**DISCLAIMER**

**This document is provided for general informational purposes, may not apply to your city’s specific situation and should not be considered a comprehensive RFP. It should be used for comparative purposes only. The RFP should be tailored to reflect the actual context of your city. You should consult with your city attorney before taking any action based on this document.**

**ADVERTISEMENT**



**REQUEST FOR PROPOSALS FOR**

**PARKS & RECREATION MASTER PLAN**

**2018-2028**

**The purpose of this Request for Proposal (RFP) is to seek proposals from qualified consulting firms to provide professional services to the City of Douglasville to develop a Parks & Recreation Master Plan for Ten Years 2018-2028. 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 Douglasville 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 ten years.**

**This Request for Proposal package includes:**

1. **Proposal Instructions and Requirements**
2. **Required Documentation**
3. **Scope of Project and Specifications**

**The anticipated schedule for the RFP is as follows:**

|  |  |  |
| --- | --- | --- |
| RFP Available |  | Friday, July 7, 2017 |
| Deadline for questions |  | Friday, July 21, 2017, noon |
| Proposal Submissions Due |  | Friday, August 4, 2017, 2:00 p.m. |
| Award by Mayor and Council |  | August/September 2017 |



**REQUEST FOR PROPOSALS FOR**

**PARKS & RECREATION MASTER PLAN**

**2018-2028**

Competitive sealed proposals for Parks & Recreation Master Plan will be received at the City of

Douglasville, 6695 Church Street, Douglasville, GA 30134, no later than 2 p.m. on Friday, August 4, 2017.

As described in the specifications attached, all proposal submissions for Parks & Recreation Master Plan must comply with all applicable general and special instructions. The City of Douglasville reserves the right to accept or reject any or all proposals and award in the best interest of the City.

Proposals must be delivered to the address listed above no later than the time and date indicated.

QUESTIONS: All questions or requests for additional information must reference the above proposal name and must be submitted **by 12 noon on July 21st**, to Chelsea Jackson, Operations Manager. Emailed questions or inquiries shall be submitted to jacksonch@douglasvillega.gov. Questions and answers will be issued to all interested, in the form of an addendum and placed on the City’s website. No contact regarding the project is permitted between those interested in submitting a proposal and any other City staff or elected official until after award, except through the City Manager’s Office. Please contact, Chelsea Jackson at 678-449-3184 for any questions or concerns.

# Instructions

1. All proposals must be delivered to the City of Douglasville, 6695 Church Street, Douglasville Georgia 30134, no later than the time and date indicated above. Any Bid received after that time will not be considered for award.

1. The City of Douglasville reserves the right to waive any and all technicalities, formalities or irregularities. The City may reject the Bid of any vendor that has previously failed to perform properly or complete on time, contracts of a similar nature with the City of Douglasville.

1. All proposals must be submitted on the Pricing Form attached to this invitation. All information regarding consultants name, address, telephone and contact person must be provided.

1. All proposals must be accompanied by a Certificate of Liability Insurance to include worker’s compensation. Proposals may be withdrawn by written or faxed request, provided such withdrawals are received prior to the time and date of the opening.**Prior to Notice to Proceed, Contractor shall present a Liability Insurance Certificate naming the City of Douglasville as an Additional Insured**. Contractor shall be responsible for all injuries or damages of any kind resulting from work, to persons or property.

1. All proposals must be submitted with one original and two (2) copies, unless otherwise stated in the Scope of Work.

***Please note: The City of Douglasville encourages you to save paper. It is not necessary to return this entire document with your response. Please return only the relevant pages on which your company has included a response, along with other required documentation.***

1. Invoicing for The City of Douglasville is Net 30 once the project is completed. A valid W-9 form is required.

## **7. Required Submissions**

a. All proposals must be submitted with one original and two (2) copies, unless otherwise stated. All copies must contain all required documents, pricing forms, Contractor’s Oath, the Contractors and Subcontractors affidavits of compliance with the Georgia Security and Immigration Act, a current occupational/business license, and a current and valid Certificate of Liability Insurance showing liability insurance coverage and to include workers’ compensation.

**SCOPE OF PROJECT**

**&**

**SPECIFICATIONS**

# GENERAL INFORMATION

The City of Douglasville is seeking proposals from qualified consulting firms to provide professional services to the City to develop a Douglasville 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 ten years. The consultant will work closely with City staff in preparing the Parks and Recreation Master Plan. The consultant will create a document for distribution to the public.

According to the 2016 US Census population estimate the City of Douglasville is a community of some 33,000 residents living within Douglas County, GA. According to the 2010 US Census update for Douglas County, Douglasville demographic make-up is as follows:

White: 36%

Black: 56%

Hispanic: 7%

Asian: 2%

Two or more races: 3%

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 process
* Assure the residents, user groups, associations, and other stakeholders 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 group (participants to be determined) and individual stakeholder interviews
* 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
* Provide methods to hear from as many people as possible, including users and non-users of the services and facilities

# 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 Douglasville using City of Douglasville 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. This 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 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

* Provide an assessment and analysis of the Parks and Recreation Department’s current level of recreation programs, services, maintenance and staffing in relation to present and future goals, objectives and directives
* Provide a user fee analysis for facilities, programs and services
* Provide an analysis of the best possible providers for programs and services. 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 twice 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 usable 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 demands analysis
* Develop a definitive program for acquisition and development of parkland, recreational 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 longterm for the parks system, open space, trails, and recreation programs and services

# Development of Final plan 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
* 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
* Appropriate written material and graphics (maps, charts, etc.) to be used for public presentations, to include a current map and a Final Map Plan outlining future park development opportunities
* A color version of the draft Master Plan document consisting of ten (10) 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 sixteen (16) 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 sixteen (16) printed copies and an electronic version in a format compatible with the City’s software

All written materials, graphics and data shall be delivered in paper, camera ready and in digital format consistent with the City’s software.

**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.

# Items to be provided by the City of Douglasville

* Project Manager – Parks and Recreation Director
* Copies of all existing studies, plans, programs, maps and other data and access to all applicable records
* Assistance with on-going community meetings

**All proposals should include the following background information:**

Those firms interested in providing professional services for this project should submit an original and five (5) copies of the following:

* A letter of Submission shall include the name, address, and telephone number of the person (s) 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 Douglasville.
* 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 resume of the 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 / email address), and a brief summary description of the project.

• Lump sum amount to perform the completed project scope on the Bid Pricing Form included.

# PERFORMANCE TIMELINE & MILESTONES

1. The consultant will provide the City with a final work plan including timeline within 15 business days of the award of the contract.

1. Within five (5) business days following approval of the Detailed Work plan, Consultant shall conduct one (1) orientation meeting with Project Manager to review the work plan, timeline and details of the Master Plan process.

1. The consultant will hold regular monthly in person meetings with Project Manager to review progress, present information, and recommend direction for the remaining portions of the project. Completed portions of the project shall be submitted in draft form to Project Manager for review. These meetings will occur as needed but not less than twice a month throughout the project period.

1. A minimum of one (1) meeting with the Mayor, individual City Council Members and City and Assistant City Administrator during a scheduled Committees meeting.

# RFP EVALUATION CRITERIA

All proposals received will be reviewed by the City Manager’s Department to ensure that all administrative requirements of the RFP have been met. Failure to meet these requirements may be cause for rejection. All proposals that meet the administrative requirements will be submitted to the Evaluation Committee for further evaluation. The Evaluation Committee will review qualified proposals and determine a ranking based on the proposals submitted. The Evaluation Committee may at its discretion and in the course of its evaluation, arrange a site visit and/or presentation with a short list of selected vendors.

Evaluation of written proposals shall be at the discretion of the City of Douglasville. Each submittal will be evaluated to determine the ability of each proposer to provide the required services. The following weighted criteria will be used to evaluate proposals:

|  |  |
| --- | --- |
| **EVALUATION CRITERIA** | **Weight** |
| A. Demonstrated understanding of the project scope | 20% |
| B. Team Organization, Project Lead, Management and Technical approach to the project | 20% |
| C. Qualifications, demonstrated previous experience and familiarity with Parks and Recreation subject matter and standards to complete the project | 20% |
| D. Project Schedule/Timeline | 15% |
| E. Cost | 20% |
| F. References | 5% |

# 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 (3) components.

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

# Facility Maintenance Management Plan

The Facility Maintenance Management Plan will be for Recreation Centers, and other built structures within the Parks and Recreation Department. This 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. 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.



**PROPOSAL PRICING FORM**

# PARKS & RECREATION MASTER PLAN 2018-2028

COMPANY\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

ADDRESS: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CONTACT: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ PHONE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

EMAIL: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Company submits the following bid for **Parks & Recreation Master Plan – 2018-2028.**

1. All Inclusive Price for All Consulting and Deliverables

$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ TOTAL PRICE (in numbers)

1. Potential Additional Costs: Please summarize any and all additional costs below and attach an itemized list of these costs. $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Proposed Schedule of Compensation

Please attach your anticipated Compensation Schedule, indicating specific Milestones for payment, retention, final payment, etc. Example: Any deposits, payments for percentage of completion, etc.

1. Please indicate the number of Calendar Days to complete this project following issuance of Notice to Proceed:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** Days

# Submitted By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Printed Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**ACKNOWLEDGEMENTS**

\_\_\_\_\_\_ We acknowledge that we take no exceptions to the specifications.

# OR

\_\_\_\_\_\_ We acknowledge that we do take exceptions to the RFP requirements and specifications and an itemized list of exceptions is attached.

\_\_\_\_\_\_ We acknowledge we have signed and attached the Contractors and/or Sub Contractors or SAVE Affidavits.

# COMPANY NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ SIGNATURE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ PRINTED NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ TITLE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Georgia Security and Immigration Compliance.

Compliance with the requirements of O.C.G.A. 13-10-91 and Georgia Department of Labor Rule 30010-1-.02 are conditions of this contract. Contractor certifies that it has the following number of employees (check one appropriate box):

\_\_\_\_\_500 or more employees, or

\_\_\_\_\_100 or more employees, or

\_\_\_\_\_fewer than 100 employees,

as identified in O.C.G.A. 13-10-91. In the event the Contractor employs or contracts with any subcontractor(s) in connection with this contract, the Contractor will secure from the subcontractor(s) such subcontractor(s’) indication of the employee-number category applicable to the subcontractor. The contractor’s compliance with the requirements of O.C.G.A. 13-10-91 and Rule 300-10-1-.02 is attested by the execution of the contractor affidavit as shown in Rule 300-101-.07, or a substantially similar contractor affidavit, which document is attached to this Contract, and is a part of this Contract.

In the event the Contractor employs or contracts with any subcontractor(s) in connection with this contract, the Contractor will secure from such subcontractor(s) attestation of the subcontractor’s compliance with O.C.G.A. 13-10-91 and Rule 300-10-1-.02 by the subcontractor’s execution of the subcontractor affidavit shown in Rule 300-10-1-.08 or a substantially similar subcontractor affidavit, and maintain records of such attestation for inspection by the City at any time. Such subcontractor affidavit shall become a part of any contractor/subcontractor agreement.

**CONTRACTOR** AFFIDAVIT AND AGREEMENT REGARDING GEORGIA SECURITY AND IMMIGRATION COMPLIANCE.

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. 13-10-91, stating affirmatively that the individual, firm, or corporation which is contracting with the City of Douglasville has registered with and is participating in a federal work authorization program\* [any of the electronic verification of work authorization programs operated by the United States Department of Homeland Security or any equivalent federal work authorization program operated by the United States

Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603], in accordance with the applicability provisions and deadlines established in O.C.G.A. 13-10-91.

The undersigned further agrees that, should it employ or contract with any subcontractor(s) in connection with the physical performance of services pursuant to this contract with the City of Douglasville, contractor will secure from such subcontractor(s) similar verification of compliance with O.C.G.A. 13-10-91 on the Subcontractor Affidavit provided in Rule 300-10-01-.08 or a substantially similar form. Contractor further agrees to maintain records of such compliance and provide a copy of each such verification to the City of Douglasville at the time the subcontractor(s) is retained to perform such service.

**Company ID Number: EEV/Basic Pilot Program\* Authorization Date**

**Name of Contractor Name of Project**

## City of Douglasville

**Name of Public Employer**

### **Signature by Authorized Officer or Agent Date**

### **Printed Name of Authorized Officer/Agent of Contractor**

**Title of Authorized Officer/Agent of Contractor**

SUBSCRIBED AND SWORN BEFORE ME ON THIS

THE \_\_\_ DAY OF \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, 20\_\_\_\_

### \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Notary Public

My Commission Expires: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\* As of the effective date of O.C.G.A. 13-10-91, the applicable federal work authorization program is the “EEV /

Basic Pilot Program” operated by the U. S. Citizenship and Immigration Services Bureau of the U.S. Department of

Homeland Security, in conjunction with the Social Security Administration (SSA).

**SUBCONTRACTOR** AFFIDAVIT FOR GEORGIA SECURITY AND IMMIGRATION

COMPLIANCE.

By executing this affidavit, the undersigned subcontractor verifies its compliance with O.C.G.A. 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance

of services under a contract with (name of contractor)|

on behalf of the City of Douglasville has registered with and is participating in a federal work authorization program\* [any of the electronic verification of work authorization programs operated by the United States Department of Homeland Security or any equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603], in accordance with the applicability provisions and deadlines established in O.C.G.A. 13-10-91.

#### Company ID Number: EEV/Basic Pilot Program\* Authorization Date

**Name of Subcontractor Name of Project**

## City of Douglasville

**Name of Public Employer**

**Signature by Authorized Officer or Agent Date**

**Printed Name of Authorized Officer/Agent of Subcontractor**

**Title of Authorized Officer/Agent of Subcontractor**

SUBSCRIBED AND SWORN BEFORE ME ON THIS

THE \_\_\_ DAY OF \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, 20\_\_\_\_

### \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Notary Public

My Commission Expires: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\* As of the effective date of O.C.G.A. 13-10-91, the applicable federal work authorization program is the

“EEV / Basic Pilot Program” operated by the U. S. Citizenship and Immigration Services Bureau of the U.S. Department of Homeland Security, in conjunction with the Social Security Administration (SSA).