



BEAVER ISLAND MASTER PLAN UPDATE

**LIAA PROPOSAL
MARCH 15, 2022**

The Land Information Access Association (LIAA) is pleased to provide a proposal for services related to the update of the Beaver Island Master Plan for St James Township and Peaine Township. Thank you for the invitation to provide this proposal. As detailed in this document, we offer our enthusiasm and complete commitment to assist in the development of an update to the current plan.

Executive Summary

Founded in 1993, the nonprofit Land Information Access Association (LIAA) helps to provide citizens and public officials with the information and analytical tools needed to understand and manage their cultural and natural resources. Over the last 29 years, LIAA has become a leading authority in civic engagement, placemaking and comprehensive strategic planning in Michigan. Through innovative statewide programs such as *Partnerships for Change* and *Resilient Michigan*, LIAA has worked with hundreds of local governments — including the Beaver Island community — to facilitate civic engagement activities and build capacities to develop, organize and manage community and land-use planning priorities. The Master Plan update proposed by the townships matches LIAA’s mission, experience and expertise on several levels. As such, we are excited to offer our services in support of this effort.

LIAA’s Mission:
Helping people shape better communities through participation, education, information and the effective use of technology.

Business Organization

LIAA is a federally approved, Section 501(c)(3) nonprofit corporation registered in the State of Michigan. From its headquarters in Traverse City, LIAA serves communities throughout the state with a staff of nine professionals. We provide innovative community-building and support services for governments, organizations and individual citizens, including community planning and development; geographic information systems (GIS) and cartography; asset inventories and asset mapping; website development, software and database development, and IT support; graphic design and branding; community-access television and video production; and related facilitation, training and education. A six-member volunteer Board of Directors oversees all LIAA operations, finances and programs.

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Project/Process Outline and Deliverables

In 2017, after an extensive civic engagement process in collaboration with LIAA, St James Township and Peaine Township completed new master plans that represented a unique and innovative

multijurisdictional approach. Five years later, we are proud that the plans continue to guide land-use policy and future development throughout the community.

Like most Master Plans, the Beaver Island Master Plan is intended to take a long-range view of land use and future development. However, over time, conditions change, new issues and priorities emerge, and new goals begin to take shape. After helping to author the plan in 2017, we would be honored to participate in the 2022 update. The updated plan will be developed in accordance with the Michigan Planning Enabling Act (PA 33 of 2008, as amended). This effort gives both townships the opportunity to measure progress over the past five years, update data, examine new conditions, and revisit the goals and objectives from 2017. Other priority subjects that have been described to us by the townships include lake levels and shoreline protections, affordable housing, broadband, and dark sky considerations.

The strategic planning process proposed here will provide both townships with a clear and pragmatic way to update the Master Plan within the financial obligations of the participating jurisdictions, including the addition of some grant support to help offset costs related to the coastal components of the new plan. In support of the strategic planning process, local stakeholders (e.g., local staff, Planning Commissions) would be expected to provide:

- Additional existing planning documents, as needed;
- Accommodations for meetings (space, etc.);
- Promotional support for public meetings, as needed;
- Clear direction on needs; and
- Thorough participation in meetings.

Pursuant to the scope of services described in this proposal, LIAA would complete the plan update in an overlapping series of four main tasks, including Plan Review and Goal Clarification, Community Engagement, Plan Development, and Final Plan Revision and Adoption.

Task One: Review Planning Documents and Clarify Goals (40 staff hours, \$3,000)

Task Purpose: Identify goals from the previous plan that have been accomplished, note any changes in the community since the adoption of the existing Plan, and detail the approach to the Plan's revision.

Objectives

- Review and evaluate existing Master Plan;
- Update the status of current goals and objectives;
- Gather, review, and evaluate current data, such as census data;
- Develop a clear understanding of the project outcome, goals and tasks;
- Establish roles and responsibilities for LIAA and the Master Plan Subcommittee noted in the RFP (staff and township officials);
- Establish communication responsibilities and logistics;
- Identify methodology for identifying community priorities, goals, objectives and activities; and
- Develop a final clear and concise project work plan with detailed timeline and project deliverables.

Sub-Tasks & Deliverables

- Review existing Master Plan and resiliency assessment, as well as other relevant planning documents;
- Hold a virtual meeting with the Master Plan Subcommittee to finalize anticipated tasks and the work plan, set the schedule for future meetings and tasks, discuss proposed community engagement opportunities and meetings, and review preliminary data update findings.

LIAA will meet online with the Master Plan Subcommittee to review the methodology of the planning process and finalize anticipated tasks, the work plan, and a schedule for future meetings. Over the course of the update effort, we anticipate four virtual meetings with the Master Plan Subcommittee, as well as in-person attendance at two public open houses on the island.

Task Two: Facilitate Community Engagement Activities (64 staff hours, \$4,840)

Task Purpose: Document progress that has been made since the adoption of the existing Plan and explore the potential for new or changed goals based on current conditions and community input.

Objectives

- Review and discuss desired plan updates with the Master Plan Subcommittee, including Coastal Resilience;
- Develop promotional materials and website for the first public open house; and
- Facilitate the first public open house in a location to be determined.

Sub-Tasks & Deliverables

- Develop an understanding of new goals and objectives for the Master Plan update;
- Create promotional materials for the first open house; and
- Conduct an interactive public open house meeting on the island that provides an opportunity for participants to learn more about Coastal Resilience additions to the Plan, ask questions and offer further insights on data and current conditions updates, and provide input on any proposed changes to the Plan's goals, objectives, and strategies.

LIAA will work with the Master Plan Subcommittee to consider desired updates to the Master Plan, e.g., what goals in the current plan have already been achieved? Have any priorities shifted or changed since 2017? Are there new goals and objectives that should be considered? When ready, LIAA will then develop promotional materials and facilitate one public open house to receive public feedback and input on desired updates to the Master Plan. Public feedback will also be accepted online for those who cannot attend the open house.

Task Three: Develop Plan Updates (188 staff hours, \$13,800)

Task Purpose: Develop a draft Plan document with proposed revisions for review.

Objectives

- Add detailed information on coastal dynamics, including a coastal sustainability assessment of the current Master Plan and Zoning Ordinances and the development of a dedicated Coastal Resilience chapter for the Master Plan, with the support of the 2022 Coastal Community Resilience Matching Grant Program.
- Include updated community and demographic data throughout the Plan;
- Reflect changes in community in the Plan;
- Update and provide additional content for “Findings,” “Goals, Objectives and Strategies,” “Future Land Use” and “Zoning Plan” sections of the Plan, based on information provided by the Master Plan Subcommittee and input from the community; and
- Update Population Density, Road Classification, Trail, Future Land Use, and Current Zoning maps.

Sub-Tasks & Deliverables

- Identify items to include as additional content;
- Make updates; and
- Hold a virtual meeting with Master Plan Subcommittee to review.

Task Three will primarily focus on addressing and writing the Master Plan update(s), including: the coastal analysis and chapter; community and demographic data changes; findings; goals, objectives, and strategies; future land use; zoning plan; and any other topics or issues that materialize during the update process.

Task Four. Refine Plan and Support Adoption (86 staff hours, \$5,850)

Task Purpose: Finalize a community supported Plan for local adoption.

- Facilitate a second public meeting on the island to review findings from the public input process and present a full draft of updates, including the new Coastal Resilience chapter;
- Refine draft Plan updates with the Master Plan Subcommittee;
- Following the mandated 63-day comment period, revise plan updates, as needed; and
- Support public hearing for plan adoption.

Sub-Tasks & Deliverables

- A summary of public comments;
- Final updates to Master Plan;
- Submit final updated Master Plan to the townships for final adoption at public hearings.

Following the second open house meeting, LIAA staff will meet with the Master Plan Subcommittee at least one more time to review the results and discuss final plan revisions and/or additions. LIAA will then make all final revisions to the Plan for review by the Planning Commissions. After the mandatory 63-day comment period, LIAA will finalize all changes and provide the final document to the townships for adoption at a public hearing.

Final Deliverables

Based on the scope of services described above, the total project cost is \$29,978 as detailed in the Projected Budget below. The Coastal Community Resilience Matching Grant Program will cover \$7,500 of project costs toward the coastal assessment and chapter, leaving a total cost to the townships of \$22,478. LIAA will deliver an electronic copy of the updated Master Plan (including text, maps, photos and any other illustrations). If any additional work is requested by the townships, services will follow the fee schedule displayed in the Projected Budget below.

Personnel

Based on the needs described in the request for proposals, we expect at least six LIAA staff members to be engaged in the successful completion of the plan update. The following paragraphs provide brief descriptions of LIAA's professional staff assigned to support the project and perform various tasks.

Community Planner Barry Hicks, AICP, will provide municipal planning and facilitation expertise to the project. Barry has a passion for local community development and has served throughout Michigan as a City Planner, DDA Director, and Economic Developer. He has a B.S. from Michigan State University and an M.S. from Eastern Michigan University, both degrees in Urban & Regional Planning. He is a member of the American Institute of Certified Planners (AICP) and joined LIAA in 2021 to help build sustainable and resilient communities.

Community Planner Heather Seyfarth, AICP, MSW, will provide municipal planning and facilitation expertise to the project. Heather works with a range of stakeholders on community planning projects at the local, regional and state levels that promote innovative and equitable land-use decisions. She holds a B.A. in Sociology from Alma College and master's degrees in Sociology (Central Michigan University), Social Work (the University of Michigan) and Urban Planning (the University of Michigan). Through LIAA's *Partnerships for Change* program, Heather served as the lead planning consultant on the development of the original 2009 Fremont Community Joint Comprehensive and Growth Management Plan.

Executive Director Matt Cowall will provide project administration and support. Matt is responsible for setting the strategic direction and policies for LIAA and leads the organization in business planning, project management, program design and development, and day-to-day operations. In addition, he has served as the Executive Director for The City of Traverse City and Charter Township of Garfield Recreational Authority since 2011. Matt holds a dual B.S. in Natural Resource Policy and Communications from Michigan State University and is a returned Peace Corps volunteer.

GIS Specialist Paul Riess, GISP, will provide geographic information system (GIS) expertise throughout the project. A geographer and cartographer, Paul has more than 25 years of experience in developing and managing spatial databases, designing GIS systems, and teaching GIS operations. He has extensive experience in the development of geographic data and mapping for city, township and county master plans, recreation plans, trail plans, corridor plans and natural resource management plans. A bio-geographer, he holds a B.S. in Biology and Geography and an M.S. in Biology from Andrews University as well as an M.A. in Geography from Western Michigan University.

Graphic Artist Kaye Krapohl will provide graphic design and production support for the project. Kaye is responsible for the development, design and production of LIAA’s printed media, websites, literature and advertising, and regularly provides logos and branding services for LIAA projects and clients. She is an experienced professional and a talented artist with an extensive and diverse design background. Kaye earned a B.F.A. in Graphic Design from the University of Michigan.

Financial Administrator Kim McNeil will be responsible for financial administration throughout the project, and will lend her expertise to the financial components of the project. As a Certified Public Accountant, Kim was a Supervisor in the Tax and Audit Department for Plante & Moran for 10 years prior to joining LIAA. She has 15 years of experience as LIAA’s accounting and financial operations manager. Kim holds a B.S. in Business Administration from Michigan Technological University.

Proposed Timeline

We expect a total project duration of 7-9 months from the start of the project.

Approx. 1-2 months	<p>Task 1 – Review Planning Documents and Clarify Goals</p> <ul style="list-style-type: none"> • Review existing plans and data • Kickoff meeting with plan subcommittee: <ul style="list-style-type: none"> • Establish communications and logistics • Establish roles and responsibilities • Finalize clear goals and objectives
Approx. 2-3 months	<p>Task 2 – Facilitate Community Engagement Activities</p> <ul style="list-style-type: none"> • Review and revise plan goals and objectives with plan subcommittee • Coordinate expectations for public input process • Facilitate public input <ul style="list-style-type: none"> • Create open house and other public input materials • Host in-person open houses • Engage with online audience to solicit input
Approx. 2 months	<p>Task 3 – Master Plan Updates</p> <ul style="list-style-type: none"> • Draft changes to Master Plan <ul style="list-style-type: none"> • Organize and analyze public input • Draft updates to sections of the Master Plan based on public/subcommittee feedback • Review draft changes with plan subcommittee
Approx. 2 months	<p>Task 4 – Refine Plan and Support Adoption</p> <ul style="list-style-type: none"> • Refine draft Master Plan and review with plan subcommittee • Public engagement – second round

	<ul style="list-style-type: none"> • Share results from public engagement during a planning meeting (TBD – could be an open house or joint planning commission meeting) • Make minor modifications or changes to the plan • Submit final updated Master Plan to the townships for final adoption at public hearings
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Recent Clients – Master Plans and Updates

South Haven Community (City of South Haven, South Haven Township and Casco Township)
 Coastal Resilience Master Plan Chapter, 2021
 Kate Hosier, City Manager, khosier@south-haven.com, 269-637-0750

St. Clair County Metropolitan Planning Commission
 Coastal Resilience Master Plan Chapter, 2020
 Dave Struck, Planning Director/Deputy County Administrator, dstruck@stclaircounty.org, 810-989-6950

Projected Budget

Any additional services that may arise will follow the fee schedule listed here.

Staffing, 390 total hours, \$28,170

Community Planners (2), 280 hours at \$75/hour, \$21,000
 GIS Specialist, 60 hours at \$70/hour, \$4,200
 Graphic Artist, 30 hours at \$55/hour, \$1,650
 Executive Director, 12 hours at \$80/hour, \$960
 Financial Administrator, 8 hours at \$45/hour, \$360

Travel, allows for two overnight trips for two people, \$1,358

Mileage, round trip Traverse City to Charlevoix (2 trips), \$118
 Flights (2 people x 2 flights), \$440
 Hotel (2 rooms x 2 nights), \$600
 Per Diem (2 people x 2 trips), \$200

Project supplies and incidentals (note-taking boards, office printing, meeting materials, maps, duplication, etc.), \$450

Projected Budget Total: \$29,978

Cost Share for Townships: \$22,478



Thank you again for the invitation to submit this proposal and please don't hesitate to contact us with any questions or needs.

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