

CITY OF CRAIG

REQUEST FOR PROPOSALS CRAIG PARKS, RECREATION, OPEN SPACE & TRAILS MASTER PLAN UPDATE

The City of Craig, Colorado (pop. 8,700) is now accepting proposals to update the existing Parks, Recreation, Open Space & Trails Master Plan that was completed in 2002. The scope of this project includes the following components:

SCOPE OF SERVICES

Community Profile:

A. Research and identify unique qualities, geography, demographics, and trends specific to the Craig community and the surrounding area that will affect master plan considerations for the future.

B. Relevant goals and policies of local planning studies (2002 Craig Area Parks, Recreation, Trails & Open Space Master Plan) as well as pertinent state or regional plans should be considered where Master Plan recommendations will be effected.

Inventory and Assessment: Parks System Resources

A. Describe the inventory and conditions of existing parklands, open space, trails and other recreation facilities. Analysis should include existing and planned facilities of the Moffat County School District & Moffat County Parks and Recreation. Moffat County facilities will include Loudy Simpson Park, Cathy Cisar Sledding Hill and Sherman Youth Camp but exclude the Moffat County Fairgrounds. *This is considered a critical component to the study.*

B. Work with staff to identify and define immediate needs and desired improvements within existing developed parks and greenways; determine long-range needs with particular attention to unimplemented, park-specific master plans and other undeveloped park resources.

C. Develop strategies and information needs with staff then prepare and conduct a scientific community-wide needs assessment (including public opinion profile) and other public input surveys to determine current interests and levels of park use, future parks development needs and interests. Identify 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 Craig and the surrounding area.

D. Evaluate community access to parks, facilities, and services; establish local planning guidelines and standards for adequate access to recreation facilities and parks (consider pertinent park types i.e.: neighborhood, community, regional as well as greenways, open **SCOPE OF SERVICES CONT.**

space, and parkland corridors). 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.

E. Identify, inventory, and rank unique natural and other open space resources for potential park system acquisition and/or parks development opportunity within the community.

F. Inventory and evaluate existing Moffat County School District and Moffat County properties (developed and undeveloped) for potential open space and/or recreational value. Address “shared facilities” issues with specific regard to community-wide park development needs. With city staff, meet with school and county administrators to assess combined community parks/school grounds management and development potentials. *This is considered a critical component to the study.*

G. Determine value of floodplain resources (i.e.: Yampa River and Fortification Creek) with regard to future recreational uses and aesthetic value. Evaluate and map floodplain areas for potential “trail networks” or “recreation corridor” potentials.

H. Establish and recommend a “criteria for park land acquisition” policy which defines acquisition priorities, satisfies long range maintenance objectives, and accomplishes parks system master plan goals and implementation schedules toward establishing an integrated network of park resources and facilities within the fiscal limitations of the community.

I. Review Craig'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;

J. Create and recommend a 20-year parks development 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 of undeveloped parks, and acquisition and development of future park sites and related facilities.

SCOPE OF SERVICES CONT.

K. Provide evaluation and analysis of current management and operations practices giving 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 “Levels of Maintenance Standards” or “Open Space and Greenways” should be used to help define recommendations.

Funding:

- A. Provide a thorough analysis of existing funding practices, sources of funds, and funding levels for both parks and facilities.
- B. 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.
- C. Identify new or alternative sources of funds that might reasonably be developed to supplement existing funding methods. Identify and discuss new funding practices (i.e.: inter-agency or public-private partnerships, or other) that might present long-term funding stability. *This is considered a critical component to the study.*
- D. Recommend a 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.

Community Involvement:

- A. Involve as many Craig 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, presentations, focus groups, newsletters, displays, and telephone surveys). *Public involvement is a critical component to the study.*

Comparative Analysis:

- A. Compare findings and recommendations for Craig to recognized national and state standards as well as adopted “levels of service” from like communities in Colorado.
- B. Based on citizen input and community profile, identify and address major issues, concerns, and challenges specific to Craig that will affect parks, open space, and recreation service decisions now and in the future.

- C. Propose parks, recreation, and open space recommendations that are progressive while remaining prudent for communities with like resources.

SCOPE OF SERVICES CONT.

Master Plan Document:

A. Compile findings and recommendations from above study components into one or more documents, which together identify community priorities and define Craig's comprehensive Parks, Recreation, Open Space & Trails Master Plan for the future (20-year).

B. A separate "executive summary" of the Master Plan report shall be provided. An executive summary narrative will be included within all study component documents.

The Master Plan shall include:

A long range vision for the Craig Parks and Recreation Department 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.

A well defined, long-range plan for an integrated network of parks, community facilities, bikeways, open spaces, and recreational corridors for the future. It will include community parks and facilities resource maps that graphically identify the existing and proposed components of this system (this should include identification of park types, future acquisition and development plans, solutions addressing neighborhood and community access issues; and guidelines and proposals for creative uses of floodplain and/or other unique natural areas for low intensity recreation, resource protection, trails, connecting corridors, etc.).

A framework for maximizing citizen use and enjoyment of existing parks, facilities, and recreation services.

A framework for meeting future needs and achieving long-range parks system development and recreation program services goals.

A specific action plan for the next 5 years that implements standards, guidelines, policies and 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 operations for both parks development and recreation program services.

Specific funding recommendations and strategies, which support immediate (5 year) and long range (20 year). Recommendations should be based on specific cost projections identified under parks development goals (particularly the CIP) and projected growth of recreational services.

SCOPE OF SERVICES CONT.

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.

Recommendations for improved public relations and communications to maximize community awareness of Parks and Recreation Department programs services.

Firms submitting proposals are encouraged to revise and improve the request for proposal, including the work items as necessary, and to make subsequent modifications of the proposal before submission, as a demonstration of their expertise and competence with quality consulting work and procedures.

General Requirements of Consultant

1. The consultant will hold regular consultations with City staff and Craig Parks and Recreation Advisory Board to review progress, present information, and recommend direction for the remaining portions of 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 including several neighborhood meetings as necessary to accomplish comprehensive public input; the consultant will prepare and make presentations before the Craig Parks and Recreation Advisory Board and Craig City Council as necessary to accomplish support for and successful adoption of Master Plan recommendations. This will include presentation of draft as well as final master plan documents for approval.
3. The consultant will provide six draft copies of all reports and maps for review and comment by City staff and Craig Parks and Recreation Advisory Board at least three weeks prior to the presentation of project findings and recommendations.
4. The consultant will provide twenty professionally bound copies of the final, adopted Craig Parks, Recreation, Open Space and Trails Master Plan and separate “Executive Summary.” 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 assist with the local adoption of the Craig Parks, Recreation, Open Space and Trails Master Plan by a mutually agreed upon deadline date based on time-frames outlined in the firm’s proposal.

General Requirements of the City

1. The City will provide the use of existing city maps, aerials and AutoCAD base map for design and reproduction purposes.
2. The City will provide existing studies and reports including the 2002 Craig Area Parks, Recreation, Trails & Open Space master Plan and other pertinent community development plans which may effect Master Plan decisions and recommendations. The City will provide zoning ordinances, and land division ordinances pertinent to the Master Plan study.

3. The City will provide existing financial and other parks development and recreational programs services data as necessary.

General requirements, cont.

4. The City will schedule and facilitate City Council and Craig Parks and Recreation Advisory Board meetings and prepare agendas as needed.

5. The City will perform other tasks related to the scope of work as negotiated with the consultant.

6. The City is prepared to assume the cost for some of the printing and copying.

Proposal Evaluation Criteria

City staff, following the closing date for submission, will evaluate submitted proposals. The review committee will use the following evaluation criteria:

1. *The firms overall qualifications and experience related to similar projects and their technical competence and resources to carry out the project successfully.*

- * Provide a thorough background and qualifications summary.
- * Provide a list of the project Manager and all key personnel to be utilized on the study, including a description of their qualifications and skills (include it for any sub-consultants on the project).
- * Describe the firm's understanding of community parks and recreation services and the issues commensurate to the provision of such services.
- * Include a thorough example of successful park, recreation open space and trails master planning experience.
- * References from three or more Master Plan projects of a similar nature are required (include owner's name, name of project, project contact person and phone number).

2. *A demonstrated understanding of the project and the work required as well as the thoroughness and conciseness of the firm's proposal.*

- * Provide a brief narrative indicating full understanding of the project and related work required.
- * Provide **detailed** narrative specifically describing how the Craig Parks, Recreation, Open Space and Trails Master Plan study will be conducted (please address each component described in the scope of the project.) Describe key work phases and a detailed description of specific tasks.
- * Identify key personnel (including sub-consultants) who will be assigned to each major task. Include a description of their prior experience with similar projects.
- * Describe anticipated person-hours by staff category applied to each task. This will demonstrate how consultant will focus effort within the project.

Proposal Evaluation, cont.

* Project goals, anticipated outcomes, and time frames for completion including work plan schedule. Key provisions of the proposal should be clearly identified with time frames.

3. *Record of **completing** projects on time and within budget.*

4. *Positive record of working successfully with City staffs and advisory committee members and providing effective leadership within public forums in similar studies.*

* Include a discussion of roles for City staff, Parks and Recreation Advisory Board members, and consultants during the study period.

* Discuss strategies when requesting recommendation approvals from city council and planning commission.

Selection of a consultant may be made directly from submitted proposals or the City may conduct supplemental interviews. If interviews are held, the City will schedule approximately 45 minutes for each interview. The selection criteria will remain the same as above.

Project Compensation Requirements

1. Please state your firm's *total compensation requirement* including reimbursables.

Submission Deadline

Response to this RFP must be in the form of a formal proposal with 3 copies.

Submit sealed proposals to:

Master Plan Proposal
c/o Kathy Larson, Craig City Clerk
City of Craig
300 W. 4th St
Craig, CO 81625

SUBMITTAL DEADLINE: 2:00 PM, December 6th, 2017

The City of Craig reserves the right to reject any or all proposals, waive informalities, or accept any proposal which appears to serve their best interest.

For further information, contact Dave Pike, Craig Parks and Recreation Director
(970) 826-2006.

