



# TRAVERSE CITY'S BAYFRONT PLAN

## Request for Qualifications

### INTRODUCTION

The City of Traverse City is requesting qualifications from qualified organizations to develop an action plan, including planning, design, engineering and other services to support the implementation of “**Your Bay, Your Say**,” a collaborative initiative for Traverse City’s Bayfront.

The consultant selected will use the results of two community-driven initiatives as guidance for their work, including the concept design and final report developed through Michigan State University’s Small Town Design Initiative and the University of Michigan’s study and guidelines for strengthening the connection between downtown Traverse City, the neighborhoods and West Grand Traverse Bay. (see descriptions later in this RFQ)

These initiatives, along with other relevant plans, ordinances, concepts and input will serve to guide the consultant's efforts to produce preliminary design, engineering and implementation recommendations for the Bayfront.

## BACKGROUND

Traverse City's waterfront on West Grand Traverse Bay is at the center of 20% of the world's freshwater supply. The waterfront, the Bay and its watershed profoundly influence the quality of life in the greater Grand Traverse region, including its \$574 million tourism and recreation economy and a flourishing construction industry. Northwestern Michigan is a rapidly growing region, expected to grow over 40 percent in the next 25 years. The high quality of life and the unrivaled natural resources make this region competitive in state, national and global economies. The pressure increasing development places on the region's natural environment has in part compelled this process to wisely steward and actively plan for the city's waterfront.



With the support of the Traverse City City Commission, Traverse City Planning Commission, Traverse City Parks and Recreation Commission, the Rotary Clubs of Traverse City, the Downtown Development Authority, Northwestern Michigan College's Great Lakes Water Studies Institute, Michigan Sea Grant and several other partnering groups and organizations, the City of Traverse City embarked upon a renewed, highly participatory process in 2005 to develop a plan for its bayfront, consisting of approximately 12,500 linear feet of shoreline on West Grand Traverse Bay.

An important goal of the planning process is to continue to attain the highest level of community participation in defining needs and priorities for the bayfront. Another goal is to develop a plan which can be implemented in phases as priorities are determined and resources become available.



## Don't Miss This!



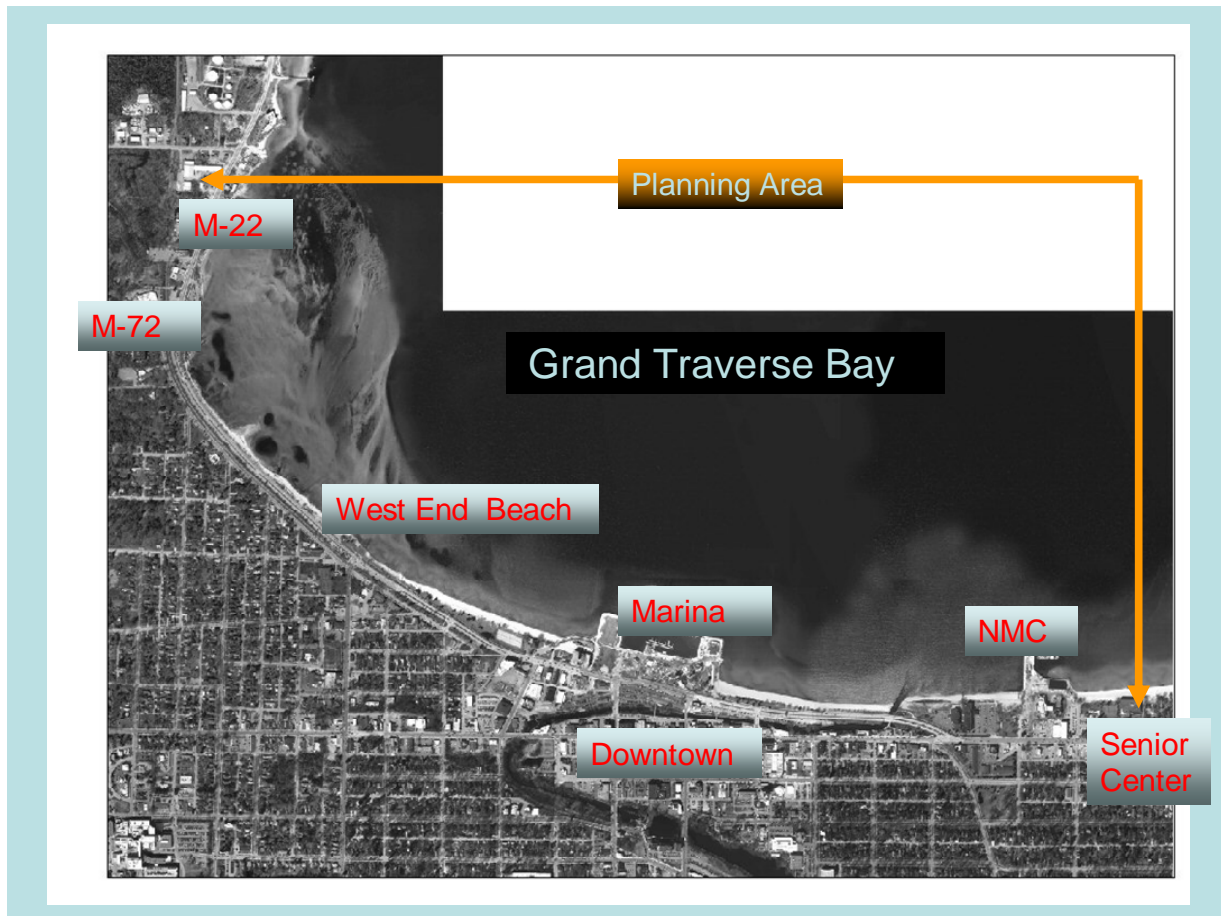
### **The Unveiling of Traverse City's Vision for the Waterfront**

**Thursday, June 8, 7:00 pm**

NMC Great Lakes Campus, Hagerty Center, 715 East Front Street

With grant funding from the Traverse City Cherry Festival Board of Directors, the Michigan State University Small Town Design Initiative (STDI) completed an initiative on June 8, 2006 that gathered community input and recommendations, provided preliminary alternative design concepts for public review and resulted in a final “consensus” design and report that was presented on June 8, 2006 (Attachment A for the final report available upon request). At the same time, the University of Michigan’s School of Natural Resources & Environment and Center from Economic Diversification completed a complementary initiative in the Traverse City downtown district that provides recommendations for strengthening the connection between downtown Traverse City and the bayfront (Attachment B available upon request).

## SITE DETAILS



The consultant selected will produce an action plan that includes an implementation strategy for the bayfront. The action plan must:

- Encompass the project area which is defined as the Senior Center on the West arm of Grand Traverse Bay running west to the City property limit on Grand Traverse Bay and inland to the Boardman River and encompassing connecting points between downtown, the neighborhoods and the bayfront.
- Reflect the ongoing input of the community and general public and the results of the work completed by Michigan State University, the University of Michigan, as well as other relevant materials and plans.
- Incorporate meetings, briefings and reviews with the City of Traverse City, its Commission and Bayfront Planning Committee and others, as appropriate.
- Establish waterfront “segments” that will enable implementation in phases as managerial, technical and financial resources are available. It is anticipated that segments will define open space, shoreline improvements, viewsheds, public access, natural resource protection measures, storm water management solutions, landscape enhancement, education and interpretation opportunities, and other uses and configurations. To the extent possible, the contractor and the Action Plan shall give priority to implementing waterfront concepts and redevelopment of the property which was used for the Clinch Park Zoo.

- Identify alternatives for addressing certain needs and opportunities, such as: access points, highway crossings, environmental interpretation, cultural interpretation, year-round land and water recreation opportunities and others.
- Include consideration of worldwide waterfront plans and waterfront development and incorporate best practices to ensure a world-class plan.
- Provide drawings, plans, design descriptions and preliminary engineering concepts for each of the segments, which make up the defined waterfront area. This may include such features as: stormwater management and treatment concepts in alignment with approved plans, passive and active recreational spaces, service facilities, trail systems and connectors, recreational fishing access, public access points, open space systems, performance and gathering areas, critical view zones, landscape buffers, natural area enhancements, lighting, focal points for environmental education, locations for wetland habitat and wildlife, and others.
- Integrate Clinch Park Marina, the Northwestern Michigan College (NMC) Great Lakes Campus and associated harbor, Traverse City Senior Center and private properties.
- Identify funding opportunities for implementation and assist in application to potential sources.
- Include a strategic plan that encompasses: goals; objectives; work tasks; roles and responsibilities and options for financial, technical and other forms of assistance, including community service and volunteerism. The plan shall identify short, intermediate and long term actions needed for implementation. As part of this effort, the consultant shall develop a sound financial plan required to implement the strategy.

\*\* Depending upon work load, the City may participate in certain elements of the project in collaboration with the consultant. For example, the City Engineer will actively lead and participate in the preparation of concepts to address storm water runoff.

\*\*\*Michigan State University Extension will continue to help to provide audience participation tools.

## CITY GOALS FOR THE WATERFRONT

The Traverse City  
City Plan



- In completing the work defined under this RFQ, the consultant selected must be mindful of overarching goals stated in Traverse City's Master Plan a copy which is available at the City Planning Department.

## **PROCESS FOR CHOOSING A CONSULTANT**

The Request for Qualifications was reviewed and approved by the Bayfront Planning Committee of the City Commission. The Bayfront Planning Committee (or their assigns) shall review proposals submitted and make recommendations to the City Commission. The City will develop a review panel to interview competitive candidates.

The goal is to have the consultant selected in 2006 so that the work can be completed in 2007.

The anticipated schedule is as follows:

<b>June 28, 2006</b>	<b>Issuance of Request for Qualifications for Public Comment.</b>
<b>July 24, 2006</b>	<b>Qualifications received by City.</b>
<b>August 2006</b>	<b>Review Qualifications and Interviews</b>
<b>October 2006</b>	<b>Recommendations made to City Commission by Bayfront Planning Committee</b>
<b>November 2006</b>	<b>Consultant Selected</b>
<b>Jan. – Dec. 2007</b>	<b>Project Completion**</b>

\*\* The consultant will be required to submit bi-monthly activity reports with a synopsis of progress to date, conformance with schedule and reasons for variance with the schedule. Consultant must also submit a draft report and a final report with attachments and final financial information.

## **SUBMITTAL REQUIREMENTS**

The consultant must demonstrate in responding to this Request for Qualifications their prior experience and/or knowledge involving the following:

- 1) Capacity to complete this project in conformance with the above stated requirements, including the full involvement of the general public and stakeholders in the project.
- 2) Developing plans for waterfronts which resulted in successful implementation.
- 3) Developing plans for waterfronts that addressed multiple uses, needs and issues.
- 4) Accessing best practices world-wide in waterfront planning and design.
- 5) Engineering and design capabilities, including prior experience and success in helping clients understand the pros, cons and costs associated with alternative approaches to achieving desired results.
- 6) Demonstrated ability to meet designated timelines and budgets.

- 7) Internal capacities, including a list and background of key staff who will be involved in the project.
- 8) An ability to collaborate with diverse interests in developing plans for water and land management.
- 9) An ability to identify opportunities to achieve objectives through nontraditional methods, such as community service and volunteerism.

The consultant shall also submit:

Three references for similar projects along with contact information, implementation cost and consulting fees for those projects.

A staffing plan for the project, including resumes and a description of the experience of the individuals with similar projects.

A description of completed projects which have similar scopes.

A work plan for the project, assuming a completion period of not more than 12 months.

Proof of professional liability insurance.

## **SUBMITTAL INSTRUCTIONS**

Deadline: Qualifications must be postmarked no later than **July 24, 2006, 11:59 p.m.**

Send to: Russ Soyring, Planning Director, City of Traverse City  
400 Boardman Avenue, Traverse City, MI 49684

Office: 231-922-4778

Fax: 231-922-4457

Email: [rsoyring@ci.traverse-city.mi.us](mailto:rsoyring@ci.traverse-city.mi.us)

Twelve copies of the RFQ response document in 8 ½ x 11 format and one copy in an electronic format on a compact disc should be submitted. Responses should be in no smaller than 11 point font and all pages shall have top, bottom and side margins of at least 1 inch. The RFQs should be no longer than 20 pages in length, excluding appendices, which should be no longer than 30 pages in length. The City may request additional information as needed to fully assess responses. Responses shall be clearly marked “**Your Bay, Your Say**” and delivered by mail or in person to the address cited above. The maximum amount currently available for work performed under this contract is \$70,000.

## **Conditions and Limitations**

This RFQ does not represent a commitment or offer by the City of Traverse City to enter into an agreement with a respondent or to pay any costs incurred in the preparation of a response to this RFQ. The timely responses and any information made available as part of the responses will not be returned to the sender. All proposals, plans or related documents will become property of the City of Traverse City.

The respondent shall not offer any gratuities, favors or anything of monetary value to any official or employee of the City of Traverse City or the City's committees involved in the selection process or any other organization that may have a clear interest in the outcome of the selection process.

The respondent shall not collude in any manner or engage in any practices with any other respondents which may restrict or eliminate competition or otherwise restrain free trade. This prohibition is not intended to preclude joint ventures or subcontracts.

All responses submitted must be the original work product of the respondent.

The City of Traverse City, in its sole discretion, reserves the right to reject any or all submittals received with respect to this RFQ, to waive any irregularities, and to cancel the process at any time prior to entering into a formal agreement. The City reserves the right to accept or reject late submittals. The selected consultant will be required to execute the City's Consultant Agreement Form for this work.

## **Confidentiality of Documents**

In general, documents submitted as part of this response to this RFQ will become public records and subject to public disclosure.