



# Port Sheldon Township

ESTABLISHED 1924

REQUEST FOR PROPOSALS

FOR

ECONOMIC RESILIENCY  
RESPONSE PLAN  
and  
MASTER LAND USE  
PLAN UPDATE

PORT SHELDON TOWNSHIP  
OTTAWA COUNTY, MICHIGAN  
Oct 31, 2023

Port Sheldon Township  
16201 Port Sheldon St.  
West Olive, MI 49460

Telephone: (616) 399-6121

## **PURPOSE**

Port Sheldon Township is soliciting proposals from experienced planning consultants to provide an Economic Resiliency Response Plan, which includes an update or rewrite of the Master Land Use Plan. The information contained in this Request for Proposal (RFP) is provided to give prospective responders background information to allow for the completion of proposals.

## **BACKGROUND**

Port Sheldon Township is located along Western Ottawa County. The latest census (2020) figures set the population of Port Sheldon Township at 5,260. The Township grew 22.8% in the last census.

Like most rural communities on the fringe of developing urban areas, Port Sheldon Township is faced with growth pressures due to the demand for residential and commercial opportunities. In addition, the announcement of the early closure of Consumers Energy's J.H. Campbell Generating plant, scheduled for decommissioning in May of 2025, presents significant challenges for land use and strategic planning.

The potential loss of tax revenue from the largest single payer, warrants an Economic Resiliency Response Plan, which will address future economic needs, and strategic planning for resiliency beyond the decommissioning of the coal plant. Additionally, the Master Land Use Plan was written in 1995 and last updated in 2017, and in its current form is less than adequate to meet all the Township's current and future needs, especially in light of the large amount of land which will be involved through the decommissioning.

## **SCOPE OF SERVICES**

The consultant will work with the Planning Commission, the Township Supervisor, and the Township Board in the completion of the assignment. The consultant will propose and implement a community involvement process to assure that the resulting plan reflects a consensus view. It is expected that the consultant will assume responsibility for all notices required by the Coordinated Planning Act.

The main component to this project is to develop an Economic Resiliency Response Plan that analyzes impacts of the plant closure assesses tax loss implications and identifies diversification strategies to increase economic resiliency. Two subcomponents are to update the Township's Master Plan to align with the new Economic Resiliency Response Plan and conduct stakeholder engagement sessions to gather community input.

- Develop an Economic Resiliency Response Plan that analyzes the short-term and long-term economic impacts of the plant closure (e.g., commuting patterns, labor pool, education, home prices, and redevelopment possibilities), assess tax loss implications, and identifies diversification strategies to increase Port Sheldon Township's economic resiliency. Deliverables may include but are not limited to:
  - Development of an economic impact report of the closure – both short- and long-term projections, including implications for the reduced tax base on Port Sheldon Township and Grand Haven Public Schools.

- Development of a strategic diversification plan providing consensus for the future land use and proposed multiple potential scenarios for development and diversification based on the one future land use plan. This plan should align with the township master plan, the lakeshore advantage economic development strategy and with Consumer Energy's wants for the land. In addition to multiple scenarios, the plan should make recommendations on next steps for the township to implement and regularly update the plan.
- Update the Township's Master Plan to align with the new Economic Resiliency Response Plan and incorporate feedback garnered from stakeholder engagement sessions. Deliverables may include but are not limited to:
  - Data analysis
  - Goal statements
  - Plan preparation
  - Finalization and plan adoption
  - A sub "Sub-Area Vision & Plan" component within the master plan for the J H Campbell Plant. This would provide a dedicated process to develop a vision, framework plan, and explore some design concepts and options. This last piece can focus in on a few smaller, strategic areas which have near-term development opportunities:
    - The channel, jetty, and waterfront area north of Pigeon Lake
    - The rail corridors
- Conduct stakeholder engagement sessions and gather feedback from impacted communities. Deliverables may include but are not limited to:
  - Community engagement sessions and presentation for all components of this project to gather resident input.
  - Working with community partner and stakeholder organizations, such as Lakeshore Advantage, the regional planning commission, Housing Next, MI Dept of Transportation and others to provide input and make recommendations.
  - Closure Support – additional closer support in the context of educating the community on the matters such as continuity of service, power reliability, and job opportunities may need to be addressed prior and during to the outlined planning efforts. We would expect the consultant to work with Consumers Energy and the township to provide clarity and correct any misinformation that occurs as a result of the closing.

## PROPOSAL REQUIREMENTS

The proposal shall be written in an 8 ½" X 11" format. A total of six (6) copies must be received no later than January 3<sup>rd</sup> 2024 at 12 p.m. Proposals received after this deadline shall not be considered. All costs incurred for proposal preparation, presentation or contract negotiation shall be the responsibility of the consultant. Questions regarding specifications or handling of proposals shall be directed to the Township Supervisor at (616) 399-6121.

Proposals shall be delivered in sealed envelope to the Clerk at the following address:

Meredith Hemmeke, Clerk  
16201 Port Sheldon St.  
West Olive, MI 49464

A digital copy of the proposal to should also be submitted to Amanda Murray, Vice President of Business Solutions, at Lakeshore Advantage at [Amanda.Murray@lakeshoreadvantage.com](mailto:Amanda.Murray@lakeshoreadvantage.com)

## PROPOSAL FORMAT

Proposals shall include the following information:

1. **Cover letter.** The cover letter shall be signed by a member of the consulting firm empowered to commit the firm to a contractual arrangement with the Township. The cover letter shall also identify the person who will be responsible for regular communications with the Township, including meeting attendance.
2. **Corporate Background.** Provide information on the firm's background, including:
  - a. Organization, size and Michigan office locations.
  - b. The office location where work associated with the project would be performed.
  - c. A description of the range of services provided by your firm. Specify any area of expertise the firm has, or members of the firm that have special qualifications to handle Township planning services.
3. **Professional Staff.** Identify the individual or individuals who would be providing land use planning services to the Township. List their experience in providing services to townships similar in size and character.
4. **Experience and References.** Provide descriptions of recent prior experience with similar rural communities undertaken within the last five (5) years. For each project, include the name, title and telephone number of a representative that the Township may contact to discuss their experience.
5. **Samples.** Include representative samples, prepared by the individual who would be assigned to work with the township, material and/or correspondence that may be helpful in assessing the level and quality of service.
6. **Disclosure.** Port Sheldon Township expects each potential Planning Consultant to identify any potential conflicts of interests and the plan for handling these matters.
7. **Extent of Proposed Update.** From your review of the existing Land Use Plan, provide a recommendation on the scope of update to be (should be) completed by your firm.
8. **Work Effort & Time Line.** Provide descriptions of each major work effort focus, including key milestones in a time line.

9. **Fees.** Delineate the total fees for the project; include any billing options for all expected services.

## **PROPOSAL REVIEW, EVALUATION AND SELECTION PROCESS**

Selection of a Consultant will be made at the complete discretion of the Township Board of Port Sheldon Township, which reserves the right to accept or reject any and all proposals. All submissions or parts thereof become property of Port Sheldon Township and are subject to Freedom of Information Act release.

Proposals will be reviewed by the Township Board to determine which Consultant (s) will be invited to participate in an interview with the Township Board.

It is the intent of Port Sheldon Township to select a Consultant in accordance with the following schedule:

### **Deadlines**

January 3, 2024 – Proposals due

January 12, 2024 - Interviews scheduled with selected finalist(s)

January 24, 2024 - Selected consultant notified