

REQUEST FOR QUALIFICATIONS
Parks, Recreation and Open Space Plan

City of Auburn
July 13, 2011

The City of Auburn, Washington is seeking qualifications from consultants with experience and expertise in the successful completion of a Parks, Recreation and Open Space.

General Information

Auburn is centrally located between Seattle and Tacoma and serves as a gateway to Mt Rainier. It citizens live in both King and Pierce Counties. The City has been growing rapidly and has a population of approximately 67,000 residents. The City operates as an “optional municipal code City”, governed by the Auburn Municipal Code. Additional information about the City can be found at www.auburnwa.gov.

The City of Auburn currently maintains 31 developed parks, 23 miles of trails, 250 acres of open space, an 18-hole public golf course with restaurant/lounge/banquet facilities and pro-shop. Additional facilities include a theater, senior activity center, cemetery, historic farm and museum. Regional trails include the Interurban Trail which extends north to south across the city limits.

Purpose:

The **Parks, Recreation and Open Space Plan** will provide a 6 year plan and 20-year vision for the City’s park system. It will culminate in a long-term plan of goals and objectives, implementation strategies, capital improvements, and investment program for the City’s parks, recreation and open space system. The plan will provide guidelines and direction for the City in terms of acquiring, developing and preserving property, accepting property donations, and identifying potential fund sources and other actions enabling the City to respond to opportunities in a timely fashion.

Scope of Work

The consultant who is ultimately selected will provide services including, but not necessarily limited to, the following:

- A Parks, Recreation and Open Space Plan that meets the requirements of state and local funding programs.
- A collaborative vision and mission for the City of Auburn that identifies goals and objectives as well as priorities for acquisition, development, renovation, and preservation.
- An implementation guide with specific action steps to guide the City in the present and future.
- Recommendations for new or updated policies for the City’s Parks, Recreation and Open Space Element of the Comprehensive Plan.
- Recommendations for short-term, intermediate, and long-term actions.

- A statistically valid random household recreation survey that will directly address the city's priorities. The survey may collect information such as population profile, attitudes and opinions related to services; information on current recreation participation to be compared to the previous participation levels. Park and facility needs, analysis by geographical areas of the community, measure of support for funding facilities and programs, and perceived need for specialized facilities such as sport fields, aquatic facilities, indoor recreation spaces, and recreation activities, programs and events.
- Recreation needs assessment. Recommend potential new Level of Service standards. Identify future needs in terms of acreages, miles, and number and type of park facilities with potential locations. Evaluate existing recreation activities, programs and events and identify future needs.
- Capital Improvement Program with implementation strategies for land acquisition and development, including identified funding sources.
- Plan adoption through the formal local legislative process.

Public outreach and involvement is crucial to the outcome of the Plan. In addition to working with the Parks, Recreation and Open Space taskforce, the consultant will create and facilitate a public outreach plan. At a minimum, this will include public forums, survey(s), interviews, focus groups, as well as opportunities for public education and involvement in the visioning process.

The process will employ the use of planning tools such as GIS mapping and techniques for developing group consensus.

Proposal Submittal Requirements

The proposal will be no more than twenty (20) pages plus resumes of key staff. It will include the following:

- Your approach to the overall task including any creative ideas or thoughts on how to structure the work to accomplish the Plan.
- A description of your approach to the public involvement process.
- A scope of services identifying specific tasks.
- A description of deliverables.
- A description of your experience with park plans and strategies you have used with other communities in a similar project.
- Key staff involved with the project with descriptions of their experience and qualifications, and in what capacity they will be spending their time on the project.
- Estimated time involved to complete project
- Examples of successful completion of similar plans with references.

Evaluation Criteria

Each submittal will be evaluated according to the following criteria:

- Creativity, responsiveness, clarity, and soundness of the approach the firm will take in developing the plan.

- Experience and expertise of the firm’s project team in successful completion of a parks, recreation and open space plan. Auburn’s evaluation of the project teams’ qualifications may include checking with references.
- Experience and qualifications of the consultant team.
- Proven experience in effective public involvement and incorporating citizen input.
- Demonstrated knowledge/experience with actual implementation of possible strategies.

Project Duration

The project duration is expected to be 8 months.

Closing Date and Mailing Address for Submittals

Submissions must include 3 copies and a one (1) electronic copy in PDF format on a USB of the proposal in a sealed envelope clearly marked “RFQ for Parks, Recreation and Open Space Plan” before

5:00 p.m., Wednesday, August 31, 2011

At the following address:

City of Auburn
 Parks, Arts and Recreation
 910 9th Street SE
 Auburn, WA 98002
 Attn: Daryl Faber

- No faxed, e-mailed, or telephone submittals will be accepted.
- All proposals must be in a sealed envelope and clearly marked “Proposal for Parks Plan”
- Proposals should be prepared simply and economically, providing a straightforward, concise description of the consultant’s capabilities to satisfy the requirements of the request. Special bindings, colored displays, promotional materials, etc. are not desired. Emphasis should be on completeness and clarity of content.
- Statements shall be limited to twenty (20) pages. Resumes will not count toward the twenty (20) pages.

General Conditions

- All materials and images developed during this project will belong to the City.
- The City reserves the right to reject any and all submittals, and to waive minor irregularities in any submittals.
- The City reserves the right to request clarification of information submitted, to request additional information from the consultant, and to request an interview with the consultant.
- The City reserves the right to award the contract to the next most qualified consultant, if the successful consultant does not execute a contract within thirty (30) days after notification of the award of the bid.

- Any proposal may be withdrawn until the date and time set above for submittal of the proposal. Any proposal not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days, for the services described in the attached specification, or until one or more of the proposals have been approved by the City, whichever occurs first.
- The City shall not be responsible for any costs incurred by the consultant in preparing, submitting, or presenting its response to this RFQ.
- In order to provide a consistent approach to the project, achieve economies of scale, and minimize disruption of City staff, the City expects to award this proposal to one consulting firm or team.

Questions may be referred to Daryl Faber, Parks, Arts and Recreation Director, at 253-804-5044 or dfaber@auburnwa.gov