

White Pine Solutions

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Village of Stockbridge Planning Commission RFP: Update Existing 2008 Master Plan



White Pine Solutions



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September 16th, 2022

The Village of Stockbridge

305 W. Elizabeth St.
Room 107
Stockbridge, MI 49285

Dear Daryl Anderson:

White Pine Solutions is writing to be considered for the Village of Stockbridge Planning Commission RFP to update the 2008 Master Plan. Our team of experts is thrilled to collaborate with you to create a dynamic, innovative, and community-driven strategic plan.

White Pine Solutions delivers customized consulting services to organizations and businesses. We provide guidance on organizational development and offer professional expertise in strategic planning, organizational management, research, data analytics, fundraising, grant writing, and community outreach.

This RFP is seeking a consultant firm to fully update the Village of Stockbridge 2008 Master Plan. Key priorities include community outreach and input, partner collaboration, methodological design, research and data collection, data analytics, and reporting findings to the Stockbridge Planning Commission (SPC) as well as to the public. Our team possesses both the prior experience and skills needed to effectively meet these objectives.

We look forward to sharing our proposal with you. We are available to meet with you at your convenience. Thank you for your consideration.

Thank you,

Jessica M. Felder

President and Primary Contact
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White Pine Solutions offers personalized consulting services for organizations and businesses. We use a data-driven and community-centered approach to identify client needs and create tailored strategies.

Our team of specialists have more than 30 years of combined experience in organizational management and have successfully crafted strategic plans. We specialize in strategic planning, organizational management, research, data analytics, fundraising, grant writing, and community outreach.

The RFP calls for a consulting firm to facilitate the strategic planning process, establish a methodological approach in line with the needs of SPC, gather community focused research and data, coordinate input meetings and sessions with interested parties, and identify the current mission and activities. The main objective is to design an inclusive, modern, and community-centered master plan.

The master plan will provide a comprehensive vision for the Village of Stockbridge. It will address community needs, establishing priorities and goals, include a community profile, incorporate projects and programs since the 2008 Master Plan, and offer recommendations for the future. Additional themes, include but are not limited to, inclusion of the public and updating the master plan to match the needs of the community.



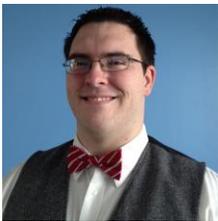
White Pine Solutions

White Pine Solutions was founded by Jessica M. Felder, Trent Varva, and Andrew B. Felder in 2022. Their aim is to offer support and guidance to local organizations and businesses.

Our leadership team has more than 30 years of combined experience in organizational management and have successfully completed a number of strategic plans.



Jessica M. Felder is an Independent Instructor and PhD Candidate of Political Science at Purdue University. She specializes in comparative politics and data analytics. Her professional research focuses on non-profit organizations and funding. Her work here at White Pine Solutions includes strategic plan design and management, data management, database creation, reporting, and grant writing.



Trent Varva is a seasoned field coordinator who has worked with non-profits, municipalities, political parties, and labor to execute coordinated field work in voter outreach for elections, ballot initiatives, recruitment campaigns, and community surveys. He graduated 2014 from Saginaw Valley

State University with a degree in Political Science and has worked for multiple organizations all across Michigan over the last 12 years. His work at White Pine Solutions focuses on strategic planning, community outreach, communication, and grant identification.



Andrew B. Felder is the Director of Community Outreach and Fund Development for the River Raisin Centre for the Arts (RRCA) and is currently serving in his third term on Monroe City Council. He has developed and led organizational recruitment since 2008 and worked with over numerous local

leaders to affect positive change in their communities. With a background as a data analyst, Andrew uses practical insights and a data driven approach to provide actionable intelligence to inform both process and operations of funding, recruitment, and electoral campaigns. He offers specializations in fundraising, financial reporting, methodological design, and data analytics.

For More Information

Visit us at whitepinesolutions.org, or find us on social media:



The **White Pine Solutions** team has the credentials and prior experience essential to the strategic planning process.

Jessica M. Felder obtained a formal specialization in Methodology while pursuing a PhD at Purdue University. This included instruction through the Methodological Cluster at Purdue University and courses at the Inter-university Consortium for Political and Social Research (ICPSR) at the University of Michigan Ann Arbor. She is a mixed methods scholar who works with both quantitative (large-N studies/surveys) and qualitative approaches (small-N studies/focus groups/interviews/case studies).

Two current studies include her project on DEI academic success in graduate programs and her research on non-governmental organization management. Through these projects she designed the methodological approaches, developed all methodological tools, received IRB approval, and conducted the data collection.

Jessica will be able to effectively craft a sound methodological approach that is informed by FCL services, the communities they serve, and interested partners. The approach will incorporate case study research, convenient surveys, focus groups, interviews, and planning sessions. She will assist in carrying out the methodological approach, analyzing the data, and writing the strategic plan.

Trent Varva has engaged in strategic planning for multiple municipalities in the state of Michigan. He worked with Bay City, MI to evaluate the city services. This included survey design, compiling data, and supplemental external research. This culminated in a report outlining public opinion on city services and next steps for the city.

Trent has worked on strategic planning for the City of Saginaw evaluating existing operations. He participated in strategic planning sessions with council members and senior staff. Feedback from participants was used to compile report that identified common strengths and weaknesses across various departments and areas where staff saw lack of resources. External research

was used to propose solutions and develop a six-month, twelve-month, two-year, and five-year action plans.

Trent will focus on research of the FCL communities and FCL services. This work will inform the methodological approaches used. He will assist with designing the survey instruments, interview questions, and session planning organizing. He will take the lead on data collection and compilation. Finally, he will use his extensive knowledge and expertise to inform the strategic plan.

Andrew B. Felder specializes in recruitment, outreach, and data analytics.

Community engagement is critical within his roles as a City Council Person and as the Director of Community Outreach and Fund Development. He regularly collaborates with community businesses, organizations, and people. He will assist in all outreach efforts, recruitment for the FCL strategic plan study, and be the point of contact for all invested partners. This includes the architectural firm.

Andrew has formally studied data analytics and has used this as a financial data analyst at Ford. He uses his statistics and technological skills to craft databases, clean data, run predictive modeling, and create reports on his crucial findings. He will assist with the data collection, analytics, and reporting process.

Strategic Plan

Component One: Project Initiation	
Objectives	Activities
Set up communication channels, make formal introductions, and set a working calendar.	Set-up lines of contact.
	Reach out to affected parties for introductions.
	Review internal documents on structure and organization.
	Establish Strategic Plan Committee.
	Create a meeting schedule and calendar.
Component Two: Facilitation and Coordination	
Objectives	Activities
Facilitate ongoing discussion with the Stockbridge Planning Commission, the Public, and other invested parties.	Attend Public Hearings as required by Act for updating Master Plan.
	Attend Village Council Meeting when updated Master Plan is Presented to the Council.
	Facilitate a discussion concerning Public Transportation.
	Facilitate a discussion concerning the Economic Development Plan.
	Determine if there is a Redevelopment Strategy provided.
	Determine if there are Priority sites for Development and a strategy for implementation included.
Component Three: Data Collection	
Objectives	Activities
Determine the current state of the 2008 Master Plan and include the voices of all invested parties within the updated Plan.	Conduct interviews/focus groups with relevant groups. Implement online survey with the broader public to gather input.

	Determine if Community Goals have changed since the Master Plan was written.
	Determine if Current Master Plan is user friendly with clear organization and graphics.
	Determine if there is a Master Plan Implementation plan.
	Determine if Recent Best Practices have been integrated into the Master Plan.
	Determine if there is an Upcoming Major Development projects.
Component Four: Research and Analysis	
Objectives	Activities
Build a community profile and address pressing needs of the community.	Update Census Data.
	Develop an inventory of economic assets.
	Identify any Upcoming Plan Amendments for upcoming year.
	Identify any Development Patterns changed since the plan was written.
	Determine if there have been any Major Changes such as Utility Lines, Major Road Improvements or Large Development Approval. Collaboration with the city administration will be required.
	Determine if there have been Instances when the Planning Commission has deviated from the Master Plan.
Determine if the Goals and Priorities of the plan are in sync with Goals	

	and Priorities of Appointed Officials and Elected Officials.
	Determine if the Current Master Plan address the Location and Types of Land Uses frequently requested with economic development staff member.
	Determine if any Studies have been completed that change the relevancy of the exiting Master Plan.
	Determine if the Background Data is relevant and reference the most recent Census data and local data. are up to date.
	Determine if the Current Goals and Objectives for Central Business District are sufficient and applicable.
	Determine if there have been any Changes along the Community Border.
Component Five: The Master Plan Update	
Objectives	Activities
To prepare and deliver a updated Master Plan for the Village of Stockbridge.	Insert proposed Changes to Master Plan resulting from Planning Commissioners. review of the existing 2008 Master Plan.
	Insert new Goals and Objectives as applicable.
	Replace Existing Future Land Use Map with new proposed Future updated Future Land Use Map. We can add this into the Master Plan, but not craft these Maps.

	Describe how the Village of Stockbridge, Master Plan relates to Community Zoning.
	An Explanation of how the Master Plan relates with Stockbridge Economic Strategy.
	Recommendations that support the Efficient Multi Modal Transportation System.
	Provide information to Planning Commission in Electronic Format with the section pertaining to Goals and Objectives updateable and can be modified as needed in Microsoft Word format at the five (5) year expiration of New Master Plan.
	Provide Three (3) each Hard Colored Copies of New Master Plan.
	Provide Three (3) each CDs or Data Sticks with New Master Plan loaded on to them.

*As complete as possible within budgetary and time constraints

Exclusions and Exceptions

White Pine Solutions will be able to carry out a majority of the functions needed for this RFP. We will also work closely and collaboratively with the SPC, city administration, and the public to ensure success.

Goals and objectives will need to be prioritized at the onset to ensure the most important objectives are accomplished.

Additionally, the Zoning Plan and Objectives, and the Mapping are not included within this proposal.

Cost Schedule	
White Pine Solutions Principal (Program Manager)	\$55.00 / hour
White Pine Solutions Team Member	\$45.00 / hour
Legal Counsel	\$220.00 / hour
Anticipated total cost	\$16,000

*Travel will be based on IRS Mileage Rates

*Required in-person meetings that end after 8:00PM EST will require lodging

Other services may be available upon request and fulfilled depending on availability.

This cost schedule reflects accomplishing what is reasonable within the stated price point and time frame.

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Research Supervisor

2. Annie Boensch

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City of Saginaw Strategic Plan

3. Kellie Vining

Monroe City Council
734 – 819 – 7676
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Orchard East Subarea Plan

Acceptance

The White Pine Solutions team is prepared to provide any additional information or paperwork needed. We are able to offer a proposal presentation at your convenience.

Please don't hesitate to reach out to the White Pine Solutions team with any questions, comments, or concerns.

Thank you,



White Pine Solutions