



# **Request For Proposals Multi-Jurisdictional Master Plan for Parks and Recreation in Hood River County**

**DUE DATE AND PROPOSAL OPENING: DECEMBER 21, 2017, 2:00 PM (PST)**

**PROPOSALS MUST BE SUBMITTED AS FOLLOWS:**

**By Mail/Hand Delivery To:** Mark Hickok, District Director  
Hood River Valley Parks and Recreation District  
1601 May Avenue  
Hood River, OR 97031

**Proposals will be opened at the above address.**

## **Introduction or Purpose/Overview**

### **Purpose**

Hood River Valley Parks and Recreation District (“Parks District” or “District”), in cooperation with other local agencies – the City of Hood River, Hood River County, and the Port of Hood River – is seeking a professional services team to provide the necessary planning services to develop a Multi-Jurisdictional Master Plan identifying strategies to enhance development and management of parks and recreation facilities in Hood River County.

An important goal for the participating governing bodies of the City of Hood River and Hood River County is to have a parks and recreation plan that each entity can use as part of their respective comprehensive plans.

### **Overview**

Hood River County, located in the heart of the Columbia River Gorge, has a population of approximately 24,000 and a 1.5% projected growth rate through 2035 (PSU Demography Department). The Hood River Valley is a top producer of apples, pears, and cherries, and the area is also known for its world class recreational activities, such as windsurfing, kiteboarding, stand up paddle boarding, white water kayaking, skiing, hiking, and mountain biking.

Hood River Valley Parks and Recreation District is one of a number of parks and recreation providers in the community. Other local parks service providers include Hood River County, the City of Hood River, the Port of Hood River, the Hood River Valley School District, Oregon State Parks, the U.S. Forest Service, and commercial recreation providers. The wide range of recreational facilities or services other agencies offer allows for opportunities for partnerships.

Currently, Hood River County and the City of Hood River do not have specific parks or a parks plan, as mandated by the Statewide Planning Program, “acknowledged” in their existing comprehensive plans. However, both the City and County operate and maintain a number of recreation facilities. As such, lack of acknowledgment from the Department of Land Conservation and Development (DLCD) creates uncertainty, unnecessary permitting challenges, and extended timelines in parks development and review.

A multi-jurisdictional master plan would be beneficial to all participating entities, enabling more effective cooperation and use of resources to more sensibly plan for needed parks and recreation in the community. This in turn would positively impact open space and natural resource protection efforts, contribute to better planned and designed neighborhoods, and enhance recreation-related tourism and economic development.

### **RFP Contact and Questions**

The RFP Contact, identified below, is the sole point of contact regarding the RFP from the date of issuance until selection of the successful consultant. Please direct all questions to the RFP contact. Also, solicitation documents may be reviewed at the address below.

Hood River Valley Parks and Recreation District  
Mark Hickok, District Director  
1601 May Avenue  
Hood River, OR 97031  
541.386.5720

### **Addenda**

The Parks District will not mail notice of addenda, but will publish notice of any Addenda on the District’s web site. Addenda may be downloaded off the District’s web site until Closing, i.e. at least once weekly until the week of Closing and at least once daily the week of the Closing.

### **Requirements**

- Carefully and thoroughly evaluate the scope of services and submission requirements, and any other relevant information. Failure to read, examine and understand the RFP will not excuse any failure to comply with the requirements of the RFP.
- Visit the project site (Hood River County) to become familiar with the general, local and site-specific conditions.
- Consider federal, state, and local laws and regulations, labor availability, and contracts that may affect cost, progress, performance, furnishing of the services, and the work of the project.

### **Scope of Services**

The scope of services is organized into *Tasks* associated for work activity in support of each area of the plan and designed to require the highest standards prevalent in the Consultants field of expertise. The breakdown of tasks and categories may allow the Parks District to choose items

to be completed by the Consultant, items that District Staff may complete, or other ways of phasing the project for maximum progress or efficiency. This is also addressed in the Project Approach element of the method of evaluation section. *The Consultant may suggest alternate methods of approach that meet the project goals.* The project is expected to include the following items in the scope of services:

- Review visions and applicable current and past planning efforts of agencies and existing plans or policy guidance
- Inventory the location and condition of current parks and facilities in the Parks District
- Projections of population growth and demographic characteristics
- Recreation participation trends
- National Level of Service (LOS) standards
- Geographic Distribution within the District, Urban Growth Boundary and impacted parts of unincorporated portions of the County (i.e., Odell, Parkdale, and Oak Grove).
- Identification of unmet needs of residents
- Community outreach through forums and surveying
- Identification of potential areas for significant recreational opportunities
- Identification of inter-agency partnership opportunities
- Recommendations for improving inter-agency cooperation, operational efficiencies, new management structure for the district for affected entities, or consolidating into a single service provider and determining the appropriate tax rate
- Capital Improvement Plan (CIP) lists segregated by (inside UGB, and outside UGB)
- Drafting, final documentation, and adoption of the plan by each participating agency

**Task 1: Review and assessment of visions and applicable current and past planning efforts of agencies and local planning and policy review.**

The Consultant will review the strategic framework of each agency (Parks District, County, City, School District, Port) to determine the strengths and challenges each agency faces as parks and recreation providers. This review will also inform the development of questions within the Public Involvement process to confirm that they represent the desired direction for a more unified parks and recreation system. As part of this task, the Consultant will complete a review of the following past and related planning documents:

- Hood River Valley Parks and Recreation District
  - 2012 Master Plan
  - Pool Enclosure Study
  - 2017 System Development Charges Methodology
- City of Hood River

- Comprehensive Plan
- Westside Area Concept Plan (working draft)
- Housing Needs Analysis
- Hood River County
  - Comprehensive Plan or related background documents
  - County Charter
- Hood River County School District
  - Fields Master Plan
  - Field Improvement Plan
  - Long Range Facilities Master Plan
  - Facilities Condition Assessments
  - Community Education Program
- Port of Hood River
  - 2014 Strategic Business Plan
- Oregon Statewide Comprehensive Outdoor Recreation Plan (SCORP)
- Oregon's Statewide Planning Goals & Guidelines; Goal 8: Recreational Needs (OAR 660-015-0000(8))

**Task 2: Public Involvement Strategy and Implementation**

The community outreach process for this project will be critical in engaging the community and building support for the identified needs related to parks and recreation. The Consultant shall determine satisfaction levels of current park conditions and identify unmet needs in the community. Based on the inventory and conditions analysis of existing plans (see below), the Consultant will tailor outreach targeted at identifying what needs are satisfactorily being met, and what needs are not being met. The goal will be to have a variety of ways to gather tangible and diverse public input, including outreach to youth and minority populations, in order gain reliable and valid data of the community's vision for the future planning efforts for parks, recreation, and greenways in the community. Some examples of community outreach may include but are not limited to:

- Focus Group Meetings
- Community Wide Meetings
- Surveys (Mail/Telephone/and Internet)
- Stakeholder and User Group Interviews
- Community Workshops
- Statistically Valid Surveys

**Task 3: Inventory and Conditions Report**

Develop a comprehensive inventory of existing parks and recreation facilities in the County that will include the following:

- Park type and purpose
- Park location

- Acreage
- Inventory of facilities and amenities
- Assessment of conditions and functionality

The 2012 Hood River Valley Parks and Recreation Master Plan has a comprehensive inventory of parks and facilities that will require minimal updating. The role of the Consultant in this task is primarily to make a conditions report and make a comparative analysis of communities of similar size regionally. The analysis should consider the capacity of each amenity found within the parks system as well as its functionality, accessibility, general condition, and convenience. The Consultant will also produce maps and graphic representations of the parks and recreation system for use both in the plan and outreach materials for the affected agencies.

#### **Task 4: Needs Assessment**

The Consultant will produce a needs assessment that addresses current gaps in recreation and parks offerings and projected needs that will enable productive, efficient future inter-agency planning efforts and cooperation. Much of the data will come from existing plans, including but not limited to:

- The Inventory and Conditions Report
- Projections of population growth, demographics characteristics
- Recreation participation trends
- National Level of Service (LOS) Standards
- Geographic distribution within the District
- Public outreach and identified unmet needs of residents
- Identification of areas of significant park and recreational opportunities

#### **Task 5: Develop Recommendations for Hood River Valley Parks and Recreation Operational and Capital Improvements**

The Consultant will provide prioritized recommendations for parks, recreational facilities, and programming that meet the needs of Oregon’s Statewide Planning Goals and Goal 8 requirements for the District. The assessment should include recommendations for system-wide improvements: acquiring and developing new parks sites, improving existing parks, operations and maintenance, and recreational programming.

The Consultant will develop estimates of the capital and operational cost for renovation and maintenance of Hood River Valley Parks and Recreation District outdoor facilities, development of additional recreational amenities and land acquisition.

#### **Task 6: Develop Recommendations and Concepts for the Feasibility of Multi-Jurisdictional/Countywide Implementation - Operational and Capital Improvements**

Based on recommendations for consolidating one or more parks providers into a single parks and recreation provider, the Consultant will provide a concept implementation plan and associated approximate costs. Factors to consider include, but are not limited to:

- Projected revenue
- Appropriate tax rate to maintain the parks and recreation facilities and programs at the current and realized level of service.
- Identifying associated costs related to Capital Improvements
- Updated Capital Improvement Plan list for each agency (maintenance and operational costs)
- Staffing requirements

Based on the notion that each agency continues to operate parks and recreation facilities, the Consultant will:

- Provide an overview and identify concept strategies to galvanize inter-agency cooperation to meet plan goals, priorities, and analyze how each agency could work together to meet plan goals.
- Identify potential alternative funding sources, including grants, foundations, gifts, sponsorships, fees to meet long range planning goals.

#### **Task 7: Prepare Final Document and Presentation**

The Consultant will prepare a reader-friendly administrative draft for inter-agency review and comment. The Consultant will conduct a meeting with staff to review and discuss refinements to the administrative draft.

The Consultant will prepare a final draft, using the feedback from the draft, and the Consultant will present their findings to participating agencies. The Plans should be constructed in a manner that allows participating agencies to potentially adopt the plan as part of their respective guiding strategy plan or Comprehensive Plan.

#### **Request for Clarification**

All requests for clarification regarding the specifications of the RFP must be submitted in writing no later than December 7, 2017, to Mark Hickok, District Director, at [mark@hoodriverparksandrec.org](mailto:mark@hoodriverparksandrec.org).

#### **Submittal Requirements/General Evaluation Criteria (100 Total Points)**

The following criteria will be used to evaluate the written submittal of the firm's qualifications, along with the possible interviews and other information as the hiring panel deems necessary to responsibly evaluate the qualifications.

- **Firm Information**

**Points: 15 / Max Pages: 3**

- Statement of interest
  - Firm Name, Business Address, Telephone Number for principal place of business as well as the office managing this Project.
  - Type of Organization; Partnership, Individual, Corporation, other. List if your firm is owned or partially owned by any other organization or individuals, and state the name and address of said organization or individuals.
  - Year in which the firm was established and number of years the firm has provided relevant services.
  - The names and education, training and qualifications of the proposed Principal-in-Charge for this project and other personnel of the firm. Also include the same information for associated consultants that would be involved in the project. Describe their experience with similar projects.
  - Evidence of insurance coverage: General Liability, Errors and Omissions, Automobile Liability, and Worker's Compensation for the general acceptable limits.
- **Project Experience** **Points: 15 / Max Pages: 3**
    - The firm's experience in working with park and recreation organizations to develop master plans.
    - Provide a complete list of your current and completed master plan projects within the last ten (10) years. Include project names and client contact information.
    - All information regarding any involvement in litigation, arbitration, or mediation with a project similar in size and scope.
- **References** **Points: 10 / Max Pages: 1**
    - A minimum of three (3) related business references, including names, addresses and phone numbers, plus a description of the type of work you performed for them. Include references of other Municipalities/Organizations that your firm has prepared, or assisted in preparation of, Parks Master Plans and agency cooperation.
- **Project Approach** **Points: 35 / Max Pages 6**
    - The firm's general approach and philosophy to parks and recreation master plan projects, and the approach you will use to ensure that this plan is adopted by the participating agencies. What is a typical sequence of work for a project of this nature? Describe typical milestones, key dates, and number of meetings.
    - What role would each agency play in the process?
    - What is your firm's approach to identifying projects and tasks that can be performed by agency staff versus outside contractors?
    - Describe communication methods that your firm will use to ensure project expectations are met.
    - Provide a brief description or list of current projects and associated workload of your firm.

- Explain what distinguishes your firm from others in the field and what makes your firm a good candidate to work with the agencies in our community.
- **Proposal of Fees and Charges** **Points: 25 / Max Pages 2**
  - Provide a preliminary proposal of fees for services associated with this project. Fees shall be subject to negotiation between the firms that best meet the requirement of the RFP and the Parks District with regards to final scope of services.
  - Provide a list of possible reimbursable expense for services requested in this document.

**Optional Interviews**

The selection committee reserves the right to select a short list of the highest scoring respondents for interviews.

Interviews will be scored based upon the method of evaluation criteria scores.

**Project Timeline**

- RFP Posted on District Website      November 17, 2017
- Clarifications Inquiries              December 7, 2017
- Requests for Proposals are Due      December 21, 2017
- Interview (optional)                    January 8-12, 2018
- Firm Selected                              January 17, 2018

**Notice of Award**

The Parks District intends to select a single Consultant. The selected Consultant will be identified by the selection committee and a notification letter will be sent to all respondents. Any respondent wishing to appeal the recommendation must do so in writing and within seven (7) business days of the notice being sent.

**Submittal Instructions**

Proposals shall be submitted in a sealed envelope, or other sealed container, which is clearly marked "Multi-Jurisdictional Master Plan Proposal" and a return address on the envelope. Please provide one (1) digital copy, one (1) original, and six (6) copies of the Proposal. The original should be marked "Original" and must bear an original ink signature authorized to represent the Consultant. Please indicate if you would like the device on which the digital copy is submitted returned to you. **LATE SUBMISSIONS WILL NOT BE ACCEPTED.**

**General Terms and Conditions**

Prequalification applications are not required.

Responses shall include a certification that proposer has not discriminated and will not discriminate, in violation of ORS 279A.110(1), against any minority, woman or emerging small



business enterprise or against a business enterprise that is owned or controlled by or that employs a disabled veteran in obtaining a required subcontract.

The Parks District will give preference to goods or services that have been manufactured or produced in this state if price, fitness, availability and quality are otherwise equal; and add a percent increase to the bid of a nonresident proposer equal to the percent, if any, of the preference given to the proposer in the state in which the proposer resides. In accordance with ORS 282.210, all printing, binding and stationary work shall be performed within the state of Oregon.

The Parks District may cancel the procurement or reject any or all proposals in accordance with ORS 279B.100.

Final award will be subject to the execution of a Contract. The Contract shall be substantially in the form attached to this Request for Proposals.

The Parks District reserves the right to modify or incorporate additional steps in the evaluation process in the interest of having a thorough and comprehensive body of information to make a recommendation.