



Request for Proposals Parks Master Plan Update

Introduction

The City of Estacada is seeking qualified individuals and/or firms to provide professional planning services and public meeting facilitation services to update the City's 2004 Parks Master Plan. This plan will provide guidance for both short and long range planning for the City of Estacada Park System by integrating community input and recreation planning standards. The City anticipates the development of the final draft plan will take approximately 10 months from initiation.

General Information

The City of Estacada is a small community of 3,000 situated 30 miles from downtown Portland. Nestled between the foothills of the Cascade Mountains and the upper Clackamas River, the city is surrounded by agricultural land, lush forest, and major recreation destinations including the Mt. Hood National Forest and McIver State Park. The City of Estacada has changed significantly since the creation of the 2004 Plan. The population has grown, and the development of subdivisions with new residential construction shows no sign of slowing. From 2010-2015 the City of Estacada grew at a rate of 11.3% while the Clackamas County growth rate was 5.5%. (*PSU Population Research Center*)

The purpose of updating the Parks Master Plan is to ensure that the Plan continues to be a relevant, community-supported plan that provides guidance for future development and redevelopment of the City's parks, open space, trails and amenities. The goal is to examine the changing recreational needs of our larger, more diverse population while also incorporating modern recreational trends. The update will define a new list of goals and tasks to ensure that the City can provide for the future recreational needs of the community. The updated Parks Master Plan will guide policy development, prioritize demands and opportunities, provide a design concept for the waterfront, and generate a strategic action plan for the city to follow for the next 15-20 years.

Schedule

Issue Date:	November 7, 2016
Proposals Due:	December 12, 2016 @ 4:00pm
Proposal Evaluations:	December 13-16, 2016
Interviews (optional):	December 19-21, 2016
City Council Approval/Contract Award:	January 9, 2017

Note: This is the City's desired schedule. The City reserves the right to modify the schedule.

Goals

The City has identified the following goals for the project:

- A. Identify and serve current and future parks and recreational needs through an integrated park system that provides adequate open space, recreational services and facilities, trails, and stewardship of natural and cultural resources.
- B. Provide an accessible and diverse offering of park and recreational facilities and programs to all residents of Estacada.
- C. Develop an action plan and strategy for prioritizing, phasing, funding, and accomplishing the identified needs.
- D. Produce a concept plan and graphic for the waterfront area bordering Estacada Lake.

Scope of Work

The planning process, which will incorporate public workshops, surveys, and research, will deliver a Comprehensive Parks and Recreation Master Plan that will assess current and future recreational needs of the City in order to better plan, fund, manage, and develop parks, facilities, programs, and trails. The breakdown of tasks presented below may allow the City to choose items to be completed by the consultant, items that City Staff may complete or other ways of phasing the project for maximum progress or efficiency. The Consultant has the opportunity to suggest alternative approaches that meet the project goals, and the City encourages firms to submit innovative proposals that demonstrate their unique ability to successfully complete this project. The City is budgeting \$60,000 to contract with a consultant for the Parks Master Plan update.

Tasks

Task 1: Review and assessment of past and related planning efforts and community demographics

Including but not limited to:

- 2004 Parks Master Plan
- 2011 Estacada Downtown and Riverside Area Plan
- City Comprehensive Plan
- Oregon Statewide Comprehensive Outdoor Recreation Plan (SCORP)

Task 2: Update Parks System Inventory and provide a conditions report for each park and their facilities

Develop a comprehensive inventory of the City's existing parks and recreation facilities that will include the following:

- Park type and purpose
- Park location
- Park owner
- Acreage
- Inventory of facilities and amenities
- General assessment of physical conditions and functionality

The 2004 Parks Master Plan has a comprehensive inventory of parks and facilities to provide a starting point. The role of the Consultant in this task is primarily to provide a conditions report. This report should consider the capacity of each amenity found within the park system as well as its functionality, accessibility, general condition, convenience and relevance.

Task 3: Gap Analysis/Needs Assessment

The Consultant will produce a needs assessment that examines both needs in the existing parks as well as the need for additional parks, trails and/or amenities. This should include recommendations for system-wide improvements, including acquiring/developing new parks sites, improving existing parks and potential partnership opportunities to provide for community needs. This process will include opportunities for input to be received from citizens, Parks and Recreation Commission, user groups, partnering agencies, City Council, and City staff.

Task 4: Prioritize Recommendations for Park Improvements, Development and Potential Future Acquisitions

From conditions report and needs assessment, the Consultant will develop prioritized recommendations to meet needs through renovation and maintenance of parks/outdoor facilities, development of additional recreational amenities/facilities and land acquisition.

The Consultant will develop estimates of the capital and operational cost for renovation and maintenance of parks/outdoor facilities, development of additional recreational amenities/facilities and land acquisition.

The Consultant will also work with Staff to produce an updated CIP list with an emphasis on System Development Charges (SDC) eligibility and flexibility. Parks System Development Charge will be reviewed to determine if it needs to be modified in order to fund the planned improvements and/or recover prior capacity investments. If necessary, Consultant will prepare an updated Parks SDC methodology and ordinance for adoption.

Task 5: Produce Waterfront Area Concept Design/Graphic

Most of the waterfront area is owned by Portland General Electric and includes public right-of-way along Lake Shore Drive. The Consultant will produce a detailed concept design graphic for the Waterfront Area (see attached map) based on public input, Council goals, partnership opportunities, and the 2011 Downtown and Riverside Area Plan.

Task 6: Prepare Final Document

The Plan should be in a reader-friendly document with an emphasis on maps, charts, photos, graphics and tables to convey information rather than using lengthy text. The Plan should be formatted in such a way that it is easy to update on a routine basis.

Consultant will provide a complete color version of the final plan and ten (10) color printed and bound copies along with a flash drive with the final Plan and all project files.

Meetings, Presentations and Public Involvement

The Consultant will staff and prepare materials for up to three public open houses to present project deliverables and solicit public input. The Consultant will also present the final document at a City Council meeting/workshop prior to adoption.

The City will provide support for all meetings including published and mailed notice as appropriate, meeting space, and collecting feedback after the meeting. The City will use its web site to post meeting materials.

The Consultant will take meeting notes and distribute them to attendees for review. (not including City Council meeting) Meeting notes are a brief summary of the attendees, topics discussed, and decisions reached. Meeting notes will be submitted within one week.

Submission Requirements

The Proposal response should be fully self-contained, and display clearly and accurately the capabilities, knowledge, experience, and capacity of the Respondent to meet the requirements of the project. Respondents are encouraged to utilize methods they consider appropriate in communicating the required information. Submittals should be limited to 14 pages and should include:

- Firm Description
- Relevant Experience
- Résumés of Project Team
- Approach to Fulfilling Project Tasks
- Time Frame to complete
- Fee Schedule
- References (Minimum of three references within the last five years)

The selected consultant will also be required to obtain a City of Estacada, Oregon Business License.

Method of Evaluation

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 amenities as well as cost/value. The city manager's office will administer the project working directly with the consultant team and providing assistance with community participation opportunities and assuring the plan is completed satisfactorily.

All proposals will be reviewed by a committee composed of the City Manager and designated staff. If requested by the City, two or more individuals/firms may be selected for oral interviews. A single Consultant will be selected and a Personal Services Agreement will be executed with the firm whose proposal appears to be the most advantageous to the City. City Council approval of the recommended firm and proposed Personal Services Agreement will be required. The selected consultant will assume responsibility for all contractual matters and services outlined in their proposal and the approved Personal Services Agreement. The City of Estacada reserves the right to reject any or all proposals not considered to be in the best interest of the City.

Scoring of submittals will be per the following criteria:

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| ▪ Firm's past experience on projects of similar size and scope | 30 Points |
| ▪ Quality and creativity of proposed approach | 35 Points |
| ▪ Proposed organizational structure and key staff | 30 Points |
| ▪ Completeness of proposal and adherence to requirements | 5 Points |

Optional Interviews

The selection committee reserves the right to select a short list of the highest scoring respondents for interviews. If interviews are necessary, they will be scheduled for December 19-21, 2016, and will take place at Estacada City Hall, 475 SE Main Street, Estacada, Oregon.

Notice of Award and Appeal Process

The City intends to select a single Consultant. The City Manager or designee will recommend entering into a contract with the identified Consultant at the January 9, 2017, City Council Meeting. Once the recommended consultant is approved by City Council, a notification letter will be sent to all respondents. Any respondent wishing to appeal the recommendation must do so in writing and within 7 business days of the notice being sent.

General Terms & Conditions

The City reserves the right to reject any or all Proposals, to waive any informality or irregularity in any Proposal received, and to be the sole judge of the merits of the respective Proposal received.

Final award will be subject to the execution of the contract. The City reserves the right to negotiate a final contract that is in the best interest of the City.

The City 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 in order to make a recommendation.

Submittal Instructions

Proposals should be submitted in a sealed envelope, or other sealed container, which is clearly marked "Parks Master Plan Update". Please provide one (1) original and four (4) copies of the Proposal. The original should be marked "Original" and must bear an original ink signature by an individual authorized to represent the Consultant.

Proposals should be submitted to:

Melanie Wagner, Assistant to the City Manager
City of Estacada
475 SE Main Street
PO Box 958
Estacada, OR 97023

Submission Date and Time: Monday, December 12, 2016, at 4:00pm Local Oregon time

LATE SUBMISSIONS WILL NOT BE ACCEPTED