



REQUEST FOR PROPOSALS FOR MASTER PLAN UPDATE HUNTINGTON WOODS MICHIGAN

The City of Huntington Woods is seeking professional consulting services in collaboration with City staff and the Planning Commission to prepare an update to the Master Plan. The City's [Master Plan](#) was adopted in 2008 and [updated](#) in 2015; both can be found on the City's website. The qualified consultant selected will provide technical and public engagement assistance for creating a community vision and identifying goals and objectives with emphasis on the following elements:

- Housing diversification plan
- Corridor plan for Woodward Avenue
- Economic development strategy

The City is in the process of becoming a [Redevelopment Ready Community](#) through the [Michigan Economic Development Corporation](#). As part of that certification process the City seeks to incorporate a RRC-compliant corridor plan and economic development strategy into the Master Plan. A copy of the RRC Baseline Report is available on the City's website. The criteria for the corridor plan and [economic development strategy](#) can be found in the Baseline Report and on the www.miplace.org website.

The Master Plan Update proposal shall include three (3) hardcopy submissions and one (1) electronic submission (PDF format on a memory stick). Hardcopy submissions and the memory stick shall be submitted in a sealed envelope marked "Huntington Woods Master Plan Update" and addressed to 26815 Scotia Road, Huntington Woods MI 48070 Attn: Heidi Barckholtz, City Clerk. Questions can be sent to City Manager Amy Sullivan at asullivan@hwmi.org or by phone at 248-581-2632. Deadline for submission is 4:30 p.m. on Wednesday, December 16, 2020.

At the conclusion of the project, the consultant will provide one un-bound copy of the Plan and a digital copy to include on the website.

About the City of Huntington Woods

The City of Huntington Woods is in Southeastern Oakland County and is bounded by 11 Mile to the north, Woodward Avenue to the east, the I-696 Service Drive to the south and Coolidge Highway to the west. The City is located less than 15 miles northwest of downtown Detroit. The City is an inner-ring suburb within walking distance to downtown Royal Oak and a short drive to the downtowns of Ferndale and Birmingham. Known as the “The City of Homes,” Huntington Woods is comprised of 2,364 homes with a population of 6,300 people. The housing stock is entirely single-family homes and one duplex. Within the City limits (1.47 square mile), you will find an elementary school, church, library, recreation center, city offices, public safety and public works departments as well as baseball fields, skate park, tennis courts, swimming pool and numerous pocket parks and play areas. The City is also home to a large section of the Detroit Zoo and Rackham Golf Course which is owned and operated by the City of Detroit. The golf course makes up 20% of the total land area of the City. The City’s median household income is \$125,873 and median property value is \$321,400. The homeownership rate is 97.1%.

Huntington Woods has recently been recognized as:

- One of the Best Places to Live in Michigan in 2019
- Most Educated City in Michigan
- One of Michigan’s 20 Safest Cities
- One of the Most Charming Cities in Michigan
- 2019 Governor’s Active Community Award recipient

Scope of Services

Master Plan review - The consultant will review and update data and demographics as necessary and review and update the Goals and Objectives. Items to be included are the SEMCOG Multi-Community Grant [Technical Report](#) on lane modifications, green infrastructure opportunities and recommendations for safe mid-block street crossings. The complete streets section should be updated to recognize the City has partnered with nearby communities and the bike-sharing program, MoGo, with a bike station at the Gillham Recreation Center.

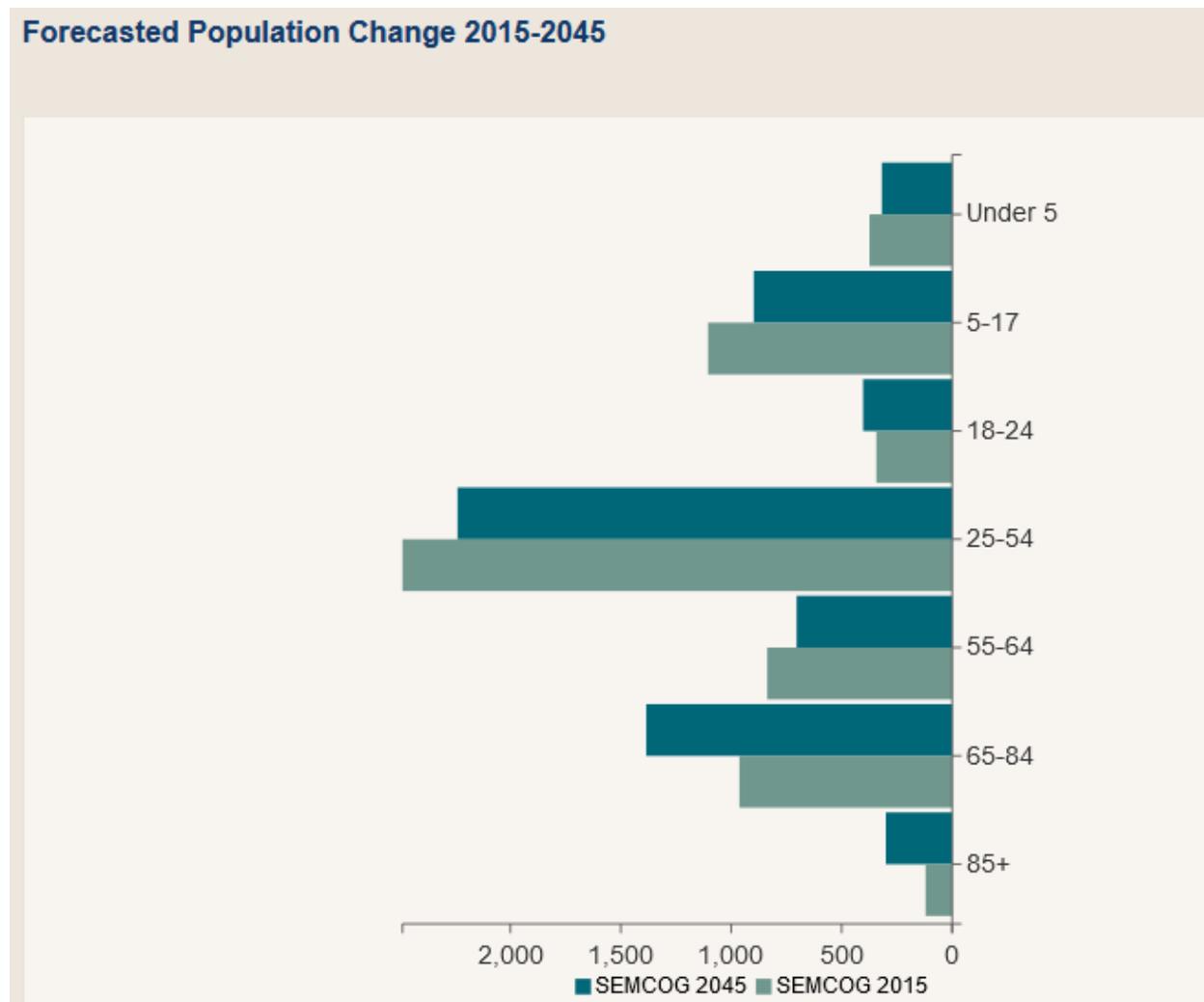
Meeting attendance – The consultant should expect to attend the following meetings:

- Initial meeting with the Planning Commission to discuss the process
- At least four (4) work sessions with the Planning Commission to review the demographic/goal updates and to review the 3 chapters outlined below.
- The consultant is expected to facilitate a series of community engagement sessions to solicit input from residents on the new chapters of the Plan. With the constraints of the current COVID pandemic impacting community gatherings, the consultant will

need to provide alternative methods to engage the public so it can be completed in a safe manner.

- Simultaneously with the Master Plan update, the City will also be exploring how to assure that Huntington Woods is a diverse and inclusive place. While this project is a separate RFP, it is expected that the diversity and inclusion discussion will take place at the same time as the Master Plan update community engagement sessions.
- One Planning Commission public hearing to present the draft update.
- One City Commission meeting to present the final plan.

Housing diversification plan – Consistent with demographics elsewhere, many residents of Huntington Woods are aging.



Currently, Huntington Woods is a community of single family homes. But the term Senior Housing' has caused confusion in Huntington Woods. Residents worry about age

restrictions, assisted living features, and owner/rental options that may accompany this term. Therefore, the City Commission has decided that it needs a broader Housing Diversification Plan. This would permit long-time residents to downsize and age in place but would also expand the housing offerings for any demographic. The City has engaged residents in a variety of ways to gain feedback on the alternative housing concept since 2011. The reports can be found on the City’s website under the [Senior Advisory Committee](#) tab.

The City’s municipal property on 11 Mile has been identified as a potential location for a development of mixed-use, high density housing. This concept needs to be explored with the community to determine if this is a desirable plan and what conditions should be considered for a potential development.

Accessory dwelling unit’s (ADU’s) are considered a potential solution to the “missing middle” housing by expanding housing options but no clear consensus on whether to permit them has been discussed by the community.

Woodward corridor plan – For many people, Woodward corridor is their first impression of Huntington Woods. The City would like to convert it into a mixed-use corridor that allows for taller buildings and greater density. How do we redevelop this area to meet the needs of residents and businesses? The Regional Transit Authority is currently completing a [transit-oriented plan](#) for the Woodward corridor that focuses on walkability and a vibrant mix of uses near proposed rapid-transit stations. A station is proposed in Huntington Woods at 11 Mile and Woodward. The consultant will build on the RTA plan and solicit input and feedback from residents to prioritize the recommended strategies. The final plan will need estimated costs and timelines for completion and meet the RRC criteria.

Economic development strategy – The City does not currently have an economic development strategy. One needs to be developed that identifies the City’s economic development goals, actions, timelines and responsible parties that meet the RRC objectives. For an economic development strategy to follow best practices put forth by the Redevelopment Ready Communities program, the individual objectives must tie back to one or more of the goals identified in the regional context. The consultant shall tie the City’s strategy to the [SEMCOG Economic Development Plan for Southeast Michigan](#) and Oakland County’s [Economic Development Strategic Plan](#). The process will include conducting visioning sessions to identify and understand our resources, and to develop those resources to accommodate business growth along the Woodward corridor and at the 11 Mile municipal site location.

Proposal Requirements

The successful proposal shall:

1. Provide information on the respondent’s background and experience in the following:

- Preparing municipal master plans and updates
 - Creating corridor plans and economic development strategies
 - Engaging the public for planning purposes, including methods utilized for public engagement
2. Include the following information regarding the services to be provided:
 - Demonstrate a clear understanding of the chapters
 - Describe the intended approach to address the chapters of the Plan
 3. Highlight any characteristics or capabilities that make the respondent uniquely qualified to perform the services requested.
 4. Provide a separate proposed fee range for completing each part of the Scope of Work. The final scope and fee will be negotiated with the successful respondent but is expected to be consistent with the fee range submitted with this proposal.
 5. Identify any additional services that the City may want to consider adding to the scope of the project and a fee range associated with the additional services.
 6. Indicate if you are a woman-owned or minority-owned business.
 7. Disclose any actual or potential conflicts of interest with the City, its officers, elected officials, agents, and employees.
 8. Describe any partnerships with any organizations/subcontractors/suppliers that will play a role in this project.
 9. Identify at least three (3) references including the organization/business, address, contact person, phone number, date of services, and scope of services.
 10. Provide examples of at least two (2) similar projects completed in the last three (3) years. Examples may be provided in electronic format or by proving an internet link.
 11. Provide a copy of your certificate of insurance verifying professional, commercial general, automobile liability, and workers' compensation insurance coverage with minimum policy limits as detailed in this RFP. The coverage must be maintained and carried in force for the duration of the contract.
 12. Any additional information believed necessary to assist the City in evaluating your proposal may also be submitted.

Evaluation criteria

The selection process will be based on responses to this RFP, verification of references and any interviews to verify the ability of proposer to provide services in response to this document. The City will evaluate each proposal based on the following criteria:

1. Demonstrating clearly and completely, your firm's understanding of the RFP scope of work;
2. Qualification, skill and experience level of staff and creativity conducting a public engagement strategy;
3. Reasonableness of project cost;
4. Demonstrated experience on projects of similar scope and favorable reference checks;
5. Provision of a certificate of insurance that meets or exceeds the City's minimum requirements;
6. Previous experience preparing a corridor plan and/or economic development strategy that comports with the MEDC RRC program is preferred.

Proposal Conditions

A. INDEPENDENCE. By submission of a proposal, the respondent certifies that they have not paid or agreed to pay any fee or commission, or any other thing of value, contingent on the award of this contract to any employee, official, or current contracting consultant of the City. The respondent certifies that the financial information in this statement has been arrived at independently and without consultation, communication, or agreement, for the purpose of restricting competition as to any matter relating to such costs with any other proposal or Bidder.

B. PUBLIC RECORD. The contents of the proposals shall be considered public records of the City. Any respondent submitting a proposal hereunder further acknowledges and agrees that the City is a public entity which is required to abide by laws governing public records and shall not be liable for disclosures required by law. All materials submitted in response to this RFP shall become the property of the City upon delivery to the address set forth above.

C. GENERAL REQUIREMENTS.

1. The City of Huntington Woods or its representatives shall not be held responsible for expenses incurred in the preparation or subsequent presentation of the RFP response.
2. This RFP is not an offer to enter into a contract, but rather a solicitation for Proposals.

3. The City of Huntington Woods reserves the right to reject all Proposals in its sole discretion. The City of Huntington Woods reserves the right to reject any and all Proposals in whole, or in part, and accept any Proposal or portion of the Proposal that, in their opinion, best serves the interests of the City of Huntington Woods.
4. The selected consultant and their subcontractors are required not to discriminate against any employee or applicant for employment to be employed in the performance of the Proposal with respect to hire, tenure, terms, conditions or privileges of employment, because of race, color, religion, national origin, or ancestry or also because of age or sex, except based on a legitimate occupational qualification. Violation of this requirement may be regarded as a material breach of the Michigan Fair Employment Practices Act and may be subject to prosecution.
5. The City adheres to a mandatory no smoking policy on City premises and/or at City functions. All consultants shall comply with this no smoking policy.
6. No work connected with this project may start until the selected consultant has obtained the insurance coverage as required in attached appendix. Such insurance shall be kept in effect during the entire life of this contract. All coverage shall be with insurance companies licensed and admitted to do business in the State of Michigan, and acceptable to the City of Huntington Woods.
7. The awarded contract will be governed by the laws of the State of Michigan. Venue for any claims or litigation regarding this contract shall be in Oakland County Circuit Court or the Federal District Court, Eastern Division. The selected vendor/contractor shall not assign the contract or sublet it or portions thereof without the written consent of the authorized City representative.