



*The City of*  
**WAYLAND**  
*Michigan*

REQUEST FOR PROPOSALS WAYLAND  
MICHIGAN MASTER PLAN REVIEW &  
UPDATE 2021

Issued January 8, 2021

**SUBMITTAL DEADLINE: Thursday February 4th, 2021 at 5:00 P.M.**

# **City of Wayland Master Plan Update 2021**

## **INTRODUCTION**

The City of Wayland is requesting proposals from qualified consultants to assist the Wayland community in reviewing and updating 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 specifications of these plans are found within the MEDC's *Redevelopment Ready Communities Best Practices Guidebook*. The City's last Master Plan was completed in 2015 and is due for its required 5-year update. The City will provide copies of this plan as well as any other pertinent documents upon request as reference

## **BACKGROUND**

The city of Wayland is 3.01 square miles in size incorporated in 1868, and functions on a Council-Manager government that employs a City Manager. The City Manager is responsible for managing the daily operations of the City and coordinating efforts to meet the goals and objectives established by the City Council. City services include water, wastewater, storm water, parks and recreation, police, and fire protection.

The City Council receives recommendations in the governing of the City from various Boards and Commissions, including the Downtown Development Authority, Planning Commission, Zoning Board of Appeals

The city is centered at the intersection of Superior Street and Main Street. The estimated current population of the City of Wayland is 4,200. It is further estimated that our regional population (within a 5-mile radius) is approximately 20,000. The City is conveniently located at the midway point between the Grand Rapids and the Kalamazoo Metro areas. Wayland's location, character, housing, and other quality of life offerings has always been appealing to families.

## **Project Scope**

As referenced above the primary focus of the project will be to complete a City Master Plan that 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.

## **PLAN OBJECTIVES**

1. Conduct visioning sessions with the City of Wayland City Council, Planning Commission, DDA Board, and City administrative staff.
2. Review and Audit current Master Plan, City Zoning Code, and any other relevant documents and note any relevant inconsistencies in the Master Plan Update. Provide a plan to make necessary revisions to eliminate any inconsistencies.
3. Be able to complete project within twelve (12) months of contract execution date
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.

### **SELECTION CRITERIA**

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

1. Specialized experience of firm and related experience on projects of similar scope.
2. Qualifications, references, and capability of key staff members.
3. Project approach including team organization, structure, and schedule
4. Understanding of project objectives
5. Quality and completeness of proposal
6. Firm's demonstrated experience working with agencies such as MEDC, EGLE, USDA Rural Development, Regional Planning, etc.
7. Demonstrated experience and creativity conducting a public engagement strategy to produce positive outcomes.
8. Reasonableness of project cost, as well as 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:

1. Economic Development Planning
2. Community Marketing Strategies
3. Economic and Market Analysis
4. Downtown Planning
5. Redevelopment Planning

## **SUBMITTAL AND SCHEDULE**

1. Submit all required materials as detailed in the Evaluation Criteria and Proposal Content section on the following pages. Include twelve (12) bound copies of proposal, and a disc or flash-drive containing an electronic copy.
2. Submit proposal no later than 5:00 P.M. Thursday February 4<sup>th</sup>, 2021 in a sealed package clearly marked as indicated:

**COMPANY/FIRM NAME  
"PROPOSAL TO UPDATE  
2021 CITY OF WAYLAND MASTER PLAN  
WAYLAND, MICHIGAN"**

### **Proposal shall be submitted to:**

**Joshua M. Eggleston  
City Manager  
City of Wayland  
103 South Main Street  
Wayland, MI 49348**

Any questions concerning the Proposal shall be directed to:

**Joshua M. Eggleston, City Manager  
269-792-2265  
[jeggleston@cityofwayland.org](mailto:jeggleston@cityofwayland.org)**

Note: The City of Wayland 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. 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 City 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

