



**CITY OF WILLIAMSTON**

**[WWW.WILLIAMSTON-MI.US](http://WWW.WILLIAMSTON-MI.US)**

**REQUEST FOR PROPOSALS  
MASTER PLAN UPDATE  
2024**

## **INTRODUCTION**

Williamston is requesting proposals from qualified consultants to assist the community in reviewing and updating its Master Plan. **The City will accept proposals until Thursday, February 29, 2024, at 4:00PM.**

## **BACKGROUND**

Williamston is approximately 2.6 square miles located in the northeast portion of Ingham County. As of April 2020, the estimated population is 3,850. M-43 (Grand River Ave.) is the City Main Street and I-96 is the City southern border.

The current Williamston Master Plan and Zoning Ordinance was adopted in 2015. The City has a current Parks and Recreation Master Plan which was recently approved by City Council in January of 2024 and submitted for approval to the Michigan Department of Natural Resources. These documents can be found on the City website at [www.williamston-mi.us](http://www.williamston-mi.us).

## **STAFF**

The Williamston City Manager will be the point of contact for the City. Members of the Planning Commission, Zoning Board of Appeals, and City Council will play a role in the process by guiding and supporting the project through a series of public updates, discussions, and public engagement opportunities.

## **PROJECT OBJECTIVES**

1. Review current Master Plan to identify deficiencies and elements that should be incorporated into the new plan. This is not a full “re-write” of the existing plan.
2. Coordinate public hearings, surveys, and additional community outreach to gather data and identify key changes in the Master Plan as it relates to community input.
3. Review Future Land Use Map and identify areas of concern and possible revisions, as deemed necessary, with particular attention to the Williamston Road Overlay District.
4. Assist the Community in creating a vision for what Williamston 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.

5. Evaluate existing goals and objectives, explore implications of aging population, consider change in public opinion, review land use designations, and address regional changes.
6. Determine a specific implementation plan for immediate, short- and long-term goals.
7. Provide a final revision and completion of all documents within nine (9) months unless providing a request for an extension to the City Council.
8. Participate in the presentation of the new Master Plan to the Williamston City Council.

## **SCOPE OF SERVICES**

With assistance from the City staff, the consultant shall conduct a review of current information gathered from local municipalities as well as facilitate community engagement for developing a new Master Plan. The hired consultant shall develop a final deliverable that should include the following:

- Drafting the Document – The consultant will prepare the draft Master Plan, including diagrams/graphics for review by staff and the Planning Commission, in a final version to be acted upon by the City Planning Commission and the City Council.
- Summary Sheet – The consultant shall provide a summary sheet of data using various methods for maximum community engagement and detailing recommended changes to the Master Plan.
- User-Friendly Format – The consultant will work with City staff to make the new Master Plan accessible to the public.
- Updated Maps – The consultant will provide an updated Future Land Use Map, Existing Land Use Map, and any additional map that may be needed in the Master Plan.
- Project Schedule – The consultant shall provide the City with an anticipated schedule and timeline for the above work. The consultant will provide a timeline of requested documentation to assist in structural planning as needed from City staff, Planning Commission, and/or City Council.

## **PROPOSAL FORMAT**

Proposals should contain the following information:

1. Cover Letter – The cover letter should be signed by a member of the consulting firm empowered to commit the firm to a contractual arrangement with the City. The cover letter should also identify the firm submitting the proposal and any sub-consultants that may be proposed.
2. Work Approach and Timeframe – Present a detailed description of the work you propose to fulfill the requirements of this request for proposal. For each task, describe the activity, the intended results/deliverables and an anticipated timeframe for completion.
3. Professional Staff – Describe which individual professionals would work with the City, their respective roles in the project and provide professional resumes of each key member of the project team.
4. Qualifications and References – Provide descriptions of recent prior experience with other clients, which is relevant to the challenges of this assignment. For each past project, include the name, title and phone number of a representative that the City may contact to discuss your experience.
5. Fees – Provide your fees for performing the services required as detailed in your proposal. Describe any modifications you would recommend to the general work scope described in this request for proposal and the impact of those modifications on your fee proposal. Fees shall be a total not-to-exceed fee for the services outlined, based on the hourly billing rates of the staff that would serve the City together with any added reimbursable costs.

## **PROPOSAL REVIEW, EVALUATION AND SELECTION PROCESS**

### **RFP SCHEDULE**

**January 29, 2024:** RFP Distributed.

**February 29, 2024:** Proposals Due

**March 2024:** Interviews with selected firms.

**April 2024:** City Council Approval of proposed consultation services.

### **EVALUATION OF PROPOSALS**

The City will evaluate all submitted proposals based on the responsiveness of the work approach proposed, the qualifications of the staff who will work with Williamston, the overall qualifications of the firm, and the fees proposed. Specifically, the City is seeking consultants with the following capabilities and experience:

- Experience and expertise in preparing and revising Master Plans.
- Experience and expertise in assessing community planning needs, issues, and opportunities.
- Mapping experience and expertise.
- Experience in building community consensus.
- Strong graphics, written, and oral communication skills.
- Technical Correctness of Proposal. It should be complete, concise, and professionally written, submitted in correct format, all questions answered, and any attachments included.

The City may schedule oral interviews with some or all of the firms responding, and in that event the outcome of such interviews may influence the evaluation of proposals.

### **PROPOSALS DUE**

The deadline for proposals is Thursday, February 29, 2024 by 4:00PM. Electronic proposals will be accepted and should be sent to [manager@williamston-mi.us](mailto:manager@williamston-mi.us). Applicants shall also submit three paper copies of the proposal to:

Williamston – Master Plan RFP  
161 E. Grand River Avenue  
Williamston, MI 48895