



**CITY OF SHELTON**

**REQUEST FOR PROPOSALS FOR**

**PARKS, RECREATION AND**

**OPEN SPACE PLAN**

**12/17/18**

# **CITY OF SHELTON REQUEST FOR PROPOSALS FOR PARKS, RECREATION AND OPEN SPACE PLAN**

## **INTRODUCTION**

The City of Shelton is requesting proposals from qualified individuals or firms who can demonstrate they have the resources, experience and qualifications to provide the City with consultant services for developing/updating of the City's Parks, Recreation and Open Space Plan (PROS). The purpose of this solicitation is to select one firm/team/individual to work with the City of Shelton to provide Parks, Recreation, and Open Space Plan project planning services. Only firms/teams/individuals submitting for this RFP and meeting qualifications based on the scoring results from the selection committee will be considered for the project.

## **BACKGROUND**

The City's parks and recreation services are funded through the Shelton Metropolitan Park District (District), approved by voters in 2010, through an inter-local agreement. From 2013 through 2017 pro-rationing diminished services including comprehensive planning efforts, resulting in a PROS plan last adopted in 2008. This project will essentially require creation of a new planning document with elements of the 2008 and previous plans.

## **SCOPE OF WORK**

The following is a preliminary scope of work that may be modified during the contract negotiations with the selected consultant. The preliminary scope of work is intended to outline and describe the range of major tasks anticipated for the project but is not intended to be complete. The project will consist of the following tasks:

1. **Project Management:** The selected consultant will be expected to provide project management services in close consultation with the City's project manager, including coordination of sub-consultants, ensuring the project remains on schedule and within budget.
2. **Community Profile:** Develop/update a local and regional look at Shelton including demographic profile, as well as, natural regional characteristics of the city's watershed, hydrology, forests and critical areas.
3. **Inventory:** The consultant will evaluate and update existing inventory data and propose a methodology to complete any necessary additional inventory work for parks, open space, trails and athletic and recreation facilities, including other publicly and privately-owned community facilities. GIS capabilities will be required.

4. **Trails:** This includes an updated inventory and evaluation of existing trails within parks, linkages between community destinations and connections to regional trails and planning for future trail corridors of these systems. This incorporates trail corridors within and adjacent to the city limits and urban growth boundary.
5. **Parks and facilities level of service:** Review and update facility level of service standards to fit with local recreation needs, staff direction and estimated financial implications. In addition, develop a secondary level of service considering geographic distribution and facility access founded in public process, stakeholders, advisory groups, City Commissions and Council input.
6. **Recreation level of service:** The consultant will develop the inventory and analysis of current level of service standard for the city's recreation programs.
7. **Updated goals and policies:** Develop/update goals and policies in the 2008 plan in consideration of new policy guidance since adoption as well as community, Commissions and City Council input.
8. **Coordination with neighboring jurisdiction plans:** Consider cooperative and partnership opportunities with, and appropriate connections to existing and planned facilities in Mason County.
9. **Capital Plan:** Develop/update the 6-year Parks and Recreation Capital Improvement Plan adopted in 2008, including development of a long-range prioritized capital project list.
10. **Implementation Strategy:** The consulting firm will include provision of an implementation strategy of the PROS plan including recommendations, pros and cons and financing options.
11. **Public involvement:** The consultant team will develop a robust public involvement plan and facilitate public meetings to solicit community and stakeholder input. The plan will include a variety of tools and methods to ensure ample opportunity for the public to be informed and involved possibly including social media, surveys, Virtual Town Hall, open houses, focus groups, booths at City-sponsored events, in addition to Parks and Recreation Advisory Committee and City Council support and presentations are expected. The consultant team will also track, organize and provide information necessary for City staff to respond to public comments.
12. **Draft and final plans:** It is anticipated that several drafts of the plan will be completed prior to the final plan. Plan sections may be developed and reviewed as interim steps to development of the full plan. Staff comments will be incorporated prior to review by the public and the Parks and Recreation Advisory Committee. Public input will be solicited and incorporated throughout the planning process. After consideration by the Committee, recommendations will be incorporated for review by the City Council. Revisions directed by the City Council will be incorporated for plan adoption. The selected consultant will be expected to participate in multiple meetings of the Parks and Recreation Advisory Committee, public open houses and other community outreach events, as well as City Council meetings for presentations and consideration of the plan.

## **PROJECT BUDGET**

Upon selection of a qualified consultant, scope and fee shall be negotiated.

## **SUBMITTAL CONTENTS**

Please provide the following in the Proposal Package:

- **Cover Letter/Statement of Interest:** Describe your interest in assisting the City in updating the Parks, Recreation and Open Space Plan and commitment to provide the services described in the scope of work.
- **Project Team:** Provide a brief description of the individuals on the consultant team including their relevant experience and qualifications. Additionally, please provide information demonstrating the organizational structure of your team, who will be the principal project manager throughout the process, reporting relationships between team members and the physical location of the offices from which the work will be performed. The team may consist of multiple firms with focused areas of expertise.
- **Project Experience:** Please provide the following information for no more than (3) three relevant projects with similar scope and size that have been managed by the proposed project manager:
  - Description of project, location and current status
  - Project results and challenges
  - Description of professional services provide by the consultant team
  - Project initial budget and final cost and end date (if applicable)
  - References (name, title, address, phone number and email)
- **Project Approach:** Project approach to preparing the Parks, Recreation and Open Space Plan, including public participation methodology and techniques, which are of significant importance to this project and a timeline which identifies major proposed tasks and products that results in plan adoption by December 31, 2019.
- **Disclosure of Conflict of Interest:** Disclose any potential conflict of interest due to any other clients, contracts, or property interests in regards to private development of any property within the City of Shelton.

**Costs for Development of Submittals:** All costs for developing submittals in response to this RFP are the obligation of the consultant and are not chargeable to the City. All submittals will become property of the City and will not be returned. Submittals may be withdrawn at any time prior to the published close date, provided notification is received in writing to the Project Manager listed on this RFP. Submittals cannot be withdrawn after the published close date

## **SELECTION PROCESS**

The consultant must have demonstrated experience in development of Parks, Recreation and Open Space plans and planning for Washington State municipalities. In addition, the project team must have demonstrated expertise in successfully developing and managing the public participation process, GIS capabilities, planning level site analysis and an understanding of property constraints and development regulations.

Staff will review the qualification packages received, based on the evaluation criteria established below, to arrive at a shortlist for an interview. The City may choose to contact officials from other jurisdictions regarding the consultant and their prior work experience and their ability to successfully complete the scope of services.

The City intends to enter into an agreement with the Consultant who provides a proposal that, in the opinion of the City, best meets all of the below listed evaluation criteria as determined by the City's selection committee. The Community Development Director of the City of Shelton, will submit a final recommendation to the City Manager and the City Council for approval. Upon selection of a Consultant, the City intends to enter into an agreement using its standard Professional Services Agreement, which shall be used to secure these services.

## **EVALUATION CRITERIA**

- Qualifications of key personnel and the project team
- Demonstrated ability to effectively coordinate and manage multiple aspects of a plan to meet project schedules and budget
- Successful past performance managing public process and communications
- Project approach
- Technical capability (GIS, graphics, documentation production)
- Overall quality of content and responsiveness to RFP requirements

The City of Shelton reserves the right to reject any or all qualification packages received, and to waive any irregularities or information in the evaluation process. The final selection is the sole decision of the City of Shelton, and the respondents to this formal request have no appeal rights or procedures guaranteed to them.

## **PROPOSED TIMELINE**

- Deadline for questions: January 4, 2019
- City response to questions: Jan 11, 2019 (posted on City website)
- **RFP proposal due: January 18, 2019 at 5pm**
- Notify short listed firms: January 22, 2019
- Interview short listed firms: January 30, 2019
- Contract awarded by City Council: February 2019
- Project kick-off: Late February 2019
- Plan adoption: December 31, 2019

## **SUBMITTAL FORMAT, LOCATION AND DEADLINE**

In an effort to promote waste reduction and resource conservation, submittals shall not contain plastic bindings, plastic and/or laminated pages. Please avoid superfluous use of paper such as separate title sheets or chapter dividers. Limit submittals to 10 sheets of two-sided, 8 ½” x 11” pages in length (or folded to that dimension), not including resumes and cover letter.

Please submit five (3) hard copies of your team’s qualification package as well as a pdf copy uploaded onto a CD or USB drive. Sealed submittals, plainly marked “**City of Shelton 2019 Parks, Recreation and Open Space Plan**” on the outside of the mailing envelope, addressed to the **City of Shelton, 525 West Cota St., Shelton, WA 98584**, will be accepted until **5:00 pm on January 18, 2019**. Qualification submittals may also be hand delivered to the main desk on the second floor of the Shelton Civic Center by the required date and time. Submittals delivered after the posted deadline will not be considered for selection. **No faxed or emailed submittals will be accepted.**

It is the obligation and responsibility of the Consultant to learn of addendums, responses, or notices issued by the City relative to this RFP. These will be posted on the City website [http://www.sheltonwa.gov/business\\_development/rfp\\_and\\_bid\\_opportunities.php](http://www.sheltonwa.gov/business_development/rfp_and_bid_opportunities.php) by the date shown on the Proposed Timeline above.

## **ADDITIONAL INFORMATION**

Inquiries should be submitted, via email only, at any time prior to the question deadline identified in the Proposed Timeline to Mark Ziegler, Community Development Director at [mark.ziegler@sheltonwa.gov](mailto:mark.ziegler@sheltonwa.gov). Any email communications will be considered unofficial and non-binding on the City.

## **Americans with Disabilities Act (ADA) Information**

This material can be made available in an alternate format by calling 360-432-5194.  
Parks, Recreation and Open Space Plan RFP

