

TOWN OF SWANSBORO

REQUEST FOR PROPOSALS

COMPREHENSIVE PARKS AND RECREATION MASTER PLAN UPDATE



REQUESTED BY:

TOWN OF SWANSBORO PARKS AND RECREATION

601 West Corbett Ave

Swansboro, NC 28584

Date of Issue: March 24, 2021

Proposals Due: April 30, 2021

REQUEST FOR PROPOSAL
TOWN OF SWANSBORO PARKS AND RECREATION
COMPREHENSIVE PARKS AND RECREATION MASTER PLAN UPDATE

INTRODUCTION

The Town of Swansboro is seeking a qualified consultant to provide the necessary planning services to update the Parks, Recreation, and Open Space Master Plan. The comprehensive plan was developed in 2008 and is considered out of date for numerous grant opportunities. The plan should provide guidance for both short and long-range planning for ensuring an appropriate balance of recreation programs, facilities, and amenities.

The Town of Swansboro is a small historic coastal community of 3,045 residents located at the mouth of the White Oak River, where the river meets the Intracoastal Waterway. Swansboro is located in the eastern portion of Onslow County along Highway 24, 138 miles southeast of Raleigh. Swansboro, like most of Onslow County, benefits from an economic boost from the nearby establishment of Camp Lejeune, the U.S. Marine Corps' largest base on the east coast, and from the growth of coastal tourism. Residents and visitors enjoy nearby beaches and outdoor living all year long, including fishing, boating, kayaking, camping, hunting, hiking, and biking.

The Town of Swansboro Parks and Recreation Department was established in 2012. Swansboro Parks and Recreation actively operates and maintains six community parks, three town docks that includes a 10-slip transient dock, outdoor facilities and amenities, a splash pad, a recreation center, a dog park, and indoor facilities.

PROJECT OVERVIEW

The Town of Swansboro is seeking proposals from qualified consulting firms to provide professional services to update the Swansboro Parks and Recreation Department's Parks, Recreation, and Open Space Master Plan. The Town has a strong commitment to provide high quality parks and recreation facilities and programs to the citizens of Swansboro. The consultant will collect and analyze data to develop a clear set of goals, policies and standards for the Town's park system, open space, trails, greenways, recreation facilities and program development. The Town expects this process to include involvement and input from Town staff members, Town elected officials, Parks and Recreation Advisory Board members, residents, and others.

The plan will focus on recreation facilities, parks, and programs, but should also include greenways, bicycle trails/paths, waterways, and pedestrian routes. The completed document should include an illustrative and usable plan to guide the Town of Swansboro actions over the next ten years regarding the development of its park facilities, programs, and land acquisition needs and be prepared in a manner that will meet the requirements of various funding agencies.

The Parks, Recreation, and Open Space Master Plan will become an element of the Town's Community Plans and will require the approval of the Parks and Recreation Advisory Board and the Board of Commissioners.

SCOPE OF SERVICES

- **Community needs assessment**
 - Community Needs Assessment shall be conducted to determine the needs and wants of citizens through a variety of input gatherings such as community meetings, workshops, surveys, focus groups, individual interviews, large group workshops, etc. Please be specific about the proposed types of outreach to be conducted. Note that both facilities and programs should be included in the data collection. The assessment should include, but not limited to:
 - Review of current and projected demographics, current planning standards, and changes in youth populations.
 - Identify potential land and easements for parks, trails, and open space expansion or development.
 - Identify connectivity opportunities for existing neighborhoods and expected growth.
 - Identify major issues, concerns, and challenges that will affect parks, trails, open space, and programming decisions now and in the future.

- **Inventory and analysis of parks, open space, and facilities**
 - Inventory all indoor facilities, parks, existing and proposed trails and greenways, waterways, and open space areas within the town limits.
 - Evaluate community access to existing indoor facilities, parks, trails, greenways, and open spaces.
 - Examine the needs in the existing parks as well as the need for additional parks and amenities.
 - Prioritize park improvements, development, and potential land acquisitions, and review funding and financial strategies available.

- **Analysis of recreation programs and services**
 - Provide an assessment and analysis of current level of recreation programs, services, and maintenance in relation to present and future goals, objectives, and directives.
 - Provide a user fee analysis for facilities, programs, and services.
 - Inventory of all programs offered, and a summary of programs should be provided in order to demonstrate gaps in target markets/age groups.
 - Uncover trends and conditions and identify new uses, new users, and demands that will set the context for plan recommendations.
 - Provide recommendations for minimizing duplications or enhancing possibilities for collaborative partnerships were appropriate.

- **Identify staffing and funding needs with strategies**
 - Assess the Town of Swansboro organizational structure, staffing and funding levels in relation to national averages and compare to cities of similar size.
 - Provide a budget and staffing analysis needed for current level of service, adequate level of service, and a desirable level of service. Analysis should include funding and staffing requirements for future growth and operation in line with the priority recommendations.

- **Review an assessment of past and related planning efforts**
 - 2008 Parks and Recreation Comprehensive Plan
 - 2012 Swansboro Waterfront Access and Development Plan
 - 2011 Town of Swansboro Bicycle Plan
 - 2019 CAMA Land Use Plan Update

- **Public involvement**
 - The Town of Swansboro believes it is important that citizens are provided the opportunity to participate in identifying parks, recreation, and facility's needs.
 - Strong and innovative public outreach strategy that describes how the community, staff, and stakeholders will be provided opportunities to participate in the development of the plan.

RECOMMENDATIONS AND IMPLEMENTATION STRATEGIES

- Prioritize recommendations to meet current and future needs through, but not limited to, land acquisition, trails, greenways and waterways, construction or redevelopment of indoor and outdoor facilities, development of additional recreational amenities, improving existing parks, park maintenance, and potential partnership opportunities to provide community needs.
- Provide a clear plan for development of programming direction based on standards and demand analysis.
- Recommendations for addressing operations, staffing, maintenance, technology, programming, services, and funding needs to support implementation of the plan.
- Recommendations for connectivity, greenways, waterways, and recreational opportunities.
- Identify opportunities for available funding and acquisition alternatives.
- Identify areas of service shortfalls and projected impact of future trends.

DEVELOPMENT OF FINAL PLAN AND SUPPORTING MATERIALS

- The Master Plan must include written goals, plans, objectives, and policy statements that articulate a clear vision and “road map” for the Parks and Recreation Departments future.
- Identification of new directions for Parks and Recreation based on the values and priorities determined from citizen engagement.
- Incorporate maps, charts, photographs, tables, and other data as needed to support the plan and its presentation to the appropriate audiences.
- Address creation of recreational opportunities to better engage all ages, including inclusive play and adaptive reaction (according to ADA standards), and expanding indoor recreational opportunities.
- Consideration of how to develop better partnerships to strengthen offerings in the community.
- Strategies for stretching into new and innovative places through acquisition recommendations, programming, and facility upgrade recommendations.
- Match to scope of services

STAFF SERVICES AND PROGRESS REPORTING

The Town of Swansboro will provide overall support for project tasks and assign the Recreation Director to serve as the lead liaison for the project. The Recreation Director will provide all existing documentation (as requested by the consultant) and compile contact information for staff and local organizations. The Town staff, primarily the Recreation Director will also schedule, coordinate the availability of staff based on their work schedules and make all necessary arrangements for meetings and interviews conducted by the firm’s consultant during the scope of this project.

The firm and the Recreation Director will hold progress meetings by phone, via zoom, or in person meetings as often as necessary, but in no case less than once per month until a final plan is approved by the Board of Commissioners.

PROPOSAL REQUIREMENTS

To evaluate responses efficiently and equitably, responses must be submitted as identified below. Failure to submit this information may render your proposal non-responsive. Each respondent shall provide the following company information:

Section 1: Introduction: Company Information

- Company name and business address, including telephone, email address, website address.
- The type of company (individual, partnership, corporation, etc.) and list the names of all partners, principals, etc.
- Year established. Include former company name(s) and year(s) established, if applicable.
- The name, title, address, and telephone number of the company’s authorized negotiator. The person identified must be empowered to make binding commitments for the company.

Section 2: Experience

- Describe firms experience in preparing municipality comprehensive parks and recreation plans. Include strategies for citizen participation and public engagement.

Section 3: Description of Consulting Team

- Include a list of key personnel who would be assigned to this project, their project roles, and relevant qualifications and experience.

Section 4: Project Approach

- Include a description of how your firm plans to implement and move forward with our Plan. Include customization or innovative ideas for the proposed course and sequence of actions or tasks including methodologies, the time needed to complete the sequences, and a schedule of project milestones to plan adoption.

Section 5: Current Workload

- Provide a listing of ongoing projects (workload of the firm) and your commitment to provide adequate personnel resources to our project.

Section 6: References

- Provide a least three references for similar studies; include summary of the study, the date completed, if completed on time, original proposed cost, final cost, and entity name, point of contact, address, and verified telephone number of each to contact. **Use attached form or use same format.**

Section 7. Exceptions

- **Exceptions to the *Sample Service Agreement*.** Attached is a sample consulting Agreement that describes the Town’s contractual terms and conditions. The successful firm will be required to enter into a Consulting Agreement. Any exceptions to the terms and conditions of the Agreement **must be documented** and submitted in this Section. In addition, any additional language, terms, or conditions must be submitted in this section.
- **Exceptions to the Scope of Services.** All exceptions/deviations to the required Scope of Services shall be documented on a separate page and submitted in this Section. In addition, please note any parts of the scope of services that are beyond the expertise of the consultant or would be better handled by Town of Swansboro’s Parks and Recreation staff.
- **Litigation.** Provide pending, ongoing, or prior litigation within the last 10 years.

Section 8: Forms

- Proposal Form with Cost (on provided form)
- Non-Collusion Affidavit (on provided form) **MUST BE NOTARIZED**
- Certification Regarding Debarment and Suspension (on provided form)
- Submit your company’s hourly rates

SUBMISSION OF PROPOSALS

If submittal does not meet all requirements, it will be disqualified. Three (3) hard copies and one digital copy on a USB flash drive of the proposal should be received on or before 5 p.m. on April 30, 2021 and should be submitted to:

Town of Swansboro
Attn: Parks and Recreation
601 West Corbett Ave.
Swansboro, NC 28584

Questions should be directed to Anna Stanley, Parks and Recreation Director by email at astanley@ci.swansboro.nc.us

SELECTION PROCESS

Proposals will be reviewed by a team of Town of Swansboro staff and Parks and Recreation Advisory Board. All proposals will be afforded fair and equal treatment with respect to any opportunity for discussion and revision. Any such revision may be permitted after submission and prior to award for the purpose of obtaining the best and final offer at the discretion of the Town. When conducting negotiations, the Town will not disclose information from proposals submitted by competing firms.

The Town of Swansboro will select a firm based on its ability to respond to the RFP requirements, the qualifications and expertise of the team working on this project, past performance on similar projects, the time required to complete project, methodology, firm’s resources, and willingness to negotiate and execute an acceptable written agreement.

EVALUATION CRITERIA

The evaluation criteria will be used to determine the best overall value to the Town. The criteria for the evaluation of proposals may include, but not limited to:

Experience with developing approved and successful Parks and Recreation Master Plans for other North Carolina recreation departments.	(15 points)
Demonstrates understanding of project scope, completeness of RFP, and adherence to requirements. Effectiveness of proposed work plan and project understanding.	(5 points)
Qualifications of key personnel and strengths of project team and ability to deliver within a specified timeframe.	(20 points)
Total cost of project (and hourly rates for extra work).	(35 points)
Innovative engagement strategies.	(25 points)

ANTICIPATED SCHEDULE

RFP issued by the Town	April 1, 2021
Clarification inquiries	April 29, 2021
Proposals due	April 30, 2021
RFP reviews and interviews (optional)	May 3-15, 2021
Contract negotiations	May 16-28, 2021
Award contract	May 31, 2021
Signed contracts and Certificate of Insurance	June 15, 2021
Project kickoff meeting	July 2021
Plan development	July-December 2021
Plan complete and submitted to Parks and Recreation	January 2022
Plan adoption	February 2022

CONTRACT TERMS AND CONDITIONS

- Town of Swansboro reserves the right to award this contract in whole or in part, in the best interest of the Town and further reserves the right to accept or reject any or all proposals.
- Town of Swansboro reserves the right to request clarification or supplemental material it feels necessary to make a qualified judgment to the firm’s ability to perform the work.
- Town of Swansboro reserves the right to amend the RFP schedule or issue amendments to the RFP at any time; to modify or incorporate additional steps in the evaluation process in the interest of having a thorough and comprehensive body of information in order to make a selection.
- Town of Swansboro also reserves the right to cancel or reissue the RFP, to reject any or all proposals, to waive any irregularities or informalities in the selection process, and to accept or reject any item or combination of items.
- The awarded firm shall not commence work under this contract until all insurance required under this paragraph, and such insurance has been approved the Town. The firm must maintain insurance coverage for the duration of the contract period.
- This RFP does not obligate the Town of Swansboro to accept or contract for any expressed or implied services.
- Town will not reimburse the firm for any of the cost involved in the preparation and submission of responses to this RFP or in the preparation for and attendance at subsequent interviews.

FORMS

PROPOSAL FORM – Page 1 of 1

To the Town of Swansboro, North Carolina:

[I have carefully examined the Request for Proposal, and any other documents, to include addenda, {accompanying or make a part of this Request for Proposal to perform the necessary services.}

I certify that all information contained in this proposal is truthful to the best of my knowledge and belief. I further certify that I am duly authorized to submit this proposal on behalf of the Consultant as its act and deed and that the Consultant is ready, willing, and able to perform if awarded the contract.

I hereby acknowledge receipt of any Addenda issued by the Town of Swansboro. It is the responsibility of the Proposer to ensure that all addenda have been received.

Addenda No. _____ dated _____

Addenda No. _____ dated _____

Company Name: _____

Address: _____

City/State/Zip: _____

Phone/Fax: _____

Email: _____

Authorized Signature: _____ Date: _____

Printed Name: _____

Cost

All requested services can be provided for a Lump Sum Cost of \$_____.

REFERENCES

Provide, at a minimum, three (3) references in which your company has performed these services preferably **within North Carolina**. Please use references of comparable services, preferably with government entities.

Agency/Company Name: _____

Street Address: _____

City, State and Zip Code: _____

Contact Name: _____

Contact Phone Number: _____

Completion Date: _____

Summary of Project: _____

Original proposed Cost: _____

Final Cost: _____

Agency/Company Name: _____

Street Address: _____

City, State and Zip Code: _____

Contact Name: _____

Contact Phone Number: _____

Completion Date: _____

Summary of Project: _____

Original proposed Cost: _____

Final Cost: _____

REFERENCES - Continued

Agency/Company Name: _____

Street Address: _____

City, State and Zip Code: _____

Contact Name: _____

Contact Phone Number: _____

Completion Date: _____

Summary of Project: _____

Original proposed Cost: _____

Final Cost: _____

Agency/Company Name: _____

Street Address: _____

City, State and Zip Code: _____

Contact Name: _____

Contact Phone Number: _____

Completion Date: _____

Summary of Project: _____

Original proposed Cost: _____

Final Cost: _____

NON-COLLUSION AFFIDAVIT

State of North Carolina

Town of Swansboro

_____ (name of individual), being first duly sworn, deposes and says that:

1. He/She is the _____ (title) of _____ (company name), the proposer that has submitted the attached proposal;
2. He/She is fully informed respecting the preparation and contents of the attached proposal and of all pertinent circumstances respecting such proposal;
3. Such proposal is genuine and is not a collusive or sham proposal;
4. Neither the said proposer nor any of its officers, partners, owners, agents, representatives, employees, or parties in interest, including this affiant, has in any way colluded, conspired, connived or agreed, directly or indirectly, with any other proposer firm or Person to submit a collusive or sham proposal in connection with the contract for which the attached proposal has been submitted or to refrain from proposing in connection with such contract, or has in any manner, directly or indirectly sought by agreement or collusion of communication or conference with any other proposer, firm or person to fix the price or prices in the attached proposal or of any other proposers, or to fix any overhead, profit or cost element of the proposal price of the proposal of any other proposer or to secure through collusion, conspiracy, connivance or unlawful agreement any advantage against the Town of Swansboro or any person interested in the proposed contract; and
5. The fees provided in the attached proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the proposer or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

Signature

Seal

_____ if Corporation

Title

Date: _____

This form must be notarized

SUBSCRIBED AND SWORN TO BEFORE ME,

This _____ day of _____, 20____

Notary Public _____

My Commission Expires: _____

EXCEPTIONS TO THE PROPOSAL & SAMPLE CONSULTING CONTRACT

Please list here all exceptions to the Comprehensive Parks & Recreation Master Plan Update Proposal and the Sample Consulting Service Contract. Failure to do so may result in disqualification of the proposal. Any RFP clauses to which the Consultant does not take exception will assume to be agreed upon by the Consultant. For any exception, please reference with the appropriate page/section number.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

The undersigned applicant certifies to the best of his or her knowledge and belief, that the applicant and its principals:

- (a) are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any State or Federal Department or agency;
- (b) have not within a 3-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) are not presently indicted or otherwise criminally or civilly charged by a governmental entitle (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (b) of this certification; and
- (d) have not within a 3-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

Where the prospective participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

Business Name: _____

Address: _____

City/State/Zip: _____

Signature: _____

(Seal if Corporation)

Title: _____

Date: _____