

<b>RFP-RH-15-054</b>							
<b>Auburn Road Corridor Study</b>							
<b>NAME</b>	<b>McKenna Associates</b>	<b>LSL Planning, A SAFEbuilt LLC Company</b>	<b>Gibbs Planning Group</b>	<b>Fleis &amp; VandenBrink (F&amp;V)</b>	<b>Giffels Webster</b>		
<b>ADDRESS</b>	<b>235 East Main Street, Suite 105</b>	<b>306 S. Washington Suite 400</b>	<b>240 Martin Street</b>	<b>27725 Stansbury Boulevard Suite 150</b>	<b>1025 East Maple Road</b>		
Years in Business	37	23	1988	22	67		
Type of Organization	Did Not State	Corporation	Corporation	Corporation	Corporation		
How Many Years has your company been providing the types of services described in the request for proposal? Please explain.	McKenna Associates is a leading Michigan planning, urban design, landscape architecture and municipal consulting firm whose primary business is assisting communities with master planning, zoning, placemaking, parks and recreation planning, zoning, grants and community development for the past 37 years.	LSL Planning has been providing planning services since 1996 (19 years). Services we provide include comprehensive community planning, zoning and form-based codes, transportation planning, and ongoing municipal services.	GPG, PlaceMakers and Hall Engineering have a combined history of over 50 years of professional planning services with projects that are similar or share aspects of the Olde Towne plan.	F&V has been providing a majority of the services in the RFP since their founding 22 years.	Since 1952 have been providing civil engineering, landscape architecture, municipal consulting, planning, land development consulting, environmental consulting, and surveying.		
How many clients does your company currently serve with the type of services described? Explain capacity of the services provided.	McKenna currently serves over 100 communities. McKenna offers a depth and variety of innovation and service that will be an important resource for you.	SAFEbuilt, LLC currently provides building department, community improvement, and/or planning services to over 300 municipalities, including communities in Colorado, Michigan, Ohio, Wisconsin, South Carolina, Georgia, and Florida. LSL Planning, A SAFEbuilt LLC Company currently provides planning services for over 60 communities across 6+ states. Services include comprehensive community planning, zoning and form-based codes, transportation planning, and ongoing municipal services	Longwood, FL - Retail market study, lead a public workshop, develop a strategic plan for city & key development areas, site development analysis, wrap-up public workshop. Three Rivers, MI-Urban planning for a former hospital site, review existing, illustrated alternative master plans, public meetings. Ferndale, MI-Retail, office, and residential market studies. Helena, MT - Retail market study, master planning charrette. Town of Whitehall, DE - Update previous GPG market study. Benton Harbor/St. Joseph, MI - Retail market study, master planning charrette. Grosse Pointe C of C, Grosse Pointe, MI - Retail market analysis, assist PR dept for marketing. Perdido Key, FL - Kick-off public meeting, retail market study, master planning charrette.	Currently Provides professional service to more than 250 cities, villages, counties, and townships throughout Michigan and Indiana. These includes: Conceptual Planning , Site Development MDOT, Architectural Design, Brownfield Redevelopment, Civil Engineering, Construction Mgmt. Demolition Mgmt., Electrical Eng. Emergency Mgmt, Energy & Sustainable Design , Water Treatment, Environmental Investigation and Remediation, Field Eng. and Tech Support Hydro geological, Grant & Financial Asst. Land Acquisition, Land Surveying Landscape Architecture, Mechanical Design Municipal Engineering, Operations and Tec. Support, Property Assessment Structural Engineering, Traffic Engineering, Wastewater Treatment, Water Treatment	Over 32 clients with similar services rendered. Most with working relationships for at least 20 years.		
Please provide a list of client references. Include name, address, phone number, contact person and briefly describe scope of services performed. Include Public Sector agencies with similar projects.	Van Buren Township, Michigan (Wayne County) Belleville Road Corridor Plan Walkability Audit Mrs. Susan Ireland, Director, Downtown Dev. Auth.	Michigan Avenue Corridor Plan, Triangle District Plan/Code, Southern Gateway Plan, Miscellaneous Planning Studies, Grand River Corridor Plan, Ongoing planning Services, Zoning, Downtown Plan, Columbus, OH OSU Campus District Plan, Canton Township, Economic Development and Strategic Marketing Handbook	City of Marquette DDA, Fort Wayne Development Commission Fort Wayne, IN, Woodward Avenue Action Association, Royal Oak, MI, Walloon Village, Jonathan Borisch, Steadfast Consulting & Investments, Grand Rapids, MI, City of Sarasota Sarasota, FL	City of Burton, Burton, MI, City of Grand Blanc Grand Blanc, MI, City of Portland, Portland, MI, Lansing Economic Area Partnership (LEAP) Lansing, MI, Michigan Main Street Center Lansing, MI 48912	Boji Tower, Lansing, MI, Inkster Market Place, City of Perry, MI Perry Zoning Ordinance, Bruce Township, MI, M53 - 33 Mile Access Project, City of Ferndale, MI, Complete streets planning and implementation. Ongoing, Commerce Township, MI Municipal Engineering Services. Ongoing.		
	Garden City, Michigan - Ford Road Corridor Plan,						
How many does your company employ?							
Full Time Employees	17	242	2	170	86		
Part Time Employees	3	120	2	15	0		
How many engineers does your company employ?							
Total Engineers	0	0	0	Did not list	36		
Total P.E. Engineers	0	0	0	Did not list	19		

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Describe the smallest and the largest local governmental project your company has been involved with. Identify personnel involved.	We serve over 100 public sector (governmental) clients. The smallest local governmental project involved a community of few than 1,000 residents (Lincoln, MI), and the largest projects have involved communities with populations over 100,000. Mr. Jackson and Mr. Lippens have worked in both large and small-scale communities including: Sterling Heights, Rochester, Oxford, Birmingham, Grosse Pointe, Van Buren Twp., and several other communities.	Smallest Projects are our ongoing planning and zoning clients for day to day questions on problems that may arise. Brad Strader and Caitlin Malloy-Marcon help their clients on questions related to transportation, zoning, land use, and site plans. Largest projects are typically for large-scale transportation projects funded by agencies such as MDOT, SEMCOG, or the RTA. Often involve multiple consultant team members, multi-year planning processes, myriad meetings and coordination, and the development of alternatives to meet federal guidelines. Both Brad and Caitlin are currently working on the RTA Rapid Transit projects for Michigan Avenue and Gratiot Avenue.	Smallest - Gibbs planning group conducted a retail and residential market analysis for the City of Corunna, MI. Largest - Retail analysis for downtown Houston, TX, resulting in recommendations for policy, design, and physical enhancements in 3 focused shopping zones and to create a walkable, continuous shopping spine linking the convention, Main Street, financial, courthouse, theatre and Historic Square Districts.	F&V typically works with small to medium sized communities, such as Bloomfield Hills (est. pop. 3900), but have worked for larger communities and clients such as the City of Flint (est. pop. 102,400) and Bloomfield Township (est. pop. 41,000)	Smallest: Perry, MI Involved staff - Matt Schawnitz, Mark Lloyd, Deidre Clein Planning and economic development services. Largest Community: City of Detroit Involved Staff - Michael Darga, Stacey Tobar, Mark Hansen Numerous civil and site improvement projects throughout the city for 20 years. Non-motorized master plan for Jefferson Ave., Cass Corridor, and Central Business District. Complete civil design and engineering for the district of the new Red Wings Arena, Campus Martius Park, Brush Park, Orleans Landing.			
Describe the resources you are capable of bringing to the City of Rochester Hills. Include specific information on specialized resources available, in particular, transportation, public facilitation, etc.	Certified by the International Association of Public Participation (IAP2) and the National Charette Institute (NCI). Understand challenges of managing community change, follow these organizations' proven principles for effective public participation and have successfully used wide array of tools that are now available to communicate with and engage citizens and stakeholders. Highly qualified in transportation systems and complete streets planning. Team includes nationally recognized and award winning experts. Firm has 38 year record of corridor planning that includes many successful streetscape in Plymouth Township, and more recently, the LaPlaisance Road Corridor Plan in Monroe Township.	LSL Planning are leaders in community planning, zoning, transportation, form-based codes, corridors, neighborhoods, and campus planning and a wide array of public involvement. Customized best-practice plan, Expertise in a wide range of planning, Multi-modal complete streets, corridor management plans.	Over 25 years exp with real estate market research and urban planning. Pioneers of New Urban movement, created many of its standards and processes, and has consulted on over 400 retail and office land uses, use innovative, practical techniques for traffic calming, form based codes and placemaking. Hall Engineering is national expert on planning and designing walk able urban streets, with inventory proven street design standards. Professional engineer with years of experience working with transportation department engineers. PlaceMakers authored the SmartCode and have implemented form based codes across the U.S. Their broad experience features techniques and details for calibrating the built environment.	As a full service civil engineering firm and architecture firm, F&V is capable of providing the City with a complete array of services and resources. They offer a variety of one-stop-shop.	Team has hands on experience reinforcing the implementation of their own expertise. Market Study Strategic Implementation.			
Submit Profiles of staff to be assigned to this project and examples of similar work performed by each staff member	John R. Jackson, AICP, Executive Vice President Project Director/Placemaker.	Provided	Provided	Provided	Provided			
Describe method of communications with your clients.	Meetings, telephone, email, fax, cellular phone, monthly status reports, and client satisfaction questionnaires.	We promptly respond to phone calls and emails from clients. We establish regular lines of communication between key city staff and team members. We will discuss the means of communication at our kick off meeting.	Regular and open communication with clients. During the Olde Towne planning process GPG will be available for weekly conference calls or meetings with the City. If the planning Charrette is chosen, the entire GPG team will be on-site in a temporary studio and available to meet with the City Staff and stakeholders. In addition, the GPG project manager will be available for additional conference calls or meetings with the city as requested. GPG will also send weekly email progress updates.	Constant communication is vital in every project and task. Point of contact Mike Labadie will be available by cell phone, during and after office hours, and on weekends. Periodic project status reports and progress meetings. Regular or periodic office hours at the City are also available if desired. Urgent email alert system which informs you of potential grant funding sources as they become available.	Public Facilitation and community Input-Community Remarks, a mobile web-based portal to capture input and provide real-time information. Develop, disseminate and track survey input Social Media. Develop proactive communications strategies. Create community input visual board for one location. Public sessions			

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How are consultants managed within your organization?	We maintain strong and loyal relationships with these contractors which have resulted in smooth and seamless project coordination, communication, and management. Consultants are required to execute a standard contract with McKenna specifying standards, scope of services and end products specific to each project. The consultant submits monthly invoices which identify the phrase of work that the invoice applies to with % complete according to the budget and scope of work.	LSL uses our Project Management Protocol that identifies a principal in charge, a project manager and additional staff who support the project manager.	GPG has consulted with PlaceMakers and Hall Engineering for over two decades. Established proven working relationship that is based on regular communication over a history of successful planning commissions. During Olde Towne project, GPG, acting as lead, and its consultants will communicate on a regular basis, and each firm will have well defined tasks with strategic review processes.	DPN will be managed by project manager, Mike Labadie, who will maintain frequent communication with them.	Developed a strong working relationship with many technical firms that specialize in the services we outsource. Can be assured that all the consultants they use are experts in their fields, as well as highly professional and an asset to the project.			
Provide a detailed timeline for this project.	We are proposing a 12 month project timeline which can be adjusted to accommodate the City. Project Initiation - Month 1 Identity, Quantify, Analyze - Month 1-3 Public Engagement- Month 1-7 Preliminary Recommendations and Alternatives - Month 3-8 Urban Design Framework - Month 6-9 Strategic Action Plan - Month 8-10 Adoption - Month 10-12	Phase 1: Preparation - Winter 2015 Phase 2: Understanding - Spring 2016 Phase 3: Vision and Plan - Spring and Summer 2016 Phase 4: Implementation - Fall 2016	Task 1: Corridor Land Use and Design Plan (120 Days) Task 2: Olde Towne Trade Areas and Market Analysis (60 days) Task 3: Strategic Implementation Policies (90 days) Task 4: Public Participation (150 days)	No Timeline listed Phase 1: Articulate / Discovery - Data Collection, Kick-off Meeting, Discovery Phase 2: Envision / Explore - Public Input, Profile Economics Phase 3: Refine - Market Analysis refinement, conceptual planning & sketches that address and convey options Phase 4: Enact - Develop final corridor visioning plan, develop action program, present final corridor visioning plan to city for approval	Month One - Kick off meeting, data gathering, review existing policies/documents, site assessment. Month Two/Three - Market analysis of gathered data, In-field market survey, launch project site in social media, stakeholder forum and on-line survey, SWOT Analysis, Review forum input and draft documents. Month Four - Review Preliminary conceptual streetscape designs, establish precedent images of new corridor character, engage stakeholders through social media, one on one visits, conduct community outreach presentation. Months Five and Six - Review draft comments and incorporate market analysis, begin development of strategic implementation plan, engage stakeholders through social media, refine streetscape concepts and design standards, develop "fly over" graphics of sample area. Month Seven - Review and refine recommended policies and ordinances, share draft marketing graphics, engage stakeholders through social media. Month Eight - Review final streetscape design and precedent images, engage stakeholders through social media, conduct a second community outreach presentation. Month Nine - Final documents edits complete, final presentation of documents and support graphics to the City of Rochester Hills Plan Commission. Month Ten and Eleven - Final Hearing and Adoption of Plans and Strategies. Month Twelve - Documents posted online as tools, Implementation begins.			

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Provide a description of the deliverables to be provided at the end of the engagement.	Deliverables summary - Documents: - Electronic .pdf copy of all draft materials - Ten original copies of each of the Urban Design Framework modules with graphic boards - Electronic .pdf pf marketing materials - One electronic .pdf copy of the final plan Meetings: 22 included in scope plus 28 scheduled calls Communication Plan: - Bi-monthly calls (18) - Progress reports (4) - Includes one kick-off meeting Steering committee meetings (5)	Will provide the City with 25 Hard Copies of the plan, PDF versions of final documents and maps, Adobe InDesign version of the plan with Microsoft Word exported narrative sections, and ArcGIS shapefiles.	Task 1: Scaled master plan, 6 scaled site sections, 6 birds-eye view diagrams, 2 watercolor illustrations, 30 page min. illustrated report, PowerPoint presentation of recommendations. Task 2: 50-page min. illustrated retail, office & residential market analysis, PowerPoint presentation of analysis. Task 3: 10 page minimum illustrated form base code, specific recommendations for zoning code modifications, 10-page minimum illustrated implementation recommendations, 5-page min. illustrated phasing plan. Task 4: Up to 20 public presentations, up to 25 meetings or telephone conferences with city staff, up to 25 stakeholder focus group or individual meetings, other public meetings and presentations as mutually agreed. GPG shall also be available to lead a 4-5 day Public Charrette if preferred by City, to be conducted per NCI guidelines. Electronic documents-will provide web-based document that is user-friendly including hyperlinks, easy to understand terminology and effective master graphic to format. Shall produce all draft materials in pdf format. Upon Acceptance by city they shall provide 25 paper copies of the final document and one electronic pdf copy.	Nine paper copes of the visioning plan report, including: -Meeting input and documentation including visual preference results. -Conceptual plans - Rendered 24"x 36" presentation boards for the project area for presentation use. Provide electronic format (PDF) of Visioning Plan.	Three web based "documents" with hyper-links, A corridor design booklet, Three 24"x36" color renderings suitable for display in public forums, market study, strategies for immediate implementation will direct effort of redevelopment, Manual will reference both the corridor design booklet as directed by the market study results. All documents will be available as a printable booklet and in electronic form suitable for the City's ongoing use.			
Is a contract required? If so, please attach a copy of your standard contract.	Yes	Yes. A copy of the standard contract is included with the proposal.	Yes	Yes	Yes			Yes
What are your billing procedures?	McKenna shall submit a monthly invoice based upon the estimated % complete and a description of the services performed. The City shall within 30 days satisfy itself as to the performance of such work and pay the amount for services and reimbursement requested by said invoice.	SAFEbuilt and LSL Planning have an in-depth SOP for billing. A high level summary is that the project team first tracks and reports on project data. The team then reviews and approves the data, it flows into the client invoice. Receivables submits the invoice to the client.	Will invoice the city on a monthly basis or at the completion of each step.	F&V will tailor our billing procedures to meet the needs of you.	Prepares and submits invoices on a bi-weekly basis.			
Have you been involved in any litigation during the past five years? If so, provide explanation.	During the past 37 years McKenna has been named in lawsuits; always along with a municipality over zoning issues; all have been dismissed without a trial; no judgment against McKenna has ever resulted.	LSL Planning, a SAFEbuilt LLC Company has not been involved in any litigation during the past 5 years.	No	Yes. Named in a suit by Cooley Law School vs. Indiana Insurance and Diversco Const. Co in relation to basement flooding from a broken water main. Released from suit. Named in suit by Auto Owners vs. Gerace const. in relation to building damage due to vibration during construction of a pump station. Released from suit. Four other suits also listed.	Has not been sued. They have provided support for municipal and private developers in a variety of ways such as professional witness and technical expertise.			

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Provide a complete Cost Proposal (#5 Cost Proposal in Selection Criteria) including full hourly (billing) rates for each person assigned to this project. Estimate the amount of time each person will spend on each task identified in the work program. Show estimates for materials, travel, and other reimbursable expenses. Show total project cost as a not-to-exceed amount. Clearly define all relative direct and indirect costs. Include current fee schedule.	Project Initiation - \$3500 Total task hours 41 Identify, Quantify, Analyze - \$7000 Total task hrs. 81 Public Engagement - \$17,500 Total task hrs. 204 Preliminary Recommendations and alternatives - \$14,000 Total task hours 163 Urban Design Framework - \$14,000 Total task hrs. 163 Strategic Action Plan - \$3500 Total task hours 122 Adoption - \$3500 Total task hours 41 Totals - \$70,000 and 815 Hours <u>Staff Fee Schedule - Per Hour</u> President - \$120 Executive or Senior Vice President - \$115 Vice President - \$110 Director - \$110 Senior Principal or Manager - \$95 Principal - \$90 Senior - \$78 Associate - \$68 Assistant - \$55 Aide - \$44 Administrative Assistant - \$42	Bill Strader - 20 hours @ \$175 per hour Caitlin Marcon-Malloy - 140 hours @ \$115 per hour Planner - 128 hours @ \$92 per hour H. Kohn - 120 hours @ \$125 per hour Aaron Domini - 74 hours @ \$120 per hour Stephen Dearing - 12 hours @ \$135 per hour Heather Seyfarth - 25 hours @ \$100 per hour David Tobar - 56 hours @ \$125 per hour Labor Subtotals - \$66,376 25 Plan Copies - \$750 Expenses - \$2874 Total Fee - \$70,000	Task 1 - \$36,000 285 Total Hours Task 2 - \$6,000 80 Total Hours Task 3 - \$18,000 142 Total Hours Task 4 - \$10,000 88.5 Total Hours Total - \$70,000  GPG Team Hourly Professional Billable Rates Principal - \$200/hr Associate - \$100/hr Clerical - \$50/hr Intern - \$25/hr	Sr. Project Manager, Sr. Planner, Principal in charge \$148-\$183 per hour  Project Manager, Sr. Engineer, Sr. Architect, Sr. Geologist \$104-\$148 per hour  Project Engineer, Professional Surveyor, Sr. Landscape Architect, Sr. Tech. \$104-\$130 per hour  Engineer, Engineer EIT, Geologist, Landscape Architect, Sr. Technician \$77-\$104 per hour  Survey Crew Chief, Sr. CAD Tech. \$91-\$104 per hour  Tech., CAD Tech., Survey Tech. \$77-\$92 per hour  Project Assistant, Field Assistant \$51-\$77 per hour *Instead of rolling direct and indirect expenses into our hourly billing rates as other consultants may do, they itemize these expenses separately.	Corridor Land Use and Design Plan \$28,500 - \$31,000  Old Town Trade Area & Market Analysis Range \$21,500 - \$23,000  Strategic Implementation Policies Range \$15,000 - \$16,000  Includes the costs for CAD time, travel, and electric survey equipment in their lump sum budget or estimate. Mileage is paid to our employees and is covered in hourly fee.			
Do you charge an administrative overhead for sub consultants? Please explain.	No administrative overhead is charged for subconsultants.	No. They bill you what they bill us for time and expenses worked on the project. Any coordination with subconsultants is built into budget.	No	No. Depending on the particular project, scope, and budget, you will only be billed for time and materials spent on project.	Reimbursable expenses used for this project, such as sub-consultant fees, reproducible costs, blueprints, photos, shipping, etc. will be billed at invoice amount plus 15 percent for handling and are not included in the lump-sum budget or estimate.			
Can you meet insurance requirements?	Yes	Yes	Yes	Yes	Yes			Yes
List any exception/alternates to the specifications contained in this Request for Proposal.	No Exceptions	No Exceptions	No Exceptions are anticipated. As an alternative public process, GPG proposes a public 4-5 day planning	The indemnity clause is too broad and it does not appear to limit the indemnity to comparative fault. They propose	None			
Preferred payment method	Check - minimally 60 days from receipt of invoice.	Check - minimally 60 days from receipt of invoice.	ACH - 45 Days from receipt of invoice.	Check - Minimally 60 days from receipt of invoice.	Check - minimally 60 days from receipt of invoice.			