



CITY of NOVI CITY COUNCIL

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**Agenda Item 1
August 27, 2007**

SUBJECT: Approval of appropriation of \$69,800 for the contract proposal to review the Master Plan for Land Use, and award of the contract to the firm of Birchler Arroyo Associates, Inc. Planning Team, as the lowest qualified proposal for a not-to-exceed fee of \$69,800.

SUBMITTING DEPARTMENT: Community Development ^{Purb}

CITY MANAGER APPROVAL:

EXPENDITURE REQUIRED	\$69,800
AMOUNT BUDGETED	\$0
APPROPRIATION REQUIRED	Contingency in first quarter budget amendment
LINE ITEM NUMBER	101-800.00-823.000 Master Plan for Land Use

BACKGROUND INFORMATION:

A Request for Proposals (RFP) for the review of the Master Plan for Land Use was prepared by the Community Development Department and Finance Department. The RFP indicated that qualified and experienced firms were requested to submit proposals for review and analysis of select areas within the city of Novi as an update to the 2004 Master Plan for Land Use. The consultant would provide assistance by reviewing recommended land uses for three areas:

- the southwest quadrant residential corners,
- Novi Road/I-96 interchange, and
- an area near the southwest corner of 12 Mile and Wixom roads.

The RFP indicated that the consultant services would be a part of a collaborative effort with members of the Community Development staff, the Planning Commission, and community stakeholders. City staff has already prepared significant background information on these areas and conducted a number of meetings with the Planning Commission subcommittee to initiate the review process. Needs analyses for non-residential uses would be solicited, and the consultant is asked to assist with the public input component of the review. Since time is of the essence in this work, the consultant portion of this work is to be completed and ready for presentation to the Planning Commission by early December 2007.

Three proposals were submitted and reviewed by a team of five staff members familiar with this type of work. A "Quality Based Selection System" was used for the analysis by the reviewers, with six separate criteria ranked by each of the reviewers. Composite scores for the three firms are as follows:

	Birchler Arroyo, Inc. Planning Team	McKenna Associates	ENP and Associates
Composite score of five staff reviewers	1462.5	1000	537.5

The proposal from Birchler Arroyo was ranked highest among the three submitting firms, for criteria such as: the firm's current resource capability to perform required services; evaluation of assigned personnel; related experience with master plans in Michigan; ability to relate to project requirements; and budget, cost controls experience and results on previous projects.

Following the staff's independent evaluations, the cost proposals were opened for each proposal. The following overall costs were provided:

	Birchler Arroyo, Inc. Planning Team	McKenna Associates	ENP and Associates
Cost proposal	\$69,800.	\$96,179	\$38,000

Staff's recommendation to the City Council is for the Birchler Arroyo proposal for the following reasons: the firm's familiarity with the City of Novi; five highly-qualified lead professionals will be devoted to this task, with additional personnel available if needed; and the manner in which the proposal addressed the public input component. Three "visioning fairs" were suggested for public input, along with in-person interviews with up to 20 stakeholders for each study area, and a sampling of various types of households (approximately 300 residents). Additionally, the Birchler Arroyo proposal indicates that the firm will partner with another local planning firm, Carlisle Wortman and a landscape firm Grissim Metz Andriese for expertise in planning and graphic abilities. Additionally, The Chesapeake Group will be brought in to assist with a Needs Analysis for all three study areas. Please see the attached proposal for additional information. Many examples of successful Master Planning efforts and collaboration were offered.

While the other two submitting firms are respected in the area and brought forward thoughtful proposals, staff rated the Birchler Arroyo request as the best quality and most closely matching the standards of the RFP, by showing confidence in meeting the necessary timeframes, within a reasonable price range. While the ENP and Associates proposal came in at a lesser overall amount, the description of the assistance with the needs analysis did not meet the expectations of the reviewers, and the public input methods were not as comprehensive as shown on the Birchler Arroyo proposal.

Staff therefore recommends and respectfully requests City Council to consider the approval of the proposal of Birchler Arroyo Associates, Inc. Planning Team in an amount not to exceed \$69,800, to allow staff to work with the City Attorney's office on the language for a contract. It is suggested that the funds be appropriated through a first quarter budget amendment.

RECOMMENDED ACTION: Approval of appropriation of \$ 69,800 for the contract proposal to review the Master Plan for Land Use, and award of the contract to the firm of Birchler Arroyo Associates, Inc. Planning Team, as the lowest qualified proposal for a not-to-exceed fee of \$69,800.

	1	2	Y	N
Mayor Landry				
Mayor Pro Tem Capello				
Council Member Gatt				
Council Member Margolis				

	1	2	Y	N
Council Member Mutch				
Council Member Nagy				
Council Member Paul				

August 23, 2007

Barbara McBeth
Deputy Director of Community Development
City of Novi
45175 W. Ten Mile Road
Novi, MI 48375



BIRCHLER ARROYO
ASSOCIATES, INC.

Dear Ms. McBeth:

We are very pleased with the positive reaction to our proposal from City staff. In response to your email, I offer the following:

1. I will be serving as the overall project director and primary point of contact. The structure of this Plan update is very similar to the approach we have used successfully in other communities with the same team. It is based on intensive involvement by the team's principals. The creativity and synergy associated with involving experienced professionals in a compressed schedule has produced very exciting results. My active participation is included every step of the way.
2. Our firm is currently involved in several planning projects including the Saginaw Street Corridor Study in Grand Blanc, the D-19 Corridor Study in Howell, and the City of Marshall Master Plan. With the change in the Michigan economy, our firm has seen a dramatic shift in the type of work we are doing. As you probably are aware, site plan review activity is down significantly, representing a fraction of what it was three years ago. The good news is that some municipalities are taking advantage of this down time to do long range planning, which makes sense. Communities should "plan" now and be prepared for the next burst in development activity.
3. We have the time and resources to devote to this project. Our schedule permits us to meet the compressed timeframe that you have requested, and we are ready to hit the ground running.

We look forward to the project kickoff. Please let me know if you need any additional information.

Sincerely,
BIRCHLER ARROYO ASSOCIATES, INC.

Rodney L. Arroyo, AICP
Vice President