

ZEELAND

CHARTER TOWNSHIP

Request for Proposals

Comprehensive Master Plan Update

September 1, 2025

Zeeland Charter Township
6582 Byron Road
Zeeland, MI 49464

Telephone: (616)772-6701

Purpose

Zeeland Charter Township is soliciting proposals from experienced planning consultants to provide an update and/or rewrite of the Township's Comprehensive Master Plan. The goal of this Master Plan is to focus on the Township's future with a strong emphasis on land use planning, placemaking, transportation, recreation, and economic development. The information contained in this Request for Proposals (RFP) is provided to give potential responders background information that will enable them to complete their proposals.

Background

Zeeland Charter Township is located in southern Ottawa County. The latest census data indicate a current population of 12,164. The Township's population has increased by 22% since the 2010 census. Zeeland Charter Township was originally an agricultural community, and much of that remains prevalent today. However, Zeeland Charter Township is on the fringe of developing urban and suburban areas, which has led to a shift in the nature of development in Zeeland Charter Township over the last decade. The Township must continually endeavor to find the optimal land use model throughout the whole Township.

Plan Objectives

1. Review the current Township Master Plan and identify relevant sections to remain, be revised, or be removed. This review should identify deficiencies in the current plan and include elements that should be incorporated into the updates of the revised plan.
2. Incorporate any zoning ordinance updates where relevant.
3. Conduct public engagement session to gather input from community stakeholders.
4. Engage Zeeland Public School District leaders to gather key needs necessary for our public schools from the Township.
5. Master Plan created to conform to Michigan Redevelopment Ready Community Certified Status.
6. Determine fair amount, proper location, and nature of multi-family/affordable housing units.
7. Address the sustainability of commercial/industrial development.
8. Identify opportunities for mixed-use development in the Township.
9. Develop marketing and economic development strategies in accordance with the RRC program guidelines.
10. Determine a clear direction of how and where development/redevelopment should occur over the next 5, 10, 15, 20 years.
11. Evaluate existing goals and objectives, explore implications of aging population, consider change in public opinion, review land use designations, address regional changes, and review previous corridor status.

- ## Submittal and Schedule

- Company/Name of Firm**
Zeeland Township Master Plan Update/Rewrite

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|---|-----------------------|
| • Advertise Request for Proposals (RFP) | September 1, 2025 |
| • RFP Submittal Deadline | October 3, 2025 |
| • Interview of Prospective Firms | October/November 2025 |
| • Award of Contract by Township Board | November/December |
| • Master Plan Kick Off | December 2025 |

5. The Township reserves the right to reject any or all responses to this RFP, to advertise for new RFP responses, or to accept any RFP response deemed to be in the best interest of the Township. The Township reserves the right to use its staff to complete a portion or portions of the described activity and to negotiate rates per activity after bids have been received. A response to this RFP should not be construed as a contract, nor indicate a commitment by the Township of any kind.

Proposal Content

1. **Letter of Interest:** Cover letter indicating interest in the project and identifying the firm's ability to provide services needed.
2. **Introduction:** A brief description of the firm, including the number of years the firm has been in existence, the range of professional services, office locations, and staff size.
3. **Work Program:** In the project overview, describe the general project approach and process to be employed; describe a process approach that was used in the past to successfully complete similar projects; describe the proposed project schedule, including timeline of major deliverables and completion.
4. **Experience and Qualifications:** A brief description of the firm's prior work relevant to this RFP, including the name, address, and phone number of the client references and the primary contact persons.
5. **Consultant Personnel:** Identify individuals from the firm's staff who will work on the project, along with a brief description of each individual and their experience.
6. **List of Clients:** Provide a list of comparable clients for which similar services have been provided, in addition to contact information for those clients.
7. **Project Schedule:** Show a flow chart with an estimated project timeframe for meeting important project targets.
8. **Estimated Costs:** Submit cost estimates for each task associated with preparation of the Master Plan and overall completion.

Selection Criteria

Proposals will be reviewed by the Township Manager and the Master Plan Committee. The Committee reserves the right to request additional information from firms submitting proposals. The following criteria will be considered in the evaluation of the proposals by the Committee.

1. Capabilities and previous experience in comparable projects, specialized experience, and technical competence of the consultant.
2. The firm's general approach to the project. Although the Township has identified the general nature of services required, the consultant is given leeway to design the approach for the methodology to provide the proposed services.
3. Past record of performance on contracts with other governmental agencies, including such factors as quality of work, cost control, and demonstrated ability to meet scheduled deadlines.
4. Capacity of the candidate to perform the work in a timely manner and affirmatively respond to the inquiries and schedule of the Township and dedicate the appropriate personnel as the schedule dictates.
5. Qualifications of individuals who will have direct involvement in tasks on this project.
6. Compatibility with the Township's financial obligations.