

REQUEST FOR QUALIFICATIONS
CITY OF CONCORD
PARKS AND RECREATION MASTER PLAN UPDATE
2016-2026

Date: January 4, 2016

The City of Concord is seeking a qualified consultant to prepare an updated Parks and Recreation Master Plan. The major purposes of the plan will be to identify the current state of the Parks and Recreation Department's facilities and to make recommendations for the future.

The plan will focus on recreation facilities, parks and greenways. The master plan should systematically assess the City's current and future needs for Parks and Recreation facilities. The plan should also provide an illustrative and usable plan to guide the City of Concord's actions over the next ten years in regard to the development of its recreation facilities and programs.

The Master Plan Update will be completed only after a thorough inventory of existing parks, facilities, public input, research on current parks and recreations trends/standards, and input by Concord residents, Parks and Recreation staff and other officials.

The current Parks and Recreation Master Plan, known as the Livable Communities Blueprint, can be located on the City website. This was a countywide master plan with a City of Concord component included. The internal City of Concord component can be utilized to help in the development of the new master plan and its recommendations. The information provided in the County-wide Greenway Master plan (revised in 2009) and the 2013 Recreational Needs Assessment can also be utilized to develop the new "all-inclusive" Parks and Recreation Comprehensive Master Plan.

SCOPE OF SERVICES/WORK ELEMENTS

1. Existing Parks, Recreation Facilities and Open Space

- Locate and clearly identify existing parks and recreation facilities. With resident, City Council, and Parks and Recreation staff input, evaluate and make recommendations regarding priorities for the improvement and expansion of these facilities. Provide detailed outline of recommended improvements along with cost estimates for each priority.
- The inventory of existing parks and recreation facilities should be developed in GIS data sets, which are compatible with existing City of Concord GIS systems, as managed by the City of Concord's Planning Department. The data sets will be used to generate maps within the master plan and will be transferred to the Planning Department for future mapping needs.
- Based on existing plans and consultations, identify, analyze, and make recommendations on how the City of Concord might partner with other agencies, including schools, to maximize its resources for our citizens and programs.
- Identify and evaluate current property and facilities owned by the City that are not currently being utilized and make recommendations as to potential for being used to serve the community through further recreations services. Provide general cost estimates for these projects.

2. Future Parks, Recreation facilities, Greenways, and Open Space

Utilizing all plans, ordinances and information available:

- Using relevant data from the existing Parks and Recreation master plan and input from staff and citizens, develop objective criteria, evaluate, and make recommendations for future priorities for new land acquisition and park/facility construction. Recommendations should include a prioritization of both land acquisition and facility construction. Both traditional and non-traditional recreation facilities must be considered. Provide preliminary cost estimates both cumulatively and individually based on current conditions plus anticipated inflation.

- Include identified and unidentified locations for a city-wide greenway system at existing and future Parks and Recreation facilities, lakes, along sewer right-of-ways, etc. Provide general cost estimates for project.
- Evaluation of current and projected (twenty years) demographic and sociological factors pertinent to the City of Concord, including population composition, population growth projections and trends, economic factors and land use patterns.
- Through reasonable consultation and investigation, attempt to identify and forthcoming trends that might affect the provision of leisure services in the City of Concord and make recommendations on how to address them.

3. **Community Needs Assessment Survey**

- Understand the public's perceived needs for parks and recreation facilities through a variety of input gathering formats such as large group workshops, focus groups, surveys, individual interviews, community-wide meetings, etc. Record and compile the information in the following categories:
 1. Parks and Recreation facilities
 2. Greenways
 3. Programming
 4. Economic Development Opportunities
 5. Walkability/Bikeability

Track common responses and identify the most popular needs.

- It is desired that, coupled with the community input received from planning meetings, the firm completes a Community Needs Assessment Survey. We are requesting that a statistically valid survey be conducted by the firm or a subcontracted firm associated with the agency. A Recreation Needs Assessment Survey was conducted for the City in 2013. That information may be referenced and evaluated.

The completed Park Master Plan should include but not be limited to:

- Introduction.
- Executive Summary.
- Plan Objective.
- Changing conditions from the existing master plan.

- Clear definition of public involvement process including survey results.
- Existing and Proposed Facility Update.
- Recommended priorities for both existing and future development of greenways and parks, including evaluative criteria and rationale used for recommendations.
- Action plan - With information on the inventory and analysis of Concord Parks and Recreation, an analysis of our current position weighed against standards and trends of the twenty (20) largest municipalities in the State of North Carolina, an understanding of community needs and the formulation of recommendations, develop an action plan. The action plan will be a detailed chapter of the master plan that presents its implementation in a methodical, detailed, comprehensive, written and tabular format. The action plan will span 10 years and include the priority recommendations as gathered from the public planning process and directed by City staff and City Council. Additionally, the action plan will include strategies for funding sources, partnership opportunities and land acquisition. The action plan will include each recommendation and its phase for completion.
- Estimated general costs of prioritized items using expected future dollar costs over the 10-year plan.

Numerous existing city plans may be utilized for support information and assistance in creating the Parks and Recreation Comprehensive Plan. These include, but are not limited to:

- Livable Communities Blueprint
- Carolina Thread Trail Master Plan
- City of Concord Development Ordinance
- Recently-revised Park Master Plans of Cabarrus County and City of Kannapolis
- Concord's 2013 Recreational Needs Assessment Survey

Deliverables

The following deliverables will be due to Concord Parks and Recreation at the end of the contract period:

- Fifteen (15) hard copies and an electronic copy (in .pdf format on CD) of the first draft
- Twenty (20) hard copies and an electronic copy (in .pdf format on CD) of the final draft
- Twenty-five (25) hard copies of the final master plan document and an electronic copy (in .pdf format on a CD)
- GIS data in a format specified by the City's Planning Department

Final Master Plan Format:

- Plan document shall be in an 8.5 x 11 format with 11 x 17 map fold-outs if needed. The plan document shall be well organized and soft cover bound.
- Electronic copies of all maps, which can be edited by staff.
- All material shall be formatted so that it can be easily placed on the City website.
- Two (2) 24" x 36" dry mounted facility maps suitable for presentations.
- Two (2) hard cover copies in an 8.5 x 11 format in a 3-ring binder (for copying purposes).

Supplemental Master Plan documents: A summary of the conclusions and recommendations in addition to the technical report/document plan should be provided. This summary should be designed to be read by the elected officials as well as interested citizens who want to know about the plan and its purpose. A brief synopsis suitable for creating an informational brochure (suitable for mailing and distributing for publicity/information purposes) is also required.

RFQ Submittal Requirements

The qualification package shall be submitted on 8.5" x 11" paper in 12 point font.

Complete responses to each of the following categories are required:

- A. Describe the organization personnel of the consultant team
 1. Provide a description of your project team, listing the firm name (s), individuals involved and the role they will perform (ex. principal - in - charge, project landscape architect, consulting engineer, etc.)
 2. Provide a description of the qualifications and experience of the specific individuals that will be involved in this project, including the staff of other professional firms. Identify their experience with similar type projects.
- B. Explain the firm's approach to parks and facilities planning, including methods with user involvement.
- C. Summarize at least five (5) planning projects of similar scope for which at least one team member was primarily responsible within the last five (5) years. This experience should include knowledge of and success in planning park and recreation facilities.

Projects older than five years may be listed in the background materials of projects that key staff worked on. Each of the project summaries should include the following:

1. Description of the project including scope and size
 2. Project schedule (initial schedule and actual/final schedule), including an explanation of any delays.
 3. Description of service rendered by the consultant.
 4. Degree of involvement (prime consultant or sub-consultant).
 5. Key principal and associated staff involved, along with their assigned responsibilities.
 6. Associate firms involved and their assigned responsibilities.
 7. Project reference including current names, addresses and telephone numbers.
- D. Provide web links to completed projects. In the event that web links are not available, be prepared to send hard copies of completed projects.
- E. Explain the teams' experience conducting public meetings and the method proposed for soliciting public input.
- F. Include a description of the master plan development process. Provide information relative to recommendations for data/fact finding, and discovering issues relative to the determination of site planning.
- G. Provide a detailed project schedule with a clear and precise timetable of the process.
- H. List other current projects and schedules for completion.
- I. Rate the schedule for all personnel who will work on the project and estimate the percentage of time those individuals will commit to the project (should equal 100%).
- J. List any awards received for related work.

Submission of Qualifications and Proposals

Five (5) copies of the proposal should be received on or before 3:00 p.m. on Tuesday, February 2, 2016 and should be submitted to:

Mark Kincaid, Deputy Director of Parks and Recreation
Concord Parks and Recreation
PO Box 308
147 Academy Avenue, NW
Concord, N.C. 28026-0308

Questions and Clarifications

Questions related to the process for submitting proposals or the master plan project should be directed to Mark Kincaid at kincaidm@concordnc.gov or by calling (704) 920-5611.

Selection Process

Once the proposals are submitted, a Selection Committee will review the qualifications. Selected firms will be invited to present their proposals to a review committee at a future evening meeting. The City reserves the right to reject any and all submittals.

Evaluation Criteria

The following criteria will be the basis on which consultants will be selected for further consideration (in no particular order):

- Team organization and structure
- Personnel qualifications
- Specialized experience of the firm and related experience with similar projects, with emphasis on recreational facilities and program planning
- Proposed project approach, the methodology for forming the master plan and the schedule for completion
- Proximity to and demonstrated knowledge of the area where the project is located
- Experience conducting public meetings
- Current workload and firm capacity
- Client references
- Quality of the proposal
- Other factors relevant to the project

General Comments

Request for Qualification Costs: Any costs incurred by respondents in preparing or submitting a Request for Proposals/Qualifications for the project shall be the Proposer's sole responsibility.

Ownership of the documents: Any and all responses submitted will, upon submittal, become the property of the City of Concord.