

White Lake Civic Center District White Lake, Michigan

Request for Qualification (RFQ) Owners Representative Service



Section 1
Advertisement for Statements of qualification

Publish: January 07, 2019 thru February 01, 2019

White Lake Township, requests statements of qualification from qualified economic development and marketing firms to aid the Township in marketing a 26 acre site in the heart of White Lake's commercial core, into a walkable Civic Center District.

Statements of qualification shall be received by the White Lake Township Clerks office located at 7525 Highland Road, White Lake, MI 48383 not later than 10 a.m., Monday, February 04, 2019.

Section 2
Introduction

White Lake Township owns a 26 acre parcel located on the south side of Elizabeth Lake Road near the intersection with M-59 (Highland Road) which has 20,000 to 50,000 vehicle trips per day. This area is directly south of a commercial shopping center with a Floor Area Ratio of 0.17. The White Lake Township Library is currently constructing a new 28,000 square foot library that is set to open in spring of 2019. The White Lake Library is being built on 9.2 acres immediately adjacent to the White Lake Township property. The Township has also acquired a 57 acre parcel using State recreation funding for the development of a Township Central Park. A robust public engagement process was held during 2017 to create the foundation for the Civic Center District, the CiDi Study done by inFORM studio. This Civic District Development Study can be found on the Townships website www.whitelaketwp.com. White Lake Township has created a Civic Center District Committee to help provide continued public engagement as a part of this development process.

Section 3 Project Description

White Lake will be looking for qualified firms to provide insight into delivering services that will allow White Lake Township to form a public / private partnership in order to develop a new Township Civic Center District that includes a municipal, and public safety building. The firm should be able to discuss relevant economic and market studies needed to effectively market the Civic Center project. The firm should be able to demonstrate its role in similar projects in the Midwest, United States or abroad.

Section 4 Submittal Requirements

Submit ten (10) paper copies and one (1) electronic PDF version of the statement. The statement should be limited to 25 pages (one sided) including pictures with a font size no smaller than 11 point. Preprinted brochures or literature supplied, as described in the relevant project experience section below, will not count toward the page limit. These items should not be attached to the statements of qualification.

The submittal must contain the following information:

- 1. Cover Letter:** Provide name and address of the firm(s) and project contact person with address, telephone number, and email address. Acknowledge receipt of any addenda if applicable. Summarize your understanding of the project scope and services being required. Provide a statement indicating your ability to provide timely services for this project and to meet the requirements of the proposed schedule. Provide a one-page summary of the benefits you believe the Owner would receive from selecting your firm. The cover letter must be signed by a duly authorized official of the firm.

- 2. Project Team**
 - a. Prepare an organizational chart showing your firm's team, and identify those individuals you propose to assign as Project Manager, and other key positions.
 - b. Provide résumés or a listing of information for each person included in your proposed project team. State the educational background of each individual, years of experience, length of employment with your firm, and previous project experience. For each person, list specific responsibilities on this project, experience on multi-purpose event centers project of similar size and type, specific qualifications applicable to this project, and current work assignments and availability for this project.
 - c. Define which resources you possess which would enable you to back up and support your assigned staff?

- d. List other assignments your Project Manager will be handling during the period of assignment to our project.

3. Relevant Project Experience: Provide examples of projects your firm has worked on that have been like the White Lake Civic Center project or similar projects in size and scope constructed within the past ten (10) years. Provide information on each project that will allow the Township to evaluate your work against the selection criteria noted in this RFQ. Indicate for each project the following minimum information:

- a. Name of project, location, and construction date.
- b. Name of project manager responsible for project.
- c. Types of multi-purpose functions included in project.

Describe other relevant project experience within the past five (5) years with reference contacts.

Proposers may provide preprinted brochures or other literature you feel will be helpful in understanding your firm's unique capabilities and experience. Do not include this material in the body of your proposal.

4. Special Resources: A description of special resources or capabilities your organization could employ on the project which would enhance the value your organization would bring to the project.

Describe what steps your company has taken during recent years to be innovative and progressive in the development of your business and state how these activities serve your clients.

Section 5 Questions and Addenda

Questions regarding this RFQ shall be submitted in writing to Sean O'Neil, AICP the Planning Director, at soneil@whitelaketwp.com and Jason Iacoangeli AICP, at jasoni@whitelaketwp.com. Answers to questions will be posted to the Township's website at www.whitelaketwp.com. The deadline for questions is 2 p.m. Eastern Time, January 21, 2019. Answers will be posted by 5 p.m. January 21, 2019.

Final RFQ statements of qualification, (10) copies and one (1) electronic copy on a flash drive shall be submitted to Clerk Terry Lilley, White Lake Township, 7525 Highland Road, White Lake, 48383.

If deemed necessary, addenda to the RFQ will be issued and posted on the Township's website at www.whitelaketwp.com (RFQ CIVIC CENTER)

Responding firms are prohibited from communicating in any other manner about this project with any other Township employee from the date of issuance of this proposal until the final selection.

Section 6 Review of Statements of qualification and Selection of Finalists for Interviews

Upon receipt of the statements of qualification, the Township will determine a short list of firms whose statements of qualification are deemed most qualified to receive an interview for the project. Shortlisted firms receiving an interview will be based on the following criteria:

1. Firm Background and applicable experience (40%) including:
 - a. Experience with comparable projects
 - b. Past performance for the Township or similar organizations
 - c. Knowledge of local or regional conditions (Oakland County, State of Michigan)
 - d. Recent, current, and projected workload
2. Project team key leadership background and applicable experience (40%) including:
 - a. Experience with comparable projects
 - b. Abilities of personnel
 - c. Ability to meet time and budget requirements
 - d. Ability to complete the work in a timely and satisfactory manner
 - e. Recent, current, and projected workload

3. Broader team structure as identified in the organizational chart, background and applicable experience (10%) including:
 - a. Experience with comparable projects
 - b. Managerial Resources
 - c. Abilities of personnel
4. History of project team working together on other similar projects (10%)

The short list of those firms deemed most qualified will be invited to participate in an interview. White Lake Township reserves the right to reject any or all statements of qualification and issue subsequent Request for Statements of qualification.

Section 7 Interviews

For short-listed firms, the interview date will be confirmed shortly after the RFQ is closed. The interview will consist of up to a 30 minute presentation by the selected firm, an extensive question and answer session, and a 5-minute wrap-up. The proposed key project personnel must participate in the interview. Only project personnel who will have an active key role in the project should participate in the interview.

Section 8 Selection Criteria

The Township will rely on the qualitative information contained and presented in the statements of qualification, interviews, and reference checks in making the decision to select the most qualified firm to provide services for this project. Selection criteria will be based on:

1. Project team key leadership background and applicable experience (40%) including:
 - a. Experience with comparable projects
 - b. Abilities of personnel
 - c. Ability to meet time and budget requirements
 - d. Ability to complete the work in a timely and satisfactory manner
 - e. Recent, current, and projected workload
2. Broader team structure as identified in the organizational chart, background and applicable experience (20%) including:
 - a. Experience with comparable projects
 - b. Managerial Resources
 - c. Abilities of personnel
3. History of project team working together on other similar projects (5%)

4. Project Management Approach and Technical work progress (15%) including:
 - a. Reporting
 - b. Estimating, and cost management tools

5. Proposal, Interview Response (20%) including:
 - a. Understanding of project
 - b. Organization/presentation of proposal and interview

**Section 9
Selection Schedule**

| | |
|-----------------------------|--|
| January 07, 2019 | RFQ posted on Township's Website |
| January 07, 2019 | Public Notification |
| January 21, 2019 | Deadline for questions |
| February 04, 2019 | Statements of qualification received at Township Hall |
| February 11-15, 2019 | Anticipated selection of firms for interviews |
| February 25-28, 2019 | Potential Date of Interviews |
| March, 2019 | Anticipated Notice to Proceed |