



## **Pennfield Charter Township**

*"A great place to live - A great place to grow"*  
20260 Capital Avenue NE, Battle Creek MI 49017  
[www.pennfieldmi.gov](http://www.pennfieldmi.gov)

### **Request for Proposals**

#### **Master Plan Rewrite Project**

## **INTRODUCTION**

Pennfield Charter Township is requesting proposals from qualified consultants to assist the community in creating a new Master Plan. **The Township will accept proposals until Thursday, February 22, 2024, at 4:00PM.**

## **BACKGROUND**

Pennfield Charter Township is approximately 35 square miles located in the northwest portion of Calhoun County, adjacent to the City of Battle Creek. As of April 2020, the estimated population is 8,871. Capital Ave NE and State Highway M-66 traverses diagonally through the township providing a major gateway corridor to the downtown central business district in the City of Battle Creek.

The current Pennfield Charter Township Master Plan was adopted in May 1999. Five-year reviews of the Master Plan were approved in 2005 and 2013. In addition, Pennfield Charter Township adopted a new Zoning Ordinance, effective October 2023 and has a current Parks and Recreation Master Plan approved by the Michigan Department of Natural Resources. These documents can be found on the township website at [www.pennfieldmi.gov](http://www.pennfieldmi.gov).

## **STAFF**

The Pennfield Charter Township Office Manager and Zoning Administrator will serve as the point of contact for the Township. Members of the Planning Commission, Zoning Board of Appeals, and Township Board 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.
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.
4. Create a vision for what the Charter Township of Pennfield 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 18 months unless providing a request for an extension to the Township Board.
8. Participate in the presentation of the new Master Plan to the Pennfield Charter Township Board.

## **SCOPE OF SERVICES**

With assistance from the township 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 Township Planning commission and the Township Board of Trustees.
- 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 township staff, as well as web manager, 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 township 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 township staff, Planning Commission, and/or Township Board.

## **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 Township. 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 Township, 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 Township 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 stated as a total not-to-exceed fee for the services outlined, based on the hourly billing rates of the staff that would serve the Township together with any added reimbursable costs.

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

### **RFP SCHEDULE**

**January 10, 2024:** RFP Distributed.

**February 22, 2024:** Proposals Due to Township Zoning Administrator.

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

**April 9, 2024:** Township Board of Trustees Approval of proposed consultation services.

### **EVALUATION OF PROPOSALS**

The Township will evaluate all submitted proposals based on the responsiveness of the work approach proposed, the qualifications of the staff who will work with Pennfield Charter Township, the overall qualifications of the firm, and the fees proposed. Specifically, the Township 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.
- GIS 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 well written, submitted in correct format, all questions answered, and any attachments included. The Township 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 22, 2024 by 4:00PM. Electronic proposals will be accepted and should be sent to [bstein@calhouncountymi.gov](mailto:bstein@calhouncountymi.gov).

Applicants shall also submit six paper copies of the proposal to:

Pennfield Charter Township – Master Plan RFP  
20260 Capital Avenue NE  
Battle Creek, MI 49017