



Peninsula Metropolitan Park District

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Request for Proposal Parks, Recreation, and Open Space Plan Update RFP No. 2022.002

Proposal Information

RFP No. 2022.002, as **officially posted in full** at: <https://penmetparks.org/requests-for-proposals/>

Proposal Name: Comprehensive Park, Recreation, and Open Space (PROS) Plan Update

Date Issued: November 18, 2022

Contact Person: Matthew F. Keough, Planning & Special Projects Manager

E-Mail Address: mkeough@PenMetParks.org

Telephone Number: (253) 313-0423

Deadline for Your Questions: Noon on Wednesday, November 30, 2022
Our Response to Questions: No later than noon on Friday, December 2, 2022 (**on webpage**)
Proposals Accepted Until: Noon on Wednesday, December 14, 2022 (in hand hard copy)
Finalists Notice: Friday, December 16, 2022 (goal)
Interviews: December 19, 2022, by Zoom (goal)

Project Description:

The Peninsula Metropolitan Park District (PenMet Parks) is seeking proposals from qualified consultants to complete an update to PenMet Parks' Comprehensive Park, Recreation, and Open Space (PROS) Plan, last updated in February 2018.

PenMet Parks is seeking a PROS Plan update to primarily address parks and recreation needs and opportunities with well-positioned long-range comprehensive goals, policies, strategies, and implementation measures. The update will establish original levels of services for PenMet, both existing and proposed, through an open participatory public process.

The updated PROS plan will advance PenMet Parks' new strategic plan (expected to be adopted in Winter 2022-2023) into a long-range planning horizon, particularly for capital facilities that address PenMet Parks' needs. The adopted strategic plan will be foundational to this PROS update, given its primary position in steering PenMet's policy development and operational decision-making, including annual strategic goals and objectives. Additionally, the updated PROS plan will incorporate PenMet Parks' current Recreation Services Assessment and the findings of the on-going feasibility studies for a dedicated public senior space and of a dedicated public community aquatic space in the community. The end-result will incorporate PenMet Parks' plans into one comprehensive PROS Plan.

PenMet Parks:

Pen Met Parks' mission is to *enhance the quality of life by providing parks and recreation opportunities for our community*. PenMet Parks represents a population of over 40,000 residents in the greater Gig Harbor community whom reside within unincorporated areas on the Gig Harbor Peninsula in Pierce County, Washington. Other Pierce County residents, including residents within the City of Gig Harbor, Key Peninsula, and Tacoma, as well as other counties, are served by PenMet Parks' programs, parks, and facilities. For example, the anticipated market of PenMet Parks' new Community Recreation Center, planned for completion in 2024, is over 400,000 people.

Since its formation in 2004, PenMet Parks has adapted to meet the needs of the community. There is strong local demand for high-quality sports and recreation programs, and for access to a diverse portfolio of well-maintained parks and properties. Understanding the demand and positioning of PenMet Parks' resources to best address community priorities is paramount to this process.

Preliminary Scope of Work:

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

A. Public Process

- Design a public involvement plan that provides a variety of interaction opportunities that maximizes public education, engagement, and response, particularly through on-line tools.
- Facilitate a robust community involvement process among PenMet Parks' stakeholders, partners, other service providers, and community members to seek consensus regarding community priorities for:
 - Current park, trail, and open space inventory and uses
 - Facility use and needs
 - Desired system improvements, and
 - Expectations and preferences from various user groups.
- Monitor and record all public feedback and maintain an online project page with PROS Plan Update information.
- Evaluate, collaborate, and build on the Recreation Services study as it relates to recreation programming.
- Facilitate public meetings and workshops as needed to deliver identified PROS plan outcomes.
- Participate in at least five (5) meetings with the Board as requested.

Deliverables: Presentation of written public engagement plan and recommendations.

Facilitate public meetings and public input tools, including the design and implementation of a project webpage. Written summary of the implemented public engagement program to include a record of public input. Documentation of findings related to public input, particularly related to level of service expectations and implications.

B. Demographic Trends

- Assess existing population estimates for the next 20 years, acknowledging adopted area plans, including PSRC Vision 2050.
- Review and interpret the Greater Gig Harbor area demographic trends and characteristics using census data, Pierce County adopted plans, Peninsula School District data, and any other available relevant local and regional sources.

Deliverables: Documentation of population demographics and growth projections. Report with data analysis and findings backing goals, policies, and implementation recommendations within an updated PROS Plan.

C. Statistically Valid Survey

- Develop and implement a community needs assessment survey with a return rate that statically represents the District's population and also speaks generally to the wider-community needs for park facilities and recreation programs.
- The survey will incorporate the work done as part of the Recreation Services Assessment.

Deliverables: Professional report in electronic format that establishes a long-range Needs Assessment for parks, recreation, and open spaces. The Needs Assessment should evaluate and consider of the availability of existing community recreational facilities (public and private) that may be available for community use over a 20-year planning horizon.

D. Evaluation of PenMet Parks' Park and Recreation System with Level of Services Analysis

- Update existing inventory of District assets including facilities, parks, trails, and open spaces.
- Document all publicly-owned park amenities within the District boundaries and within the service area of District households, considering data and trends.
- Incorporate available utilization data as well as through utilization trends and industry information
- Consider the existing 6-year Capital Improvement Plan as appropriate in finalizing a new 6-year Capital Facility Program that is consistent and supportive of the long-range Needs Assessment and reflective of PRO goals and policies.
- Examine and incorporate PenMet Parks' strategic plan in the PROS vision and goals and policies, reflective of a long-range needs assessment.
- Gauge customer interest in Parks and Recreation offerings, particularly in "experience-based" areas such as passive recreation, park stewardship, special events, waterfront access, and desired activities.
- Incorporate outcomes from the Recreation Service Assessment into long-range program strategies that also reflect public survey data.
- Establish priorities for market segments provided by PenMet Parks (eg: youth, teens, adults, seniors, special populations).
- Identify barriers to access PenMet Parks services, as well as mitigation strategies, such as cost, location, accessibility, and effective communications.
- Determine current Level of Service (LOS) and assess the desired level of service for parks and recreation programs.
- With asset inventory, current allocated budget levels, and staff feedback, establish maintenance and operations (M&O) unit costs including, but not limited to trail mile, mowing acre, synthetic turf acre, grass turf acre, open space acre, parks with restrooms.
- Review current operations and maintenance capacity and practices to document existing service levels.
- Identify and evaluate current District M&O service levels related to various levels of service and make recommendations for best practices.
- Develop distinct M&O levels of service practices along with necessary resources to achieve desired levels of service standards.
- Establish capital improvement and M&O needs required for desired site programming and

- special events in the inventory of parks.
- Provide strategies for collecting, tracking, and applying key performance indicators for park and recreation services.

Deliverables: PenMet PROS Plan for 2024-2030, with documented compliance with State of WA RCO plan compliance and compliance checklist. Documentation of District asset inventories, analysis, and growth scenarios. Presentation of this data and analysis in useable ARC-GIS products for display purposes. T will be presented in a public meeting and post-correction, in a complete PROS Plan in a digital format.

The final complete PROS Plan product will include:

- Level of Service data summaries, that depicts various levels of service and associated operation costs for both physical assets and recreation services
- Capital Improvement Program with a 20-year planning horizon and a more specific 6-year suggested Capital Improvement Plan
- Stand-alone report regarding recommended goals and policies
- Executive summary of the PROS Plan
- Publicly accessible findings throughout the project, to include graphic display of the data for use on project webpage and for post-project communications.

Proposed Timeline:

The final scope of work, project responsibilities (District staff versus subconsultant) will be based on the Preliminary Scope of Work above but be negotiated with the selected consultant team to meet project needs, acknowledging default responsibility to the principal consultant. The fee proposal, evaluated and selected on the project requirements stated here, may be amended, before finalization, to take into account the PenMet budget and effective means recommended by the selected consultant to accomplish the project deliverables and outcomes.

The selected consultant should be prepared to commence work immediately after a contract is executed. The proposed project timeline will be adjusted through negotiation with the selected consultant:

Procurement Process Timeline	
RFP officially issued (on website)	November 18, 2022
Deadline for Questions/Clarifications	Noon on Wednesday, November 30
Response to Questions (on website)	Noon on Friday, December 2
Proposal Accepted Until	Noon, Wednesday, December 14
Finalists Notice	Friday, December 16 (goal)
Interviews by Zoom	December 19 th (goal)
Proposed Project Timeline	
Project Team Kick-off	January 2023
Board – Preliminary PROS Plan, SEPA process	September 2023
Board – Review Draft PROS Plan (public hearing)	October 2023
Board – Adoption of PROS Plan Update	November 2023

Minimum Qualifications:

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

This project will require a consulting consultant/team with the following qualifications and areas of expertise:

- Experience with related state legislation matters, particularly the funding programs and compliance requirements of the Washington Recreation and Conservation Office.
- Understanding of the National Recreation and Parks Association (NRPA) standards and agency accreditation requirements (<https://www.nrpa.org/certification/accreditation/CAPRA/>).
- Proven track record defining level of service across Park and Recreation systems, to include programming, with strong gap analysis experience that requires prioritization of resources.
- Experience preparing Park and Recreation and Open Space Plans for jurisdictions within the State of Washington, Park Master Plans, and Comprehensive Program Plans for parks services.
- Experience facilitating community participatory processes and surveys to generate data and quantify community interests and needs for specific jurisdictions among various service providers.
- Demonstrated ability to provide a final product that is clear with strong, attainable implementation strategies.
- Expertise in outcome measurement related to implementation of long-range plans, in relation to level of service expectations.
- Ability to gather and present data and citations that support recommendations.

Evaluation process and criteria:

The RFP will be published and noticed by its release sent to the MRSC Roster as well as to known consultants with relevant experience. The RFP, any addenda, and relevant information will also be available on the PenMet Parks website at <https://penmetparks.org/requests-for-proposals/>.

Following an evaluation of the proposals received, the respondents considered to have best demonstrated the qualifications and fee proposals may be requested to participate in an interview. Negotiation of the final scope of work will follow selection of the most qualified proposal. PenMet Parks may award limited phases of the project. PenMet reserves the right to reject all proposals.

The following criteria will be used to evaluate proposals and the qualifications of the consulting teams to complete the work:

- A. Technical quality and methodology of consultant's approach to the project, providing 3 relevant work examples with references. 25%
- B. Successful consensus-based community planning in both public process and public products, where the primary responsibility of the primary consultant. 25%
- C. Approach to the Preliminary Scope of Work and to project outcomes including reflection upon PenMet Park's park and recreation system characteristics and established plans. 25%
- D. Timeline and strategies, to reach process and product milestones and implementation needs. 25%
- E. Fee, documented with hourly rates for associated personnel associated Preliminary Scope of Work Tasks A-D. 25%

RFP submittal instructions:

It is the obligation and responsibility of interested consultants to learn of the expectations, selection criteria, addendums, and official notices issued by PenMet Parks relative to this RFP at:

<https://penmetparks.org/requests-for-proposals/>. All submittal response materials must be **received in hard-copy version by the deadline, in the PenMet Parks Offices**, located at 5717 Wollochet Drive NW #3, Gig Harbor, Washington 98335, during business hours: Monday - Friday: 8:00 - 5:00 pm.

- For in person delivery coordination, the reception desk is (253) 858-3400.
- **The mailing address is: PenMet Parks, P.O. Box 425, Gig Harbor, WA 98335.**

RFP submittal format:

Limit proposals to fifteen (15) sheets (resumes, cover, cover letter, table of contents, and dividers are NOT counted in the total allowed). Five hard copies of the full submittal are required. Additionally, a digital copy of the submittal must accompany the hard copies, either by thumb drive or email.

Include the following elements in the response to this RFP:

1. Introduction:
 - a. Cover letter with consultant's name, address, email, phone number and website,
 - b. Contact person's name, address, email and phone number,
 - c. Statement of consultant's philosophy as it relates to this project,
 - d. A concise statement that demonstrates the organization's understanding of the project and scope of services sought by PenMet Parks, and
 - e. Description of the organization's approach to the project.
2. History and experience of the consultant:
 - a. Location of consultant,
 - b. Number of years in business,
 - c. Type of organization,
 - d. List of principals and stakeholders,
 - e. Description of size and composition of the team, with participation levels, and
 - f. Relevant completed projects, stating role of the principal and subconsultant, status, and fee. 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.
5. Proposed schedule:
 - a. Provide a proposed schedule, including associated milestones, for each phase.

Questions/Inquiries:

Direct all questions concerning this RFP to the contact identified above. Emailed questions will be accepted 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. Questions and their responses will be shared on the PenMet Parks website:

<https://penmetparks.org/requests-for-proposals/>

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 fraudulent, deceptive or collusive, and not made in the interest of any person not named, and that the Consultant has not induced or solicited others to submit a fraudulent offer, or to refrain from proposing.*
- I. **COMPLIANCE WITH LAWS AND REGULATIONS:** *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.*