



## Request for Proposal for Professional Services

### City of Somerton, Arizona

This request for proposal is intended to enable the City of Somerton to select a consultant to develop a “*City of Somerton Parks, Recreation Facility, and Open Space Master Plan Update for 2019*”. The favorable Proposal shall provide the City with a clear understanding of the cost and timeline to formulate a comprehensive update to the “*City of Somerton general plan 2010*”. The specific nature of the scope of work for this project is outlined in this Request for Proposal (RFP). Consultant proposals received in the timeline provided will be evaluated, and subsequent interviews may be coordinated with the top responding candidates at a later date. The schedule for consultant selection and project completion is attached. All proposals must be submitted to Sergio Davalos, Parks and Recreation Director, **by 2:00 pm on November 5th, 2018.**

Interested parties must submit a written Proposal to perform the **Objectives and Scope of Work** as outlined below in **Section II**.

Two (2) hard copies of the Proposal, along with one (1) electronic copy, (no faxes or e-mails) shall be submitted. The City has the right, in its sole and absolute discretion, to reject any or all of the candidate firm’s qualifications, both objective and subjective. The City has the right to modify any of the information provided in this RFP as well as request additional information from candidate firms at any time during the selection process.

Interested candidate firms shall review this RFP and all materials provided with the RFP, or separately, and prepare all materials and presentations for submittal at their sole cost and expense. The City shall in no circumstance be responsible for any cost or expense incurred by the candidate firms in such reviews and preparations.

The consultant will be required to sign a contract with the City relating to the work to be performed. Such contract shall include, but not necessarily be limited to, the following articles: method of compensation, time of performance, subcontracts, duties of the consultant, termination

of the contract, ownership of material, changes, EEO, submission of material, and obligations to the City.

Proposals may also be evaluated based on any additional services that the consultant believes would assist the City of Somerton in attempting to identify their parks and recreational needs.

## **I. Introduction**

The “*City of Somerton 2019 Parks Master plan*” is intended to provide renewed direction for Somerton’s parks and recreation facilities system. The updated Master Plan will build upon the objectives in the City’s first plan adopted in 2010, by reassessing the City’s park and recreation facilities, revising the inventory to acknowledge recent acquisitions and improvements, and determine present necessities as well as identify unrealized opportunities. This is a long-term plan, representing a 10 to 20-year vision for parks and recreation. As with the 2010, interested and engaged members of the community shall be directly involved with the development of the updated Master Plan(s).

This update to the Master Plan shall preserve and expand upon the City’s approach of providing a well-managed and diverse parks system that serves a range of interests and integrates ideas and engaged support from community groups, organizations and stakeholders.

## **II. Project Objectives and Scope of Work**

### **1. Understanding the Context:**

The purpose of this update is to review the inventory of current recreation resources in Somerton. Tasks in this phase shall include a review of progress on goals and recommendations from the 2010 General plan with City staff and community stakeholders; and additionally, a review of demographic changes, recent planning initiatives, development initiatives and an updated inventory of recreation resources within the City of Somerton Joint Planning Area- this shall include a map of the updated inventory.

### **2. Assessing Community Need:**

The Consultant shall convene meetings with community members, City staff, and sports organizations to help identify public preferences and community needs for parks and recreation facilities. The consultant shall lead a discussion with the planning/stakeholder’s team to examine the existing challenges and potential solutions for the future of parks and recreation facilities in the City of Somerton. The planning/stakeholders team will apply this information, along with staff and advisory committee feedback, to refine the vision for Somerton’s future park system. This shall be used to clarify and confirm the vision for the City of Somerton in the 2010 General plan.

### **3. Updating the Master Plan:**

The consultant shall also work with City Staff to determine an appropriate level of service and maintenance within our existing and planned parks, open space, pathways, and recreational facilities. The consultant will also prepare a detailed staffing and budget recommendation based on the existing facilities and infrastructure, along with best management practices. ***The consultant shall provide an estimated schedule to complete all work they feel is necessary to complete the Master Plan.*** Additionally, the consultant shall prepare a “*City of Somerton Parks, Recreation Facility, and Open Space Master Plan Update for 2019*”.

#### 4. Plan Adoption:

Interested members of the community, City Staff, and the planning/stakeholders team will review the *Draft Plan* followed by a presentation of the *Draft Plan* to the Mayor and City Council for adoption.

### **III. Criteria for Selection:**

All proposals received shall be subject to evaluation by a Selection Committee comprised of City staff and other interested community members. The evaluation shall be for the express purpose of determining which proposal most clearly meets the RFP requirements. The following areas will be considered in the selection:

#### 1. Understand the Goals:

This refers to the consultant’s understanding of the City of Somerton’s needs, objectives of the RFP, and the nature and scope of work involved.

#### 2. Consultant Qualifications:

This includes the ability of the consultant to meet the needs of the RFP, particularly time constraints, cooperation and participation by City staff, elected officials and special interest groups. The quality and relevancy of recent studies and projects of a similar nature completed by the consultant will also be considered.

#### 3. Professional Personnel:

This refers to the competency of professional personnel assigned to the project by the consultant. Qualification of all professional personnel will be measured by education and experience with particular emphasis on experience and analysis of innovative practices. Individual biographical resumes with specific project experience related to a study or project similar to the City of Somerton

project will be given strong consideration.

#### 4. Soundness of Approach:

Emphasis shall be placed on stated techniques for collecting and analyzing data, the sequence and relationship of major program steps, methods for managing the study, rationale for stated methodology assessing economic incentives and the practicality of implementing the recommendations. The consultant is requested to make specific recommendations to the City of Somerton for adopting the Updated Parks, Recreation Facility, and Open Space Master Plan for 2019. In addition to providing specific steps to be taken to address the concerns identified, an analysis of the costs and suggested method of implementation shall be addressed. The recommendations shall include the following: Growth and Management Plan for Current and Future Parks and Recreation Plan.

5. Cooperative Process: This refers to the consultant's understanding, expression, and historical experience involving projects which demonstrate sensitivity to the need for developing a spirit of cooperation between various sectors of government entities, private businesses, industries, individual citizens and City staff.

#### **IV. Workability:**

The qualification statement should provide assurance of the demonstrated ability of the consultant to work with a diverse group of individuals and agencies including citizens, property owners, businesses, and governmental organizations.

#### **V. Conflict of Interest:**

The qualification statement shall specifically address any possible conflicts of interest and the proposer's position, or response, as to whether or not such work or relationship may be deemed a conflict of interest in relation to this project or study.

#### **VI. Meetings:**

The consultant shall meet with members of the City Staff as requested to keep all parties apprised on study and/or project progress. The consultant will also be responsible for holding public meetings with the purpose of gauging the wants and needs of the public for parks and recreational facilities. The consultant may also be required to meet with the City Council to provide periodic updates.

#### **VII. Recommendations:**

To be considered, the submitted proposal must encompass all requirements outlined in the RFP. Any additional information believed to be relevant, but not applicable to the enumerated categories, should be provided as an appendix to the proposal. The proposal shall be divided into sections as indicated below:

### Statement of Project Requirements:

Each proposer shall state, in sufficient detail, understanding of the project requirements presented in this RFP.

### Scope of Work:

Each proposer shall describe, in narrative form, the proposer's technical plan for accomplishing the work. Please use the Scope of Work Tasks provided in this RFP as the starting point for a course of action. Additions to, or modifications of the task descriptions are permissible, however, the reasoning for these modifications shall be fully allocated to each task. Additionally, include a program evaluation and timeline showing each task and event.

### Personnel and Prior Experience:

Each proposal shall identify specific executive, professional and technical personnel who will be assigned to the project. The proposal shall indicate the personnel roles and responsibilities within the project and indicate the previous related work experience of each individual. Personnel indicated shall have appropriate expertise for this project and shall be actively engaged in completion of the tasks. Any changes in assignment of personnel shall be reviewed with the City of Somerton to ensure consistency of expertise throughout the term of the project.

### Cost and Price Analysis:

Each proposer is required to outline their approach in negotiating a fee for services. The proposal shall provide an estimate of the total costs involved in completing each phase of the study as indicated by the breakdown requested by the City. The City reserves the right to contract for the entirety of the project, or a portion of the project, depending on budget constraints.

### Sealed Proposals:

Each proposal must be submitted to Sergio Davalos Parks and Recreation Director **by 2pm November 5<sup>th</sup> 2018.** No additional proposals will be received thereafter. **2** hard copies of each proposal must be submitted, along with **1** electronic statement. The proposal will remain valid for at least thirty (30) days.

### **VIII. Interviews:**

City staff will review all proposals and may select two to three consultants for interviews by the selection committee. Upon completion of the interviews, one firm will be selected on the basis of compliance with criteria. In the event that a satisfactory fee cannot be negotiated with the

selected firm, attempts will be made to negotiate with the other qualified firms in the order of their ratings.

**IX: Fees:**

The negotiated fee shall be based on estimated project costs, time, and materials, including an hourly rate for technical personnel and reimbursable expenses. By submission of proposal, the consultant warrants that he/she is confident that he/she will be able to complete the project within budget.

**X. Contract Award:**

The City of Somerton reserves the right to accept, reject, or request changes to submitted proposals. The City will work closely with the selected consultant to develop or refine a detailed scope of work, schedule for completion of tasks and costs associated with completed work included in the contract documents. The City is not liable for any costs incurred by the consultant prior to issuance of contract.

**XI. Response Material Ownership:**

The material submitted in response to the RFP becomes the property of the City of Somerton and will only be returned to the consultant at the City's option. Responses may be reviewed by any person after the final selection has been made. The City of Somerton has the right to use any or all ideas presented in reply to this request. Disqualification of a consultant does not eliminate this right.

**XII. Reference Checks:**

The City of Somerton reserves the right to contact any reference or any client listed in the documents for information which may be helpful to the City in evaluating the consultant's performance on previous assignments.

**XIII. Consultant Selection and Project Completion Schedule:**

- Request for Proposal due to the City: November 5, 2018 – 2:00 pm
- City Staff, Committee Evaluation: November 8–12, 2018
- **Selected Consultant Interviews: November ? 2-4 PM, 2018**
- City Council Study Session, Present Selected Consultant: **November- December 2018**
- Council Approval of Consultant Fee: **November - December 2018**
- Schedule to Complete the updated Master Plan: *Provided by the Consultant*