



Request for Proposals

Park and Recreation Master Plan

Introduction

The Northern Wasco County Park and Recreation District (NWCPRD or District) is seeking a professional services team to provide the necessary planning services to create the District's 2018-2028 Parks Master Plan. This plan will provide guidance for both short and long range planning for the NWCPRD system by integrating community input and recreation planning standards. The District anticipates the development of the final draft plan will take approximately 12 months from initiation.

The NWCPRD serves a mid-sized community of approximately 20,000 residents just east of the Cascade Mountain Range along the beautiful Columbia River. The demographic profile is mostly young families and retiring baby boomers. The District employs 7 full time and 3-5 summer seasonal positions and maintains 8 parks, ~160 developed acres, ~80 undeveloped acres and ~10 miles of trail.

Schedule

| | |
|-------------------------|---|
| RFP posted on website | February 16 th , 2017 |
| Clarification inquiries | Due by March 9 th , 2017 |
| Proposals due | April 6 th , 2017 (4:00 pm local time) |
| Interviews (optional) | April 24 th – May 5 th , 2017 |
| Contract Award | April 20 th 2017, (May 18 th , 2017 if interviews required) |

Note: This is the District's desired schedule. The District reserves the right to modify the schedule. Notice to proceed will be issued shortly after contract award.

Scope of Work

The project is expected to include the following items:

- Review and assessment of past and related planning efforts and community demographics
- Update an inventory of existing parks and provide a conditions report for each park and their facilities
- Identify unmet current and future needs in the parks system
- Prioritize park improvements, development and potential future park acquisitions
- Identify staffing and funding needs and strategies
- Prepare final document organized such that it can be adopted by the City of The Dalles and Wasco County.

Specific Tasks

The scope of work is organized into tasks associated for work activity in support of each area of the plan. The breakdown of tasks and categories may allow the District to choose items to be completed by the consultant, items that District Staff may complete or other ways of phasing the project for maximum progress or efficiency. This is also addressed in the Project Approach element of the Method of Evaluation section. The Consultant has the opportunity to suggest alternate methods of approach that meet the project goals.

Tasks

Task 1: Review and assessment of past and related planning efforts and community demographics

- NWCPRD 2007 Capital Improvement Plan
- Oregon Statewide Comprehensive Outdoor Recreation Plan (SCORP)
- City of The Dalles and Wasco County Planning or Transportation Plans
- City Buildable Lands Inventory and Housing Needs Analysis
- Mid Columbia Economic Development District Mid-Columbia Comprehensive Economic Development Strategy
- School District Capital Master Planning effort currently underway

Task 2: Inventory and Conditions Report

Develop a comprehensive inventory of the District's existing parks and recreation facilities that will include the following:

- Park type and purpose
- Park location
- Acreage
- Inventory of facilities and amenities
- General assessment of physical conditions and functionality

The 2007 SDC Methodology and Wasco County Planning has a comprehensive inventory of parks and facilities that will require minimal updating. The role of the Consultant in this task is primarily to provide a conditions report. This report should provide a comparative analysis to communities of similar size regionally. The analysis should consider the capacity of each amenity found within the park system as well as its functionality, accessibility, general condition and convenience. The Consultant will also produce maps and graphic representations of the parks and the park system for use both in the plan and outreach materials for the District.

Task 3: Gap Analysis/Needs Assessment

The Consultant will produce a needs assessment that examines both needs in the existing parks as well as the need for additional parks and amenities. This should include recommendations for system-wide improvements, including acquiring/developing new parks sites, improving existing parks and potential partnership opportunities to provide community needs. The analysis will come primarily from existing data including:

- The inventory and conditions report (see above)
- Projections of population growth, demographic characteristics
- Recreation participation trends
- National Level of Service (LOS) standards
- Geographic distribution within the District
- Identified unmet needs of residents
- Identification of areas of significant recreational opportunities (not existing)

Task 4: Priority Recommendations for Park Improvements, Development and Potential Future Acquisitions

From the conditions report and needs assessment, the Consultant will develop prioritized recommendations to meet needs through renovation and maintenance of parks/outdoor facilities, development of additional recreational amenities/facilities and land acquisition.

The Consultant will develop estimates of the capital and operational cost for renovation and maintenance of parks/outdoor facilities, development of additional recreational amenities/facilities and land acquisition.

The Consultant will also work with Staff to produce an updated CIP list with an emphasis on System Development Charges (SDC) eligibility and flexibility.

Task 5: Identify Staffing and Funding Needs along with Strategies

The Consultant will assess the District's organizational structure, staffing and funding levels in relation to national averages and comparative to cities of similar size. The Consultant will provide a budget and staffing analysis needed for current level of service, an adequate level of service and a desirable level of service. The analysis will also include funding and staffing requirements for future growth and operation in line with the priority recommendations. The Consultant will also provide suggested funding strategies.

Task 6: Prepare Final Document

The Plan should be in a reader-friendly document with an emphasis on maps, charts, photos, graphics and tables to convey information rather than using lengthy text. The Plan should be formatted in such a way that it is easy to update on a routine basis. The Plan should be constructed in a manner that allows for the relevant parts to be adopted by the City of The Dalles and Wasco County as part of their Comprehensive Plans.

Provide a complete color version of the final Plan and ten (10) color printed and bound color copies along with three (3) flash drives with the final Plan and all project files.

Task 7: Meetings, Presentations and Public Involvement

The Consultant will take the lead on public involvement for the planning process. The District requests that one of the public involvement elements is a Parks Master Plan Community Panel whose members represent a diverse range of park interests. Realizing potential Consultants may not be local and travel costs may increase price beyond the allocated budget, the Consultant is not expected to attend Community Panel meetings but the District will work with the Consultant to have plan elements ready to present at meetings. The Consultant should include in the proposal an outline of their public involvement strategy.

Request for Clarification

All requests for clarification in specifications regarding this RFP must be submitted in writing no later than March 9, 2017 to Scott Baker, Executive Director at:

Email: scottb@nwprd.org (preferred method)

Mail: NWCPRD
Attn: Scott Baker
602 W. 2nd Street
The Dalles, OR 97058

Any questions or comments directed by a respondent to persons outside of the individual listed above are inappropriate and such activity may result in that proposal being deemed non-responsive.

Method of Evaluation (100 Total Points)

A selection committee comprised of District staff and Board Members will review the submitted qualifications based on the evaluation factors listed below:

Company Overview, Statement of Qualifications, Team Description Points: 15 Max # of Pages: 2

Provide names, educational background and experience of each team member, including sub consultants, if applicable. The information should describe the nature of the work and the role of these individuals and/or companies as they relate to this project. Include names and qualifications of outside consultants and associates that may be employed to assist on this project. Provide project organization chart.

Project Relevant Experience Points: 15 Max # of Pages: 3

Describe three to five current projects or projects completed in the last five years. Include client contact information. Preference will be given to respondents who have developed plans for other municipalities.

References Points: 10 Max # of Pages: 1

A minimum of three (3) related business references, including names, addresses and phone numbers plus a description of the type of work you performed for them. Include references of other Municipalities/Organizations that your firm has prepared or assisted in preparation of Parks Master Plans.

Project Approach**Points: 35 Max # of Pages: 5**

Describe your understanding of the project and an approach for completing the project. Provide task details and proposed timeline. Proposal demonstrates a clear understanding of the park planning requirements and the work to be performed. The District would like completion of a final draft plan by July 2018. Please address this in your approach.

Price**Points: 25 Max # of Pages: 2**

Provide the pricing for the Scope of Work including related deliverables and timeline.

Optional Interviews

The selection committee reserves the right to select a short list of the highest scoring respondents for interviews.

Interviews, tentatively scheduled for April 24th – May 5th 2017, will be scored based upon the method of evaluation criteria scores.

The District will enter into negotiations with the highest ranked respondent to finalize a contract for the contract period. If a contract cannot be successfully negotiated with the highest ranked respondent, then negotiations will be terminated with that respondent and the District will enter negotiations with the next highest ranked respondent until an agreement is reached or an impasse is declared.

Notice of Award and Appeal Process

The District intends to select a single Consultant. The selected Consultant will be identified by the selection committee and a notification letter will be sent to all respondents. Any respondent wishing to appeal the recommendation must do so in writing and within 7 business days of the notice being sent.

The Executive Director or designee will recommend entering into a contract with the identified Consultant at a future District Board meeting.

General Terms & Conditions

The District reserves the right to reject any or all Proposals, to waive any informality or irregularity in any Proposal received, and to be the sole judge of the merits of the respective Proposal received.

Final award will be subject to the execution of the contract. The District reserves the right to negotiate a final contract that is in the best interest of the District.

The District reserves the right to modify or incorporate additional steps in the evaluation process in the interest of having a thorough and comprehensive body of information in order to make a recommendation.

Submittal Instructions

Proposals should be submitted in a sealed envelope, or other sealed container, which is clearly marked "NWCPRD Parks Master Plan". Please provide one (1) digital copy, one (1) original and six (6) copies of the Proposal. The original should be marked "Original" and must bear an original ink signature by an individual authorized to represent the Consultant. Please indicate if you would like the device on which the digital copy is submitted returned to you.

Proposals should be submitted to:

Stacey Holland
Northern Wasco County Park and Recreation District
602 W. 2nd Street
The Dalles, OR 97058

Submission Date and Time: April 6th, 2017 at 4:00 p.m. PST

LATE SUBMISSIONS WILL NOT BE ACCEPTED