

City of Chardon
Request for Proposal
Comprehensive Parks and Recreation Master Plan



Issue Date: November 8, 2021

Submission Deadline: December 17, 2021

PROPOSALS RECEIVED AFTER THE SUBMISSION DEADLINE
WILL BE RETURNED UNOPENED

RFP Coordinator:

Adam Rogers
Recreation Director
111 Water Street
Chardon, OH 44024
Telephone: 440-286-2630
Email: arogers@chardon.cc

Table of Contents General

Information.....3

Scope of Services6

Staff Services & Progress Reporting.....10

Proposal Content & Submission Information.....11

Selection of Consultant.....13

Timeline of Selection Process & Project.....14

Terms and Conditions.....15

Attachment A – RFP Acknowledgement Form.....17

General Information

Introduction

The City of Chardon (hereafter referred to as "City") is requesting proposals (hereafter referred to as "RFP(s)") from qualified consulting firms (hereafter referred to as "Firm(s)") to provide professional services to the City to develop a Comprehensive Parks and Recreation Master Plan (hereafter referred to as "Plan"). The selected firm will have proven experience and knowledge in park and recreation planning, project management, and effective public involvement processes and work closely with City staff in preparing the Plan. The Plan will assist in the City's long-range planning, direct decision-making, and allocation of resources towards a clearly defined vision for its future, including development and redevelopment of the parks, facilities, open space, and recreation system, over the next ten (10) years. The planning process will consist of the following components: needs assessment, visioning, identifying, and evaluating community needs, priorities, and opportunities, and creating a phased implementation and financial plan. The firm will create a document which summarizes the planning process, data collected, the analysis of forecasted needs, and implementation strategies for review and approval by the City Council following presentation.

Description of the City

In 1812, The Township of Chardon, Ohio was formally established from the land now encompassing Chardon Township and Chardon City and became one of 24 townships within the county. At that time, Geauga County also included land that later became Lake County. In 1851, the Village of Chardon separated from the Township and became incorporated. With the 2000 census figure exceeding 5,000, the Village automatically became the City of Chardon on April 29, 2001. Chardon is the county seat of Geauga County, Ohio with a population of approximately 5,150. It is the only incorporated city in Geauga County and is located about 10 miles south of Lake Erie and within the snow belt of the Great Lakes. The city has consistently been ranked by national websites and publications as one of the best places to live. More information about the city can be found at www.Chardon.cc

Chardon has an active performance art community. THRIVE Performing Arts is housed in the renovated Geauga Theater building, which was constructed in 1939 as an Art Deco movie house. The theater is also being used again to show classic movies.

The greater Chardon area features numerous parks and golf courses. Chardon Lakes Golf Course is located in the heart of Chardon, two minutes from the square. Sand Ridge Golf Club in nearby Munson Township is also an excellent course. Chardon has an abundance of park space. Due to the area's varying weather conditions, sports activities are available for every season.

The City owns and maintains 4 active park sites and 2 additional undeveloped park sites. There is a total of 84.95 acres of park land in the City. Facilities include one (1) Chalet building, and one (1) outdoor swimming facility. The city employs 2 part time maintenance employees to maintain all current parks (Not including seasonal staff members). Outdoor facilities include (1)

1.2-mile bike path with trail head, natural walking trails, historic downtown gazebo and Heritage House, two (2) basketball courts, two (2) sand volleyball courts, two (2) playgrounds, one (1) fitness area, one (1) gazebo, two (2) ball fields, one (1) Multipurpose field, one (1) skate park, two (2) pavilions, one (1) sledding hill, one (1) outdoor swimming pool, two (2) undeveloped parks (Ibold and Cherry), and expansion ideas for the Square on Short Court.

Water/Cherry Pocket Park



Ibold Park



Background

The City utilizes long-range planning to define a consistent future vision and strategic priorities as it forces the organization to imagine the desired future of its services, recognizing the realities of the external operating environment and developing an action plan to make the desired future a reality.

To provide the variety of facilities and programs to the Chardon community and maintain a healthy financial condition, the City's overall philosophy is to project revenues and expenses conservatively, and to use sound financial planning to achieve the strategic priorities, utilize existing reserves to maintain assets, take steps and allocate resources to address competition, attract and retain customers, and provide a balanced level of services and programs expected by the community. Furthermore, staff recognize that to ensure long-term financial sustainability, the City must proactively divest from those programs/facilities with declining participation, and those that do not or cannot consistently reach established revenue benchmarks, while putting resources into areas with potential growth. As a result, the City has had the fiscal agility to use reserves to address capital project needs, maximize and grow revenue, ensure adequate staffing, and undertake key strategic initiatives for long-term success.

To continue maintaining its aging infrastructure and offer the programs, services and new facilities and amenities the community desires, the City and staff must continue to make measured decisions, balancing future community needs against the City's sound fiscal condition, including implementing the cost recovery models developed during the program planning process, and determining realistic and financially feasible future priorities during the next comprehensive parks and recreation planning process. The key factors to all long-range planning process include the following:

- Engage stakeholders in the planning process to build consensus and support for the effective development and implementation of long-range plans;
- Conduct a needs assessment process to analyze community park and recreation needs and interests and identify the gaps to be addressed to meet those needs and interests;
- Assess the future vision of the organization and determine the strategic priorities to achieve that vision;
- Foster an awareness of the organization’s presence and impact on the community;
- Develop a “living document,” which reflects the outcomes of the process and provides clear direction on actions to be taken to address strategy and provides a foundation for the development of all other planning and operating documents (e.g., budget, capital, community survey, facility, and marketing plans);
- Ensure the most effective use of the organization’s resources by focusing decision making and spending on strategic priorities.

RFP Coordinator

Upon release of this RFP, all communications concerning this proposal request should be directed to the RFP Coordinator listed below. Unauthorized contact regarding this RFP may result in disqualification. Any oral communications will be considered unofficial and non-binding to the City. The respondent should rely only on written statements issued by the RFP Coordinator.

Adam Rogers
Recreation Director
111 Water Street
Chardon, OH 44024
Telephone: 440-286-2630
Email: arogers@chardon.cc

Questions Regarding the RFP

Requests for clarification or additional information must be made in writing to the RFP Coordinator prior to the date specified in the RFP Schedule. Written responses to all requests will be furnished to all potential proposers as determined by the City’s receipt of a completed RFP Acknowledgement Form (Attachment A). The RFP Coordinator will be unable to respond to requests for additional information or clarification received after 5:00 p.m. December 1, 2021

RFP Amendments

In the event of a material modification, all potential proposers will be notified of an amendment to the RFP as determined by the City's receipt of a completed RFP Acknowledgment Form (Attachment A). If deemed necessary by the City, proposers will be given an opportunity to modify their proposal in the specific areas that are affected by the modification.

Scope of Service

The specific work to be undertaken by the successful firm for the comprehensive parks and recreation master planning process is described in this Section, and respondents should include in their proposals how they will assist the City with completing this work. The work described in this Section is considered to be the minimum required to complete this process. In their submittals, firms should propose additions or edits to this scope that lend to the best process. Following the firm selection process, a meeting will be held with the successful firm to negotiate the final scope of work and a contract for services. Therefore, the City reserves the right to revise the final scope of work.

Project Kick-off

The first step in the project will be to hold an onsite meeting with City staff to establish objectives for the project, including confirming roles and responsibilities and finalizing the project methodology, scope of services, timeline and format and content of deliverables.

Conduct a Needs Assessment

A key component in creating the Plan will be a needs assessment process that taps the opinions and ideas of community Park and Recreation Board, City Council and staff, and includes a comprehensive inventory of the current state of the City, including its financial condition, operations, park system, facilities, programs and services. The needs assessment also entails a review of current and projected demographics, current planning standards, regional and national trends and how facilities owned by other entities factor into the park and recreation needs of the community. It will provide the data and information necessary to evaluate how City park and recreation facilities meet current and future needs and whether modifications and/or additions will be required. An overview of each facet of the needs assessment is as follows:

Develop & Implement Public Involvement Strategy

The planning process must result in a shared, clearly defined vision for the City driven by input from the community. Public involvement is extremely important to the City and informs decision making processes. The successful firm will propose a robust and innovative public outreach strategy that describes how the community, staff and Council will be provided opportunities to participate in the development of the Plan. In their submittals, firms should at a minimum provide the following:

- Identify and describe a comprehensive strategy and methodology for citizen, participant and stakeholder involvement (e.g. proposed outreach process, methods of outreach, outreach tools, and anticipated schedule);
- Ensure the residents, user groups and other stakeholders are provided an opportunity to participate in the development of the Plan;
- Act as professional facilitators to gather specific information about services, use, preferences, and any agency strengths, weaknesses, opportunities and threats;
- Provide well-organized and directed activities, techniques and formats that will ensure that a positive, open and proactive public participation process is achieved;
- Provide written records and summaries of the results of all public process and communication strategies;
- Develop and manage any online public involvement tools and data; and
- Throughout the entire process, help to build consensus and agreement of the plan and if consensus is not possible, provide information for informed decision making for the staff and City Council.

Collect and Analyze Data

Review current long-range plans and related documents such as, but not limited to, 2021- 2022 Annual Budget; 2021 – 2025 Capital Improvement budget; and the 2019 City of Chardon Comprehensive Plan Update;

- Develop and administer a City-wide, statistically-valid, community needs assessment survey with a return rate that accurately represents a sampling of the community population to identify community needs and issues on the City’s facilities, programs and services. This survey will be used as a baseline to determine needs, desires and willingness to pay;
- Compile data on participation, operations, technology, programming, programming space and land use trends and acquisition opportunities;
- Compile an inventory of indoor and outdoor facilities, including capacity of each amenity found within the park system as well as its functionality, accessibility, condition and convenience, etc.;

- Review available funding and financing strategies that are options for funding future improvements. Provide a list of funding/financing strategies that includes information about relevant grants, such as grant funding priorities, funding limits, cycle timelines, match requirements, eligible improvements, etc.
- Develop Level of Service (LOS) standards to meet community needs (standards should consider geographic distribution of indoor and outdoor facilities and their amenities); and
- Provide usable and workable definitions and recommendations for designated park and open space with acreages and parameters defined as appropriate.

Analysis of Forecasted Needs to Determine City's Strategic Direction

The firm will review needs assessment outcomes with City staff and facilitate a review of the City's strategic direction to identify and affirm the long-range vision for the City. This step of the Plan process is vital for clarifying the City's organizational direction for action planning, decision making, and resource allocation. To determine the City's strategic direction, the firm will assist the City with accomplishing the following:

- Conduct a situational analysis and environmental scan utilizing the needs assessment data to determine gaps in what is being provided versus the needs and interests identified; and
- Develop a list of critical issues and opportunities based on the results of the situational analysis and environmental scan.

Develop Recommendations & Implementation Strategies

To ensure that the Plan is implementable upon its adoption by City Council, it must include realistic, feasible, and clearly-defined planning scenarios. Based on the outcomes of the needs assessment and the City's strategic direction, the firm will be expected to develop the following:

- Prioritized recommendations to meet current and future needs through, but not limited to, land acquisition, construction or redevelopment of indoor and outdoor facilities, development of additional recreational amenities, park maintenance, natural resources restoration or enhancement etc.;
- Estimates of the capital and operational costs for land acquisition, construction, or redevelopment of indoor and outdoor facilities, development of additional recreational amenities, park maintenance, etc. The analysis should be designed to connect with any City plans of capital improvement;
- Conceptual plans for any facility, land acquisition, or park enhancements with recommended improvements in the Plan time horizon.
- Recommendations for addressing operations, staffing, maintenance, technology, programming, services, and funding needs to support implementation of this Plan;

→ Evaluation of the feasibility, cost-effectiveness/return on investment of suggested strategies and recommendations.

Create Action Plan: Strategic, Capital & Financial

The firm must develop an action plan which includes strategies, priorities, budget support, and funding mechanisms for the short-term, mid-term, and long-term, which were developed during the previous stage in the process. The Action Plan must be phased with prioritized recommendations and a capital projects prioritization process/ranking system for future strategic investments and level-of-service/reoccurring capital needs.

Final Report & Presentation

The selected firm shall submit a draft and final report which summarizes the findings and conclusions and includes a clear demonstration that the firm has fulfilled all of the elements contained in the agreed upon scope of work. The Plan must include written goals, plans, objectives, and policy statements that articulate a clear vision and “road map” for the City’s future. The firm will make two (2) on-site presentations to report and summarize findings to City Council and staff. The reports must be in an easy-to-understand format with charts, graphs, maps and other data as needed to support the plan and its presentation to the appropriate audiences. The final report must be submitted as follows:

→ A color version of the draft Master Plan document consisting of an electronic copy in an Adobe Portable Document Format (PDF).

→ A color version of the final Master Plan document consisting an electronic copy in an Adobe Portable Document Format (PDF).

Staff Services & Progress Reporting

Services Provided by Staff

The City of Chardon will assist the firm in managing the operational aspects of the project and coordinating work with the relevant parties. The City 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 during final scope review) and compile contact information for staff and local organizations. City 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 consultant during the course of this project. The firm and the Recreation Director will hold progress meetings in person or over the phone as often as necessary, but in no case less than once per month until a final plan is approved by the City Council. The Recreation Director shall schedule the progress meetings, as necessary, at key times during the development of the Plan. The firm shall provide the Recreation Director with at least one (1) copy of all completed or partially completed reports, studies, forecasts, maps or plan as deemed necessary by the Recreation Director.

Proposal Content & Submission Information

Submitting Proposal, Proposal Components & Evaluation Criteria

All respondents to the RFP must include the items provided in the following list. All the listed items should be addressed completely and should follow, as closely as possible, the order and format in which it is listed below. These categories and criteria will be major considerations in the evaluation and determination of the most qualified and capable firm(s). The sequence of the listing is not intended to reflect the relative weight of each category.

1. Letter of transmittal

- a. Statement indicating an understanding of the work to be performed and interest in performing the scope of work;
- b. Discuss consultants' availability over the next 6-12 months; and
- c. Identify one (1) key contact person for communicating with the City on the proposal and all project-related matters

2. Qualifications/Project Portfolio

- a. Areas of specialization;
- b. Practice philosophy;
- c. Years in the business and history of firm; and
- d. Examples of three (3) to five (5) projects in which the firm took a lead role in the preparation of a Comprehensive Master Plan and a community-wide scientific survey. The projects should be comparable in complexity, size, scope, and discipline (as described in the Scope of Work section) and been undertaken during the past five (5) years

3. Project Management

- a. Introduction to the team (all firm staff and sub-consultants assigned to complete work on the project), including resumes for all the key personnel, which provide educational background/training, experience and detailed descriptions of roles played on past projects;
- b. Services/functional roles to be performed by each team member (including all subconsultants);
- c. Location of each team member;

- d. Availability and commitment of assigned professionals who will undertake the scope of work; and
- e. Technical resources of the firm and any sub-consultants.

4. Methodology and Process to Complete all Phases of Project

- a. Describe the vision, strategic overview and approach to the project;
- b. Express how the components above reflect your qualifications for this project;
- c. Discuss what parameters you will engage to develop a project that will be creative, logical, and engaging;
- d. Include detailed descriptions of the procedures and methods you propose to use to complete all tasks within the scope of work;
- e. Discuss tasks, timelines and anticipated deliverables for each phase of the project;
- f. Include the proposed process and methods to assure quality, cost, and schedule control; and
- g. Explain in the proposal all supporting studies, models, and assumptions that will be developed or used as part of the study.

5. References

- a. List at least three (3) to five (5) references we may contact (preferably from the projects provided in 2(d) of this section that have been undertaken during the past five (5) years with client contact information (current email and telephone).
- b. Indicate project names and the personnel assigned to this project (including all subconsultants) roles and involvement in each project.

6. Schedule

- a. Provide a proposed detailed project work schedule with a start date on or about February 14, 2022 (contingent upon negotiation of a final scope of work); all meetings that need to be scheduled should be built into the timeline (e.g., initial meeting with staff to review project schedule, strategic direction review, presentations of the final report, etc.).
- b. Include time frames for each major component of the scope of work and target dates for completing each phase of the project.

Understanding & Approach of Scope of Work

Proposal shall describe the approach to the scope of work described in the Scope of Work section of this RFP, including process and schedule. Firms are encouraged to make suggestions to amend the scope of work to achieve the project goals. This criterion will be evaluated based on the proposer's understanding of the project objectives and ability to demonstrate a process that efficiently and effectively achieves the desired outcomes. Reasoned creativity is encouraged. The City anticipates modifying, where appropriate, the objectives and/or scope of work listed in this RFP based on the firm's experience and expertise in completing similar projects.

Disclosure

Proposal will disclose any professional or personal financial interest which could be a possible conflict of interest in contracting with the City. Consultant shall further disclose arrangements to derive additional compensation from various products or services, including financial. The firm must also list all current and unresolved litigations, arbitrations, or mediations of the firm in its proposal.

Selection of Consultant

Selection Process

The City will select a firm on the basis of 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 resources and the firm's willingness to negotiate and execute an acceptable written agreement. The City reserves the right to waive any defects in any submittal. After a thorough review by our selection team of the proposals submitted by respondents to this RFP, a short list will be created of the firms that meet the requirements outlined in this RFP and those firms will be required to make a presentation on their qualifications and proposals to the selection team. Based on these interviews, the selection team will recommend to the City Manager the firms that are the best fit for the city and this project. 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 City. When conducting negotiations, the City will not disclose information from proposals submitted by competing firms, except as required by governing law.

Timeline of Selection Process & Project

The timeline for selecting a firm and anticipated project schedule is as follows:

<u>Action Item</u>	<u>Date</u>
Request for Proposal Issued:	November 8, 2021
Questions on Request for Proposal Due:	December 1, 2021
Responses to Questions Issued:	December 8, 2021
Deadline for Proposal Submission:	December 17, 2021
Firm Oral Presentation/Interviews with City Staff:	January 10 – 14, 2022
Contract Finalized:	January 31, 2022
Potential Approval of Firm by City Council:	February 10, 2022
Anticipated Project Start:	February 14, 2022
Anticipated Completion:	Summer 2022

Terms and Conditions

Reservation of Rights

The City reserves the right to amend the RFP schedule or issue amendments to the RFP at any time. The City 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 City reserves the right to request clarification of information from any proposer or to request supplemental material deemed necessary to assist in the evaluation of the proposal. The City reserves the right to reject any agreement deemed by the City to be in its best interest. This RFP does not obligate the City to accept or contract for any expressed or implied services. The City reserves the right to award the services, as described in the section titles "Scope of Services," in total or in part, to any combination of proposers.

Contract

In the event that the proposer to whom any services are awarded does not execute a contract within thirty (30) calendar days after being approved by the City Manager, the City may give notice to such proposer of intent to award the contract to the next most qualified proposer or to call for new proposals and may proceed to act accordingly. The executed contract may be terminated by the City in the event the successful bidder:

- Fails to meet delivery schedules;
- Fails to perform in accordance with this contract; and/or
- Becomes insolvent and/or files for protection under the bankruptcy laws.

The vendor shall be entitled to just and equitable compensation for any satisfactory work completed through the termination date. Under no circumstances will any damages be paid as a result of the termination of this contract. If the City exercises the right to terminate the contract early, the vendor may be prohibited from submitting future proposals to the City for a specified period. This document and the response shall serve as or be referenced in the final agreement between the City and Firm. Should a conflict arise between the RFP submission and the formal agreement, the RFP submission shall take precedence.

Costs of Response

The City will not reimburse any proposer for any of the costs involved in the preparation and submission of responses to this RFP or in the preparation for and attendance at subsequent interviews.

Proposer Responsibilities

Proposers shall thoroughly examine and be familiar with these specifications. The failure or omission of any proposer to receive or examine this document shall in no way relieve any proposer of obligations with respect to this proposal or the subsequent contract.

Insurance

Proposers shall submit proof of Professional Liability Insurance coverage in a minimum amount of \$1,000,000 and shall name the Owner as an additional insured on its commercial liability insurance policies, and further provide proof of Worker's Compensation Insurance sufficient to meet statutory requirements. The awarded firm will be required to annually submit proof of insurance coverage of at least \$1,000,000.

Attachment A – RFP Acknowledgment Form

I hereby acknowledge receipt of the City of Chardon Request for Proposal for Comprehensive Parks and Recreation Master Plan and my firm's intent to submit a proposal in accordance with the RFP. Please send any and all communication regarding the RFP to the following individual:

Name: _____

Address: _____

Phone: _____

E-Mail: _____

Signature: _____

Date: _____

Acknowledgment Forms to:

Adam Rogers
Recreation Director
111 Water Street
Chardon, OH 44024
Telephone: 440-286-2630
Email: arogers@chardon.cc

Please Note: Responses to questions received regarding the RFP will be released on December 8, 2021 to those firms which have submitted an RFP Acknowledgment Form