



REQUEST FOR PROPOSAL
for
Comprehensive PROST 10 year Master Plan Services
Solicitation # MP-002-01-14 - Compliance

Issued by

**Richland County
Recreation Commission (RCRC)**

February 4, 2014

REQUEST FOR PROPOSAL

for

PROFESSIONAL MASTER PLANNING SERVICES

Richland County Recreation Commission (RCRC) is seeking proposals from qualified firms to provide advanced professional and administrative work in preparing a Comprehensive **Parks, Recreation Open Space and Trails (PROST)** Master Plan. The plan will provide a ten (10) year vision for parks, recreation, open space and trails, as well as an action plan for implementing this vision. The plan will include research, public involvement, and the development of recommendations for all aspects of the RCRC park system to include the mission and goals as well as provide a community demand and needs analysis.

The selected consultant/consulting team will work closely with the RCRC ad-hoc committee and will have proven experience and knowledge in park and recreation planning, project management, strategies, and effective public involvement.

I. PROJECT DESCRIPTION

RCRC is the first and only nationally accredited park and recreation agency in the state of South Carolina. As a Special Purpose District, incorporated on June 6, 1960, RCRC was created under the laws of the State of South Carolina by Act 873, as amended, for establishment of the Rural Recreation District in Richland County. The Commission provides physical education and recreation facilities for the citizens of Richland County, South Carolina. Firms are encouraged to visit our website at www.richlandcountyrecreation.com and learn more about RCRC's diverse offerings.

One of RCRC's prime responsibilities is the development of a diversified county park system. The park system also emphasizes passive activities, the environment, and community health. Each park facility offers a variety of programming that is generally directed toward the natural features and characteristics of the site.

RCRC offers the community a wide variety of park facilities, programs, and events. The park system enjoys a large customer base consisting primarily of local families. The annual park visitation is well over 100,000 patrons throughout the system.

RCRC is currently increasing the size of the park system with land purchases, new facilities, and new parks afforded by a general obligation bond in 2008. The Agency's next objective is for the PROST Plan to create a framework for decision-making over a multi-year planning period. The plan will also provide an update to previous plans and studies, and consider the recreation needs and desires of the current population of Richland County.

II. PROJECT PURPOSE AND GOALS

Richland County Recreation Commission, through public workshops, surveys, and research, will complete a Comprehensive **Parks, Recreation Open Space and Trails** Master Plan assessing the current and future recreational needs of Richland County, as they relate to the mission of the agency, in order to plan, fund, manage and develop parks, facilities, trails and programs. The **PROST** Plan will make recommendations in the following areas:

- A. Park System Mission and Goals
 - 1. RCRC Identity and Mission
 - 2. Affirmation of Goals and Objectives
 - 3. Inventory and Analysis of existing recreational resources and facilities
 - 4. Demographics Analysis
 - 5. Identify potential recreation land opportunities
 - 6. Recreation Trends Analysis
 - 7. Level of Service Standards and Criteria
 - 8. Park Classification System Recommendations
 - 9. Natural and Cultural Resource Management Recommendations

- B. Community Demand, Supply and Needs Analysis:
 - 1. Recreation Facilities
 - 2. Recreation Programs
 - 3. Trails
 - 4. Open Space
 - 5. Citizen needs assessment
 - 6. Facilitate community input and participation in development of the Master Plan

- C. Ten-Year Plan for Growth:
 - 1. New Park Master Plan Priorities and Recommendations
 - 2. Existing and Future Park Facility Expansion and Improvement Priorities and Recommendations
 - 3. Open Space Acquisition Priorities and Recommendations
 - 4. Review the fee structure, funding strategies and sponsorship opportunities of the Agency
 - 5. Budgeting and Funding Priorities and Recommendations
 - 6. Review staffing as opposed to responsibility and compare with similar agencies
 - 7. Evaluate the marketing systems
 - 8. Developing a cost analysis

III. PROJECT SCHEDULE:

Preliminary Project Schedule

	2014												2015									
PROST Comprehensive Plan Project Phase	F E B	M A R	A P R	M A Y	J U N	J U L	A U G	S E P	O C T	N O V	D E C	J A N	F E B	M A R	A P R	M A Y	J U N	J U L	A U G	S E P	O C T	
RFP, Contract Award																						
Phase 1: Project Initiation/Admin.																						
Phase 2: Research and Analysis																						
Phase 3: Outreach/Needs Assessment																						
Phase 4: Recommendations																						

IV. SCOPE OF WORK

1. Project Administration

The consultant will conduct meetings and communicate with RCRC staff on a regular basis throughout all phases of the project, to review and comment upon work products, refine plan objectives, and develop recommendations.

- A. Project Initiation
 1. Finalize scope of work
 2. Finalize project goals and objectives

- B. Project Administration
 1. Meet Ad-Hoc committee
 2. Finalize work plan

Deliverables to include: Final Work Plan, process flowchart, timeline, ad-hoc committee meeting schedules, agendas, handouts, meeting reports, website update, etc.

2. Research and Analysis

The consultant will conduct research and analysis, review existing documents, and evaluate all recreational facilities including those provided by the agency and those offered by schools and other alternative public, private, non-profit providers based on established standards and criteria.

- A. Demographic Research
- B. Local Research
 1. Existing documents review

2. Recreation trends research
3. Level of service standards and criteria
4. Park classification system evaluation
5. Inventory and evaluation
 - a. Recreation facilities inventory and evaluation
 - b. Recreation programs inventory and evaluation
 - c. Trails inventory and evaluation
 - d. Open space inventory and evaluation
 - e. Natural and cultural resources inventory and evaluation
6. Electronic Mapping

Deliverables to include: Maps, tables and reports reflecting all inventories and evaluations.

3. Outreach and Needs Assessment

The consultant will conduct a well publicized public involvement process using various media and forums to reach as many citizens as possible.

- A. Public Involvement
 1. Stakeholder interviews
 2. Focus groups
 3. Public workshops
 4. Community survey
- B. Public Information
 1. Public information displays
 2. Press releases
 3. Web materials, social media
 4. Public presentations
- C. Needs Assessment
 1. Recreation Facilities
 2. Recreation Programs
 3. Trails
 4. Open Space

Deliverables to include: Community involvement plan, agendas, handouts, graphics, survey instruments, survey report, workshop reports, interview instruments, Power Point presentations, reports of findings from meetings and workshops, interviews, public information plan, graphic and text materials for distribution, website update.

4. Recommendations

The consultant will provide a draft report, making recommendations in all areas for review. The final report will incorporate the following:

- A. Park System Mission and Goals
 1. RCRC Identity and Mission
 2. Affirmation of Goals and Objectives
 3. Inventory and Analysis of existing recreational resources and facilities

4. Demographics Analysis
 5. Identify potential recreation land opportunities
 6. Recreation Trends Analysis
 7. Level of Service Standards and Criteria
 8. Park Classification System Recommendations
 9. Natural and Cultural Resource Management Recommendations
- B. Community Demand, Supply and Needs Analysis:
1. Recreation Facilities
 2. Recreation Programs
 3. Trails
 4. Open Space
 5. Citizen needs assessment
 6. Facilitate community input and participation in development of the Master Plan
- C. Ten-Year Plan for Growth:
1. New Park Master Plan Priorities and Recommendations
 2. Existing and Future Park Facility Expansion and Improvement Priorities and Recommendations
 3. Open Space Acquisition Priorities and Recommendations
 4. Review the fee structure, funding strategies and sponsorship opportunities of the Agency
 5. Budgeting and Funding Priorities and Recommendations
 6. Review staffing as opposed to responsibility and compare with similar agencies
 7. Evaluate the marketing systems
 8. Developing a cost analysis

Deliverables to include: Community Needs Assessment Report, draft and final document including maps in electronic format, 8 printed copies, 6 CD copies, includes all graphics.

V. PRE-SUBMITTAL CONFERENCE

A mandatory pre-submittal conference for the Comprehensive 10 year Master Plan Service will be held at **3:00 p.m. Thursday February 27, 2014** at the Richland County Recreation Commission's Banquet Room located at the Richland County Adult Activity Center, 7494 Parklane Road Columbia, SC 29223. At this meeting, Recreation Commission staff will discuss the scope of work, general contract issues and respond to questions from the attendees. The Owner/Recreation Board and RCRC staff will not be available to respond to individual inquiries regarding the project scope outside of this pre-submittal conference. **Pre-submittal conference attendance is required in order to submit a response to the RFP.**

VI. REQUEST FOR PROPOSAL EVALUATION CRITERIA

It is of utmost importance for firms to demonstrate qualifications, competence and capacity to provide the Comprehensive Master Planning services for the PROST Master Plan in conformity with the requirements of the Request for Proposal. While RCRC is concerned about the cost, RCRC will determine the best value based upon this criteria and recommend the selection of the

firm. Proposals will be evaluated and independently scored using a point formula. Interested firms must submit a Statement of Qualifications (SOQ) **limited to 10 pages (not including forms and attachments requested by this RFP)** that address the following issues:

- A. Past performance;
- B. Ability of professional personnel;
- C. Project approach and performance differentiators;
- D. Capacity;
- E. Recent, current, and projected work load;
- F. Creativity and insight related to the Master Planning process;
- G. Related experience on similar projects;
- H. Fee Structure/Price Proposal;
- I. Volume of work awarded to Certified Minority Business Enterprises and Firms;
- J. Other special qualifications required by the solicitation.

VII. SUBMISSION REQUIREMENTS

Firms interested in the above project should submit a Statement of Qualifications (SOQ) which includes a one-page cover letter **plus a maximum length of ten (10) pages to address the RFP criteria set forth in section VI above. Requested attachments and other required submissions shall not be counted in the 10 page limit.** Resumes for each key team member shall be limited to a maximum length of two pages (no company information) and should be incorporated as Attachment B at the end of the RFP. Please provide one unbound original plus seven copies (total of eight) of the (SOQ) Statement of Qualifications in a sealed package, clearly marked on the front of the package “Richland County Recreation Commission Comprehensive PROST 10 Year Master Plan Services RFP MP-002-01-14”. **All submittals must be received by the Richland County Recreation Commission, 7473 Parklane Road, Columbia SC 29223 no later than 3:00 p.m. Thursday, March 13, 2014. Any submittal received after this time shall not be considered. Submittals sent by facsimile or email will not be accepted.**

Please be advised that failure to comply with the following criteria may be grounds for disqualification:

- _ Receipt of submittal by the specified cut-off date and time.**
- _ The number of originals and/or copies of the submittal specified.**
- _ Adherence to maximum page requirement.**
- _ Receipt of submittal in correct location.**

_ Attended Pre-Submittal Conference.

Adherence to the maximum page criterion is critical; each page side (maximum 8 1/2" x 11") with criteria information will be counted. Pages that have project photos, charts, and graphs will be counted towards the maximum number of pages. Front and back covers, Table of Contents pages and tabbed divider pages will not be counted if they do not contain submittal information. Resumes should not include project pictures or general firm information.

VIII. SUBMITTAL DOCUMENT REQUIREMENTS

Respondent's submittal shall include the following items in the following sequence:

- A. Cover Letter– Respondent shall include a one page introductory cover letter.
- B. Statement of Qualifications in narrative form that covers all items in Section VI. This portion is limited to 10 pages not including forms and attachments.
- C. Organizational Chart labeled as Attachment A.
- D. Resumes (Optional) labeled as Attachment B. Resumes for each key team member shall be limited to a maximum length of two pages (no company information).
- E. Letters of Reference (Optional) labeled as Attachment C – Respondent may provide a maximum of five (5) letters of reference.

Respondent is expected to examine this RFP carefully, understand the terms and conditions for providing the services listed herein and respond completely. **FAILURE TO COMPLETE AND PROVIDE ANY OF THE ABOVE-REFERENCED DOCUMENTS MAY RESULT IN THE RESPONDENT'S SUBMITTAL BEING DEEMED NON-RESPONSIVE AND THEREFORE DISQUALIFIED FROM CONSIDERATION.**

IX. SELECTION PROCESS AND SCHEDULE

The Recreation Commission will conduct a comprehensive, fair and impartial evaluation of all qualified submittals received in response to this RFP according to the criteria set forth in Section IV. The Commission will appoint a selection committee to perform the evaluations. Each submittal will be analyzed to determine overall responsiveness and qualifications under the RFP. The selection committee may select all, some or none of the Respondents for interviews. The Commission may also request additional information from Respondents at any time prior to final approval of a selected Respondent.

The Commission reserves the right to waive any irregularities and to reject any or all proposals. RCRC also reserves the right to accept the proposal as a whole or any items listed in the RFP. No proposal may be withdrawn for a period of 60 days after the date proposals are due. There is no expressed or implied obligation for RCRC to reimburse responding firms for any expenses incurred in the preparing proposal in response to this Request for Proposal (RFP). The Commission will enter into negotiations with a specific selected firm to provide services and execute a contract upon completion of negotiation of fees and contract terms for final approval. Listed below is an anticipated schedule for the selection process:

Tentative Timeline items to consider:

Date Advertised: February 8,9,10, 2014

Date document available for pick-up: February 11, 2014

Pre-submittal conference, Thursday, February 27, 2014 at 3:00 pm

Submittals due Thursday, March 13, 2014 at 3:00 pm

Award: 10 days after Intent to Award has been issued

Final approval of a selected firm is subject to the action of the Richland County Recreation Commission Board.

X. AWARD OF CONTRACT & RESERVATION OF RIGHTS

- A. The Commission reserves the right to award more than one, or no contract(s) in response to this RFP.
- B. The Contracts, if awarded, will be awarded to the Respondents whose submittals are deemed most advantageous to the Recreation Commission, as determined by the selection committee, upon approval of the Recreation Commission Board.
- C. The Recreation Commission may accept any submittal in whole or in part. If subsequent negotiations are conducted, they shall not constitute a rejection or alternate RFP on the part of the Recreation Commission. However, final selection of a Respondent is subject to Recreation Commission Board approval.
- D. The Recreation Commission reserves the right to accept one or more submittals or reject any or all submittals received in response to this RFP, and to waive informalities and irregularities in the proposals received. The Recreation Commission also reserves the right to terminate this RFP, and reissue a subsequent solicitation, and/or remedy technical errors in the RFP process.
- E. In the event the parties cannot negotiate and execute a Contract within the time specified by the Recreation Commission, the Recreation Commission reserves the right to terminate negotiations with the selected Respondent and commence negotiations with another Respondent.
- F. This RFP does not commit the Recreation Commission to enter into a Contract, award any services related to this RFP, nor does it obligate the Recreation Commission to pay any costs incurred in preparation or submission of a response or in anticipation of a Contract.
- G. The successful Respondent must be able to formally invoice the Recreation Commission for services rendered, incorporating the Recreation Commission's purchase order numbers that shall be provided by the Recreation Commission.
- H. Independent Contractor. Respondent agrees and understands that, if selected, it and all persons designated by it to provide services in connection with a contract, is (are) and shall be deemed to be an independent contractor(s), responsible for its (their) respective acts or omissions, and that the Recreation Commission shall in no way be responsible for Respondent's actions, and that none of the parties hereto will have authority to bind the others or to hold out to third parties, that it has such authority.

- I. All submittals become the property of the Recreation Commission upon receipt and will not be returned. Any information deemed to be confidential by Respondent should be clearly noted on the page(s) where confidential information is contained; however, the Recreation Commission cannot guarantee that it will not be compelled to disclose all or part of any public record under the Freedom of Information Act, since information deemed to be confidential by Respondent may not be considered confidential under State and Federal Law or pursuant to a Court order.
- J. Any cost or expense incurred by the Respondent that is associated with the preparation of the submittal, the Pre-Submittal Conference, or during any phase of the selection process, shall be borne solely by the Respondent.
- K. Changes, amendments, or written responses to questions received in compliance with Section XI, Communication Guidelines may be posted on the Recreation Commission's website at www.richlandcountyrecreation.com. It is Respondent's responsibility to review this site and ascertain whether any amendments have been made prior to submission of a response. No oral statement of any person shall modify or otherwise change or affect the terms, conditions or specifications stated in the RFP, and changes to the RFP – if any – shall be made in writing only.

XI. COMMUNICATION GUIDELINES

- 1. Once the RFP has been released, Respondents are prohibited from communicating with Recreation Commission Board Members or staff regarding the RFP, except for questions and answers during the mandatory pre-submittal meeting.
- 2. Respondents are prohibited from communicating with any board member, staff member or employee of RCRC or with any member of any selection committee regarding the RFP or Submittals from the time the RFP has been released until the contract is posted as a Richland County Recreation Commission Board agenda item. These restrictions extend to "thank you" letters, phone calls, emails and any contact that results in the direct or indirect discussion of the RFP and/or Respondents' Submittals. Violation of this provision by a Respondent and/or their agent may lead to disqualification of Respondent's submittal from consideration.
- 3. Respondents may provide responses to questions asked of them by the RCRC selection committee after submittals are received and opened. During interviews, verbal questions and explanations will be permitted.
- 4. The RCRC selection committee reserves the right to contact any Respondent for clarification, interviews, or to negotiate if such is deemed desirable by the Commission.