

Note: This sample Request for Proposal contains general language that should be changed according to your agency needs. For example, the terms “City,” “County,” “YourCity,” “YourCounty,” etc. should be changed to the term that appropriately denotes your agency. Similarly, the terms “Parks and Recreation Master Plan” should be changed to the appropriate title for your project such as “Long Range Strategic Plan,” “Comprehensive Parks and Recreation Plan,” “Parks, Trails, and Recreation Facilities Master Plan,” etc. Other references to items not specific to your agency or project should also be changed to their appropriate terms.

City of YourCity, Your State
Request for Proposals No. 12345
To Develop a Parks and Recreation Master Plan

Proposals Due: Day, Date, Time

Parks and Recreation Department
City of YourCity
12345 Main Street
P.O. Box 12345
YourCity, YourState/YourZip Code

Invitation

The City of **YourCity** is seeking proposals from qualified consulting firms to provide professional services to the City to develop a Parks and Recreation Master Plan. The plan should create a roadmap for ensuring an appropriate balance of facilities and amenities throughout the community now and into the future. The City is seeking a system-wide approach to evaluating parks and open space recreational facilities and amenities in order to develop goals, policies and guidelines along with achievable strategies.

The **YourCity** Parks and Recreation Master Plan that will be created from this work effort will be heavily used as a resource for future development and redevelopment of the City’s parks, open space, and recreation system over the next five years.

Background

The City of **YourCity** is located in the central portion of **YourCounty** County. The City is bounded by City A to the west, City B to the east, and unincorporated areas to the north and south. **YourCity** is strategically located at the intersection of two interstate highways (1-123 and I-456) approximately forty miles from the state capital of Capital City. **YourCity** has benefited from the substantial growth of the region in the last twenty years.

Historically an agricultural area, the City has developed to become a dynamic and involved community making it a highly desirable place to call home for families as well as retirees. **YourCity** is approximately 36 square miles in size and has a very diverse population estimate to be more than 52,500 residents. **YourCity**’s recent residential boom is now being complemented with a flurry of commercial growth and infrastructure improvements. Developments in the City along with the heritage of the surrounding region have also made it attractive to tourists and long-term visitors who have purchased second homes. According to the 2003 U.S. Census update for **YourCounty** County, **YourCity**’s demographic make up is as follows:

- White 52%
- Asian and Pacific Islander 7%

- Hispanic (all races) 15%
- Native American (non-Hispanic)/Other and two or more (non-Hispanic) 4%
- Black, African-American 22%

Note: This information can be as specific as you desire. The intent is to provide a demographic snapshot of your community as well as an idea of your location for travel expenses that can impact your project budget.

The City of **YourCity**'s preschool and school-aged population (newborn to 17) is 20.1%, college-age through young adult (18-44 years) is 49.3%, and middle age and seniors (45-55+) compose 30.2%. The median household income in **YourCity** is \$47,500. Of the total population older than 5 years, 35.8% speak a language other than English at home. It is anticipated that the population in **YourCity** will grow to 97,500 by 2025.

The **YourCity** School District has also experienced substantial growth and is currently evaluating how to address the educational needs of the community. Presently the **YourCity** is served by two high schools, three middle schools, and five elementary schools. The community also has two private/parochial schools and a branch of the **YourCounty** Community College.

YourCity has 11 parks (comprising 201 acres) and 4 special use facilities, including one golf course (comprising 175 acres) and also has formal agreements for use and maintenance of 118 acres of school open space. Also included in the City's total open space inventory are 29 acres of public grounds, which include sites such as the gardens and open space surrounding the Civic Center campus, two fire stations, and the police headquarters. The City has 113 acres of athletic fields, with 30 of those acres owned by the City and the remaining 83 acres available to the City by agreement with the **YourCounty** School District.

Project Description

The City of **YourCity** is seeking proposals from qualified consulting firms to provide professional services to the City to develop a **YourCity** Parks and Recreation Master Plan. The City has a strong commitment to provide high quality parks and recreation facilities and programs for citizens of the community. The consultant will collect and analyze data to develop a clear set of goals, policies and standards for the City's park system, open space, trails, recreation facilities and program development for the next five years. The consultant will work closely with City staff and the Parks and Recreation Advisory Board in preparing the Parks and Recreation Master Plan. The consultant will create a document for distribution to the public.

Note: It is a good idea to indicate the levels of approvals and/or presentations that will be required by your agency throughout the plan development process.

The Parks and Recreation Master Plan will become an element of the current **YourCity** Comprehensive General Plan and will require the approval of the Parks and Recreation Advisory Board, the Planning and Zoning Commission, and the City Council.

This process is to include developing a comprehensive inventory, an analysis of forecasted needs and implementation strategies. Specific items to include in the study, but not limited to, are:

Scope of Work

Public Process

- Identify, describe and implement a comprehensive strategy and methodology for citizen involvement in this Master Plan development process
- Assure the residents, user groups, associations, and other stakeholders that they are provided an opportunity to participate in the development of this plan
- Conduct at least three (3) public community meetings and a minimum of two (2) focus groups (participants to be determined) and individual stakeholder interview
- A minimum of two (2) meetings with the Parks and Recreation Advisory Board to provide progress reports
- Act as professional facilitators to gather specific information about services, use, preferences and any agency strengths, weaknesses, opportunities and threats
- Provide well-organized and directed activities, techniques and formats that will ensure that a positive, open and proactive public participation process is achieved
- Provide written records and summaries of the results of all public process and communications strategies
- Help to build consensus and agreement on the plan and if consensus is not possible, provide information for informed decision making for the Commission
- Provide methods to hear from as many people as possible, including users and non users of the services and facilities

Note: Some RFP's will indicate the preferred number of survey responses desired by the agency. It is generally desirable to achieve a minimum response rate of 10-15% of the number of surveys mailed to a sampling of community residents. The number of surveys that mailed is generally based on the population size of the service area.

Statistically Valid Survey

- Provide a city-wide statistically-valid community needs assessment survey with a return rate that accurately represents a sampling of the community population to identify community needs and issues on the recreation and park programs and facilities. This survey will be used as a baseline to determine needs, desires and willingness to pay

Demographic Trends

- Review and interpret demographic trends and characteristics of the City of **YourCity** using information from the City of **YourCity** Comprehensive General Plan and other regional and local sources

Existing and Future Facilities-Analysis of Level of Service

- Compile an inventory and assessment of the existing parks, trails, open space and facilities. The assessment will include a comparative analysis to communities of similar size and density regionally and using nationally accepted standards. The analysis should consider the capacity

of each amenity found within the system (playgrounds, ball fields, trails, natural areas, special facilities, etc.) as well as functionality, accessibility, condition, comfort and convenience. Each amenity should be evaluated regarding its service from both a resident and a visitor perspective. Evaluation criteria should be based on the expressed values of the community. The analysis will also include identification of best possible providers of community and recreation services and recommendations for minimizing duplication and enhancing possibilities for partnerships where appropriate

Rank and Prioritize Demand and Opportunities

- Prioritize recommendations for needs regarding land acquisition, and the development of parks, trails, open space, and recreation facilities
- Develop a set of prioritized recommendations for maintenance and renovation of parks, trails and recreation facilities

Analysis of Programs and Services

- Provide an assessment and analysis of the Parks and Recreation Department's current level of recreation programs, services and maintenance in relation to present and future goals, objectives and directives
- Provide a user fee analysis for facilities and programs and services
- Provide an analysis of the best possible providers for programs and services and identify and discern any unnecessary duplication of services through public and private program providers
- Provide recommendations for minimizing duplications or enhancing possibilities for collaborative partnerships where appropriate

Progress Reporting

- The consultant and the City's Project Manager shall hold progress meetings as often as necessary, but in no case less than once per month until the final plan is approved by the City Council for the purpose of progress reporting. The consultant shall supply the Project Manager with at least one (1) copy of all completed or partially completed reports, studies, forecasts, maps or plans as deemed necessary by the Project Manager at least three (3) working days before each progress meeting. The Project Manager shall schedule the meetings, as necessary, at key times during the development of the Master Plan.

Action Plan

- Collect and analyze demographic information for the community
- Collect and analyze information on participation, needs, desires, operations, programming and land use trends and make Level of Service recommendations
- Identify areas of service shortfalls and projected impact of future trends

- Provide useable and workable definitions and recommendations for designated park and open space with acreages and parameters defined as appropriate
- Develop recommendations for operations, staffing, maintenance, programming and funding needs
- Provide a clear plan for development of programming direction based on standards and demand analysis
- Develop a definitive program for acquisition and development of parkland, recreation facilities, open space, trails and parks maintenance and administration of facilities for the future
- Provide a maintenance and operation analysis
- Identify opportunities for available funding and acquisition alternatives
- Develop an action plan which includes strategies, priorities and an analysis of budget support and funding mechanisms for the short term, mid-term and long term for the park system, open space, trails and recreation programs and services

Development of Final Plans and Supporting Materials

- The Master Plan must include written goals, plans, objectives, and policy statements that articulate a clear vision and “road map” and model for the Parks and Recreation Department’s future
- A summary of existing conditions, inventories and Level of Service analysis
- Charts, graphs, maps and other data as needed to support the plan and its presentation to the appropriate audiences
- A Financial Plan
- An Action Plan
- One (1) meeting with the Parks and Recreation Advisory Board at the time of adoption of the Master Plan
- One (1) public hearing with the Planning and Zoning Commission at the time of adoption of the Master Plan
- A minimum of two (2) meetings with the City Council, one at the time of the presentation of the draft Master Plan, and one at the adoption of the final Master Plan
- A color version of the draft Master Plan document consisting of **one (1)** printed and bound color copy and an electronic copy in a format compatible with the City’s software
- A color version of the final Master Plan document consisting of **three (3)** printed and bound color copies and an electronic copy in a format compatible with the City’s software
- A color version of the final Executive Summary consisting of **ten (10)** printed copies and an electronic version in a format compatible with the City’s software

Note: The number of draft and final print documents will impact the project budget. Often an agency will require a minimum number of documents to facilitate the necessary approvals and provide working copies for the agency. Subsequent copies are then printed by the agency using the electronic version at the prevailing costs from their local sources.

Note: The City shall be responsible for the arrangement, notice and any other costs associated with the above meeting schedule. The consultant shall review with the City’s Project Manager all prepared information for the public meeting at least three (3) days prior to the scheduled meetings.

Note: Additional resources from your agency can be listed if they will provide usable information pertinent to the project work.

Items to be provided by the City of **YourCity**

- A City of Project Manager – Parks and Recreation Director
- Copies of all existing studies, plans, programs, and other data including the City of **YourCity** Comprehensive General Plan and access to all applicable records
- Assistance with on-going community meetings

All proposals should include the following background information:

- A Letter of Submission shall include the name address and telephone number of the person(s) who is authorized to legally represent the firm. Any confidential material contained in the proposal shall be clearly indicated and marked as "Confidential."
- Background on the firm and its experience in preparing Master Plans for public agencies. Of particular interest are engagements involving communities that have characteristics similar to the City of **YourCity**.
- A narrative that presents the services the firm would provide detailing the approach, methodology, deliverables and client meetings to be provided.
- Identification of the personnel to be assigned to this engagement including a résumé of related experience.
- A timeline for preparation and implementation of the Master Plan and its components.
- A summary of professional liability and errors and omission insurance coverage the firm maintains.
- A minimum of five (5) public agency references for projects of a similar nature to this project and a description of the projects shall be described and minimally include client, location, contact person, contact information (telephone/e-mail address), and a brief summary description of the project.
- Provide in a separate sealed envelope the project cost for services in an itemized work format. The project cost for services shall be a "not-to-exceed cost for services."

Proposal Response

Note: The number of proposals will vary depending on the number of persons who will realistically be evaluating the proposal.

The proposal response submitted shall contain all information as requested herein, and any additional information necessary to summarize the overall benefit of the proposal to the City. Proposing firms should submit **five (5) copies** of the proposal no later than **Time on Day/Month/Date/Year**.

Submittals should be directed to:

Person's Name, Parks and Recreation Director
City of YourCity Parks and Recreation Department
12345 Main Street
P.O. Box 12345
YourCity, YourState/YourZipCode

Phone: (123) 456-7890
Fax: (123) 456-7890

The submittal of a proposal shall be taken as prima facie evidence that the proposing individual/firm has full knowledge of the scope, nature, quality, and quantity of the project to be performed and the detailed requirements and conditions under which the project is to be performed.

This solicitation does not commit the City of **YourCity** to award a contract, to pay any cost incurred with the preparation of a proposal, or to procure or contract for services or supplies. The City of **YourCity** reserves the right to accept or reject any or all proposals received in response to this request, to negotiate with any qualified source, or cancel in whole or part this proposal process if it is in the best interest of the City to do so. Subsequent to contract negotiations, prospective consultants may be required to submit revisions to their proposals. All proposers should note that any contract pursuant to this solicitation is dependent upon the recommendation of the City staff and the approval of the **YourCity** City Council.

Project Budget Range

A budget of \$75,000 has been established for this project

Preliminary Project Schedule

The following tentative schedule is anticipated for selection, contract negotiations and contract award. Contract award will be expected in **Month/Year**. The Master Plan associated with this proposal will commence on or about **Month/Date/Year**. The timeline that is projected for the preparation and completion of the **YourCity** Parks and Recreation Master Plan is **nine (9) months** from the City Council award date (*Note: If no needs assessment survey is required this timeline may shorten by two (2) months*)

Note: A majority of RFP's will provide the budget information, either the specific amount that has been budgeted, or a range. Generally these types of plans can have a large variety of variables included. A range can help the consulting firm identify which areas of your outline should receive the highest focus, and which additional helpful services might be provided within your anticipated budget.

Note: If a statistically-valid community needs assessment survey is not a part of the project work the timeline can often be reduced to six to seven months. However, in geographically large communities the timeline may increase depending on the extent of the public involvement process, the time to gather information

General Requirement of the Selected Proposing Firm

- Enter into a contract with the City. (These documents and proposal submittals become the contract)
- Maintain insurance coverage for the duration of the contract period
- Prohibited from assigning or subcontracting the whole or any part of the contract without the prior written consent of the City
- Shall not hire, discharge, promote, demote or otherwise discriminate in matters of compensation, terms, conditions or privileges of employment against any person otherwise qualified solely because of race, creed, sex, national origin, ancestry, physical or mental disability, color or age
- Contractor shall be in compliance with the applicable provisions of the Americans with Disabilities Act of 1990 as enacted and from time to time amended and any other applicable federal, state, or local laws and regulations. A signed, written certificate stating compliance with the Americans with Disabilities Act may be requested at any time during the life of this Agreement or any renewal thereof
- Operate as an independent contractor and will not be considered employee(s) of the City of **YourCity**
- Successful consultant will be paid on actual invoices as work is completed

Evaluation Criteria

Selection of the successful firm with whom negotiations shall commence will be made through an evaluation process based on the following criteria:

Percent	Component
25	Project Approach
25	Project Team
20	Past Project Experience & Client References
15	Project Schedule
10	Project Fee Structure & Cost Estimate
5	Presentation of Proposal

Note: Some agencies desire to add alternate tasks to the projects that are not integral to the core of the project but that would be desirable to accomplish. By including “Add Alternates” to an RFP an agency can receive a summary along with proposed costs that can be evaluated and if desired, added to the primary project scope.

Request for Proposal Add Alternate

Please submit a separate proposal for the following items. In addition, please provide an individual price breakdown for each of the four (4) components.

The City of **YourCity**, reserves the right to accept individual components, multiple components and/or reject all components. All specifications in the City of **YourCity** Parks and Recreation Master Plan will apply.

Park Facilities/Recreation and Library Program Analysis

The purpose of this task is to provide an assessment of park facilities, recreation and library programs and revenue sites. This analysis is critical for determining facility, programming, and revenue strategies necessary to meet the needs of users, and sustain and preserve facilities.

Facility Maintenance Management Plan

The Facility Maintenance Management Plan will be for Recreation/Community Centers, Library and other built structures within the Parks and Recreation Department, excluding those at the golf course. The plan will identify recommendations for routine and preventative maintenance programs, work management, asset lifecycle management, customer feedback program, performance measurements, staffing levels and equipment management.

Grounds Maintenance Management Plan

Prepare the Grounds Maintenance Management Plan for the grounds maintained by the Parks and Recreation Department, excluding the golf course. The plan will identify recommendations for routine and preventative maintenance programs, work management, asset lifecycle management, customer feedback program, performance measurements, staffing levels and equipment managements

Departmental Fee Philosophy,

Review departmental fees and develop a departmental fee philosophy through benchmarking best practices in comparable cities, community and departmental input, etc.