



Request for Proposals

Framework for Our Future Corridor Concept Drawings

*In Traverse City, Michigan
Issued: Tuesday, August 6, 2013*

Address Proposals to:

*Physical Address:
NWM Council of Governments
Attn: Sarah Lucas
600 East Front Street, Suite 104
Traverse City, 49685*

*Mailing Address:
NWM Council of Governments
Attn: Sarah Lucas
PO Box 506
Traverse City, MI 49685-0506*

*RFP Questions Due: Friday, August 23 at 4 p.m. EST
Proposals due: Friday, August 30 at 4 p.m. EST*

**Request for Proposals
Northwestern Michigan Council of Governments
Framework for Our Future
Corridor Concept Drawings**

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I. General Information

Introduction

The Northwestern Michigan Council of Governments (NWMCOG) requests proposals from qualified consultants to create concept drawings of regional corridors. The concept drawings will be used to complete the economic development chapter of the *Framework for Our Future*, a planning document that will include data, tools, resources, and strategies for supporting the *Grand Vision*. Concept drawings will incorporate *Grand Vision* principals and public input at corridor design visualization workshops to represent how our region wants corridors of significance to look in 50 years.

The corridor concept drawings should be finished no later than 1 month after the public corridor design visualization workshops have taken place. The chosen consultant will attend the public workshops in order to incorporate public input into the final drawings. The NWMCOG welcomes and highly encourages consultants to participate in the workshops and lead discussions in order to truly represent participants' visions.

Background

The *Grand Vision* is a "Big Idea." It provides a 50-year, big-picture vision for the future of our region. In order to make this future vision a reality, the NWMCOG has launched a comprehensive, six-county regional planning project to develop tools and strategies that will help with implementation of the *Grand Vision* and its six guiding principles.

The *Framework* will be developed through input from local citizens and comprehensive research. The six Grand Vision Networks are working to convene public input sessions, conduct surveys, gather existing data and assessments, and provide guidance throughout the process. When finished, the *Framework* will include four main themes including energy, transportation, housing, and land use. Topics including economic opportunity, socioeconomic inequality, environmental quality, fresh food access, and the creation of healthy communities will be addressed in an integrated, comprehensive analysis.

More information about the *Framework for Our Future* can be found at:

<http://www.nwm.org/planning/planning-policy/framework-for-our-future/framework-for-our-future.html>

Project Description

The NWMCOG is soliciting proposals from qualified consultants to develop a piece rate cost for concept drawings. Initially, NWMCOG anticipates possibly ordering up to 12 concept drawings for a total of 6 to 7 communities within the *Grand Vision* region of Antrim, Benzie, Grand Traverse, Leelanau, Kalkaska, and Wexford Counties, with 2 to 3 drawings per community. These concept drawings will capture corridors in a one-view frame area. The drawings will consist of an image/drawing of existing conditions and a final development vision of future conditions based on public input and *Grand Vision* principals. Designated sites for creating the concept drawings will be 1 or 2 blocks focusing on 2 to 4 buildings, streetscapes, landscaping, building facades, and people using the space. Drawings of each site will

communicate the vision of the *Grand Vision* and the public participating in the corridor design visualization workshops. See Attachment A for examples of the desired style of the corridor concept drawings.

The chosen consultant will be expected to attend the corridor design visualization workshops and incorporate public input into the final drawings. The NWMCOG welcomes and highly encourages consultants to participate in the workshop and lead discussions in order to truly represent participants' visions.

The audience of the *Framework for Our Future*, which will contain the final corridor concept drawings, will be the public, local government officials, and other community stakeholders. A primary focus of the perspectives is to show what is practical and realistic in each community if *Grand Vision* principals are implemented. Corridor concept drawings will also inform policy analysis and strategy development.

The corridor design visualization workshops will take place in October, 2013 and the consultant will complete the perspectives by November, 2013.

Coordination

The consultant will take primary direction from the NWMCOG Regional Planning Staff. It is intended that the final concept drawings be completed within a maximum of 2 months of negotiating a contract in accordance with the schedule component.

Key Dates

Issue Request for Proposals:	August 6, 2013
RFP Written Questions Due:	August 23, 2013 at 4 p.m. EST
Proposals Due:	August 30, 2013 at 4 p.m. EST
Anticipated Interviews (if necessary) and Selection of Consultant:	Week of September 1, 2013
Anticipated Notice to Proceed:	Week of September 15, 2013
Project Completion:	November, 2013

II. General Terms and Conditions

Issuing Office

This RFP is issued by the Northwest Michigan Council of Governments (NWMCOG).

Cancellation and Modification

The NWMCOG reserves the right to cancel or modify this RFP as needed. Modifications to the RFP will be posted on the NWMCOG website and attempts will be made to notify all interested parties of the modifications.

RFP Questions

All questions regarding this RFP should be submitted in written format to sarahlucas@nwm.cog.mi.us by Friday, August 23, 2013 at 4 p.m.

Proposal Submittal

One reproducible and four copies of all proposals must be delivered to the NWMCOG no later than 4:00 p.m. Eastern Standard Time on Friday, August 30, 2013 (optional CD/DVD electronic copy may be submitted in addition to printed copies. Proposals may not be accepted after 4:00 p.m. EST. Postmarks will not be accepted. Proposals should be mailed or delivered to:

Physical Address:

NWM Council of Governments
Attn: Sarah Lucas
600 East Front Street, Suite 104
Traverse City, 49685

Mailing Address:

NWM Council of Governments
Attn: Sarah Lucas
PO Box 506
Traverse City, MI 49685-0506

All proposals will remain firm for a period of 90 days following the final date of submission. All proposals will become the sole property of the NWMCOG and a part of its official records without obligation on the part of the NWMCOG.

This RFP is not to be construed as a contract or commitment on the part of the NWMCOG. The NWMCOG reserves the right to reject all proposals, to seek additional information from each proposer, to hold follow-up interviews, or to issue another RFP, if deemed appropriate.

Consultant's RFP Submittal Costs

The cost of developing a proposal is the consultant's responsibility.

III. Scope of Work

Location

All of the corridor concept drawings will be created during and after corridor design visualization workshops in each of the *Grand Vision* counties. All workshops will most likely take place within 1 week. Workshops will be located in:

- Antrim County
- Benzie County
- Grand Traverse County
- Kalkaska County
- Leelanau County
- Wexford County

Deliverables

When completed, each county will have 2 to 3 drawings of 2 to 3 corridors. Drawings will incorporate public feedback from the corridor design visualization workshops as well as design principals from the *Grand Vision*. See Attachment A for examples of the desired style of the corridor concept drawings.

Ownership of Materials

File copies of all correspondence, technical memoranda, and reports should be delivered to the NWMCOG in Microsoft Word format. All data and all other materials prepared or collected under this contract will become the property of the NWMCOG and delivered on CD/DVD or other media as appropriate. In particular, the NWMCOG will require a copy of any data sets used to produce the concept drawings.

IV. Required Proposal Content

Proposal Requirements

Proposal content and completeness are important. Clarity and succinctness are essential and will be considered in assessing the consultant's capabilities. The selected consultant will best demonstrate the ability to deliver quality work on schedule and in a cost-effective manner, consistent with the tasks and deliverables in this RFP.

One reproducible and three copies of the proposal must be received at the NWMCOG by 4:00 p.m., on Friday, August 30, 2013. Proposals received after that date and time may not be considered. In order to simplify the review process and to obtain the maximum degree of comparability, the proposal should be organized in the following manner:

Transmittal Letter

The transmittal letter should be signed by an official authorized to bind the consultant contractually and will contain a statement to the effect that the proposal is a firm offer for 90 days. The letter accompanying the proposal will also provide the following: name, title, address, and telephone number of the individual(s) with the authority to negotiate and contractually bind the company.

Table of Contents

Include identification of the material by section and page number.

Detailed Work Plan

The bid packet should contain a rudimentary scope of work, schedule, and budget. Please provide a detailed scope of work and schedule, highlighting the performance requirements, and any alterations to the scope or schedule in the bid. Discuss details of the technology and software approach your firm will use. Discuss how your firm will incorporate the elements of the project description in this RFP. Please include images of sample deliverables that are similar in scope and quality to what your firm proposes for the final deliverables of this project.

Management Approach

This section should describe the consultant's management approach. If the proposal is a team effort, the distribution of work among the team members should be briefly indicated. Describe the organization of the management, the structure of the work assignments, and any specific feature of the management approach that requires explanation.

The prospective consultant will designate by name the Project Manager to be employed. The selected consultant will not substitute the Project Manager with prior approval from the NWMCOG.

Should the consultant expect to subcontract any tasks of the project, those tasks should be noted in the proposal.

Summary of Qualifications

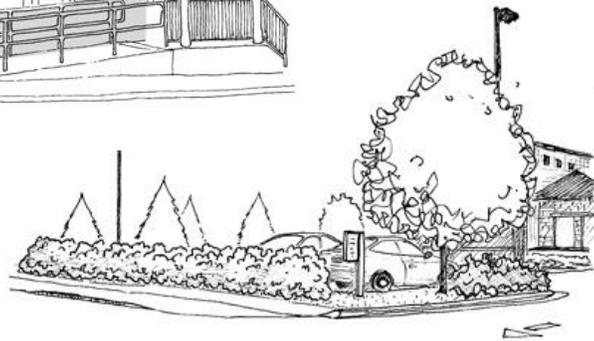
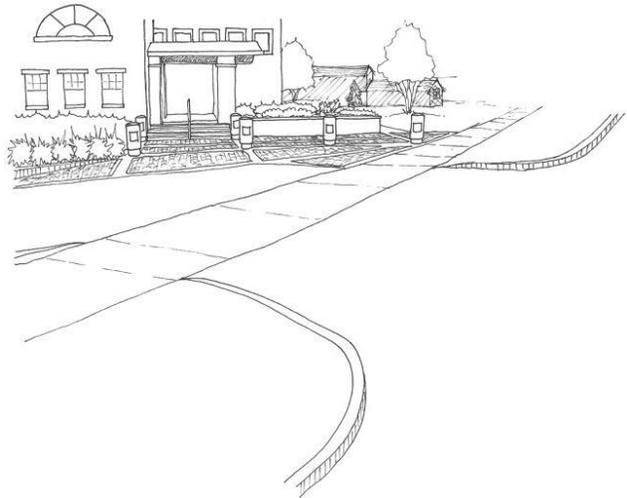
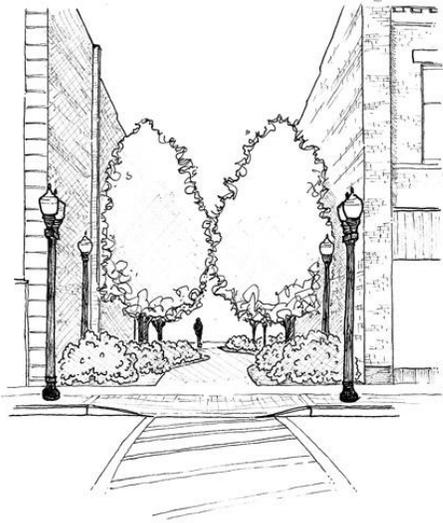
Provide a short description and visual examples of previous projects that significantly relate your qualifications for this project. Provide names, addresses, and telephone numbers for at least 3 clients for whom the firm has performed services similar to those described in this request for proposal.

Digital media and web portfolios may be submitted in addition to the written Summary of Qualifications. Digital media and web portfolios will not take the place of the Summary of Qualifications, but may help in the selection of a consultant that is most qualified. If digital media or web portfolios are for any reason not accessible at the time the proposal is reviewed by the NWMCOG, the digital media or web portfolios will be disregarded as part of the review.

Estimated Budget

A cost estimate should be submitted as a piece rate for the corridor concept drawings. The number of drawings ordered is not anticipated to exceed 12, however, the NWMCOG or its member agencies may wish to place additional orders. While the selection of a consultant will be made based on the technical product, cost may or may not be a final deciding factor. Estimates should include a cost per concept drawing.

**Attachment A: Concept Drawing Examples
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Concept Drawing Examples from *New Designs for Growth*

Corridor concept drawings should be completed in this style.