



REQUEST FOR PROPOSALS VILLAGE  
OF EDMORE MASTER PLAN

ISSUED: October 3, 2018

**SUBMITTAL DEADLINE: November 9, 2018 @ 4:00pm**

REQUEST FOR PROPOSALS  
EDMORE MASTER PLAN 2018

**INTRODUCTION**

The Village of Edmore is requesting proposals from qualified consultants to assist the Edmore community in developing its Master Plan. This plan shall be developed in accordance with the Michigan Planning Enabling Act (Act 33 of 2008, as amended), as well as to the specifications of a *Redevelopment Ready Communities*-approved master plan, the details of which are outlined in Best Practice 1.1: The Plans of the within the MEDC's *Redevelopment Ready Communities Best Practices Guidebook*. The Village will accept proposals until November 9, 2018 at 4:00pm. They will be opened anytime after.

**BACKGROUND**

The Village of Edmore is 1.51 square miles in size incorporated in 1879, and functions on a Manager-Council (Council-Manager) government that employs a Village Manager. The Village Manager is responsible for managing the daily operations of the Village and coordinating efforts to meet the goals and objectives established by the Village Council. Village services include water, wastewater, storm water, parks and recreation and cemetery.

The Village Council receives recommendations in the governing of the Village from various Boards and Commissions, including the Downtown Development Authority, Planning Commission, and Parks and Recreation Advisory Board.

The Village is centered along M-46 in the Northern Part of Montcalm County. Over 10,000 vehicles a day passing through this stretch of highway. The Village of Edmore is home to 1201 residents according to the 2016 U.S. census (estimate). Edmore's character has always been appealing to families with its small town charm and access to natural features and major cities such as Lansing and Grand Rapids.

The Village of Edmore is divided into four (4) distinct characteristic areas:

- Residential Neighborhoods (R1, R2, R3 and Mobile Home Park)
- Central Business District
- Highway Business District
- Industrial District

## PLAN OBJECTIVES

1. Conduct visioning sessions with the Village of Edmore Village Council, Planning Commission, and municipal administrative staff.
2. Identify relevant sections that should be included in the first Master Plan for the Village of Edmore. This review should include recognition of deficiencies of the current plan and identification of elements that should be incorporated into the updated plan.
3. Incorporate current planning documents where relevant: 2014-2019 Recreation Plan and Zoning Maps.
4. Define a clear direction of how and where development/re-development should occur over the next 10, 15, and 20 years.
5. Determine a specific implementation plan for immediate short- and long-term goals.

## SUBMITTAL AND SCHEDULE

1. Submit all required materials as detailed in the Evaluation Criteria and Proposal Content section on the following pages. Include **one (1) unbound original, ten (10) copies of each, and a disc or flash-drive containing an electronic copy.**
2. Submit proposal no later than **November 9, 2018 at 4:00pm** in a sealed package clearly marked as indicated:

**COMPANY/FIRM NAME**  
**"PROPOSAL FOR**  
**2018 VILLAGE OF EDMORE MASTER**  
**PLAN EDMORE, MICHIGAN"**

3. Proposal shall be submitted to:

**Neil Rankin,**  
**Village of Edmore**  
**209 S. Sheldon Street**  
**PO Box 170**  
**Edmore, MI 48829**

Any questions concerning the Proposal shall be directed to:

**Neil Rankin, Village Manager**  
**989 427-5641**

[villagemanager@edmore.com](mailto:villagemanager@edmore.com)

4. The following schedule has been established:
  - **Advertise & Solicit Request for Proposal (RFP) October 3-November 9, 2018**
  - **RFP Submittal Deadline November 9, 2018**
  - **Complete Review of Submittals by Village Staff, November 10, 2018**
5. **Presentations to Meetings of Village Council & Planning Commission, November 12-13, 2018**
5. Access to the last updated Village of Edmore Master Use Plan, 2014-2019 Recreation Plan and Zoning Maps for the Village web site: [www.edmore.org](http://www.edmore.org)
6. Proposals shall be opened and identified on November 9, 2018 in Village Council Chambers located at 209 S. Sheldon Street, Edmore, MI 48829.
7. The Village of Edmore 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.

## **PROPOSAL CONTENT**

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 project, 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 been 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 Master Plan Objectives and overall completion.

## SELECTION PROCESS

Proposals will be reviewed by the Edmore Village Planning Commission. The Commission reserves the right to request additional information from firms submitting proposals. The following criteria will be considered in evaluation of the proposals and the recommendation of up to three (3) consultants by the Committee:

1. Capabilities and previous experience in comparable projects and specialized experience and technical competence of the consultant.
2. The firm's general approach to the project. Although the Village has identified the general nature of services required, the consultant is given leeway toward the approach to the methodology to provide the proposed services.
3. Past record of performance on contracts with other governmental agencies including such factors as quality of work, cost control, and demonstrated ability to meet scheduled deadlines.
4. Capacity of the candidate to perform the work in a timely manner and affirmatively respond to the inquiries and schedule of the Village and dedicate the appropriate personnel as the schedule dictates.
5. Qualifications of individuals who will have direct involvement in tasks on this project.
6. Compatibility with the Village's financial obligations.

The following is an outline of sections to be included in the Master Plan. The consultant is expected to provide all information required by the Michigan Planning Enabling Act, and the outline is not all inclusive and the village council may revise topic areas as appropriate. It is not necessary for the document to follow the outline below and topics may be consolidated, provided all themes are incorporated into the plan.

Executive Summary - It is the Planning Board's intent that this would be a standalone document distributed more widely to the public. The summary should be concise and highly graphic, highlighting the community's vision and incorporating all major recommendations of the plan, including brief summaries relating to existing conditions, public participation, and plan development and implementation.

Existing Conditions - The plan should include a comprehensive assessment of existing conditions in the Village of Edmore relating to land use, population and demographics, employment and economic development conditions, recreation, energy, housing, natural and cultural resources (all applicable sections of the master plan). The Planning Board is particularly interested in how leading indicators have changed in the last 10 years and how the Town's performance relates to similar communities of its size in Michigan . Existing conditions can be a standalone section or may be integrated into plan chapters as appropriate.

Vision - The plan should include a vision statement based on discussions with the Master Plan Steering Committee, areas of consensus derived from public comment, and based on a comprehensive analysis of existing conditions in the community. The vision statement should reflect a consensus on character, status, and function of the community in 2030 and will serve to guide all other sections of the plan.

Land Use - The plan should include an assessment of the Village's existing zoning and land use patterns and recommendations for potential zoning changes and future land use. The report should include an existing land use map and future land use map.

Housing and Population - The plan should provide an analysis of Edmore's housing needs in relation to changing demographics. The community recognizes there are unmet housing needs relating to several demographic segments.

Transportation - Edmore is investing significantly to better maintain its roadway infrastructure. The plan should provide an inventory and needs assessment of the existing road network including identification of street capacity ratings, traffic statistics and safety issues. The plan should address practical recommendations for alternative modes of transportation including pedestrian and bicycle improvements. The study should take into consideration Edmore's transportation needs in relation to regional and State transportation plans and also provide suggested fund methods for implementing transportation improvements.

Energy, Resiliency and Sustainability - The consultant should coordinate with the local energy utility to inventory current energy policies and include recommendations to help the community adopt more sustainable practices. The plan should also identify natural hazards and threats and include recommendation to help the village remain resilient in the face of changing weather patterns and more severe storm events.

Economic Development - Edmore is an important commercial center and a significant part of the community's appeal is its access to amenities and its competitive tax rate. The Planning Commission would like to maintain and bolster the community's business community. The plan should include a comprehensive assessment of Edmore's economic base, jobs and workforce projections.

Community Design - The Planning Commission would be interested in design recommendations to help the community achieve attractive mixed-use development where appropriate.

Recreation - Increasingly, Edmore residents are looking for plentiful recreational and cultural opportunities close to home. The plan should provide an assessment of existing recreational facilities and identify strategies for the community to further develop and bolster recreation options.

Historic and Natural Resources - The plan should provide an inventory and map of the existing natural and historic resources and a map illustrating resources for future protection. The consultant will be expected to coordinate with the Edmore Historical Society, Montcalm Conservation District to develop a vision for the village's natural and historic resources and recommendations for achieving this vision.

Community Facilities - The plan should provide a study of Edmore's community facilities including the inventory, type, location and use.

Implementation Plan - The implementation plan should include specific measures to help attain the village's vision. The plan should clearly outline who would be responsible for each recommended strategy or action and possible funding sources. The plan should also include methods for measuring success or benchmarks for each action item.

Other Topics - Other topic areas may be included at the recommendation of the consultant or village council.