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CITY OF NEWPORT, OREGON

REQUEST FOR PROPOSALS

for

CONSULTING SERVICES TO PREPARE A PARK SYSTEM MASTER PLAN FOR THE CITY OF NEWPORT

PROPOSALS DUE: February 28, 2018, by 5:00 pm

SUBMIT PROPOSAL TO:

**Rachel Cotton
Associate Planner
City of Newport
169 SW Coast Highway
Newport, Oregon 97365**

CITY OF NEWPORT, OREGON



REQUEST FOR PROPOSALS

CONSULTING SERVICES TO PREPARE A PARK SYSTEM MASTER PLAN FOR THE CITY OF NEWPORT

1. INTRODUCTION

The City of Newport is seeking proposals from qualified individuals, firms, teams (hereinafter referred to as Consultant) with demonstrated experience in developing park system master plans through a process of active public engagement. Consultant should also possess demonstrated experience in planning for the recreation needs of tourist-based coastal communities.

2. PROJECT OVERVIEW

The City of Newport adopted its current Park System Master Plan in 1993. In the 25 years since, the City has experienced population growth and shifts in demographics, expanded its Urban Growth Boundary, made upgrades and additions to its parklands, constructed a large recreation and aquatic center, and expanded its recreational programming.

In 1990, sixteen percent of Newport's population was 65 years or older. Today this age group makes up around one fourth of the city's population. Additionally, the number of Newport residents who identify as Hispanic or Latino has almost doubled since the year 2000, currently comprising around sixteen percent of the City's population. Over twenty five percent of Newport's youth (age 19 and under) are Hispanic or Latino, and one half of Newport's households are renters. In conjunction with a comprehensive public engagement program to assess the future park and recreation needs and preferences of the community as a whole, doing targeted outreach to engage these groups will be a critical component of the parks planning process.

The City of Newport recently underwent a visioning process, with strong community support indicated for engaging residents in identifying priorities and future needs related to open space, trail, and park and recreation assets. Newport's 2040 Vision identifies further development of an integrated multi-use trail system that connects neighborhoods, visitor destinations, open spaces, and natural areas as a top tier priority. The Vision also identifies the need to make recommendations for future park upgrades, planning, and development with particular attention paid to sustainable funding streams for maintenance.

In addition to these project objectives, and others which are expected to emerge as the result of a community needs assessment, the plan should include specific consideration for the following:

- Increasing the recreational value of existing parks, including conceptual designs for underdeveloped spaces
- Identifying areas underserved by parks and recreation facilities and proposing new parks and recreation facilities for serving them
- Potential relocation or redesign of the skate park
- Siting of a bicycle pump track
- A management plan for open space and passive recreational areas
- Recommendations related to siting and management of new community gardens

- Design and programming of new City amenities in and around Yaquina Bay State Park
- Assessing how future development of the Wolf Tree Destination Resort can be integrated into the City's park system
- Ways to increase energy and natural resource efficiency for park and recreation maintenance and operations
- Ways to reduce ongoing maintenance requirements and costs for each of the City's parks, open spaces, and recreational facilities

3. DRAFT SCOPE OF WORK

This draft scope of work represents the City's best estimate of the work needed to accomplish the objectives for this project. The City is open to alternative approaches that may deviate from this scope to better meet project objectives.

PHASE ONE - PROJECT INITIATION

Phase One establishes the foundation and background upon which to build the Park System Master Plan update and kicks off the project with the establishment of a new Advisory Committee. This phase is expected to last no more than eight weeks from notice to proceed.

TASK 1.1 DOCUMENT & DATA REVIEW

Staff will provide Consultant with relevant background information in an electronic format, where available. This may include, but is not limited to:

1. Park System Master Plan (1993)
2. Greater Newport Area Vision 2040
3. Comprehensive Plan, maps, and text
4. Development regulations, zoning maps, and text
5. Transportation System Plan, including draft of current update
6. System Development Charge Methodology (2017)
7. Urban Renewal Plans
8. Tax Lot, contour, aerial imagery, natural features, streets, utilities, and other GIS data relevant to the project area

TASK 1.2 KICK-OFF MEETING, SITE RECONNAISSANCE, SCOPE CONFIRMATION

Consultant shall review materials and arrange a meeting with City staff to clarify study objectives and confirm key policies and background information that could inform the work. The meeting should review participation of key stakeholders, public outreach and engagement opportunities, and any other issues necessary to clarify the project scope and schedule. Following this meeting, Consultant will prepare a memo documenting any refinements to be made to the scope and schedule. Consultant will conduct an initial site visit to gain familiarity with the project area and take photographs for use in subsequent tasks.

Deliverables:

- Memo documenting meeting outcomes and final scope of work
- Digital copies of site photographs

TASK 1.3 INTERVIEWS, SMALL-GROUP DISCUSSIONS, AND INITIAL ASSESSMENT

Consultant will conduct up to 10 interviews and two group discussions with community leaders, organizations, and/or affiliates of local community groups to build an initial assessment of park

and recreation opportunities, challenges, existing conditions, needs, trends, and goals. This task will also begin building project awareness and community network development to support future engagement throughout the project. Consultant may schedule meetings concurrent with Consultant's site visits. Consultant will provide a summary of discussions along with supplemental research to support a subsequent Level of Service Analysis and Community Needs Assessment.

Deliverables:

- Memo summarizing results of key stakeholder meetings.

Assumptions: City will attend some interviews and may supplement the number of interviews and group discussions with additional interviews conducted by staff.

TASK 1.4 COMMUNICATIONS AND OUTREACH STRATEGY

Consultant shall develop a Communications and Outreach Strategy for the project, with a specific focus on reaching traditionally under-engaged groups, including youth, the Latino community, low income households, renters, and people with disabilities.

Deliverables:

- Communications and Outreach Strategy memo

TASK 1.5 ADVISORY COMMITTEE MEETING

Consultant will develop agendas, prepare materials, ongoing communications, and partial travel for up to two consultant team members to attend an Advisory Committee meeting in this phase.

The first Advisory Committee meeting will likely include:

- Committee introductions and Chartering, including group decision-making
- Scope and schedule review and discussion
- Interviews and outreach discussion and input
- Communications and Outreach Strategy
- Park and Recreation Inventory and Level of Service Analysis discussion

Assumptions: City will establish the Advisory Committee. City will be responsible for arranging meeting venues, preparing meeting minutes, and Advisory Committee materials distribution.

Deliverables:

- Advisory Committee Meeting #1 agenda and meeting materials
- Facilitation and attendance at one (1) Advisory Committee meeting

PHASE TWO - PLAN DEVELOPMENT

In Phase Two the consultant team will develop a Level of Service analysis, Community Needs Assessment, and preferred alternatives for established project objectives. This phase features community-wide activities and outreach and Design Charrettes as well as continued work with the Advisory Committee and Project Team. Phase Two may have a rolling start with some tasks beginning immediately after the project kickoff meeting. Phase Two will likely overlap with both Phase One and Phase Three and is expected to last five to six months.

TASK 2.1 PARK AND RECREATION INVENTORY

Consultant shall create an inventory of existing park and recreation facilities and programs. Inventory should detail the types and number of facilities as well as activities and parking provided at each site, including:

- Schools and other civic and private recreation areas and trails available to the public
- Public trails, access easements, conservation areas, beaches, and recreational access to Yaquina Bay
- Parks and trails outside the city that are commonly used by residents (e.g. State and County parks and trails).

Deliverables:

- Map(s) showing the location of existing and undeveloped parks and trails and other important features, including natural and cultural resources.
- Text summary of City's park and recreation inventory, including supplemental images

TASK 2.2 LEVEL OF SERVICE ANALYSIS

Consultant shall gather demographic and background information about the City, its residents, population trends, and current and future recreational needs, including recreational market analysis. Consultant shall conduct a Level of Service analysis (LOS), as relates to existing facilities, including sports and practice fields. The LOS should be compared and contrasted with the findings of the 1993 Plan. LOS should also include an assessment of residents' access to parks as well as an ADA analysis of each park and recreational facility, including beach access points.

Deliverables:

- Level of Service Analysis, including memo summarizing area demographics, anticipated population growth, and future park and recreational need projections

TASK 2.3 INITIAL PUBLIC WORKSHOP AND ONLINE OPEN HOUSE

Consultant shall conduct a public workshop, that serves as a public project launch, to provide the public with an overview of the purpose, scope, and schedule of the project. The workshop will also be a forum for participants to provide information about park and recreation assets and needs, and identify opportunities and constraints that they see relative to the project's objectives, to inform a Community Needs Assessment. City will handle the meeting arrangements, including public notice. Consultant will take public comments provided during, or within one week of, the meeting date and generate an opportunities and constraints map(s) containing graphics and text sufficient to describe the feedback that was received. A web-based survey and/or online open house should be developed to serve as the online equivalent of the public workshop for those who are unable to attend.

Deliverables:

- Community Needs Assessment memo summarizing the results of the workshop
- Survey template for soliciting online feedback
- An electronic copy, and two scaled, hardcopy drawings ("D" or "E" size) of the Opportunities and Constraints map(s)

TASK 2.4 DESIGN CHARRETTES

Consultant shall conduct a series of design charrettes where the public will be invited to provide input on the development of preferred alternatives. The process should be iterative, with the public having an opportunity to provide input as concepts are refined. The charrettes must address (but need not be limited to) the following issues:

- Conceptual design for an integrated multi-use trail system that connects neighborhoods, visitor destinations and open spaces
- Conceptual designs for underdeveloped park spaces
- Proposed parks and recreation facilities for underserved areas
- Considerations for potential relocation or redesign of the skate park
- Level of development appropriate in passive recreational and open space areas
- Recommendations related to siting and management of new community gardens
- Design and programming of new City amenities in and around Yaquina Bay State Park
- Priorities that arise from community engagement and LOS analysis
- Concepts for integrating future development of the Wolf Tree Destination Resort into the City's park system

City will secure meeting space and provide public notice of the event. While design work and small group meetings can occur during the day, Consultant shall plan for public engagement at evening sessions. The final evening session shall include a presentation of preferred design alternatives that includes planning level cost estimates for completing the work. Where a design includes flexibility on certain elements, Consultant shall provide a general range of costs, guidance to facilitate development, and maintenance recommendations.

Deliverables:

- Meeting notes, working drawings, and presentation materials

TASK 2.5 SUBSEQUENT PUBLIC WORKSHOPS AND ONLINE SURVEY/OPEN HOUSES

Consultant shall conduct subsequent public workshops in conjunction with the design charrettes to present initial design concepts to the public and gather input and feedback to be used to refine design concepts. A web-based feedback form and/or open house should be developed to serve as the online equivalent of the public workshops for those who are unable to attend.

Deliverables:

- Memo summarizing the results of the workshops, charrettes, and open houses.
- Survey template for soliciting online feedback regarding design concepts and preferred alternatives

TASK 2.6 ADVISORY COMMITTEE MEETINGS

Consultant will develop agendas, prepare materials, ongoing communications and partial travel for up to two consultant team members to attend up to three (3) Advisory Committee meetings in this phase.

The second Advisory Committee meeting will likely include:

- Interviews summary discussion
- Park and Recreation Inventory and Level of Service Analysis review
- Survey template approval

The third Advisory Committee meeting will likely include:

- Public workshop, charrette and survey results summary

The fourth Advisory Committee meeting will likely include:

- Public workshop, charrette and survey results summary
- Draft Park System Master Plan outline

Deliverables:

- Advisory Committee Meetings #2-4 agendas and meeting materials
- Facilitation and attendance at up to (3) advisory committee meetings

PHASE THREE DOCUMENTATION AND ADOPTION

In Phase Three, Consultant will work with the City Advisory Committee and community to create a draft Park System Master Plan, including a capital improvement component. The capital improvement component should include a maintenance program, policy guidance to facilitate development, and implementation strategies. Consultant will vet the draft through a second survey. This final Phase is expected to extend five to seven months and will have a rolling start overlapping the end of Phase Two.

TASK 3.1 PARK SYSTEM MASTER PLAN

Consultant to develop a draft Park System Master Plan that should include:

- Park and Recreation Facilities Inventory
- Level of Service Analysis
- Community Engagement Summary, including Community Needs Assessment
- Park System Goals to be incorporated into the Comprehensive Plan
- Recommendations related to:
 - Improvements to existing parks
 - Preferred alternatives that emerge from Phase Two workshops and charrettes, and rationale for choosing selected designs
 - Park and trails expansion and parkland acquisition
 - Urban forests, ecological landscaping, and green infrastructure
 - Tree Plan (City created) incorporation
 - Park Design Guidelines (including “mock-ups” & renderings)
 - Maintenance requirements (ongoing and projected)
 - User fees and financing strategies
 - To include considerations for affordable access to recreational facilities for low income households

Deliverables:

- Draft Park System Master Plan

TASK 3.2 CAPITAL IMPROVEMENT COMPONENT

Consultant to develop the Plan’s capital improvement component as well as a web-based survey to solicit input on the draft Park System Master plan and capital improvement component. The capital improvement component (CIP) should include:

- Prioritized list of park system projects, with planning level cost estimates, for the 20-year planning period
- Land acquisition recommendations for parks, trails, and open space

- Operation, maintenance, funding and implementation strategies, including:
 - Project priorities
 - Volunteer opportunities (e.g. community gardening, trail building, “adopt-a-park”/friends of)
 - Funding sources
- Goals, policies, and strategies related to management and development of the City’s park system

Deliverables:

- Capital improvement component
- Cost estimate worksheets supporting CIP planning level estimates
- Survey #2 template for soliciting online feedback on draft plan and capital improvement component

TASK 3.3 ADVISORY COMMITTEE MEETINGS

Consultant will develop agendas, prepare materials, ongoing communications and partial travel for up to two consultant team members to attend up to three (3) Advisory Committee meetings in this phase.

The fifth Advisory Committee meeting will likely include:

- Confirmation of preferred alternatives
- Draft Park System Master Plan review
- Survey #2 discussion

The sixth Advisory Committee meeting will likely include:

- Draft Capital Improvement Component (CIP)
- Survey #2 template approval

The seventh Advisory Committee meeting will likely include:

- Summary of Survey #2 feedback
- Final Draft Park System Master Plan, including CIP

Deliverables:

- Advisory Committee Meetings #5-7 agendas and meeting materials
- Facilitation and attendance at up to (3) advisory committee meetings

TASK 3.4 PLAN ADOPTION

Consultant to incorporate revisions and comments received during Task 3.1 and Task 3.2 into refined plan. Consultant will develop materials for the Planning Commission and City Council to review and adopt the final Park System Master Plan.

Deliverables:

- Executive summary that lists the City’s park system assets; goals, policies, and implementation strategies; fee and funding recommendations; and a prioritized list of park system CIP projects with planning level cost estimates, suitable for inclusion in the City of Newport Comprehensive Plan
- Final Report including: project background, major findings, and final Park System Master Plan

ADDITIONAL PROJECT ELEMENTS

ONGOING PROJECT MANAGEMENT, COMMUNICATIONS AND ADMINISTRATION

This task includes phone and email coordination, phone and in-person meetings with project team, contract administrations, regular updates and invoicing.

Deliverables:

- Bi-weekly progress meetings with key staff by phone to coordinate all phases of the project, provide status updates, and identify issues that require action. Progress meetings should be supplemented with on-going project management via phone conversations and email.
- Brief summary of monthly activities for a progress report to accompany invoice(s)
- Content for project website maintained by the City
- Copy ready material (reports, maps, agendas, graphics, memorandum) for public consumption

Format of Deliverables:

Consultant shall coordinate as needed with City staff throughout the project. Unless otherwise specified, it is the City's preference that work product be delivered in editable, electronic format. Should Consultant develop any GIS data layers in conjunction with this project, such data shall be provided to the City in an ArcGIS-compatible format with delivery of the final report. Consultant will prepare hard copies of all oversized materials for presentation to the Advisory Committee or to the public at outreach events. Such materials shall be provided in presentation condition as rolled media, mounted to foam board (or comparable material), or laminated as appropriate to the venue. City will prepare copies of other materials (i.e. 11" x 17" or smaller) that can be reproduced on a copy machine, for distribution to the Advisory Committee, key stakeholders, or other interested parties.

4. PROJECT PROPOSAL REQUIREMENTS

Proposals should be organized in the following format:

- Cover Letter.** Provide a cover letter, signed by a duly constituted official legally authorized to bind the proposer to both its proposal and cost estimate. The cover letter must include the name, address, and telephone number of the proposer submitting the proposal and the name, title, address, telephone number, fax number, and email address of the person, or persons, to contact whom are authorized to represent the proposer and to whom correspondence should be directed.
- Project Approach and Understanding.** Provide a detailed description of the Consultant's proposed approach demonstrating how the City's objectives will be accomplished as outlined in the above draft Scope of Work. Clearly describe and explain the reason for any proposed modifications to the methods, tasks and products identified in the draft Scope of Work outlined in Section 3 of this RFP.
- Project Organization and Team Qualifications.** Identification of all services to be provided by the principal firm and those proposed to be provided by subcontractors and information regarding the firm(s) assigned to the project including size of firm(s) and overall capabilities of each as considered relevant to this project. Provide information regarding all personnel assigned as team members to this project including names, prior experience, position, role

and level of responsibility in the project. The City reserves the right to reject any proposed firm or team member or to request their reassignment. The project manager shall be identified by name and shall not be changed without written approval by the City. The principal consulting firm must assume responsibility for any sub-consultant work and shall be responsible for the day to day management and direction of the project.

- D. Project Timeline. Proposed timeline for accomplishing the project, including critical paths and milestones, and specific consulting staff by task based on the draft Scope of Work.
- E. Project Coordination and Monitoring. Describe the process for ensuring effective communication between the Consultant and the City, and for monitoring progress to ensure compliance with approved timeline, budget, staffing and deliverables.
- F. Proposed Cost of Services. Provide a budget summary broken down by task, time, personnel, and hourly rate, number of hours and cost for each team member including those employed by subcontractors. Fee information should be formatted to correspond to tasks identified in this RFP; however, this format may be modified to suit the consultant’s approach to this project. The summary shall include a budget for reimbursable expenses. The final cost of consulting services may be based on a negotiated detailed scope of work. The budget summary shall also include all required materials and other direct costs, administrative support, overhead and profit that will apply.
- G. Similar Project Experience. Specific examples of comparable work which best demonstrate the qualifications and ability of the team to accomplish the overall goals of the project under financial and time constraints. Provide names, addresses and telephone numbers of clients associated with each of these projects. Through submission of a proposal, all respondents specifically agree to and release the City of Newport to solicit, secure and confirm information provided.

5. SELECTION OF PROPOSALS

Proposals will be evaluated based on the following criteria:

Thoroughness, quality and conciseness of submittal.	20 pts.
Project understanding and approach for accomplishing the City’s objectives.	30 pts.
Qualifications of the project manager and project team, and proven ability to successfully complete projects of similar scope.	20 pts.
Proposed cost of services.	15 pts.
Ability to complete the Scope of Work within twelve (12) months of when the consulting contract is signed.	15 pts.
References from past and present clients.	20 pts.
Total	120 pts.

6. PROPOSAL SUBMITTAL AND SCHEDULE

Parties interested in submitting a proposal should contact Rachel Cotton, Newport Associate Planner, to indicate their interest in submitting a proposal and specify the manner to receive any amendments to the RFP.

Four (4) copies of the proposal shall be submitted to the City of Newport, Attention: Rachel Cotton, Associate Planner, 169 SW Coast Highway, Newport, Oregon 97365, **no later than 5:00 P.M., February 28, 2017**. Envelopes should be marked: "Newport Park System Master Planning Project."

Proposals must be submitted in a sealed envelope. All proposals must be completed in ink or typewritten. Facsimile proposals will not be accepted. Questions may be addressed to Rachel Cotton, Associate Planner, (541) 574-3341, r.cotton@newportoregon.gov.

Any amendments to this RFP will be in writing and will be issued to all persons or businesses that have indicated an interest to receive RFP amendments. No proposal will be considered if it is not responsive to any issued amendments.