



REQUEST FOR QUALIFICATIONS (RFQ)

Date: December 19, 2012
To: Open Invitation to Professional Planning Consultants
From: Department of Parks & Recreation, Planning Division
Re: Professional Parks Planning Services for the Burlington Parks System Master Plan

I. GENERAL INFORMATION & SCHEDULE

This Request for Qualifications is part one of a two-part process, and invites responses from qualified, experienced professional parks planning consultants to assist the City of Burlington Department of Parks & Recreation in the creation of a Parks Master Plan for the Burlington Parks System. Questions concerning this RFQ must be made via email per the schedule outlined below. Responses to all submitted questions will be posted at: <http://www.enjoyburlington.com/Projects/ParksMasterPlan.cfm>.

Issue date: Wednesday, December 19, 2012 at 12:00 PM
Questions due: Wednesday, January 16, 2012, by 12:00 PM
Proposals due: Wednesday, January 23, 2013 by 12:00 PM

Inquiries/submissions to: Jen Francis, Parks Planner
Department of Parks and Recreation
645 Pine Street, Suite B, Burlington, VT 05401
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(802) 865-7248

II. PROJECT DESCRIPTION

The purpose of the project is to develop a comprehensive Parks Master Plan for the City of Burlington parks, recreation programming, waterfront, open space, trails, and facilities. Burlington's population is approximately 42,000 residents within a 15.48 square mile municipal boundary. City-owned parks properties total approximately 550 acres, with jointly-owned & managed properties increasing this total to 880 acres. The comprehensive master plan will consider all of the amenities managed by the Department, including but not limited to:

- 37 parks
- Approximately 20 miles of formal and informal trails
- 177 acres of conservation areas consisting of 4 urban wilds
- 3 public beaches
- 11 community garden sites/460 plots (5.98 acres)
- 3 cemeteries (58 acres/8,122 lots)
- 2 off-leash dog areas
- 1 skate park
- Care of 12,000 trees along city streets and in city parks
- Green belts, islands, right-of-way areas & landscapes around city facilities (216 miles/219 acres)

- Jointly-owned & managed open space properties (community gardens, tree nursery)
- City-owned parks facilities (sole manager of 198,196 SF): Community Boathouse, Paquette Ice Arena, Miller Community & Recreation Center, Memorial Auditorium, North Beach Cottage, various seasonal structures & rental facilities

Additional amenities managed by the Parks Department will require consideration within the Parks Master Plan, but will be formally developed through other initiatives include:

- The Burlington Waterfront: harbor, 75 seasonal & transient moorings, 184 slips, launch ramps, fishing pier, boardwalk, adjacent parkland
- Waterfront North Redevelopment
- Moran Revisioned
- The Urban Reserve (a 45-acre undeveloped parcel south of North Beach and north of the Waterfront Dog Park)
- 7.5 mile Burlington Bike Path
- City-owned public facilities (O&M support of an additional 171,960 SF): City Hall, Fletcher Free Library, BCA Firehouse Gallery, Police Station, Department of Public Works

The goal of the project is to develop a community-supported plan that provides guidance for future development and redevelopment of the City's parks, recreation programming, waterfront, open space, trails and facilities. The Parks Master Plan will guide policy development, prioritize demands and opportunities, and generate a strategic action plan to be updated every three years. It will support expansion opportunities for ground-breaking amenities including an accessible playground, the first in the state, and be rooted in innovative strategies including all-inclusive public engagement, cross-boundary/collaborative approaches, and shared geo-referenced data collection. In addition, the project will seek to incorporate energy efficiency strategies, environmental remediation opportunities and invasive species control measures.

For the purpose of identifying shared opportunities, the Parks Master Plan will also consider existing amenities, commitments, and needs of Burlington's neighboring communities, partners and stakeholders. These include, but are not limited to the Town of Colchester, Winooski, City of South Burlington, the Winooski Valley Park District, Burlington School District, Burlington Electric Department, and Local Motion, among the other user groups that enjoy Burlington's parks and recreation system.

The Parks Master Plan will become an element of the current City of Burlington comprehensive plan and will require approval from city boards, commissions and City Council. For information on the City of Burlington's Parks and Recreation Department, please visit: www.enjoyburlington.com.

Existing supporting documents include:

- 2002 Harbor Management Plan
- 2004 Open Space Protection Plan
- 2005 Island Line Sign & Amenities Plan
- 2012 Burlington Bike Path Feasibility Study
- 2012 Plan BTV: Downtown & Waterfront Master Plan
- 2012 Imagine City Hall Park Master Plan
- FY13 Penny for Parks Implementation Plan
- FY13 Capital Improvement Plan

Additional supporting initiatives/documents currently in process/draft:

- 2013 Open Space Protection Plan Update
- FY14 Penny for Parks Implementation Plan
- Burlington Partnership for a Healthy Community

III. PROJECT SCOPE, SCHEDULE & COST

Project Scope

The selected consultant will provide the City with professional services to realize the successful creation of a vibrant and innovative Parks Master Plan. This includes, but is not limited to, the following elements:

- Develop inventories and assessment of existing amenities*
- Prepare comprehensive maps
- Analyze forecasted needs & implementation strategies
- Manage public engagement processes
- Perform independent, statistically valid surveys
- Analyze demographic trends
- Define level of service analysis for existing & future facilities
- Analyze programs & services
- Prioritize demands & identify opportunities
- Coordinate all sub-contractors
- Guide policy development
- Develop strategic action plan
- Deliver final plans & supporting materials

**Any geographic data collected must be ArcGIS –compatible.*

The project will require significant public involvement to develop, articulate and visualize future scenarios for the parks master plan, and develop a consensus around priorities and objectives. A wide range of community/participation methods may be utilized in addition to traditional public meetings. These include use of the web, social media, television and radio, participatory workshops and charrettes and road show presentations to local groups.

Schedule

The City anticipates the selection of the consultant early in 2013 and the completion of all related parks master planning work within one year from the kick-off meeting date, once determined.

IV. PROCESS OVERVIEW, SUBMITTAL CONTENTS & REQUIREMENTS

Process Overview

This process begins with the receipt of qualification submittals in response to the RFQ outlined herein. Applicants will receive a confirmation email once their submittal is received. Qualifications will be evaluated and invitations will be made to 3-6 of the top-ranked consultants to prepare a full proposal in the form of a Request for Proposals (RFP) followed by participation in an interview process. Consultants not selected in the initial RFQ will be notified via email of the RFP selection outcome. An evaluation team comprised of representation from City staff, the Parks & Recreation Commission, City Council, and

community leaders will be engaged throughout the duration of the RFQ/RFP evaluation and interview process. Once the RFP/interview process is complete, the City will identify its top choice and enter into a contract agreement.

Submittal Contents

Qualified consultants must demonstrate a history of successful parks master planning experience that incorporates innovative and sustainable strategies. Proposals will be evaluated based on the expertise of the consultant team and the overall experience of the team with emphasis on parks, recreation, waterfront, open space, trail and facilities.

Submittals should be limited to 14 pages (including Attachment A) and contain:

- A. **Cover Letter**
- B. **Attachment A (provided in this RFQ):** Signed by a representative of the lead consultant team attesting that all terms, conditions and procedures outlined in this RFQ are understood and have been followed.
- C. **Project Understanding Statement:** A statement describing the applicant's understanding of the project and the special skills and innovative thinking that the team would bring to the table
- D. **Project Approach:** A narrative of the consultant's approach to completing the master plan
- E. **Proposed Project Team Members:** A description of the applicant's organizational composition, disciplines, and the primary role of each individual/firm on the team. Organizational charts may be included, if appropriate. Clearly indicate the applicant's designated team leader for the project as well as the specific individuals who will be assigned to the work and their respective expertise in such work.
- F. **Specific Project Experience:** Descriptions detailing completed, similar or relevant project experience that the applicant has executed. Include graphic representation. Links to similar or relevant projects are encouraged.
- G. **List of References:** Provide a minimum of four client references with which the applicant has provided similar planning/design services within the last five years. Include the name and telephone number of the contact person and a description of the role and services provided to that contact.
- H. **Preliminary Cost Proposal:** Consider the total cost of services to complete the scope of work as described.
- I. **Additional Information:** Provide other information relevant to indicate the applicant's abilities to successfully complete a parks master plan of this nature.

Requirements

Additional requirements are as follows:

- Proposers are solely responsible for ensuring that proposals arrive on time.
- Each consultant MUST provide their submittal electronically as a PDF.
- Additional detail beyond the contents described above WILL NOT be considered.
- Faxed proposals WILL NOT be accepted.
- Late replies WILL NOT be considered.

V. EVALUATION CRITERIA & ANTICIPATED SCHEDULE

Evaluation Criteria

Submittals will be evaluated by City staff using the following criteria as a measure of the applicant's

ability to successfully complete the project scope of work. Consultants will be scored up to a maximum of 100 points based on the following:

1. **Experience & Qualifications** relevant to key personnel and/or sub-contractors (10 pts)
2. **Project Understanding/Knowledge of Area** depth or relevant technical experience (10 pts)
3. **Demonstration of Innovative Approaches** levels of utilization and solutions (10 pts)
4. **Depth of Skills** related to parks master planning and public engagement (10 pts)
5. **Level of Understanding** of the project, goals, issues, and local need (10 pts)
6. **Level of Experience** with municipalities of similar size, structure and complexity (10 pts)
7. **Demonstration of Public Engagement Experience** effective, productive, innovative (10 pts)
8. **Ability to Meet the Schedule** required to complete the plan and deliverables (10 pts)
9. **Ability to Meet Budget/Value** (10 pts)
10. **Quality, Clarity & Completeness of Submittal Package** (10 pts)

Anticipated Schedule

The City reserves the right to amend dates. While the timeline may be subject to change, all participating parties will be notified. The anticipated schedule is as follows:

- December 19, 2012 RFQ issue
- January 16, 2012 RFQ questions due (via email)
- January 23, 2013 RFQ closing
- Week of January 14, 2013 RFQ review
- Week of January 21, 2013 Invitation to selected consultants to submit full RFP/RFP issue
- Week of February 11, 2013 RFP closing
- Week of February 18, 2013 RFP Review
- Week of February 25, 2013 Invitation to selected consultants to participate in interviews
- Weeks of March 4 & 11, 2013 In-person interviews with finalists
- Week of March 18, 2013 Announcement of project award

VI. TERMS & CONDITIONS

Communications

It is extremely important that all respondents are given clear and consistent information. Therefore, all respondents are required to submit any questions related to this project or RFQ process via email.

Responses to all submitted questions will be posted on the Parks & Recreation website at:

<http://www.enjoyburlington.com/Projects/ParksMasterPlan.cfm>. Questions concerning this RFQ must be received via email per the schedule outlined on page 1. Inquiries received after this date will not be considered or answered.

Respondents should not communicate with any City department or employee during the submission process except as described above. In addition, no communications should be initiated by a respondent to any City Official or persons involved in evaluating or considering the statement of qualifications. Communication with any parties for any purpose other than those expressly described herein may cause an individual firm, or team to be disqualified from participating.

General Compliance with Laws

The Consultant shall comply with all applicable Federal, State and local laws, including but not limited to the Burlington Livable Wage Ordinance.

Other terms

Costs for preparing the Statement of Qualifications in response to this request are solely the responsibility of the respondent. The City of Burlington reserves the right to accept or reject any or all Statement(s) of Qualifications, with or without cause, and to waive immaterial defects and minor irregularities in responses. All decisions related to this solicitation by the City will be final. The City reserves the right to request clarification of information submitted and to request additional information of one or more respondents. All materials submitted in response to this RFQ will become the property of the City upon delivery. This solicitation in no way obligates the City of Burlington to award a contract.

Equal Opportunity: the selection of consultant shall be made without regard to race, color, sex, age, religion, national origin, or political affiliation. The City of Burlington is an Equal Opportunity Employer and encourages proposals from qualified minority and woman-owned businesses.

It will be necessary for responding parties to comply fully with the terms and conditions outlined in this document if they are to be considered. A letter attesting that the respondent has read, understands, and followed all procedures is a part of this RFQ must be included as part of the final submittal (see Attachment A).

ATTACHMENT A

Understanding of RFQ Procedure, Terms and Conditions

This page to be returned with qualifications submission

I acknowledge that I have read and understand all procedures and requirements of the above reference RFQ and have complied fully with the general terms and conditions outlined in the RFQ.

Consultant Team: _____

Representative's Printed Name: _____

Representative's Signature: _____

Date: _____