

**REQUEST FOR QUALIFICATIONS
FOR
COMPREHENSIVE PARKS & RECREATION
MASTER PLAN 2021-2031**



**CITY OF LAKELAND, TENNESSEE
PARKS AND RECREATION OFFICE
10001 U.S. HIGHWAY 70
LAKELAND, TN 38002**

AUGUST 2021
REQUEST FOR QUALIFICATIONS
COMPREHENSIVE PARKS & RECREATION MASTER PLAN 2021-2031
CITY OF LAKELAND, TENNESSEE

I. Purpose

The City of Lakeland, Parks and Recreation Department, requests proposals from qualified professional park system planning consultants interested in assisting in the creation of the 2021-2031 Comprehensive Parks and Recreation Master Plan. This system-wide approach will be used as a main resource for future development and redevelopment of the County's parks, open space, trails, and recreation system over the next ten years.

This Request for Qualifications (RFQ) document includes instructions, requirements, and the scope and specifications of the project.

The anticipated schedule for the RFQ is as follows:

RFQ Available	August 12, 2021
Deadline for Questions	2 PM, August 24, 2021
RFQ Submissions Due	2 PM, August 31, 2021
Award by Commission	Thursday, September 9, 2021

Competitive sealed RFQs for Parks & Recreation Master Plan will be received at the City of Lakeland, 10001 U.S. Highway 70, Lakeland, TN 38002 no later than 4 PM August 31, 2021.

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

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

II. Scope of Services

This project seeks to create a City-wide Recreation and Park Master Plan (hereafter referred to as "The Master Plan") to address greenspace and greenways strategy, recreation, parks, open space, and trails. The Master Plan shall include: an evaluation of ongoing programs; inventory of parks, greenspaces, open spaces, trails, and

recreation facilities; identification of the potential of adding to the inventory; identification of conservation sites and preserves; definition of programming needs; recommendations for the future; and creation of a project list.

The expected timeframe for the project is 8 months following contract execution. The consultant may use the following task breakdown approach; however, the intent of this RFQ is to solicit the consultant's best practices, processes, and recommendations for the project.

A. Inventory and Community Profile

- Compile an inventory and conduct assessments of the existing parks, trails, open space, and facilities.
- Provide demographic trends and characteristics of City of Lakeland, including research on health statistics. Population charts should include past, present and projections.

B. GIS Mapping

Provide existing public and private recreational facilities.

- Service areas, as well as underserved areas, for existing recreational facilities
- Proposed greenways and multiuse paths within each park and connections between parks
- Proposed system-wide improvement plans to illustrate system scope and balance, priorities for improvements, and connections

C. Outreach Process

The following steps will be used to create a baseline to determine needs, desires, and willingness to pay for parks and recreation improvements.

- Meet with staff and key stakeholders to obtain input (5 meetings minimum).
- Facilitate a public meeting to kick off the project and gather input.
- Develop a survey instrument and conduct an online 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.
- Present information on the survey results to staff, proposed recommendations, and gather feedback.
- Provide the draft document for the City to post on their website with an email address for the public to make comments
- Provide a presentation of the final draft Master Plan to the Board of Commission for adoption.

D. Needs Assessment

Needs assessment should examine needs in the existing network, as well as the need for additional parks, open spaces, greenways, trails, recreation facilities, and amenities. This analysis will come from a combination of existing data and data collected by the consultant. The consultant's proposal shall include an outline of the proposed Gap Analysis/Needs Assessment strategy. At minimum, the strategy should include:

- Inventory of the existing facilities
- Projections of population growth and demographic characteristics
- Recreation participation trends
- Level of Service (LOS) standards
- Identify unmet needs of residents
- Identify areas of significant opportunities

E. Operations and Maintenance

- Analyze staffing level and provide recommendations
- Provide maintenance review and recommendations

F. 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.

The Final Master Plan Document Shall Include:

- Collect and analyze demographic information for the community.
- Inventory and evaluate existing park facilities conditions.
- Identify areas of service shortfalls and projected impact based on data trends.
- Provide usable and workable definitions and recommendations for designated park and open space with acreages and parameters defined as appropriate.
- Collect and analyze information on participation, needs, desires, operations, programming, and land use trends and make LOS recommendations.
- Provide an operation, staffing, and maintenance analysis with recommendations.
- Develop a definitive program for acquisition and development of parkland, recreational facilities, open space, and trails.
- Develop a 10-year spending capital improvement plan.

- Identify opportunities for available funding and provide recommendations.
- Develop an action plan which includes strategies, priorities, and an analysis of budget support and funding mechanisms for the short-term, mid-term, and long-term for the parks system, open space, trails, and recreation programs and services.
- Include charts, graphs, maps, and other data as needed to support the plan and its presentation to the Board of Commissioners.
- The Master Plan must include written goals, objectives, and policy statements that articulate a clear vision and Action Plan for the Parks and Recreation Department's future.

III. Proposal Requirements

All RFQs Should Include the Following Background Information:

Those firms interested in providing professional services for this project, please submit an original and 5 copies of the following:

- A letter of submission, including the name, address, and telephone number of the person(s) authorized to legally represent the firm
- Background on the firm and its experience in preparing Comprehensive Parks and Recreation Master Plans for public agencies
- A narrative detailing the approach, services the firm would provide, methodology, deliverables, and client meetings
- 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 minimum of 3 public agency references for projects of a similar nature to this project and a description of the projects which minimally includes client, location, contact person, and contact information (telephone/email address).

IV. Consultant Selection Procedure

All RFQs received will be reviewed by the City's Review Committee to ensure that all administrative requirements of the RFQ 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.

Selection of the consultants may be based solely on the submittal of the proposal. If the Evaluation Committee wishes to conduct interviews, City staff will contact each firm to set up a date for the interview. The interview process will allow the firms to better educate Evaluation Committee about their experience and qualifications. Interviews will be limited to 30 minutes. The Consultants deemed most qualified to provide the

required services will be selected and the contracts will be presented to the Board of Commissioners for their approval of the contract.

The City of Lakeland reserves the right to seek clarification of any proposal submitted and to select the proposals considered to best promote the public interest of Lakeland.

All proposals become the property of the City of Lakeland upon submission. The cost of preparing, submitting, and presenting a proposal is the sole expense of the Consultant. Lakeland reserves the right to reject any and all proposals received as a result of this solicitation, to negotiate with any qualified source, to waive any formality and any technicalities or to cancel the RFP in part or in its entirety if it is in the best interest of City of Lakeland. This solicitation of proposals in no way obligates Lakeland to award a contract.

The City of Lakeland will not discriminate against any individual for any reason and will provide services to all citizens and contractors, both potential and current, in a nondiscriminatory fashion. It is the intent of the city to fully comply with the provision of Title VI and Title VII of the Civil Rights Act of 1964. The City is committed to a moral, ethical, and legal responsibility to ensure equitable employment practices and the delivery of city services regardless of an individual's race, color, religion, national origin, age, disability, gender, or political affiliation. Interested certified Disadvantaged Business Enterprise (DBE) firms as well as other minority-owned and women-owned firms are encouraged to respond to all advertisements.

V. Insurance Requirements

The successful consultant will be required to purchase and maintain during the life of the contract Comprehensive General Liability insurance and Professional Liability insurance to protect the Consultant and Owner against liability from damages because of injuries, including death suffered by persons, including employees of the Owner, and liability from damages to property arising from and growing out of the Consultant's negligent operations in connection with the performance of the contract.

		<u>LIMITS</u>
A.	Worker's Compensation	Statutory
B.	Comprehensive General Liability	\$500,000 per occurrence Premises/Operations Products/Completed Operations Contractual Liability
C.	Professional Liability/Errors and Omissions	\$500,000 (optional requirement depending on service. Contact City of Lakeland Risk Management Office)

Consultant shall provide Owner with certificates evidencing such insurance as outlined above prior to beginning any work under this agreement. Such certificates shall provide the thirty (30) days advance written notice to Owner of cancellation, material change,

reduction of coverage, or non-renewal, and shall list the City of Lakeland as an additional insured.

In addition, Consultant shall provide Owner with copies of insurance policies and/or policy endorsements listing the City of Lakeland as an additional insured. City's failure to request or review such insurance certificates or policies shall not affect City's rights or Consultant's obligations hereunder.

Consultant agrees to forever indemnify the City and hold it harmless from all liability for damage to property, injury to or death to persons, including all costs, expenses, and attorney's fees incurred related thereto, arising from negligence of the Consultant.

VI. Proposal Submittal

All consultants who wish to be considered for this project shall submit a proposal by **Tuesday, August 31, 2021 at 2 PM** to:

Lakeland City Hall
Parks and Recreation Department
10001 U.S. Highway 70
Lakeland, TN 38002
Phone: (901)-867-5418

Proposals shall be presented in a sealed envelope and clearly marked "Proposal for Comprehensive Parks & Recreation Master Plan". Include five (5) copies of the proposal. Proposal shall not exceed 35 pages total.

If any of the above requirements are not met, the proposal may not be considered. Proposals received after the deadline will not be accepted. Faxed or emailed proposals will not be accepted.

Questions regarding the RFP should be directed to:

Patrick O'Mara
Parks and Recreation Director
(901) 867-5414
pomara@lakelandtn.org