

REQUEST FOR PROPOSALS

COLLABORATIVE MASTER PLAN AND IMPLEMENTATION STRATEGY

Arcadia Township
Bear Lake Township
in Manistee County

Blaine Township
Gilmore Township
In Benzie County

August 23, 2011

Coordination

Alliance for Economic Success
1361 US 31 South
Manistee, Michigan 49660

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1. **Summary.** This is a request for proposals (RFP) issued by the Alliance for Economic Success (AES) on behalf of four townships, Arcadia and Bear Lake Townships in Manistee County and Blaine and Gilmore Townships in Benzie County, seeking qualified responses from individuals or firms that will assist the townships in developing township master plans and a collaborative master plan and implementation strategy. The final product will be master plans that will respond to the visions, goals and objectives for each participating township as well as a plan and implementation strategy for collaboration among and between some or all of the participating townships that responds to shared needs and priorities and goals and objectives. The successful respondent will be responsible for guiding development of the final products through an open community process that reflects best practices in master planning and in cooperative planning and implementation strategies. It is estimated that work will commence in January 2012 and be completed in early 2013. The Alliance for Economic Success is seeking \$70,000 from multiple sources for this project on behalf of the participating townships. The actual amount of funding sought may change based upon the input from the selected consultant.

2. **Timing and Form of Submissions.** Fourteen hard copies and a PDF copy by email of the response to this RFP are to be received by 5 p.m. on Friday, September 12, 2011 at the following locations:

Hard Copy: AES; ATTN: Jami Schneider; 1361 US 31 South; Manistee, MI 49660

PDF/Email: jami@allianceforeconomicsuccess.com

Hard copy submissions are to be no longer than ten written one sided pages in font size not less than 11 point font with at least one inch margins. Appendices are to be no longer than ten additional pages.

Questions about this RFP may be directed to Tim Ervin at 231-723-4325 or tervin26@charter.net

3. **Background.** The Townships participating in this initiative are seeking to complete township master plans and a collaborative master plan and implementation strategy for several reasons:

- To identify and establish implementation objectives for service sharing and collaboration where such efforts will result in economies of scale that benefit the participating townships.

- To develop master plans and implementation strategy that will establish a blueprint for the quality of life and economic well-being of each township while identifying shared values, priorities, goals and objectives among and between some or all of the participating townships.
- To share in developing forward looking master plans and implementation strategies that use effective methods and approaches for civic engagement and participation of all interests in the development process.

4. Master Plans and Implementation Strategy Content

While the final content for the master plans and implementation strategy will be expanded and refined with the selected consultant, it is anticipated that the effort will do the following for each township and the collaboration of townships:

- Includes effective multiple opportunities for participation by all interests in the process.
- Captures and describes the unique character of each township and communities within the townships, including demographics, natural and cultural resources, open space and recreation, community facilities and economic development
- Establishes visions, goals, objectives and an implementation strategy with defined roles and funding sources
- Identifies opportunities for service sharing and common solutions for shared issues and opportunities and other partnership opportunities, including an assessment of economic development corridors such as corridors for tourism, agri-business, public access, historic/cultural venues, commercial development, sensitive area management and restoration, blight elimination and others
- Provides a framework and focus for future public and private investment

- Establishes a “preferred future” and recommendations to achieve that future, including those that may involve new or modified zoning or other locally-based initiatives.
- Identifies land use trends and how they may change based upon multiple factors
- Identifies assets and their role in the future
- Includes goals and objectives and action strategies for important township(s) priorities that may include agriculture, tourism and recreation, open space, land protection, public facilities, transportation, housing and other factors
- Provides strategies for sustainability
- Includes maps that may include: local geographic sites and areas; land cover and uses; recreation facilities; viewsheds; sensitive landscapes; groundwater recharge areas; future land use; impacts of implementation strategies

5. **Leadership Team.** A leadership team consisting of two representatives from each participating township will serve to do the following:

- Keep their respective township board and others informed of the status, plans and decisions related to this initiative.
- Review responses to this RFP, interview selected candidates and select a candidate who will guide the project and develop the master plans and implementation strategies.
- Support and participate in developing methods and approaches for involving all interests in the development process.
- Guide the process according to the definitive scope of work to be developed mutually by the selected respondent and leadership team and ensure that this initiative is completed in keeping with the content and schedule goals of the scope of work.

- Provide continuity between plan development and implementation.

6. **Alliance for Economic Success.** One mission of the AES is to encourage and assist communities and other organizations in developing attainable plans and strategies that will support their quality of life and economic well-being and form the basis for public and private investment strategies. In addition to developing funding sources for this initiative, the AES will provide ongoing coordination and facilitation services for this initiative as may be needed by the Leadership Team and selected consultant, in addition to administration and management of grants secured to support this initiative, including financial and program reporting. The respondent selected will assist the AES, as needed, in providing reports so that AES can meet its fiduciary obligations. The AES may also have an ongoing role in assisting the townships with securing public and private investments toward plan implementation.

7. **Non-Duplication and Efficiency.** In conducting their work, the selected consultant shall begin by working with the leadership team for the project to identify all prior plans, strategies and other similar efforts or documents that should be considered and/or integrated into this effort to make optimal use of existing information.

8. **Submission Contents.** Respondents to this RFP are to include:

- a. Contact information for the submitting organization.
- b. An identification of the key contact(s)
- c. Background about the organization, including examples of prior relevant experience/work encompassing development of master plans and implementation strategies with an emphasis upon collaboration and service sharing among and between organizations and entities
- d. Skills and experience of key individuals that are relevant to this initiative
- e. A proposal for completing the project, including:

- Schedule and project budget
 - Approaches and methods for civic engagement/participation
 - The sequencing of work to be performed and how that work will be completed
 - The approach and content expected for the implementation strategy
 - A description of all deliverables, including final product(s)
- f. At least three written references, including contact information, for individuals who are familiar with the work of the respondent in at least three other projects that are relevant to this RFP.

9. Estimated Schedule

Milestones	Projected Dates
Issuance of RFP	August 22, 2011
Proposals Due	September 12, 2011
Continued grant writing	Ongoing
Consultant selection	October
Development of definitive scope of work	November
Kick off project	January 2012
Complete collaborative master plan and Implementation strategies	January – March 2013

10. **Funding.** The AES is making their best effort to secure a sum of \$70,000 from multiple public and private sources to support work to be performed. There is no assurance that this level of funding will be secured. The Leadership Team and AES believe that it is in the best interests of the project to select a consultant to guide the project while funding is being developed so that: a) the definitive work plan can be developed as funds are being developed; and b) that the more definitive work plan and the credentials and experience of the selected consultant will enhance funding potential.

11. **Limitations.** The Leadership Team and the AES reserve the right to withdraw or modify this RFP and to not select a respondent as the consultant for this project based upon responses received as a result of this RFP. Neither the Leadership Team or the AES is under an obligation to communicate or otherwise share the ranking or rating of proposals received with respondents. The Leadership Team and the AES are not responsible or liable for any costs, expenses or other responsibilities with regard to this RFP or the responses to this RFP. This RFP may be revoked and/or rescinded at any time without notice for any reason.