

**CITY OF LEBANON  
REQUEST FOR QUALIFICATIONS (RFQ)  
PARKS AND RECREATION MASTER PLAN**

**RFQ Release:** February 8, 2022

**Responses Due:** February 28, 2022

**Contact:** All questions should be directed to Jeff Baines, Commissioner of Public Services, at 615-443-2824 or [jeff.baines@lebanontn.org](mailto:jeff.baines@lebanontn.org).

**Project Description**

The City of Lebanon is seeking a qualified firm/individual to prepare a Parks and Recreation Master Plan. This Master Plan will drive City long-range planning, direct decision-making, and resources toward a clearly defined vision for its future, including development and redevelopment of the parks, facilities, open space, and recreation system, over the next ten (10) years.

**Statement of Qualification (SOQ) Requirements**

The ideal firm shall have experience performing master and strategic planning as detailed in the Scope of Services. The qualifications and commitment of key personnel that would be assigned to this community are critically important in the selection of a firm. Please provide the following in your proposal in the following sequence:

1. Cover letter – On the proposer’s letterhead, include an introduction including the name, phone number, and email address of the person(s) authorized to represent the company regarding all matters related to the proposal.
2. Project team organization:
  - a. An executive summary and an organizational chart identifying team members and their areas of responsibility.
  - b. Key personnel qualifications.
3. Information regarding the firm’s ability to meet project schedules and availability to City staff.
4. Three (3) references (past or current) – Firms shall provide contact information for at least three municipal, county, or other government or private sector client references specifying entity name, address, services provided, contact person, and telephone number.
5. Qualifications and relevant project experiences as outlined in the Scope of Services.
6. Six (6) copies and one (1) digital of the qualifications package must be submitted to the following address:

RFQ – Parks and Recreation Master Plan  
Jeff Baines, Commissioner of Public Services  
City of Lebanon  
200 North Castle Heights Ave.  
Lebanon, TN 37087

by Monday, February 28, 2022, at 2:00 p.m. Central Standard Time (CST).

Respondents are directed to draft their proposals in such a manner as to purposely present prior similar project information and descriptions as the lead discussion and presentation in their proposals, and to provide current contact information for both the governmental agency responsible for the project’s administration and management, and the operators and user groups of the park and recreational facilities. Respondents are advised that such project references may be contacted, and that such

contacts may be broadened beyond those named, based upon information provided from these contacted references or other listed example projects.

In describing each project reference, each respondent shall clearly, completely, and accurately describe their specific roles and responsibilities for that project. Respondents are further encouraged to add or address information as to what or how their role or involvement in the referenced example projects benefited the success of the project, in terms of planning, design, operations, etc. As indicated by the selection criteria contained in this RFQ, great weight will be given by the City for experience and benefits provided by the respondents for similar projects.

Selection and award of the Professional Services Agreement (PSA) by the City will be made on the basis of the criteria as outlined below:

1. Qualifications and previous related work of key project personnel, particularly with regard to working with municipalities of similar size, government structure, complexity, and issues (20 points).
2. Qualifications and previous related work of firm, particularly with regard to working with municipalities of similar size, government structure, complexity, and issues, and including firm's experience in technical areas required to successfully complete all comprehensive plan elements (20 points).
3. Understanding of project goals, and local issues and needs, particularly as expressed in their approach to the project (20 points).
4. The demonstrated ability of key project personnel to organize and lead effective, productive public meetings and in-house project meetings (15 points).
5. Quality of sample materials and qualifications package submitted (15 points).
6. Responsiveness to submission requirements (10 points).

The City may take any of the following actions after reviewing the submitted materials:

1. Contact respondents and request additional materials or supporting information.
2. Contact respondents for an in-person interview.
3. Prepare a Request for Proposals (RFP) to be sent to one (1) or more of the respondents.
4. Enter into direct negotiation with a respondent.
5. Re-advertise and/or reissue the original RFQ or an amended RFQ.
6. Determine that responses received are inadequate and/or that the services sought are no longer necessary or desired and thus reject all RFQ submittals.

This RFQ does not commit the City to enter into a contract, nor does it obligate the City to pay for any costs incurred in the preparation and submission of proposals or in anticipation of a contract. The City reserves the right to reject any and/or all qualifications packages submitted, to waive technical or legal deficiencies, and to accept any qualifications packages that it may deem to be in the best interest of the City. By submittal of a qualifications package, the consultant hereby authorizes the City to contact references and make such further investigations as may be in the best interest of the City.

Additional information regarding the RFQ should be emailed to Jeff Baines, Commissioner of Public Services, at [jeff.baines@lebanontn.org](mailto:jeff.baines@lebanontn.org).

A pre-proposal conference is scheduled for 3:00 p.m. on Monday, February 14, 2022, at the City of Lebanon Town Meeting Hall, 200 North Castle Heights Avenue. All interested consultants are urged to attend.

Your RFQ submittal may not be changed, amended, or modified after such time as the City declares, in writing, that a particular stage or phase of its review of the responses has been completed or closed.

*The City of Lebanon is an equal opportunity entity and does not discriminate on the basis of age, race, sex, national origin, religion, or disability in admission to, access to, or operations of its programs, services, activities, or in its awarding of such bids in pursuant to Title VI of the Civil Rights Act of 1964.*

### **Scope of Services**

The successful firm will demonstrate its ability to complete a Parks and Recreation Master Plan as well as relevant experience based on the following minimum criteria:

#### Task 1 – Project Management and Meetings

- Kickoff meeting
- Stakeholder engagement
- SWOT analysis
- Site visits
- Draft plan review meeting
- Final plan presentation

#### Task 2 – Demographic and Trends Analysis of Current Demographics

- Age
- Education
- Employment
- Income
- Housing characteristics
- 10-year population growth

#### Task 3 – Existing Conditions and Needs Assessment

- Review existing planning documents
- Conduct public survey utilizing both virtual and in-person capabilities
- Assess existing facility evaluations (photos, list of amenities, conditions of amenities, acreage, maps, etc.)

#### Task 4 – Benchmark Analysis

- Design and send questionnaire to three peer communities
- Compare to NPRA park metrics based on different measurements

#### Task 5 – Staffing Analysis

- Interview City leadership and staff
- Analyze operations and maintenance strategies
- Evaluate for potential improved efficiencies and technology opportunities

- Recommendations for short and long-term organizational structure based on projected City growth

#### Task 6 – Program Assessment

- List existing programs – Name, age group, and if it’s growing/mature/declining; review age segment distribution, similar provider analysis, gap analysis, user fee analysis
- Recommend programming based on short and long-term organizational structure and public survey feedback

#### Task 7 – Financial Analysis and Revenue Strategies

- Analysis of fees, revenue opportunities, alternative funding sources, increasing revenue/decreasing expenditures analysis
- Identify grant opportunities
- Recommend pricing policies

#### Task 8 – Proposed Site Concept Planning

- Create concept drawing for better use of an existing facility
- Create master plan for a newly purchased site or undeveloped property
- Provide cost estimates/breakdown for short and long-term capital project planning

#### Task 9 – Implementation Plan

- Organize list of recommendations from the previous tasks into low and high priority
- Implementation matrix – priority, project scope, potential budget impact, suggested funding sources

#### Task 10 – Master Plan Report

- Chapters to cover all the above tasks
- Draft plan and presentation to Mayor and City Council
- Final plan incorporating draft feedback