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Parks and Recreation

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July 16, 2015

Ladies and Gentlemen:

The West Lafayette Parks and Recreation Department is currently accepting proposals to produce a 5-Year Master Plan for the years of 2016-2020. The existing 5-Year Master Plan was last completed in 1997, and is out of date, especially considering the many changes that have taken place in West Lafayette since then. It is our department's goal to work with the community and its stakeholders to determine the program and facility roadmap for the City of West Lafayette, and the Parks & Recreation Department for the next 5 years and into the future.

Enclosed is the specifications and timeline for the receipt of your proposal.

All questions shall be directed to myself, Parks Superintendent, Janet Fawley via e-mail at jfawley@wl.in.gov or phone at 765-775-5112. If questions need further clarification in writing, we will issue an addendum to the RFP.

We look forward to your proposal! Thank you!

Sincerely,

Janet E. Fawley, Park Superintendent
West Lafayette Parks & Recreation Department

Enclosures

Parks and Recreation—
The Benefits Are Endless
Member of Indiana Park and Recreation Association
Member of National Recreation and Park Association

REQUEST FOR PROPOSAL

1. Summary and Background

The West Lafayette Parks and Recreation Department is currently accepting proposals to produce a 5-Year Master Plan for the years of 2016-2020. The existing 5-Year Master Plan was last completed in 1997, and is out of date, especially considering the many changes that have taken place in West Lafayette since then. It is our department's goal to work with the community and its stakeholders to determine the program and facility roadmap for the West Lafayette Parks & Recreation Department for the next 5 years and into the future.

The purpose of this Request for Proposal (RFP) is to solicit proposals from various qualified consultants, conduct a fair and extensive evaluation based on criteria listed herein, and select the consultant who best represents the direction West Lafayette Parks & Recreation Department wishes to go.

The Mission Statement of the WLPRD is as follows:

> *The mission of West Lafayette Parks and Recreation Department is to enhance the quality of life in the city by providing the best possible recreational facilities and programs for its citizens through effective management of natural, human, and financial resources.*
>
> Our services include:
>
> - Maintaining clean and safe park facilities for public use;
> - Teaching the public about the conservation and protection of our natural resources;
> - Partnering with local schools, groups, and organizations to provide special community events and activities;
> - Providing a variety of programs for individual youth and adults, families, and groups;
> - Ensuring the availability of clean and safe facilities for private use at a reasonable rental rate.

2. Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 4:30 pm EST August 17th at the office of the **West Lafayette Parks & Recreation Department, 1101 Kalberer Road, West Lafayette, IN 47906.** Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative of the company submitting the proposal. Proposals must be marked on the outside of the envelope: **Master Plan Proposal.**

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the attorney(s) for the West Lafayette Parks & Recreation Department and will include scope, budget, schedule, and other necessary items pertaining to the WLPRD Master Plan.

3. Project Purpose and Description

The purpose of a 5-Year Master Plan for the West Lafayette Parks & Recreation Department is to provide a "roadmap" that has identified community goals and objectives for the next 5 years, and potentially beyond. The public process of developing the 5 year Master Plan gives the community, stakeholders, elected and appointed officials, staff, and board members the opportunity to provide opinions and feedback into that roadmap.

We are seeking a consultant that will provide the following:

- Ensure all elements of the plan are included.
- Solicit opinions and feedback from all people.
- Create the best product possible utilizing technology and other resources available.
- Complete the project in a timely manner.
- Analyse public opinion results to assist in our planning goals and objectives.

4. Project Scope

The scope of the West Lafayette Parks & Recreation Master Plan will include the following elements, which are considered the minimum:

1. Introduction regarding the planning effort; Includes additional information pertinent to the recreation in our community
    a. Name and address of all park board members
    b. Name(s) of park board president, superintendent, consultant, or other contact person
    c. Mailing address and contact information for the park system
    d. Name of plan author
    e. Date plan completed
    f. Description of park board and department staff
    g. Definition of planning area (normally related to total of park service areas)
2. Goals and Objectives
    a. Of the park board
    b. Of the parks and recreation department
    c. Of the master plan
3. Features of Service Area (and impact on parks and recreation)
    a. Natural and Landscape
        i. Unique geographic features of area
        ii. Unique geologic/topographical features of area
        iii. Watershed information, wildlife, vegetative cover, etc.
    b. Man-made, Historical and Cultural
        i. Significant man-made features in area
        ii. Highways, large buildings, industrial parks, reservoirs, etc.
        iii. Historical sites, markers, celebrated historic events, etc.
        iv. Cultural/ethnic background of the area

c. Festivals, special events, music, arts, etc.
d. Social and Economic Factors ---Population analysis/Population Statistics
    i. Age, minority, education, disability, and gender distributions
    ii. Growth, distribution, projection of community growth
    iii. Economics of the area
    iv. Income and poverty statistics
    v. Major employers

4. Supply analysis (Park department information/inventory)
    a. Of sponsoring agency
        i. Narrative
        ii. System-wide map
    b. Of all other or related agencies
5. Accessibility (consider ADA [1990], ABA [1968], Rehab. Act [1973] and Universal Design)
    a. Self-evaluation has been completed by ADA Consultants of Indiana for WLPRD, but the timeline of action steps has yet to be determined. This self-evaluation report is available to be included in the overall master plan
    b. Commentary on currently accessible AND inaccessible facilities, programs, etc. with suggested timeline for improvements, estimated costs, and potential funding sources
    c. Information about public notice of ADA requirements (short discussion of methods, formats, locations, etc.)
    d. Information about ADA grievance procedures for either the local government entity or park department
    e. Section 504 of the Rehabilitation Act of 1973 compliance form with original signatures ***(must be submitted as hard copy with the final draft of the plan)***
6. Public Participation (Demand analysis)
    a. Random sample of citizen demand for parks and recreation
    b. Random survey (personal intercept, phone, mail, internet, etc.)
    c. **NOTE:** ***Fully document all survey information: include numbers of surveys sent, and number of surveys returned***
    d. Nonrandom sample of citizen demand for parks and recreation
    e. User/non-user group input (stakeholder/employee/board interviews, focus groups, public meetings, etc.)

    NOTE: ***Fully document all other input methods: dates, times, advertising used, number of participants in each method, number of public attendees at each meeting, as well as a synopsis of comments received from each and overall, even if the attendance was low or non-existent*** **[Please see the IDNR-OR Parks and Recreation Master Plan FAQ document for more detailed discussion of public participation, sample sizes, etc.]**
7. Needs Analysis (Standards analysis; methods and results)
    a. Park board facilities standards
    b. Needs indicated by standards analysis
    c. Needs indicated by analysis of public input
8. New Facilities Location Map (may be combined with the system-wide map)
    a. Priorities and Action Schedule
    b. Statement of specific park board action(s)
    c. Time frame for park board action(s)
    d. Estimated costs of action plan items
    e. Potential sources of funding for master plan recommendations
    f. Organize information into a table with a time-line (see Sample Priority Action Schedule)

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g. Final public presentation of plan (or final public comment period)
    i. Prior to finalized plan submission to DNR-OR
    ii. Include any final/additional comments separately at the end of Section 6 (Public Participation)

9. Resolution for park board adoption of the plan with original signatures ***(must be submitted as hard copy with the final draft of the plan)***

5. Request for Proposal and Project Timeline

Request for Proposal Timeline:
All proposals in response to this RFP are due no later than 4:30 pm EST August 17, 2015.
Evaluation of proposals will be conducted from August 17 – September 21, 2015. If additional information or discussions are needed with any bidders during this month-long window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than October 19, 2015.
Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by October 30, 2015.

Notifications to bidders who were not selected will be completed by October 30, 2015.

Project Timeline:

- Fall 2015: Working with Purdue Extension –"Enhancing the Value of Public Spaces" to provide Public Participation element;
- Winter 2016: Needs Analysis completed; Staff to work with consultant on providing "Features of service Area, i.e., Population, Economics, Historical, Cultural, and Natural features; inventory of Parks and other recreational facilities; Accessibility review as needed; draft Master Plan prepared for IDNR.
- April 2016: 1st Draft of Master Plan submitted to IDNR, Division of Outdoor Recreation.
- June 2016: Revisions and Final draft presented, and approved by Parks Board.
- July 2016: Final draft Master Plan submitted to IDNR, Division of Outdoor Recreation.

6. Budget

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC) or monthly recurring costs (MRC). NOTE: All costs and fees must be clearly described in each proposal.

7. Bidder Qualifications

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in working with other parks departments in planning activities.
- List of how many full time, part time, and contractor staff are in your organization.
- Examples of 3 or more master plans developed/produced by your organization.
- References from others regarding their experience of working with your organization.
- Anticipated resources your organization will assign to this project (total number, role, title, experience).
- Timeframe for completion of the project.
- Any other information that will aid in the decision making process.

8. Proposal Evaluation Criteria

West Lafayette Parks & Recreation Department will evaluate all proposals based on the following criteria. See the attached Selection Rating Sheet to view the scoring criteria for this project. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of their work pertaining to developing master plans as well as client testimonials and references
- Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project
- Technical expertise and experience: Bidders must provide descriptions and documentation of staff technical expertise and experience

9. Questions

All questions shall be directed to Parks Superintendent, Janet Fawley via e-mail at jfawley@wl.in.gov or phone at 765-775-5112. If questions need further clarification in writing, we will issue an addendum to the RFP.

West Lafayette Parks and Recreation
Consultant Selection Rating Sheet

RFP Selection Rating for _____ Des. No. _____

Consultant Name: _____ Services Description: _____

Evaluation Criteria to be Rated by Scorers					
Category	Scoring Criteria	Scale	Score	Weight	Weighted Score
Past Performance	Performance evaluation score averages from historical performance data.				
	Quality score for similar work from performance database			6	
	Schedule score from performance database			3	
	Responsiveness score from performance database			1	
Capacity of Team to do Work	Evaluation of the team's personnel and equipment to perform the project on t			20	
	Availability of more than adequate capacity that results in added value	1			
	adequate capacity to meet the schedule	0			
	insufficient available capacity to meet the schedule	-1			
Team's Demonstrated Qualifications	Technical expertise: Unique Resources that yield a relevant added value or efficiency to the deliverable			15	
	Demonstrated outstanding expertise and resources identified for required services for value added benefit	2			
	Demonstrated high level of expertise and resources identified for required services for value added benefit	1			
	Expertise and resources at appropriate level	0			
	Insufficient expertise and/or resources	-3			
Project Manager	Predicted ability to manage the project, based on: experience in size, complexity, type, subs, documentation skills			20	
	Demonstrated outstanding experience in similar type and complexity	2			
	Demonstrated high level of experience in similar type and complexity	1			
	Experience in similar type and complexity shown in resume	0			
	Experience in different type or lower complexity	-1			
	Insufficient experience	-3			
Approach to Project	Project Understanding and Innovation that provides cost and/or time savings			15	
	High level of understanding and viable innovative ideas proposed	2			
	High level of understanding of the project	1			
	Basic understanding of the project	0			
	Lack of project understanding	-3			
Location	Location of assigned staff office relative to project			5	
	Within 50 miles	1			
	51 to 150 miles	0			
	151 to 500 miles	-1			
	Greater than 500 miles	-2			
		Weighted Sub-Total:			

It is the responsibility of scorers to make every effort to identify the firm most capable of producing the highest quality deliverables in a timely and cost effective manner without regard to personal preference.

I certify that I do not have any conflicts of interest associated with this consultant as defined in 49CFR18.3

I have thoroughly reviewed the letter of interest for this consultant and certify that the above scores represent my best judgment of this firm's abilities

Signature: _____

Print Name: _____

Title: _____

Date _____