consultants, etc. and other expenses). No fees over the not-to-exceed estimate will be paid without prior approval by the Planning Commission. Describe any modifications you would recommend to the work scope described in this Request for Proposal and state what impact of those modifications would have on your fee proposal.

NOTE SHOULD WE SET A BUDGET RANGE AND INCLUDE IN THE RFP?

Exhibit A: Authorization Page

Village of Empire Planning Commission

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 Village of Empire Planning Commission 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 Village of Empire Planning Commission. 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 Village of Empire Planning Commission that would tend to destroy or hinder free competition.

Authorized Representative Signature and Date