



Peninsula Metropolitan Park District

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Request for Proposal PenMet Parks Recreation Services Assessment RFP No. 2021.03

Proposal Information

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Proposal Name: PenMet Parks Recreation Services Assessment

Date Issued: November 19, 2021

Contact Person: Matthew Kerns, Recreation Services Manager

E-Mail Address: mkerns@PenMetParks.org

Telephone Number: 253-858-3400

Deadline for Clarifications: Noon on December 8, 2021

Proposals Accepted Until: Noon on December 17, 2021

Submit Proposals To:

Matthew Kerns, Recreation Services Manager via email mkerns@penmetparks.org.

Project Description:

Peninsula Metropolitan Park District (PenMet Parks) is seeking proposals from parks and recreation consultants to complete a recreation services assessment and to make recommendations in various recreation resources-related areas across the department. The scope of this contract is deemed foundational in order for the department to continue to grow and meet the community's needs. Primary focus areas include reviewing current administrative processes and recommending changes to meet best practices and maximize service delivery to the community, creating a cost recovery methodology, and completing a fee/services assessment. In addition, this work will help inform a Strategic Plan and a Parks Recreation and Open Space (PROS) plan in 2022.

PenMet Parks:

PenMet Parks serves a population of over 40,000 residents in the greater Gig Harbor community in Washington State. Additionally, the constituents of Tacoma, Pierce County, Kitsap County, and other areas are served by our recreation programs, parks, and facilities. PenMet Parks' mission is to *enhance the quality of life by providing parks and recreation opportunities for our community*. Since its formation in 2004, The District has adapted to meet the community's needs and has seen significant program growth in recent years. Strong demand for high-quality sports and recreation programs, and access to a diverse portfolio of well-maintained parks and properties is expected to continue. Development of a new Community Recreation Center (CRC) is planned to be complete in 2023. This regional facility will attract users from all over the northwest, with a reach of over 400,000 people. PenMet Parks' staffing will grow to expand programs and operations at the CRC.

Scope of Work:

The selected firm will complete tasks including, but not limited to:

A. Develop Cost Recovery Philosophy, Methodology, and Resource Allocation

- Establish a basis of fees and rationale for a pricing structure for recreational programs.
 - Gather input from key stakeholders, including PenMet Parks Board of Commissioners, PenMet staff, and community.
 - Conduct research of comparable agencies both regionally and nationally to review various fee policies.
 - Develop a Cost Recovery Methodology Policy to be adopted by the Board of Park Commissioners.
 - Consider pricing structures for in-district versus out-of-district participants.
 - Recommend communication methods to ensure both the community and our staff are aware of all associated costs and how the price structure is set.
 - Include budgetary impact analysis with recommended changes.
- Review the Recreation Scholarship Program and recommend changes to the procedures and policy.
- Present findings to Board of Park Commissioners.

Phase A deliverables: Professional report in electronic format that contains findings from this phase of work, including: Cost Recovery Policy, Cost Recovery communication plan and materials, budget analysis, Recreation Scholarship Program procedures.

B. Fee & Services Assessment

- Provide a detailed analysis of current recreation programs, facilities and services delivered by PenMet Parks, identifying the target demographic served, average cost recovery, fee and pricing structure, delivery method (self-directed, leader-directed, facilitated, contracted instructor, drop in, classes, events, rentals, etc.), the scope of program opportunities, program lifecycle stages, the degree to which each program meets an identified need by the community and each program's performance in meeting its objectives.
- Compile a complete and current community inventory of recreation facilities, programs and services in the Greater Gig Harbor area, including those provided by PenMet Parks, and those offered by schools and other alternative public, private, and non-profit providers to understand market saturation, gaps, competition or partner opportunities.
- Complete a fee analysis comparing PenMet Parks recreation program fees and facility rental fees to comparable entities public, private, and non-profit. For rentals, include rental fee, damage deposits, cleaning fees, discounts, etc.
- Present findings to the Board of Park Commissioners.

Phase B deliverables: Professional report in electronic format that contains findings from this phase of work.

C. Recreation Services resources toolkit and best practices

- Evaluate current business processes and make recommendations for best practices. Incorporate findings into a Standard Operating Procedure document.
- Develop Training Standards and Procedures for Recreation Staff:
 - Develop minimum training standards for recreation staff working with youth.
 - Develop minimum training standards for staff working with individuals with disabilities.
 - Develop minimum training standards for volunteer youth sports coaches.
 - Develop Customer Service Training standards and manual.

- Incorporate standards into a training manual. Recommend training platform / tools.
- Analyze and review youth sports model:
 - Research and suggest best practices for youth sports groupings including:
 - Gender.
 - Age brackets.
 - Skill level.
 - Develop youth sports communication toolkit/ templates for communication with customers.
- Determine what key performance measures and feedback from users should be collected to influence future decision-making regarding recreation programming. Provide a detailed strategy for how PenMet Parks should use this data moving forward to guide programming, policy and planning decisions.
- Develop methods to collect and maintain ongoing statistical participant data and feedback.
- Audit Recreation Services Department processes and procedures. Make recommendations for enhancement.

Phase C Deliverables: Recreation Services toolkit with components including, but not limited to, Standard Operating Procedures, training manuals and presentations, strategies for collecting, tracking, and applying key performance indicators.

RFP timeline:

PenMet Parks would like to move quickly in the selection of the firm and implementation of the work. The selected firm should be prepared to commence work immediately after a contract is signed:

RFP issued	November 19, 2021
Deadline for questions	Noon on December 8, 2021
Deadline for responses	Noon on December 10, 2021
Proposals due	Noon on December 17, 2021
Interviews (if needed)	Anticipated January 3- 7, 2022
Selected firm notified of intent to award	Anticipated January 10, 2022
Contract executed	January 19, 2022 (Estimated)

Minimum Qualifications:

Minimum qualifications are required for a firm to be eligible to submit a response to this RFP solicitation. Responses should clearly show compliance with these minimum qualifications. Those that are not responsive to these minimum qualifications may be rejected without further consideration.

- Extensive knowledge of the National Recreation and Parks Association (NRPA) standards and agency accreditation requirements through CAPRA.
(<https://www.nrpa.org/certification/accreditation/CAPRA/>).
- Proven track record defining level of service at both facility and program levels, with strong gap analysis experience.
- Experience preparing fee and program analyses, Comprehensive Program Plans, or Park and Recreation and Open Space Plans.
- Experience facilitating community participatory processes and surveys to generate data and quantify community interests and needs for specific jurisdictions.
- Demonstrated ability to provide a final product that is clear, simple, with strong, attainable implementation strategies with data citations that support recommendations.

Evaluation process and criteria:

The RFP will be published and notice of its release sent to a select number of firms with relevant experience. The RFP and any addenda will also be available on the PenMet website at penmetparks.org.

Following an evaluation of the proposals received, the respondents considered to have submitted the best proposal(s) may be requested to participate in an interview and final selection process.

PenMet Parks will select the firm based on its professed ability to meet the overall expectations of PenMet Parks. PenMet Parks may award limited phases of the project. PenMet reserves the right to reject all proposals.

The following criteria will be used in the selection process:

- A. Responsiveness and completeness of the submittal.
- B. Experience and qualifications of firm and key personnel proposed to complete the work.
- C. Technical quality and methodology of consultant’s approach to the work; ability to document information and recommendations clearly in written format.
- D. Understanding of the objectives and scope of work.
- E. Ability of the consultant team to communicate and build consensus with the Board of Commissioners and staff.
- F. References and examples of completed projects. Satisfaction of former clients with competency of completed work.
- G. Ability to complete the work within the proposed time schedule.
- H. Fee proposal.

RFP submittal instructions:

It is the obligation and responsibility of the consulting firm to learn of addendums, responses, or notices issued by PenMet Parks relative to this RFP.

All submittal response materials must be received no later than time and date listed in the RFP timeline. Electronic submissions are preferred.

RFP submittal format:

Limit proposals to fifteen (15) sheets (cover and back not counted). Pages may be printed double sided. Include the following elements in the response to this RFP:

1. Introduction:
 - a. Cover letter with firm's name, address, email, phone number and website.
 - b. Contact person's name, address, email and phone number.
 - c. Statement of firm's philosophy.
 - d. A concise statement that demonstrates the organization's understanding of the project and scope of services sought by PenMet Parks.
 - e. Description of the organization's approach to the project.

2. History and experience of the firm:
 - a. Location of firm.
 - b. Number of years in business.
 - c. Type of organization.
 - d. List of principals and stakeholders.
 - e. Description of size and composition of the organization.
 - f. Geographical areas of operation.
 - g. Relevant completed projects. Include at least three project references.

3. Key project personnel:
 - a. Resumes for key personnel who will be assigned to this project, including relevant experience, credentials, and references.

4. Proposed deliverables:
 - a. List proposed deliverables for each phase of work. Include proposed deliverables not listed in the scope of work above if appropriate.

5. Proposed schedule:
 - a. Provide a proposed schedule, including a start and completion date, for each phase of work.

6. Fee proposal:
 - a. For each phase of work, provide a detailed breakdown of the firm's proposed fee. Identify proposed personnel and respective hourly rates for each task, and provide the estimated hours for each task. Provide a subtotal for each phase. Fees should be structured on an hourly basis, with a proposed not-to-exceed amount identified for each phase.
 - b. If applicable, provide a separate fee breakout for proposed additional deliverables not listed in the scope of work (see 4a above).

Questions/Inquiries:

Direct all questions concerning this RFP to the contact identified below. Responders may submit written questions, by e-mail only, at any time prior to the question deadline identified in the RFP timeline. Unauthorized contact regarding this RFP with other District employees may result in disqualification of a submittal. Only written, e-mailed questions or inquiries will be accepted. Questions and their responses will be shared on the PenMet website (penmetparks.org).

Contact: Matthew Kerns, Recreation Services Manager
E-Mail Address: mkerns@penmetparks.org

DISCLOSURES:

- A. **REJECTION OF PROPOSALS:** *PenMet Parks reserves the right to reject any and all proposals and to waive irregularities and informalities in the submittal and evaluation process. This Request for Proposal does not obligate PenMet Parks to pay any costs incurred by respondents in the preparation and submission of a proposal. Furthermore, the Request for Proposals does not obligate PenMet Parks to accept or contract for any expressed or implied services.*
- B. **CONTRACT AWARD:** *PenMet Parks reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be initially submitted in the most favorable light. PenMet Parks shall not be bound or in any way obligated until both parties have executed a written vendor contract. The respondent selected will be expected to enter into a contract with PenMet Parks.*
- C. **PAYMENT:** *All invoices related to the contract shall be paid by a PenMet Parks warrant usually within 30 days of PenMet Parks' receipt of a proper invoice and PenMet Parks approval of the respondent's completed tasks/deliverables to the date of the invoice or monthly report, as appropriate.*
- D. **EQUAL OPPORTUNITY EMPLOYMENT:** *The successful respondent must comply with PenMet Parks equal opportunity requirements. PenMet Parks is committed to a program of equal employment opportunity regardless of race, color, creed, sex, age, nationality or disability.*
- E. **BACKGROUND CHECK:** *The successful respondent may be required to submit to a criminal background check. If a background check is required, the contract award shall be contingent upon PenMet Parks receipt of an acceptable background check report for any persons providing services or work under the agreement.*
- F. **INSURANCE REQUIREMENTS:** *The successful respondent shall maintain insurance that is sufficient to protect the respondent and PenMet Parks against all applicable risks.*
- G. **NON-ENDORSEMENT:** *As a result of the selection of a respondent to supply products and/or services to PenMet Parks, the successful respondent agrees to make no reference to PenMet Parks in any literature, promotional material, brochures, sales presentation or the like without the express prior written consent of PenMet Parks.*
- H. **NON-COLLUSION:** *Submittal and signature of this Proposal swears that the Proposal is genuine and not a sham or collusive, and not made in the interest of any person not named, and that the Firm has not induced or solicited others to submit a sham offer, or to refrain from proposing.*
- I. **COMPLIANCE WITH LAWS AND REGULATIONS:** *In addition to the nondiscrimination requirements previously listed, the successful respondent shall comply with all applicable federal, state and local laws, statutes and ordinances relative to the execution of the work. This requirement includes, but is not limited to, protection of public and employee safety and health; environmental protection; waste reduction and recycling; the protection of natural resources; permits; fees; taxes; and similar subjects.*
- J. **PUBLIC RECORDS:** *Under Washington state law, the documents (including but not limited to written, printed, graphic, electronic, photographic or voice mail materials and/or transcriptions, recordings or reproductions thereof) submitted in response to this RFP (the "documents") become a public record upon submission to PenMet Parks, subject to mandatory disclosure upon request by*

any person, unless the documents are exempted from public disclosure by a specific provision of law. If PenMet Parks receives a request for inspection or copying of any such documents it will endeavor to notify the person submitting the documents to PenMet Parks (by U.S. mail or by e-mail if the person has provided an e-mail address, or by fax if the person has provided a fax number) and upon the written request of such person, received by PenMet Parks within five (5) calendar days of the mailing of such notice, will postpone disclosure of the documents for a reasonable period of time as permitted by law to enable such person to seek a court order prohibiting or conditioning the release of the documents. PenMet Parks assumes no contractual obligation to enforce any exemption nor any contractual obligation to provide such notice.