

**City of Brush, Colorado
Request for Proposal
To Develop a Parks and Recreation Master Plan**

Proposals Due: July 20, 2018 at 10:00am

**City of Brush Parks and Recreation Department
City of Brush
600 Edison Street
PO Box 363
Brush, CO 80723**

Invitation

The City of Brush is seeking proposals from qualified consulting firms to provide professional services to the City of Brush to develop a Parks and Recreation Master Plan. The plan should create a road map ensuring an appropriate balance of facilities and amenities throughout the community now and into the future. The City of Brush is seeking a system-wide approach to evaluating parks and recreation open space recreational facilities and amenities in order to develop goals, policies and guidelines along with achievable strategies.

The City of Brush Parks and Recreation Master Plan that will be created from this work effort will be heavily used as a resource for future development and redevelopment of the City's parks, open space, and recreation system over the next five years.

Background

Brush is located in northeast Colorado approximately 80 miles from Denver along Interstate 76. Other highways that run through Brush are Highway 34 which runs east and west through the middle of town and Highway 71 which runs north and south on the east of town. The City of Brush has a population of 5,410. Agriculture is the driving force of the community. Brush also has two long term care facilities, a community hospital and Pawnee Power Plant that serves as the major employers. Median household income \$46,088. Over 41% of the population is Latino, 53% White and other 6%.

As in most rural communities the Parks and Recreation Departments are crucial for the livelihood of the community. Most everyone who lives in the community utilizes the recreational amenities within our parks and schools or participates in the programs that are offered through the Parks and Recreation Department.

Project Description

The City of Brush is seeking proposals from qualified consulting firms to provide professional services to the City to develop a City of Brush Parks and Recreation Master Plan. The City has a strong commitment to provide high quality parks and recreational facilities and programs for citizens of the community. The consultant will work closely with City Staff and the community in preparing the Parks and Recreation Master Plan. The Consultant will create a document for distribution to the public.

The Parks and Recreation Master Plan will become an element of the current City of Brush Comprehensive Plan and will require the approval of the City Council.

This process is to include developing a comprehensive inventory, an analysis of forecasted needs and implementation strategies. Specific items to include in the study, but not limited to, are:

Scope of Work:

Public Process

- Identify, describe and implement a comprehensive strategy and methodology for citizen involvement in this Master Plan development process
- Assure the residents, user groups, associations, and other stakeholders that they are provided an opportunity to participate in the development of this plan
- Conduct at least three (3) public community meetings and a minimum of two (2) focus groups (participants to be determined) and individual stakeholder interview
- A minimum of two (2) meetings with the City Council to provide progress reports
- 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 communications strategies
- Help to build consensus and agreement on the plan and if consensus is not possible, provide information for informed decision making for the City Council
- Provide methods to hear from as many people as possible, including users and non-users of the services and facilities

Statistically-Valid Survey

- Provide 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 recreation and park programs and facilities. This survey will be used as a baseline to determine needs, desires and willingness to pay

Demographics and Trends

- Review and interpret demographic trends and characteristics of the City of Brush using information from the City of Brush Comprehensive Plan and other regional and local sources

Existing and Future Facilities- Analysis of Level of Service

- Compile an inventory and assessment of the existing parks, trails, open space and facilities in GIS. The assessment will include a comparative analysis to communities of similar size and density regionally and using nationally accepted standards. The analysis should consider not only the capacity of each amenity found within the system (playgrounds, ball fields, trails, natural areas, special facilities, etc...) as well as functionality, accessibility, condition, comfort and convenience. Evaluation criteria should be based on the expressed values of the community. The analysis will also include identification of best possible providers of community and recreation services and recommendations for minimizing duplication and enhancing possibilities for partnerships where appropriate.

Rank and Prioritize Demand Opportunities

- Prioritize recommendations for needs regarding land acquisition, and the development of parks, trails, open space and recreation facilities
- Develop a set of prioritized recommendations for maintenance and renovation of parks, trails and recreation facilities

Analysis of Programs and Services

- Provide an assessment and analysis of the Parks and Recreation Department's 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 and programs and services
- Provide an analysis of the best possible providers for programs and services and identify and discern any unnecessary duplication of services through public and private program providers
- Provide recommendations for minimizing duplications or enhancing possibilities for collaborative partnerships where appropriate

Progress Reporting

- The consultant and the City's Community Services Director shall hold progress meetings as often as necessary, but in no case less than once per month until the final plan is approved by City Council for the purpose of progress reporting. The consultant shall supply the Community

Services Director at least one (1) copy of all completed or partially completed reports, studies, forecasts, maps or plans as deemed necessary by the Community Services Director at least three (3) working days before each progress meeting. The Community Services Director shall schedule the meetings, as necessary, at key times during the development of the Master Plan.

Action Plan

- Collect and analyze demographic information for the community
- Collect and analyze information on participation, needs, desires, operations, programming and land use trends and make Level of Service recommendations
- Identify areas of service shortfalls and projected impact of future trends
- Provide useable and workable definitions and recommendations for designated and park and open space with acreages and parameters defined as appropriate
- Develop recommendations for operations, staffing, maintenance, programming and future needs
- Provide a clear plan for development of programming direction based on standards and demand analysis
- Develop a definitive program for acquisition and development of parkland, recreation facilities (including community gardens), open space, trails and parks maintenance and administration of facilities for the future
- Provide a maintenance and operation analysis
- Identify opportunities for available funding and acquisition alternatives
- Develop an action plan which includes strategies, priorities and an analysis of budget support and funding mechanisms for the short term, mid-term and long term for the park system, open space, trails and recreation programs and services

Development of Final Plans and Supporting Materials

- The Master Plan must include written goals, plans, objectives, and policy statements that articulate a clear vision and “road map” and model for the Parks and Recreation Department’s future.
- A summary of existing conditions, inventories and Level of Service analysis
- Charts, graphs, maps and other data as needed to support the plan and its presentation to the appropriate audiences
- A Financial Plan
- An Action Plan
- One (1) public hearing with the Planning and Zoning Commission at the time of adoption of the Master Plan
- A minimum of two (2) meetings with City Council, one at the time of the presentation of the draft Master Plan, and one at the adoption of the final Master Plan
- A color version of the draft Master Plan document consisting of One (1) printed bound color copies and an electronic copy in format compatible with the City’s software

- A color version of the final Master Plan document consisting of one (1) printed and bound color copies and an electronic copy in a format compatible with the City's software
- A color version of the final Executive Summary consisting of one (1) printed copy and an electronic version in a format compatible with the City's software

Note: The City shall be responsible for the arrangement, notice and any other costs associated with the above meeting schedule. The consultant shall review with the City's Community Services Director all prepared information for the public meeting at least three work (3) days prior to the scheduled meetings

All proposals should include the following background information:

- A Letter of Submission shall include the name address and telephone number of the person(s) who is authorized to legally represent the firm. Any confidential material contained in the proposal shall be clearly indicated and marked as "Confidential"
- Background on the firm and its experience in preparing Master Plans for public agencies. Of particular interest are engagements involving communities that have characteristics similar to the City of Brush.
- A narrative that presents the services the firm would provide detailing the approach, methodology, deliverables and client meetings to be provided.
- Identification of the personnel to be assigned to this engagement including a resume of related experience.
- A timeline for preparation and implementation of the Master Plan and its components.
- A summary of professional liability and errors and omission insurance coverage the firm maintains.
- At least five (5) public agency references for projects of a similar nature to this project and a description of the projects shall be described and minimally include client, location, contact person, contact information (telephone/e-mail address), and a brief summary description of the project.
- Provide in a separate sealed envelope the project cost for services in an itemized work format. The project cost for services shall be a "not to exceed cost for services."

Proposal Response

The proposal response submitted shall contain all information as requested herein, and any additional information necessary to summarize the overall benefit of the proposal to the City. Proposing firms should submit **three (3)** copies of the proposal no later than **10am on July 20, 2018**.

Submittals should be directed to:

Lance Schwindt, Community Services Director
City of Brush!
Parks and Recreation Department
600 Edison Street
P.O. Box 363
Brush, CO 80723

Phone: (970)842-5280

Fax: (970)852-5909

The submittal of a proposal shall be taken as prima facie evidence that the proposing individual/firm has full knowledge of the scope, nature, quality, and quantity of the project to be performed and the detailed requirements and conditions under which the project is to be performed.

This solicitation does not commit the City of Brush to award a contract, to pay any cost uncured with the preparation of a proposal, or to procure the contract for services or supplies. The City of Brush reserves the right to accept or reject any or all proposals received in response to this request, to negotiate with any qualified source, or cancel in whole or part this proposal process if it is in the best interest of the City to do so. Subsequent to contract negotiations, prospective consultants may be required to submit revisions to their proposals. All proposers should note that any contract pursuant to this solicitation is dependent upon the recommendation of City of Brush staff and the approval of the City of Brush City Council.

Project Budget Range

A budget of \$50,000 - \$70,000 has been established for this project

Preliminary Project Schedule

The following tentative schedule is anticipated for selection, contract negotiations and contract award. Contract award will be expected in August 2018. The Master Plan associated with this proposal will commence on or about September 2018. The timeline that is projected for the preparation and completion of the City of Brush Parks and Recreation Master Plan is 9 months from the City Council award.

General Requirement of the Selected Proposing Firm

- Enter into a contract with the City of Brush.
- Maintain insurance coverage for the duration of the contract period
- Prohibited from assigning or subcontracting the whole or any part of the contract without prior written consent of the City of Brush
- Shall not hire, discharge, promote, demote or otherwise discriminate in matters of compensation, terms, conditions or privileges of employment against any person otherwise qualified solely because of race, creed, sex, national origin, ancestry, physical or mental disability, color or age.
- Contractor shall be in compliance with the applicable provisions of the Americans with Disabilities Act of 1990 as enacted and from time to time amended and any other applicable federal, state, or local laws and regulations. A signed, written certificate stating compliance with the Americans with Disabilities Act may be requested at any time during the life of this Agreement or any renewal thereof
- Operate as an independent contractor and will not be considered employee(s) of the City of Brush
- Successful consultant will be paid on actual invoices as work is completed

Evaluation Criteria

Selection of the successful firm with whom negotiations shall commence will be made through an evaluation process based on the following criteria:

Percent	Component
25	Project Approach
25	Project Team
20	Past Project Experience & Client References
15	Project Schedule
10	Project Fee Structure and Cost Estimate
5	Presentation of Proposal

Request for Proposal Add Alternate

Please submit a separate proposal for the following items. In addition please provide an individual price breakdown for each of the four (4) components.

The City of Brush, reserves the right to accept individual components, multiple components and/or reject all components. All specifications in the City of Brush Parks and Recreation Master Plan will apply.

Park Facilities/Recreation and Golf Program Analysis

The purpose of this task is to provide a detailed program assessment of park facilities, recreation and golf programs and revenue sites. This analysis is critical for determining facility, programming, and revenue strategies necessary to meet the needs of users, and sustain and preserve facilities.

Parks, Cemetery and Recreation grounds Maintenance Management Plan

Prepare the Grounds Maintenance Management Plan for the grounds maintained by the Parks Cemetery and Recreation Department. This plan will identify recommendations for routine and preventative maintenance programs, work management, asset lifecycle management, customer feedback program, performance measurements, staffing levels and equipment managements.

Golf Course Maintenance Management Plan

Prepare the Golf Course Maintenance Management Plan for the grounds maintained by the Golf Course Department. This plan will identify recommendations for routine and preventative maintenance programs, work management, asset lifecycle management, customer feedback program, performance measurements, staffing levels and equipment managements.

Departmental Fee Philosophy

Review departmental fees and develop a departmental fee philosophy through benchmarking best practices in comparable cities, communities and departmental input, etc.