

# City of Goodlettsville, TN

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## Parks and Recreation Master Plan

### Request for Proposals 1707-0047



Responses may be mailed/hand delivered in a sealed envelope or box with title and due date marked on the outside of the envelope to:

City of Goodlettsville  
Charlie Ballard, RFP 1707-0047  
105 S Main Street  
Goodlettsville, TN 37072

Attn: Parks and Recreation Master Plan

**City of Goodlettsville**  
**Request for Proposals (RFP)**  
**Parks and Recreation Master Plan**  
**Scope of Services**

The City of Goodlettsville, TN (“City”) is seeking to hire a consultant, or team of consultants, to prepare a Parks and Recreation Master Plan. The plan will provide a 10 year vision for parks, recreation, open space and trails. The plan will include research, public involvement and the development of recommendations for all aspects of Goodlettsville’s Parks and Recreation activities. The selected consultant/consulting team will have proven experience and knowledge in park and recreation planning, project management, and effective public involvement processes.

**Purpose**

The purpose of the Parks and Recreation Master Plan is to develop a 10 year plan that ensures that residents continue to enjoy a high quality of life that is supported by the high-quality parks and recreational programs and facilities they desire. Specifically, the master plan seeks to:

- Establish a clear understanding of the current conditions of the city’s parks, recreation facilities, and open spaces and assess their relevance to existing and projected populations;
- Assess and evaluate the Parks and Recreation Department’s current programs, management, and operations practices;
- Identify the community’s recreational and social needs and priorities;
- Establish a long range vision to address the identified recreational and social needs and priorities including park land; historical, cultural, and natural resources; recreation facilities; and programs;
- Establish a 5, 10, 15, and 20 year implementation strategy that includes a Capital Improvement Plan (CIP), maintenance and operations standards and guidelines, and funding opportunities.

**Scope of Services**

**A. Community Profile:**

1. Research and identify unique qualities, geography, demographics, and trends specific to the Goodlettsville community that will affect the Master Plan considerations for the future.
2. Relevant goals and policies of local planning studies should be considered where Master Plan recommendations will be affected.

**B. Inventory and Assessment: Parks System Resources**

1. Describe the inventory and conditions of existing parklands and other recreation facilities;
2. Work with staff, community, and needs assessment to identify and define immediate needs and desired improvements within existing developed parks and trails; determine long-range needs;
3. Develop strategies and information needs with staff, then prepare and conduct a statistically valid community-wide needs assessment and other public input surveys to determine current interests and levels of park use, future parks development needs and interests, public priorities and willingness to support different funding levels and funding options now and in the future; identify and discuss major issues/concerns specific to Goodlettsville;
4. Evaluate community access to parks, facilities, and services; establish local planning guidelines and standards for adequate access to neighborhood, community, regional as well as trails, and open space; prepare an analysis of existing and future neighborhood areas, projected service populations, and

parkland allocation recommendations within the urban growth boundary based on growth, transportation, and safety; identify and discuss current and anticipated access issues including barriers to participation; make specific recommendations addressing access solutions and future needs including parkland acquisition and development;

5. Identify, inventory, and rank unique natural and other open space resources for potential park system acquisition and/or parks development opportunity within the community;
6. Recommend and establish a historical, cultural and natural resource management plan to address and compliment future park development;
7. Identify redevelopment opportunities within the existing community for potential park development;
8. Recommend and establish a “criteria for park land acquisition” policy which defines acquisition priorities, satisfies long range maintenance objectives, and accomplishes parks system master plan goals and implementations schedules toward establishing an integrated network of park resources and facilities within the fiscal limitations of the community;
9. Review Goodlettsville’s planning and economic development ordinances pertinent to parks development issues; propose amendments and/or new ordinances as needed to accomplish parks development goals and objectives;
10. Create and recommend a 10 year parks development and redevelopment Capital Improvement Plan (CIP) and implementation schedule including immediate and long range budget projections. This should include projections of all costs associated with capital improvements within existing parks, development and build-out of undeveloped parks, and acquisition and development of future parks sites and related facilities. This is considered a critical component to the study.
11. Provide evaluation and analysis of current management and operations practices with specific attention to parks maintenance and staffing with recommendations pertinent to future growth of parklands, buildings and facilities, and related services. Project cost-effective funding levels necessary to adequately sustain recommended levels of maintenance and service in these areas. NRPA’s “level of maintenance standards” should be used to help define recommendations.

#### **C. Inventory and Assessment: Social Service and Recreation Programs and Services**

1. Inventory available social service and recreation programs, recreation facilities, and related services. Conduct a complete inventory of all agency facilities, programs, and services. Conduct a complete inventory of all agency facilities, programs and services, as well as, alternate providers of such in the community.
2. Conduct a statistically valid community-wide needs assessment addressing population shifts and changing social and economic conditions (can be combined with parks assessment) to determine current levels of participation, and public satisfaction with existing programs, recreation facilities, and services. Determine public interests, desires, expectations, and priorities for the future including the public’s willingness to fund expanded programs and services.
3. Identify specific areas of public need and community interest with regard to program types (sports, outdoor, aquatic, cultural arts, special events, social services, etc.) and populations served (children, teens, adult, senior, family, disabled).

4. Review and evaluate current public relations, publicity, marketing, and other promotional efforts to determine effectiveness within the community. Recommend cost effective methods and practices that will improve public awareness of programs and services.
5. Review and discuss existing funding mechanisms and cost recovery practices for recreation programs and services; and recommend appropriate levels of cost recovery through fees. Recommendations should balance cost recovery with affordability.

#### **D. Funding**

1. Provide a thorough analysis of existing funding practices, sources of funds, and funding levels for both parks and facilities and for recreation programs and services.
2. Project long-range funding levels required to support Master Plan goals and objectives relative to anticipated growth, development, and long term maintenance; describe methodologies and models used to determine projected costs.
3. Identify new or alternative sources of funds that might reasonably be developed to supplement existing funding methods; identify and discuss new funding practices that might present long-term funding stability.
4. Recommend long-term funding strategy(s) that combines and incorporates a diversity of funding options and techniques that will effectively support and achieve Master Plan goals and objectives for both parks development and recreational services.

#### **E. Community Involvement**

1. Involve as many Goodlettsville residents in the development of the Master Plan as possible. To encourage community-wide involvement, utilize several public input methodologies (neighborhood meetings, community forums, questionnaires, social media, presentations, focus groups, newsletters, displays). Public input is a critical component to the study.

#### **F. Comparative Analysis**

1. Compare findings and recommendations for Goodlettsville to recognized national and state standards as well as adopted "levels of service" from like communities in Tennessee and southern Kentucky.
2. Based on citizen input and community profile, identify and address major issues, concerns, and challenges specific to Goodlettsville that will affect parks, open space, and recreation service decisions now and in the future.
3. Propose parks and recreation, and open space recommendations that are progressive while remaining sensible for communities with like resources.

#### **G. Master Plan Document**

1. Compile findings and recommendations from above study components into one or more documents, which together, identify community priorities and define Goodlettsville's comprehensive Parks and Recreation Master Plan for the future.
2. A separate "executive summary" of the Master Plan report shall be provided. An executive summary narrative will be included within all study component documents.

#### **H. Master Plan Deliverables**

1. A long range vision for Goodlettsville Parks and Recreation including specific goals and priorities that incorporate all findings from each of the above study components and particularly reflect community interest and significant levels of support.
2. A well-defined, long-range plan for an integrated network of parks, community facilities, trails, and open spaces; community parks and facilities resource maps that geographically identify the existing and proposed components of this system (this should include identification of park types, future acquisition and development plans, and development plans), as well as solutions addressing community access issues.
3. A framework for maximizing citizen use and enjoyment of existing parks, facilities, and recreation services.
4. A framework for meeting future needs and achieving long range parks system development and recreation program services goals.
5. A specific action plan that implements standards, guidelines, policies of recommendations of the Master Plan, particularly the Capital Improvement Plan (CIP) for parks system development. This plan should address administration and management as well as maintenance and operation for both parks development and recreation program services.
6. Specific funding recommendations and strategies which support short-range (2018-2022), mid-range (2023-2025), and long-range (2026-2028) parks development and recreation program development needs while responding to the community's "willingness to pay" priorities. Recommendations should be based on specific cost projections identified under parks development goals and projected growth of recreational services.
7. Maintenance and operations standards and guidelines for providing quality, safe, and cost-effective maintenance operations and practices. Determine funding and staffing levels commensurate with maintenance and operations responsibilities.
8. Recommendations for improved public relations and communications to maximize community awareness of Parks and Recreation programs and services.

#### **I. General Requirements for Consultant**

1. The consultant will hold regular consultations with City staff to review progress, present information, and recommend direction for the project. These meetings will occur as needed, but not less than once a month throughout the project period.
2. The consultant will plan and facilitate public workshops as necessary to accomplish comprehensive public input; the consultant will prepare and make presentations before the Leadership Team and the City Commission as necessary to accomplish support for and successful adoption of Master Plan recommendations. This will include presentation of final draft as well as final Master Plan documents for approval.
3. The consultant will provide ten draft copies of all reports and maps for review and comment by City staff at least three weeks prior to the presentation of project findings and recommendations.
4. The consultant will provide three professionally bound copies and one electronic copy of the final, adopted, Goodlettsville Parks and Recreation Master Plan and separate Executive Summary. The significant Master Plan study components (i.e.: needs assessments) and support materials should also

be bound and provided. All other support materials, data files, maps, and significant project records and documentation will be provided upon submittal of final report.

5. The consultant shall ensure the local adoption of the Goodlettsville Parks and Recreation Master Plan by April 26, 2018 or other mutually agreed upon alternative deadline date based on time frames outlined in the firm's proposal.

**J. General Requirements of the City**

1. The City will provide existing City maps, aerials, and AutoCAD base map for design and reproduction purposes.
2. The City will provide existing studies and reports including Zoning Map and Land Use Plan, Growth Boundary, FEMA Flood Maps, Major Thoroughfare Plan, Design Guidelines, and other pertinent community document plans that may affect Master Plan decisions and recommendations.
3. The City will provide existing financial and other parks development and recreational programs services data as necessary.
4. The City will perform other tasks related to the scope of work as negotiated with contract.

**Proposal Selection**

The City Manager will appoint an Evaluation and Selection Committee to review Proposals. The City reserves the right to select the Proposer who represents the best value, and accept or reject any proposal submitted in response to the solicitation. The City's Evaluation and Selection Committee will act in what they consider to be the best interest of the City and its residents.

Price shall not be the sole determining factor for selection, as indicated in the following section:

**Evaluations of Proposals**

**A. Evaluation Method and Criteria**

An Evaluation and Selection Committee has been appointed by the City Manager and will be responsible for selecting the most qualified firm and then negotiating a contract. The Proposers with the highest-ranked submittals may be asked to make a detailed presentation of their product/service to the Evaluation and Selection Committee.

All Proposers are advised that in the event of receipt of an adequate number of Proposals, which in the opinion of the Evaluation Committee require no clarification and/or supplemental information, such Proposals may be evaluated without discussion. Hence, proposals should be initially submitted on the most complete and favorable terms which Proposers are capable of offering to the City.

After presentations, firms will be assigned a final score, with the highest-ranked firm moving forward to the negotiation phase. Upon successful negotiation, a recommendation for award will be considered by the City Commission. No work on this project shall proceed without written authorization from the City of Goodlettsville.

The City reserves the right to enter into contract negotiations with the selected Proposer. If the City and the selected Proposer cannot negotiate a successful contract, the City may terminate such negotiations and begin negotiations with the next selected Proposer. No Proposer shall have any right against the City arising from such negotiations.

The City's evaluation criteria may include, but shall not be limited to, the following:

**Proposal Evaluation Criteria:**

1. Quality of Response
  - a. Clearly demonstrated understanding of the work to be performed.
  - b. Completeness and reasonableness of the Proposer's plan/proposal for accomplishing the tasks.
  - c. Level of creativity demonstrated by the Proposer's proposed methodologies for meeting the requirements of this proposal.
2. Qualifications and Experience

The firm's overall qualifications and experience related to similar projects and their technical competence and resources to carry out the project successfully. As part of the response, Proposers shall:

  - a. Provide a background and qualifications summary.
  - b. Provide a list enumerating the Project Manager and all key personnel to be utilized on the study, including a description of their qualifications and skills (include same for any sub-consultants on the project).
  - c. Describe the firm's understanding of community parks and recreation services and the issues commensurate to the provision of such services;
  - d. Include a thorough example of successful Parks and Recreation master planning experience.
  - e. References from three or more Master Plan projects of a similar nature are required. Include owner's name, name of project, project contact, email address, and telephone number.
3. Understanding of the Project

A demonstrated understanding of the project and the work required as well as the thoroughness and conciseness of the firm's proposal. As part of the response, Proposer shall:

  - a. Provide a brief narrative indicating full understanding of the project and related work required;
  - b. Provide detailed narrative specifically describing how the Goodlettsville Parks and Recreation Master Plan study will be conducted (please address each component described in the Scope of Services). Describe key work phase and a detailed description of specific tasks.
  - c. Identify key personnel (including sub-consultants) who will be assigned to each major task. Include a description of their prior experience with similar projects.
  - d. Describe anticipated person-hours by staff category applied to each task. This will demonstrate how consultant will focus effort within the project.
4. Costs

This refers to the proposed contract fee and reimbursement expense budget. (Please note that price is only one factor for consideration of award).

  - a. The Proposer shall propose a not-to-exceed amount for complete execution of this project as detailed in the Specifications or Statement of Work herein, as well as reimbursable expenses.
  - b. If proposing costs which may include alternate programs or services not covered in the base bid pricing, the Proposer, when offering such alternative services, must provide a detailed explanation of additional optional services to be offered.

5. Schedule

This refers to the Proposer’s proposed performance and delivery schedule. The schedule shall be a critical element of this contract.

**B. Acceptability of Proposals**

The offer shall be evaluated solely in accordance with the criteria set forth herein. The proposals shall be categorized as follows:

- 1. Acceptable
- 2. Partially Acceptable
- 3. Unacceptable

**C. Award of Agreement**

Award shall be made by the City to the responsible proposer whose proposal is determined to be the most advantageous to the City, taking into consideration price and the evaluation criteria set forth herein below. The City of Goodlettsville reserves the right to accept the Proposal as a whole, or for any component thereof if it appears to be in the best interest of the City.

**D. Weighted Criteria**

Points will be assigned to each proposal based on the following weighted criteria:

<b>CRITERIA</b>	<b>MAXIMUM POINTS</b>
1. Compliance with Request for Proposal (Mandatory)	N/A
2. Quality of Response	25 points
3. Qualifications & Experience	25 points
4. Understanding of the Project	25 points
5. Costs (Price)	10 points
6. Schedule	15 points

These weighted criteria are provided to assist Proposers in the allocation of their team and efforts during the proposal preparation process. The criteria also guide the Evaluation Committee during the short-listing and final ranking of proposers by establishing a general framework for those deliberations. Once the Proposals are evaluated, a “short list” may be selected to make presentations to the Evaluation and Selection Committee, prior to a recommendation for award.

**E. Discussions and Presentations**

The short-listed Proposers may be requested to make presentations to the Committee. The City may require additional information after evaluation of the submittals, and Proposers agree to furnish such information upon the City’s request.

All Proposers are advised that in the event of receipt of an adequate number of proposals, which in the opinion of the Evaluation Committee, require no clarification and/or supplementary information, such proposals may be evaluated without discussion or need for presentations. Hence, proposals should be initially submitted on the most complete and favorable terms which Proposers are capable of offering to the City.

The Evaluation Committee may conduct discussions with any Proposer who submits an acceptable, or potentially acceptable proposal. Proposers shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of proposals. The Evaluation Committee reserves the right to request the Proposer to provide additional information during this process.

**F. Right to Reject Proposals**



To the extent permitted by applicable state and federal laws and regulations, City reserves the right to reject any and all Proposals, to waive any and all informalities not involving price, time or changes in the work, and to disregard all nonconforming, nonresponsive, unbalanced, or conditional Proposals. Proposals will be considered irregular and may be rejected if they show serious omissions, alterations in form, additions not called for, conditions, unauthorized alterations, or irregularities of any kind.

City reserves the right to reject any Proposal if City believes it would not be in its best interest to make an award to a particular Proposer, either because the Proposal is not responsive, the Proposer is unqualified, or doubtful financial ability, or fails to meet any other pertinent criteria established by City within the scope of this solicitation.

#### **Submission Process and Required Documents**

- A. Submissions are due by 2:00pm CST, on Thursday, August 24, 2017.
- B. Submissions must include one (1) original and six (6) copies in an envelope marked with firm name to:  
  
City of Goodlettsville  
Attn: Charlie Ballard, RFP 1707-0047  
105 South Main Street  
Goodlettsville, TN 37072
- C. Submissions must include a completed Fee Proposal Worksheet.
- D. Any addenda become part of this Request for Proposal and the resulting agreement. The Proposal Form included herein should be signed by an authorized company representative, dated, and returned with the Proposal.
- E. All costs associated with submission preparation will be the sole responsibility of the firm and no reimbursements will be provided by the City.
- F. No negotiations, decisions, or actions shall be initiated or executed by the Proposer as a result of any discussions with any City employee. Only those communications that are issued in writing from the Purchasing Coordinator may be considered a duly authorized expression. Also, only communication from Proposers that are signed in and in writing will be recognized by the City as duly authorized expressions on behalf of the Proposer.

**Goodlettsville Parks and Recreation Master Plan  
Proposal Form**

I, the undersigned, certify that I have read and fully understand all of the specifications supplied by the City in the Request for Proposal.

I propose to provide professional services as specified in the Request for Proposal for the total sum of:

\$ \_\_\_\_\_

I hereby state that I have the authority to submit this proposal which will become a binding contract if accepted by the City.

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Date

**Goodlettsville Parks and Recreation Master Plan  
Fee Proposal Worksheet**

Data Collection/Initial Meetings	\$ _____
Site Review and Analysis	\$ _____
Concept Planning and Refinement	\$ _____
Preliminary Master Plan Preparation	\$ _____
Final Master Plan Presentation/Delivery	\$ _____
Estimated Reimbursable Expenses	\$ _____
<b>TOTAL</b>	<b>\$ _____</b>
Sub Consultant Fee	\$ _____
Sub Consultant Fee	\$ _____
Sub Consultant Fee	\$ _____
<b>TOTAL Sub Consultant Fees</b>	<b>\$ _____</b>
 <b>TOTAL OF ALL FEES</b>	 <b>\$ _____</b>