REQUEST FOR PROPOSALS
2021 UPDATE & REWRITE
CITY OF FENNVILLE MASTER PLAN
Introduction
The City of Fennville is requesting proposals from qualified consultants to assist the community in creating a new Master Plan. The City is seeking a consultant to develop a visionary master plan, based on comprehensive public engagement. The City will accept proposals until **4:00 p.m. on Monday, September 27, 2021.**

Community Overview
Fennville is a quaint, rural community located 15 miles south of Holland. The City is located 7 miles east of Lake Michigan and readily attracts tourists vacationing in the local resorts of Saugatuck, Douglas & South Haven.

Staff
The City of Fennville’s City Administrator will serve as the point of contact for the City. The City anticipates that members of the Planning Commission, DDA and City Commission will play roles in the process by guiding and supporting the project through a series of public updates, discussions, and public engagement opportunities.

City Master Plan
Plan Objectives

1. Conduct in-depth public engagement to gather input from residents, businesses and property owners, City Commission, Planning Commission and administrative staff, such as design charrettes, community-wide survey(s), town hall meetings, focus groups, social media engagement etc.
2. Review current Master Plan to identify deficiencies and elements that should be incorporated into the new plan.
3. Explore opportunities for expansion of the City boundaries.
4. Incorporate current planning documents where relevant.
5. Create a vision for what the City of Fennville will look like in the future, including clear direction of how and where development/re-development should occur over the next 5, 10, 15, and 20 years.
6. Evaluate existing goals and objectives, explore implications of aging population, consider change in public opinion, review land use designations, and address regional changes.
7. Determine a specific implementation plan for immediate, short- and long-term goals.

Scope of Work
With assistance from staff, the selected consultant will conduct a review and rewrite of the 2007 Master Plan. The consultant will develop a final deliverable that should include the following:

- **Drafting the Document:** The consultant will prepare the Draft Master Plan, including graphics, for review by staff and the Planning Commission, culminating in a final version to be acted upon by the Planning Commission and the City Commission.
- **Summary sheet:** The consultant shall provide a summary sheet detailing all changes/additions to the draft Master Plan.
- **Plan Sections:** The Draft Master Plan should include similar chapter Headings as the current plan.
- **User-Friendly Format:** The consultant will work with City staff to make the new Master Plan is accessible to the public. Simplifying and clarifying as much as possible where necessary. Hyperlinks inelectronic version preferred.
- **Updated Maps:** The consultant will provide updated land use maps similar to the maps in the current Master Plan.
- **Project Schedule:** The consultant provides the City an anticipated schedule and timeline for the above work.
Selection Criteria
The Selection Committee shall select finalists from the complete proposals received before the deadline. The City may ask finalists to present their proposals in person before final selection. Evaluating past project submissions and consideration of the proposed time line are some of the criteria the selection committee will consider.

Proposal Requirements
Proposals should contain the following information:

1. **Letter of Interest** – Cover letter indicating interest in the project and identifying the firm’s ability to provide services needed.

2. **Introduction** – A brief description of the firm including the number of years the firm has been in existence, range of professional services, office locations, and staff size.

3. **Work Program** – In the project overview, describe the general project approach and process to be employed, describe a process approach that was used in the past to successfully complete similar projects, describe the proposed project schedule including timeline of major milestones, deliverables, and completion.

4. **Experience and Qualifications** – A brief description of the firm’s prior work relevant to this RFP including the name, address, and phone number of client references and the primary contact persons.

5. **Consultant Personnel** – Identify individuals from the firm’s professionals and other who will work on the project along with a brief summary of the individual and their experience.

6. **List of Clients** – Provide a list of comparable clients for which similar services have be provided in addition to contact information.

7. **Timeframe Flow Chart** – Submit a flow chart with estimated project timeframe for meeting important project targets.

8. **Estimated Costs** – Submit cost estimates for each task associated with preparation of the Master Plan and overall completion.

Inquiries
All requests for clarifications or interpretations shall be made in writing and shall be emailed to amorgan@fennville.com Inquiries shall contain the firm’s name, contact person, email address and fax number and be titled “Draft Master Plan – RFP.” Deadline for inquiries is September 20, 2021 @ 4:00 pm EST.
Proposals Due

Proposals will be accepted until Monday, September 27, 2021 @ 4:00 PM EST. Applicants shall submit the proposal to:

City of Fennville Master Plan-RFP
125 S Maple St
PO Box 666
Fennville, MI 49408

Submittal and Schedule

1. Submit all required materials as detailed in the Proposal Requirements section. Include one (1) unbound original, five (5) bound copies, and one (1) disc or one (1) flash-drive containing an electronic copy in pdf format.

2. Submit proposal no later than 4:00 p.m. Monday, September 27, 2021 in a sealed package clearly marked as indicated:

COMPANY/FIRM NAME “2021 MASTER PLAN RFP”

3. Proposals shall be opened and identified at 4:00 p.m. on Monday, September 27, 2021 in the City Hall.

4. The City reserves the right to reject any or all responses to this RFP, to advertise for new RFP responses, or to accept any RFP response deemed to be in the best interest of the City. The City reserves the right to use its staff to complete a portion or portions of the described activity and to negotiate rates per activity after bids have been received. A response to this RFP should not be construed as a contract, nor indicate a commitment of any kind.

The following preliminary schedule has been established:

- ADVERTISE REQUEST FOR PROPOSAL (RFP) August 2021
- QUESTION PERIOD DEADLINE September 20, 2021
- RFP SUBMITTAL DEADLINE September 27, 2021
- INTERVIEWS BY PLANNING COMMISSION W/ RECOMMENDATION TO COMMISSION October 6, 2021
- AWARD OF CONTRACT BY CITY COMMISSION October 18, 2021