



Request for Proposals
Lake Odessa, Michigan Master Plan Review and Update

Issued: September 26, 2023
Submittal Deadline: November 17, 2023

INTRODUCTION

The Village of Lake Odessa hereby requests proposals from qualified, multi-disciplinary professionals in the fields of urban planning, architecture, traffic and civil engineering, historic preservation, economic and community development, or related fields, to assist in the preparation of an update to our Comprehensive Master Plan.

Bids will be accepted until 11:00 AM on November 17, 2023 at the Village of Lake Odessa, 839 Fourth Avenue, Lake Odessa MI 48849, at which time the bids will be opened and read aloud in the Village Council Chambers. To assure that the respondents' submittals arrive at the proper place, on time and to prevent opening by unauthorized individuals, submissions must be clearly identified on the outside, as follows:

Comprehensive Master Plan

Faxed or electronic submissions will not 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 Ben Geiger, Village Manager via email addressed to bgeiger@lakeodessa.org by phone at 616-374-8698 or by mail to 839 Fourth Avenue, Lake Odessa, MI 48849.

The anticipated schedule for this project is as follows:

SCHEDULE

RFP Available	September 26, 2023
Submissions Due	November 17, 2023
Staff Review and Shortlist Recommendation	TBD
Planning Commission Interview and Selection	TBD
Kickoff Meeting	TBD

BACKGROUND

The Village of Lake Odessa is a dynamic waterfront community located in southern Ionia County, Michigan. Lake Odessa seeks to enhance the quality of life for its residents and further define itself as a recreation destination.

Over the years, “Lake Odessians” have always been very proud of their beautiful park, and the public beach at Jordan Lake. In 1991, over 400 volunteers worked feverishly for five days building the very popular Swifty’s Place, in the park, a wooden playground superstructure constructed with enough lumber to build five homes. In 2012, a \$300,000 grant was obtained through the DNR and along with local matching funds, improvements were made to the public beach area that included a universally accessible floating dock, all terrain wheelchairs, a security system, canoe/kayak launch and parking lot lighting.

Lake Odessa’s estimated population is 2,083 according to the most recent United States census estimates with a median age of 36.4. Between 2016 and 2017, the population of Lake Odessa, MI grew from 2,066 to 2,083, a 0.823% increase.

SCOPE OF WORK

As referenced above, the primary focus of the project will be to complete a Village Master Plan that shall be developed in accordance with the Michigan Planning Enabling Act (Act 33 of 2008, as amended).

The task of the Planning Consultant is to lead the Village in implementing a project approach which has been recommended by the Consultant and accepted by the Planning Commission. The Master Plan will be a useful document for the Village in the exercise of their responsibilities during the next 5-20 years. It is important that the Plan be user friendly, incorporate past studies, be innovative and flexible, with the concepts graphically conveyed to the greatest extent possible. The Master Plan must also meet or exceed all elements required under State Law.

Existing Conditions

This component will provide a “snap-shot” of existing physical, social, and economic characteristics that may influence future land use patterns and redevelopment opportunities. At a minimum, the existing conditions element should include:

- Analysis and evaluation of existing conditions
- Existing land use
- Economic analysis
- Transportation and Pedestrian traffic
- Community utilities

- Community facilities
- Recreation, natural features and parks

Community Input

Recognizing the importance of public participating in the master planning process, the Village will design and implement a public participation plan to assist and complement the Consultant's work. The Consultant will be expected to attend such public meetings to assist the Village in the public participation process.

Policies and Goals

The Master Plan needs to consist of policies intended to function as benchmarks and to provide basic guidelines for making reasonable and realistic community development decisions. This Plan will be used by representatives of the Village, those making private sector investments, and by all citizens interested in the future development of the Village of Lake Odessa. The land use component of the Master Plan must be based on policies developed to address the goals of the community. The Consultant will assist the Village in forming meaningful policies and goals to serve as a guide in defining and implementing the Plan.

Future Land Use

The Future Land Use section must contain proposed land use categories based upon the vision and policies of the community. The narrative of these categories will need to reflect the applicable zoning district and district intent. Also, a future land use map and summary of the land use categories as they relate to the future land use plan must be prepared.

Development Pattern

Land Use patterns are to be mapped, and measured by category in tabular form. A narrative summary of each land use category is needed describing the amount of land occupied by each land use and their distribution in the Village. Land use trends should be presented in tabular form to show changes over the past years.

PLAN OBJECTIVES

- Conduct visioning sessions with the Village of Lake Odessa, Village Council, Planning Commission, Downtown Development Authority, residents, business owners and Village staff.
- Review and audit the current Master Plan, Village Zoning Code, and any other relevant documents and note any relevant inconsistencies in the Master Plan. Provide a plan to make necessary revisions to eliminate any inconsistencies.
- Be able to complete the project within twelve (12) months of the contract execution date.
- Define a clear direction of how and where development/re-development should occur over the next 10, 15, and 20 years.
- Determine a specific implementation plan for short-and long-term goals.
- Conduct a housing needs assessment.
- Conduct a market analysis of the Village's commercial corridors.

SELECTION CRITERIA

Final decisions in awarding a contract will be based on the following criteria.

- Specialized experience of the firm and related experience on projects of similar scope.
- Qualifications, references, and capability of key staff members.
- Project approach including team organization, structure, and schedule.
- Demonstration of the understanding of project objectives.
- Quality and completeness of the proposal.
- Firm's demonstrated experience working with agencies such as MEDC, EGGLE, USDA Rural Development, Regional Planning, etc.
- Demonstrated experience and creativity conducting a public engagement strategy to produce positive outcomes
- Project cost, as well as a proven track record of projects staying within original budget

Priority will be given to consultant teams who have a proven track record in the following areas:

- Economic Development Planning
- Community Marketing Strategies
- Economic and Market Analysis
- Downtown Planning
- Redevelopment Planning

SUBMITTAL

Submit all required materials as detailed in the Evaluation Criteria and Proposal Content section on the following pages. Include nine (9) bound copies of proposal, and a disc or flash-drive containing an electronic copy. Submit proposal no later than 11:00 A.M, November 17, 2023 sealed package clearly marked as indicated: COMPANY/FIRM NAME "PROPOSAL TO UPDATE VILLAGE OF LAKE ODESSA MASTER PLAN"

Proposal shall be sent to:

Ben Geiger, Village Manager
Village of Lake Odessa
839 Fourth Avenue
Lake Odessa, MI 48849

Any questions concerning the Proposal shall be directed to Ben Geiger, Village Manager, (616) 374-8698 or bgeiger@lakeodessa.org

Note: The Village of Lake Odessa 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 Village. A response to this RFP should not be construed as a contract, nor indicate a commitment of any kind. The RFP does not commit the Village to pay for costs incurred in the submission of a response to this RFP or for any cost incurred prior to the execution of a final contract.

MATERIALS

Letter of Interest

Cover letter indicating interest in the project and identifying the firm's ability to provide services needed.

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.

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 project, describe the proposed project schedule including timeline of major milestones, deliverables, and completion.

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.

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.

List of Clients

Provide a list of comparable clients for which similar services have be provided in addition to contact information.

Timeframe Flow Chart

Submit a flow chart with estimated project timeframe for meeting important project targets.

Estimated Costs

Submit cost estimates for Master Plan Objectives and overall completion