

# Request for Proposals

## Comprehensive Parks, Trails, & Recreation Master Plan Services

### Section 1 – Proposal Guidelines

#### PURPOSE

This RFP is soliciting proposals for a Professional Planning Consultant Service to prepare the Cedar Hills Parks, Trails, and Recreation Master Plan. The purpose of this plan is guide future decisions related to parks, trails, and recreation in Cedar Hills. The desired outcome is to contract with a qualified professional firm or firms to conduct the activities necessary for the completion of the Plan.

#### GENERAL CONSIDERATIONS

1. **Cedar Hills Contact: Charl Louw**, Finance Director may be contacted for any questions or clarifications on the Proposals. He can be reached at (801) 785-9668
2. **Proposal Deadlines:** PDF proposals shall be sent by email, and should be received no later than 4:00 p.m., Wednesday, February 15, 2017.
3. **Points of Delivery:** By email to [clouw@cedarhills.org](mailto:clouw@cedarhills.org). Please include the following on cover page, in addition to the proposal title and date of submission:

Attention: Charl Louw, 10246 N Canyon Road, Cedar Hills, Utah, 84062.

4. **Type and Format of Proposal Required:**

In accordance with the attached guidelines for preparing proposals. No oral, e-mail, or telephone adjustments to proposals will be considered. By submitting a proposal, the applicant agrees to all applicable provisions, terms, and conditions associated with this RFP, which may become part of the resulting contract.

5. **Proposal Evaluation Procedures:**

The proposal shall be evaluated by the Beautification, Recreation, Parks, & Trails committee Thursday, February 16, 2017 and approved by the City Council, Tuesday, February 21, 2017. If determined necessary for final selection, the City may require interviews.

7. **Incomplete or Late Proposals:**

Proposals that do not specifically address each item on the evaluation criteria may be rejected. Proposals that are submitted after the deadline will be rejected.

**8. Cost of Preparing Proposals:** The City shall not be responsible or liable for any costs incurred by vendor firms in the preparation and submission of their response to this RFP.

## **PROPOSAL REQUIREMENTS**

Proposal shall contain the following information in the order listed:

1. Signed Transmittal Letter
2. Firm Capability
3. Firm Qualifications
4. Project Understanding and Approach
5. Person Hours and Cost
6. Availability/Location of Key Staff

It is very important that the proposals submitted be clear and concise and in the recommended format, so they can be evaluated in an objective manner by the City. Proposals are limited to 20 pages, front including front cover.

## **PROPOSAL SUBMITTAL REQUIREMENTS**

### **General Format of Proposal**

The proposal must clearly describe the qualifications of the personnel who will perform the work. It must also contain a specific plan for completing the Scope of Work. It must include a technical approach that demonstrates a well-structured and reasonable work plan. Proposers should refine and/or expand the Scope of Work contained in this RFP to reflect the manner in which the work would be performed. Specific tasks that will achieve the stated project goals result in the defined products should be included.

### **Content of Proposal**

The following information provided is intended and designed to provide those interested in responding sufficient basic information regarding minimum requirements. It is not intended to limit a proposal's content or exclude any relevant or essential data therefrom. Proposers are at liberty and are encouraged to expand upon the specifications to provide support for their service capabilities under any agreement.

## **Required Sections**

### **Signed Transmittal Letter**

This letter will briefly summarize the firm's interest in performing the work and the commitment of key personnel identified in the submittal. It should also provide a summary of the key elements of the qualifications of the firm and its sub-consultants. It should highlight any unique and special qualifications or approaches that the firm wishes to be considered in the evaluation.

### **Firm Capability**

Recent and relevant experience of the firm and any proposed sub-consultants must be described. The projects listed should be similar in nature to the Scope of Work included in this Request for Proposals. Unique or special qualifications related to the substance of the proposed work should be emphasized.

### **Staff Qualifications**

Personnel who will comprise the project team must be identified and their assignments and qualifications described. Persons from the principal firm and any sub-consultants should be included. Of particular relevance will be experience on similar projects. An **organizational chart** showing the relationship of the individuals to each other and to the tasks to be performed should be included. The specific responsibility of each staff member must be identified.

### **Project Understanding and Approach**

A general description of the firm's understanding of the project must be provided. This description should include a summary of knowledge about Cedar Hills, general issues related to the preparation of this type of master plan, specific issues that may apply to Cedar Hills, the surrounding area, other recreational agencies and special issues or problems that are likely to be announced. The proposed approaches for dealing with the tasks and issues of the project must be described. The objectives, major tasks and products described in the Scope of Work in this RFP should be used as the basis for this description. Specific methods of achieving these objectives and tasks to be performed should be described. A **tentative schedule** indicating the duration and relationships of the tasks, key events, and major deliverables must be included. Priorities for achieving the project goals of the Scope of Work should be included in the proposal.

The consultant will be expected to work closely with Cedar Hills staff in the completion of the required work. The City staff will contribute to the completion of the task described in the Scope of Work. The proposal should include a description of the assumptions made concerning the nature and extent of the City staff contribution.

### **Cost Proposal**

A cost proposal to complete the proposed tasks must be provided. This cost proposal will include hourly billing rates for each professional title, a distribution of hours by task, and reimbursable direct expenses. Unit costs for providing staff support to public meetings should be described. Pricing will remain in effect until the completion of the project. Any services that have been omitted from this specification that are clearly necessary for completing the work shall be considered a requirement although not directly specified or called for in this proposal. Proposal prices will remain in effect for up to 1-year or until project is completed.

### **Availability/Location of Key Staff**

The location of the offices where the work will be performed should be specified. Of particular relevance are the locations of the project manager and other key members of the project team. Availability of key staff persons at strategic times during the study must be assured.

## **EVALUATION CRITERIA**

Proposals will be evaluated by a selection committee. The City might require a presentation or phone interview of the short-listed firms.

**Firm Capability**

Demonstrate the relevant experience of the firm and its sub-consultants. The successful completion of similar projects in other locations will receive favorable evaluation. It is essential that the employees who have this experience be assigned to the project. The proposal should provide the assurance that the qualified personnel will be available. This requirement will apply to all sub-consultants as well as to the principal firm. It is also essential that the proposal demonstrate an ability of the firm to develop and maintain the project budget and schedule. Specific management procedures in these areas should be described. The firm's quality control program should be described and its successful use on other projects documented.

**Staff Qualifications**

Each key member of the project team must be identified and his or her qualifications described. The specific assignment of each key staff member must be identified. The qualifications of the project manager should be highlighted. The description of the project manager should identify major projects completed, unique or innovative accomplishments, the time commitment and availability through completion of the project, and the office location from which he or she will work. Similar information should be provided for key discipline leaders. The manner in which the team will be managed in a cohesive manner to complete the work should be summarized. The ability of the consultant staff to work together and with City staff should be demonstrated.

**Project Understanding and Approach**

The proposal must demonstrate a thorough understanding of the nature and scope of the project. Major issues and tasks should be thoroughly described. The Scope of Work contained in this RFP provides the general direction for the work. The proposal should elaborate on this information and provide a detailed description of how the work will proceed. The use of innovative techniques based on experience from other projects should be included. The evaluation will also consider the how the following items are described:

- identification of special problems that may be encountered;
- relationships and relative importance of the project issues;
- approaches for dealing with all issues and tasks;
- priorities among the various tasks; and
- realistic timing and scheduling.

**Availability/Location of Key Staff**

Consideration will be given to the availability of key staff at strategic times during the study. Factors to be evaluated include convenience of communication between City staff and the consultant team and the availability of the consultant staff for agency coordination activities and public meetings.

**SCOPE OF WORK**

This Scope of Work summarizes the tasks, and the required products of the project. The description of the task is provided to clarify the nature of the work that is expected to be performed by the selected consultants. Proposers are urged to use this information as the basis for preparing their detailed approach to the work.

## **Statement of Intent**

A comprehensive parks, trails, and recreation master plan is necessary to reflect community goals and objectives and formulate implementation strategies. The plan will serve as a decision-making tool to assist in providing direction for effective and equitable planning and development of parks, recreation and trail facilities for the City.

## **Project Goals**

Cedar Hills is close to build out where the demographics are changing. This plan is intended to provide a comprehensive plan for existing and future parks and trails in the city, as well as guidance on a new park that may be implemented in the near future. The following are key tasks of the project;

- Translate community and staff vision into a realistic, strategic and comprehensive planning tool.
- Identify the value and importance that parks, trails, aquatic facilities, and recreation to the community as part of improving the quality of life.
- Update, formulate and integrate a plan process that clearly addresses both existing and proposed parks, trails, and facility needs as a function of demand, population characteristics and development standards.
- Articulate appropriate phasing and priorities for implementing specific tasks related to the future parks, trails systems, aquatic facilities, and recreation.
- Guide future funding, acquisition and development decisions related to parks, trails, and aquatic facilities.

## **Planning Area**

The Parks, Trails, and Recreation Master Plan will address the area within the existing incorporated boundaries of Cedar Hills

## **Specific Task Requirements**

### ***Task 1: Community Participation Requirements***

Work closely with City staff to facilitate active community participation. The consultant shall take the lead and work in concert with Cedar Hills to determine City resident attitudes and opinions in regards to parks, trails, and recreation. The consultant shall facilitate all public meetings, surveys and/or citizen participation workshops concerning the parks, trails, and recreation plan. A minimum of two (2) town hall meetings will be necessary to elicit ideas and solicit public comment prior to formal public hearings.

### ***Task 2: Inventory and Evaluation of Existing and Proposed Facilities***

Conduct an inventory of existing park and trails facilities in written and mapped format. Analyze all inventory data, including the preparation of relevant maps, charts and matrixes. Assess the adequacy of existing facilities for meeting current and projected needs. Establish a standardized definition for each type of park or trail, including public school and private facilities. Specific recreation facilities located at or associated with each park and trail shall be documented and analyzed.

### ***Task 3: Needs Assessment and Analysis***

Establish and analyze existing and future needs, including the establishment of levels of service, distribution and other analyses.

**Task 4: Trail System Analysis**

Analyze existing and future trail and trailhead needs data. Identify and map trail systems within the city boundaries, including existing and proposed trails and how they may connect to other trails, jurisdictions and various public recreational areas.

**Task 5: Park Acquisition, Construction and Maintenance Cost**

Provide specific cost estimates for acquiring and constructing future facilities and upgrading existing parks and trails to meet existing and future needs.

**Task 6: Goals, Objectives and Policies Development**

Prepare specific goals, objectives and policies that address growth, funding and proposed costs. Identify and recommend potential funding sources for construction and operation and maintenance would be helpful.

**Task 7: Plan Adoption**

Present the draft plan to the City's Planning Commission and City Council. The consultant shall coordinate efforts with other plans and policies to ensure a unified approach is maintained.

**Final Deliverables**

- A PDF copy of the adopted plan.
- Editable digital files of all tables, charts, maps, illustrations, and other graphics included in the adopted plan.
- The complete adopted plan text, compatible with the latest version of Microsoft Word.
- All geographic data in a digital format compatible and coordinated with the City's Geographic Information System.

**Required Schedule**

Completion of work, excluding adoption, within six months of notice to proceed.

**Anticipated Resources**

The anticipated budget for completing this project is between \$30,000.00 and \$40,000.00.