

# REQUEST FOR PROPOSALS

## Master Plan Update

<b>RFP Title</b>	Master Plan Update
<b>Issuing Department</b>	Department of Community Services
<b>Contact</b>	Joe Meyers, Director of Community Services JMeyers@cityofypsilanti.com   734.482.9882
<b>Issue Date</b>	June 18, 2026
<b>Questions Deadline</b>	June 30, 2026
<b>Proposal Due Date</b>	July 17, 2026, 12:00 PM (Noon) ET
<b>Pre-Proposal Meeting</b>	None
<b>Submission Method</b>	Electronic: dagha@cityofypsilanti.com OR Sealed delivery: City of Ypsilanti, One South Huron Street, Ypsilanti, MI 48197

## Section I. Request for Proposals

### Scope of Proposed Work

The City of Ypsilanti is seeking qualified planning consultants to assist in a comprehensive update of the City's Master Plan. The selected consultant will work closely with City staff, elected and appointed officials, community partners, and residents to produce a forward-looking, equity-centered, and actionable plan that guides land use, development, infrastructure, mobility, housing, sustainability, and community investment decisions over the next 20 years. The updated Master Plan should reflect Ypsilanti's unique character, values, and aspirations; address current and emerging challenges; and align with regional planning efforts. See the full Scope of Work in Section II for detailed task requirements and deliverables.

### Consultant Qualifications

Proposals should demonstrate the following qualifications:

- Demonstrated experience preparing municipal master plans, preferably for communities of comparable size and complexity.
- Expertise in community engagement, including creative and equitable outreach methods.
- Strong graphic design, mapping, and data analysis capabilities.
- Experience integrating sustainability, equity, and economic development into planning documents.
- Ability to work collaboratively with municipal staff, boards, commissions, and community partners.

### Proposal Submission Requirements

To be considered responsive, each proposal shall include:

- A statement of qualifications and relevant project experience, with examples of comparable master plans.
- Identification of key personnel who will be assigned to the project, including roles and relevant experience.
- A proposed approach and methodology for completing the Scope of Work in Section II.
- A proposed project schedule with major milestones.
- At least three (3) references from comparable municipal clients.
- A completed Cost Proposal Form (Section III), itemized as Professional Services / Consultant Fees and Reimbursable Expenses, with a not-to-exceed total.

### Project Schedule and Completion Period

The project is anticipated to commence in August 2026, following consultant selection, and to proceed through final plan preparation and adoption in accordance with the phased schedule set out in Section II, Project Timeline and Phasing. The full process is expected to span approximately 16 months, with final plan preparation and adoption following the community engagement on the draft plan.

### Proposal Format and Expectations

To allow for a fair and consistent review, each proposal should meet the following format and content expectations:

- Proposals should be submitted as a single PDF document and should not exceed twenty-five (25) pages, excluding the cover letter, required forms, and personnel resumes.
- Proposals should be organized in the order of the submission requirements listed above so that reviewers can readily locate each required item.
- All cost information should be provided only on the Cost Proposal Form in Section III and should not appear in the narrative portions of the proposal.
- The proposed approach should clearly distinguish work to be performed by the consultant from work that City staff will lead, consistent with the phasing in Section II.
- Proposals should identify any work the proposer intends to subcontract, along with the names and qualifications of proposed subconsultants.
- The proposer should confirm its ability to meet the project schedule and identify any current commitments that could affect the availability of assigned personnel.
- Proposals should be complete and responsive at the time of submission. The City is under no obligation to request missing or clarifying information.

### Evaluation Criteria

Proposals determined to be responsive will be evaluated and scored by a review committee using the criteria and relative weights below. The City may, at its discretion, request interviews or presentations from one or more shortlisted firms before making a final selection.

Evaluation Criteria	Weight
Qualifications and relevant experience with comparable master plans	25 points
Proposed approach and methodology for the Scope of Work	25 points
Community engagement strategy and demonstrated equity practices	20 points

Evaluation Criteria	Weight
Qualifications of assigned key personnel	10 points
Cost proposal and overall value to the City	15 points
References from comparable municipal clients	5 points
<b>Total</b>	<b>100 points</b>

**Selection and Rejection of Proposals**

The City of Ypsilanti reserves the right to accept or reject any and all proposals or parts of proposals; to waive any and all irregularities, informalities, or inconsistencies; to negotiate contract terms with the successful applicant(s); and to disregard all non-conforming, non-responsive, or conditional proposals. The City of Ypsilanti will accept the proposal(s) or parts of any proposal(s) that it determines, in its sole discretion, to be in the best interest of the City of Ypsilanti. Such acceptance will be based on level of experience, qualifications, costs, and other factors. Price shall not be the sole determining factor.

**Location of Applicant**

In their proposals, applicants should identify the location of their headquarters or the physical location of the owner, any use of locally produced products, what percentage of employees are local, and describe any planned efforts to employ local persons for the purposes of the completion of the work. Pursuant to Chapter 2, Article VI of the Code of Ordinances for the City of Ypsilanti, in comparing proposals that are substantially similar, local proposals will be given preference.

## Section II. Scope of Work

### 1. Project Overview

The City of Ypsilanti is seeking qualified planning consultants to assist in a comprehensive update of the City's Master Plan. The selected consultant will work closely with City staff, elected and appointed officials, community partners, and residents to produce a forward-looking, equity-centered, and actionable plan that guides land use, development, infrastructure, mobility, housing, sustainability, and community investment decisions over the next 20 years.

The updated Master Plan should reflect Ypsilanti's unique character, values, and aspirations; address current and emerging challenges; and align with regional planning efforts.

### 2. Objectives

The consultant team will be expected to:

- Develop a clear, data-driven understanding of existing conditions, trends, and future scenarios.
- Facilitate, with staff, an inclusive, accessible, and creative community engagement process.
- Produce a Master Plan that is implementable, measurable, and aligned with state planning requirements.
- Integrate existing and future community values throughout the plan.
- Work closely with and provide professional guidance to City staff, boards, and commissions throughout the planning process.

### 3. Tasks

#### A. Existing Conditions and Data Analysis

- Review and analyze demographic, economic, housing, land use, transportation, environmental, and infrastructure data.
- Evaluate existing City plans, zoning ordinances, and relevant regional or state plans.
- Identify key trends, opportunities, and challenges.

#### B. Community Engagement

- Develop and implement a robust engagement strategy, with City staff, tailored to Ypsilanti and its neighborhoods.
- Utilize a mix of engagement tools such as workshops, open houses, surveys, pop-up events, and digital platforms.
- Ensure engagement methods are accessible and inclusive of historically underrepresented people.
- Document engagement outcomes and integrate them into plan recommendations.

#### C. Vision, Goals, and Policy Framework

- Provide policy recommendations across key topic areas, which may include:
  - Land use and zoning
  - Housing affordability and diversity
  - Identifying infill projects
  - Transportation and mobility
  - Economic development

- Parks, recreation, and open space
- Sustainability and climate resilience
- Historic preservation
- Public health and safety
- Arts, culture, and placemaking

#### D. Future Land Use Plan and Mapping

- Prepare updated future land use maps, character areas, and related graphics.
- Recommend zoning updates or regulatory strategies to support the plan's vision.
- Provide GIS-based deliverables compatible with City systems.

#### E. Implementation Strategy

- Develop a prioritized implementation plan with timelines, responsible parties, cost considerations, and measurable indicators.
- Identify potential funding sources and partnerships.
- Provide tools for monitoring progress and updating the plan over time.

#### F. Final Plan Preparation

- Produce a visually compelling, user-friendly Master Plan document.
- Provide digital and print-ready formats, including maps, graphics, and appendices.
- Present the final plan with City staff to the City Council and Planning Commission.

### 4. Deliverables

At a minimum, the consultant shall provide: an existing conditions and data analysis report; a documented community engagement summary; a complete draft Master Plan for staff and public review; final future land use mapping and GIS files compatible with City systems; a prioritized implementation strategy; and a final adopted-ready Master Plan in both digital and print-ready formats, along with presentation materials for the City Council and Planning Commission.

### 5. Project Timeline and Phasing

The Master Plan update is organized into five phases. Phases may overlap where noted. City staff will assist in community engagement and stakeholder coordination, with the consultant providing the professional work products identified in each phase.

Step	Timeline	Task
1	5 months August 2026 to January 2027	Initial citywide engagement. Video series will occur during this time. Survey will be online. Neighborhood listening sessions. Pop-up tents at events or shops. Existing Conditions and Data Analysis
2	3 months May occur concurrently with community engagement	Stakeholder groups. Have commissions review the plan and answer a guided questionnaire provided by staff.
3	5 months January 2027 to May 2027	Review initial feedback from community and stakeholders.

Step	Timeline	Task
		Prepare draft report (the phase where the most consultant support is needed). Future Land Use Plan and Mapping. Implementation Strategy.
4	3 months May 2027 to July 2027	Community engagement, sharing the draft plan and getting feedback.
5	4 months August 2027 to November 2027	Final plan preparation and adoption.

### Section III. Cost Proposal Form

The proposer shall complete the tables below with to be part of the RFP. All amounts shall be entered as not-to-exceed figures and shall include all labor, overhead, materials, travel, and other costs necessary to complete the Scope of Work in Section II. The Grand Total Not-to-Exceed amount entered in the certification block shall constitute the maximum compensation payable under any resulting contract. Where a task is to be led by City staff at no cost to the consultant contract, the proposer may enter zero and add a brief note.

#### A. Cost by Scope of Work Task

Scope of Work Task	Professional Services / Fees (\$)	Reimbursable Expenses (\$)	Task Not-to-Exceed Subtotal (\$)
A. Existing Conditions and Data Analysis			
B. Community Engagement			
C. Vision, Goals, and Policy Framework			
D. Future Land Use Plan and Mapping			
E. Implementation Strategy			
F. Final Plan Preparation			
<b>Total (Not-to-Exceed)</b>			

#### B. Key Personnel Hourly Rate Schedule

List the key personnel proposed for this project and their billing rates. This schedule will be used to price any additional services requested by the City beyond the Scope of Work in Section II.

Name	Role / Title	Hourly Rate (\$)	Estimated Hours

#### C. Reimbursable Expenses Detail

Itemize the reimbursable expenses included in the Task table above. The total shown here should equal the total of the Reimbursable Expenses column in Table A.

Expense Category	Estimated Amount (\$)
Travel and mileage	
Printing and reproduction	
Materials and supplies	
Other (specify)	
<b>Total Reimbursable Expenses</b>	

#### D. Certification

**Grand Total Not-to-Exceed Cost Proposal: \$ \_\_\_\_\_**

The undersigned certifies that the amounts stated above are firm, represent a not-to-exceed price for the complete Scope of Work in Section II, and that the undersigned is authorized to bind the firm to this proposal.

Firm Name: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Printed Name and Title: \_\_\_\_\_

Date: \_\_\_\_\_