

SECTION II - SCOPE OF SERVICES

1. Background

The City of Ann Arbor is located in Washtenaw County, in Southeast Michigan. The City is centrally located within in the County, and is generally bounded by a highway ring consisting of US 23, M-14, and I-94. The City is nearly 29 square miles, with numerous commercial areas, research/office corridors, and residential areas of varying densities. The City is home to the University of Michigan, a public university that drives investment, research, population, and trip generation at productive and high levels. The City's current canon of Planning documents range in adoption from 1994 to 2021.

All of the associated work in this endeavor shall be designed to achieve the desired results through the following lens:

Equity

The City has contributed to racial segregation through decisions and investments over time. This work will acknowledge and accept this, and focus on reparative measures and policies that will seek to not only minimize such outcomes in the future, but undo damages of the past.

Sustainability

The City has adopted the A2 Zero Living Carbon Neutrality Plan, which aspires to a carbon-neutral City by 2030. The Comprehensive Plan process will fully integrate these community goals into the Comprehensive Plan.

https://www.a2gov.org/departments/sustainability/Documents/A2Zero%20Climate%20Action%20Plan%20_4.0.pdf

Affordability

The City recognizes the challenge of innovation and advancement, and how it relates to community accessibility. An equitable, sustainable community can not establish in an economically segregated place.

Consultant's Proposal

While the City seeks creative and innovative methods to achieve the goals of this request for proposals, respondents should be prepared to address the following components at a minimum:

Community Engagement

The selected Agency will demonstrate an innovative, multi-format public engagement process that gathers input from a diverse section of the City, including students, residents, workers/commuters, owners and employers. This engagement will also seek input from those who experience in the City in varied ways, as residents,

commuters, and potentially, aspiring community members. This engagement will demonstrate through scope and proposed budget, a commitment to this work as foundational to the success of the full project scope. This engagement will be present throughout the process, but with particular emphasis in the early stages of the Plan development process.

The City is interested in exploration with the selected partner to explore how it can use other resources to maximize engagement through existing social media platforms, electronic delivery services, and potentially use/identify physical spaces for creative engagement opportunities.

Comprehensive Plan Consolidation

Currently, the City's Comprehensive Plan is comprised of 8 Plans and 18 Resource Documents. This collection of numerous documents into the City's guiding policy document is difficult for citizens, stakeholders and staff to regularly utilize, comprehend, and reference. A desired outcome of this process is a unified comprehensive plan that replaces five of the existing Plans:

- Natural Features Plan (2004)
- Land Use Element (2009)
- Downtown Plan (2009)
- Ann Arbor Sustainability Framework (2013)
- State Street Corridor Plan (2013)

It is the intent of this work to replace, not audit or aggregate the past goals and priorities of these plans.

Three other existing plans are not proposed for amendment or replacement, but will rather be referenced/incorporated into the finished product:

- Parks and Recreation Open Space Plan (under current amendment/update process)
- The Treeline Allen Creek Urban Trail Master Plan (distinct capital project plan)
- Moving Together Towards Vision Zero: Ann Arbor Comprehensive Transportation Plan (recently adopted plan from 2021)

Additionally, the City has adopted the A2Zero Living Carbon Neutrality Plan, which shall be integrated, referenced, or incorporated into the City's Comprehensive Land Use Plan to guide the City toward a carbon neutral future.

The resulting product will be accessible in digital (i.e. web-based) and paper format. The product will focus on brevity and accessibility, to efficiently articulate the City's goals in the most focused, and accessible manner to all users.

The existing documents can be found at <https://www.a2gov.org/departments/planning/Pages/City-Master-Plan.aspx>.

Land Use

Identify a future land use plan that addresses the fundamental goals of the City. For example, the plan should identify land use strategies for affordability, sustainability, and a realistic vision for accommodating projected and/or desired population and job growth in the City through 2050 and beyond. This effort will result in a consolidated land use map that uses a single set of land use categories throughout the City, that no longer reflect the subtle distinctions that the current City-by-area land use maps reflect.

University of Michigan Plan

While the City has no regulatory authority over the University of Michigan, seek to reference the University's long-range plans, so that the Comprehensive Plan can reflect University land use intentions to the greatest extent possible. While not a regulatory partnership, the interaction of land use and the presence, operations, and expansion of the University campus will have profound impacts on the City indefinitely. Ideally, the proposed process will take into account projected enrollment and employment trends of the University of Michigan as part of the plan's development process.

Implementation

The document will include a fully prioritized implementation schedule that identifies the highest to lowest priority actions (i.e. ordinance amendment recommendations, further planning recommendations, development review process evaluations/recommendations) for the City to undertake to realize the vision identified in this new Plan. This section will reflect an understanding of the City's current administrative, advisory, and legislative structure to identify lead entities, support entities and any notable aspects of implementation that must be considered to fully realize the identified goals.

The successful implementation section will emphasize shorter-term action over long, and more specificity over generalized statements. This section will also seek to provide guidance to address potential future policy conflicts in the document, and recommend ongoing review and amendment procedures to keep the document reflective of the City's needs over time.

SECTION III - MINIMUM INFORMATION REQUIRED

PROPOSAL FORMAT

Offerors should organize Proposals into the following Sections:

- A. Professional Qualifications
- B. Past Involvement with Similar Projects
- C. Proposed Work Plan
- D. Fee Proposal (include in a separate sealed envelope clearly marked "Fee Proposal")
- E. Authorized Negotiator
- F. Attachments

The following describes the elements that should be included in each of the proposal sections and the weighted point system that will be used for evaluation of the proposals.

A. Professional Qualifications – 10 points

1. State the full name and address of your organization and, if applicable, the branch office or other subsidiary element that will perform, or assist in performing, the work hereunder. Indicate whether it operates as an individual, partnership, or corporation. If as a corporation, include whether it is licensed to operate in the State of Michigan.
2. Include the name of executive and professional personnel by skill and qualification that will be employed in the work. Show where these personnel will be physically located during the time they are engaged in the work. Indicate which of these individuals you consider key to the successful completion of the project. Identify only individuals who will do the work on this project by name and title. Resumes and qualifications are required for all proposed project personnel, including all subcontractors. Qualifications and capabilities of any subcontractors must also be included.
3. State history of the firm, in terms of length of existence, types of services provided, etc. Identify the technical details that make the firm uniquely qualified for this work.

B. Past involvement with Similar Projects – 40 points

The written proposal must include a list of specific experience in the project area and indicate proven ability in implementing similar projects for the firm **and** the individuals to be involved in the project. A complete list of client references must be provided for similar projects recently completed. The list shall include the firm/agency name, address, telephone number, project title, and contact person. Similar Projects should demonstrate:

- Capacity and ability to perform the work in required timeframes through adequacy of timelines and availability of appropriate personnel.
- Examples of other community products that demonstrate similar project deliverables, including appropriate use of maps, graphics, illustrations, and text to effectively communicate community vision and Plan components.
- Experience in advancing racial equity, economic equity, and sustainability goals.

C. Proposed Work Plan – 30 points

Provide a detailed and comprehensive description of how the offeror intends to provide the services requested in this RFP. This description shall include, but not be limited to: how the project(s) will be managed and scheduled, how and when data and materials will be delivered to the City, communication and coordination, the working relationship between the offeror and City staff, and the company's general philosophy in regards to providing the requested services, including:

- Experience in use of traditional written and electronic communication methods for data collection, public notification, project marketing and community awareness.
- Demonstrated understanding of the City, and identification of significant issues and challenges.

Offerors shall be evaluated on the clarity, thoroughness, and content of their responses to the above items.

D. Fee Proposal - 20 points

Fee schedules shall be submitted in a separate, sealed, envelope as part of the proposal. Fee quotations are to include the names, title, hourly rates, overhead factors, and any other relevant details. The proposal should highlight key staff and positions that would likely be involved with projects. Offerors shall be capable of justifying the details of the fee proposal relative to personnel costs, overhead, how the overhead rate is derived, material and time.