

OGEMAW COUNTY BOARD OF COMMISSIONERS

RESOLUTION TO REQUEST PROPOSALS FOR MASTER PLAN UPDATE/REWRITE

RESOLUTION NUMBER 26-111

ADOPTED July 9, 2026

WHEREAS, the Ogemaw County Board of Commissioners adopted the Ogemaw County Zoning Ordinance in July 1997; and

WHEREAS, Ogemaw County adopted the current Master Plan on November 10, 2016; and

WHEREAS, the Michigan Planning Enabling Act (MCL 125.3845) requires that a new Master Plan be adopted or amended at least every five (5) years; and

WHEREAS, the Board of Commissioners in conjunction with the Ogemaw County Planning Commission, feel an update and/or new Master Plan is needed.

THEREFORE, BE IT RESOLVED that the Ogemaw County Board of Commissioners hereby approve the Request for Proposal for Master Plan Update/Rewrite.

Motion by Scott, second by Surbrook, to approve the foregoing resolution:

Ayes: David, Scott, Surbrook, Mayhew

Nays: None

Absent: Wiltse

OGEMAW COUNTY

Request for Proposals Master Plan Update/Rewrite

Purpose

The Ogemaw County Board of Commissioners is soliciting proposals for a new master plan to be completed in 2026/2027. Respondents must offer a proposal that will meet the scope of services, requests, and general description of the work activities identified in the Request for Proposals (RFP) and be following the Michigan Zoning Enabling Act, Act 110 of 2006, and the Michigan Planning Enabling Act, Act 33 of 2008.

Background

Ogemaw County, established in 1875, is a 575-square-mile county in the northeastern Lower Peninsula of Michigan. Ogemaw County is bordered by Oscoda to the north, Iosco to the east, Gladwin/Arenac to the south, and Roscommon to the west. The County is comprised of 17 local units of government, including 14 townships, 2 cities, and 1 village. Ogemaw County is primarily rural with active economic development and recreational activities. The current County Master Plan and Zoning Ordinance can be found at: <https://www.ocmi.us/zoning/>

Plan Objectives

1. Review the current County Master Plan and identify the most important sections to remain, be revised, or be removed. This review should identify deficiencies in the current plan and include the most important elements that should be incorporated into the updates of the revised plan.
2. Incorporate any zoning ordinance updates where relevant.
3. Conduct public engagement sessions to gather input from community stakeholders, with priority given to key concerns affecting the master plan.
4. Engage the West Branch Rose City Public School District and the Whittemore Prescott School District leaders to gather the key needs necessary for our public schools.
5. Address utility-scale solar energy, Wind Energy, Battery Energy Storage Systems, and Data Centers.
6. Determine a fair amount, proper location, and nature of multi-family/affordable housing units.
7. Address the sustainability of commercial/industrial development.
8. Identify opportunities for mixed-use developments in the county.
9. Develop marketing and economic development strategies in accordance with the RRC program guidelines.
10. Determine a clear direction for how and where development/redevelopment should occur over the next 5, 10, 15, and 20 years.
11. Evaluate existing goals and objectives, explore implications of aging population, consider change in public opinion, review land use designations, address regional changes, and review previous corridor status.
12. Determine a specific implementation plan for immediate, short-term, and long-term goals, as well as determine applicable measurables.
13. Evaluate the impact on future land use caused by existing public water and sewer, as well as realistically anticipated extensions of public water and sewer.
14. Provide Master Plan and Future land use and zoning maps to applicable partnering entities.

15. Review current transportation plans and potential future needs relating to transportation infrastructure.
16. Strengthen goals and recommendations for parks and non-motorized transportation facilities.
17. Review and evaluate strategic partnerships for Ogemaw County and their impact on planning and development.
18. Make specific recommendations regarding zoning ordinance shortfalls and areas for improvement.

Submittal and Schedule

1. Submit all required materials as detailed in the Proposal Content no later than 4:30 P.M. on August 3, 2026, into a sealed package clearly marked as indicated:

Company/Name of Firm

Ogemaw County Master Plan Update/Rewrite

2. Proposal shall be submitted to:

Francine Zysk, PhD.

Ogemaw County Administrator

806 W. Houghton Ave. – Suite 107

West Branch, MI 48661

3. The following preliminary schedule has been established:

- Advertise Request for Proposals (RFP): July 13, 2026
- RFP Submittal Deadline: August 3, 2026 @ 4:30 pm
- Proposal Review & Consultant Interviews (as needed): August 20 – August 31, 2026
- Award of Contract by Ogemaw County Board of Commissioners: September 10, 2026
- Master Plan Kick-Off: October 1, 2026

4. The County reserves the right to reject any or all responses to this RFP, to advertise for new RFP responses, or to accept any RFP response deemed to be in the best interest of the County. The County reserves the right to use its staff to complete a portion or portions of the described activity and to negotiate rates per activity after bids have been received. A response to this RFP should not be construed as a contract, nor indicate a commitment by Ogemaw County of any kind.

Deliverables

1. One (1) unbound original copy of the new Master Plan
2. Ten (10) bound copies of the new Master Plan
2. A digital copy of the new Master Plan in .pdf format
3. A digital copy of the Master Plan in .docx format
4. All tables associated with the new Master Plan in .xlsx format
5. Any additional raw data

6. All pictures, graphics, renderings, and charts associated with the new Master Plan in .jpg format.

Proposal Content

1. Letter of Interest: Cover letter indicating interest in the project and identifying the firm's ability to provide the services needed.
2. Introduction: A brief description of the firm, including the number of years the firm has been in existence, the range of professional services, office locations, and staff size.
3. Work Program: In the project overview, describe the general project approach and process to be employed; describe a process approach that was used in the past to successfully complete similar projects; describe the proposed project schedule, including the timeline of major deliverables and completion.
4. Experience and Qualifications: A brief description of the firm's prior work relevant to this RFP, including the name, address, and phone number of the client references and the primary contact persons.
5. Consultant Personnel: Identify individuals from the firm's staff who will work on the project, along with a brief description of everyone and their experience.
6. List of Clients: Provide a list of comparable clients for which similar services have been provided, in addition to contact information for those clients.
7. Project Schedule: Provide an estimated project timeframe for meeting important project targets.
8. Estimated Costs: Submit cost estimates for each task associated with the preparation of the Master Plan and overall completion.

Selection Criteria

Proposals will be reviewed by the Ogemaw County Administrator and the Master Plan Committee. The Committee reserves the right to request additional information from firms submitting proposals. The following criteria will be considered in the evaluation of the proposals by the Committee.

1. Capabilities and previous experience in comparable projects, specialized experience, and technical competence of the consultant.
2. The firm's general approach to the project. Although the County has identified the general nature of services required, the consultant is given leeway to design the approach for the methodology to provide the proposed services.
3. Past record of performance on contracts with other governmental agencies, including such factors as quality of work, cost control, and demonstrated ability to meet scheduled deadlines.
4. Capacity of the candidate to perform the work in a timely manner, affirmatively respond to the inquiries and schedule of the County, and dedicate the appropriate personnel as the schedule dictates.
5. Qualifications of individuals who will have direct involvement in tasks on this project.
6. Compatibility with the County's financial obligations.