



**Request for Competitive Proposal (RFCP)**  
**RFCPMP-2016**  
**For**  
**Parks, Recreation and Open Space Master Plan**

City of Colleyville  
Parks and Recreation Departments

**Purpose**

The City of Colleyville is requesting interested firms to submit Proposals in response to this Request for Competitive Proposal (RFCP) to perform a Parks, Recreation and Open Space Master Plan for the Parks and Recreation Departments.

**Background**

The intent of the Parks, Recreation and Open Space Master Plan is to comprehensively assess the parks, recreation and open space offerings located within the City of Colleyville to present a plan that looks to the future by incorporating demographic and trend analysis. Also, a cursory examination of the parks, facilities and open space should be included to assess their capabilities as it relates to current and future offerings. The Recreation Master Plan should address facilities, indoor and outdoor programming. The Parks Open

Space Master Plan should address facilities, undeveloped land, future land acquisitions and trails. The Parks Department will provide the consultant with a park amenity, GIS asset assessment document to help with the plan.

**A. Scope of Work** - The scope items listed below should be included in the proposals, but additional scope components that would be beneficial to the studies, as determined by the proposer, are welcomed.

The **Parks, Recreation and Open Space Master Plan** will include the following elements:

- Citizen Input
  - Public input: meetings and surveys
  - Citizen needs assessment
  - Demographic analysis/community assessment
- Staff Information
  - Interviews with department and City government leaders and major stakeholders
  - Employee survey
  - Review of pertinent department data
- Programing
  - Assessment of indoor and outdoor facilities and program offerings
  - Innovative indoor and outdoor programming trend analysis
  - Recreation program assessment and needs assessment
  - Recreation service analysis
  - Private and not-for-profit competition analysis
  - SWOT analysis
- Facilities/Amenities
  - Analysis of total percentage of park acreage for general use versus sports related properties. Benchmark our percentages for future needs prioritization.
  - Analysis of historical, current and future trail segments; prioritize needs based on criteria of constructability, connectivity and available property
  - Recreation facility needs assessment and index
  - Facility utilization analysis
  - Open space conservation
  - Service area mapping

- Management
  - Management practices review and benchmarking
  - Operational and business analysis
  - Financial management and strategy
  - Management plan for historical, cultural and natural resources
- Goals/Vision
  - Review of park system vision, mission and core value statements
  - Review of goals and operational objectives – set new goals and objectives
- Implementation
  - Implementation plan
  - Strategic implementation/revitalization plan/strategy outline
  - Provide a detailed plan and map for the trail system in its entirety
  - Recommendations for future acquisitions, capital improvements and development of Park system
  - Development of guidelines for prioritization of future capital improvements

## **B. Required Proposal Information**

Proposals should be organized in 3-ring binders, according to the following format:

### **Cover**

The cover should clearly display the title of this Request for Competitive Proposals (RFCP). It should state the RFCP components in which the firm is submitting e.g. **“City of Colleyville Parks, Recreation and Open Space Master Plan”** Submissions will be accepted for one or both of the RFCP components

Each proposal should have tabs numbered with the following categories:

#### **1. Executive Summary**

Provide a cover letter that states the title of this RFCP, **“City of Colleyville Parks and Recreation Departments (and fill in the appropriate RFCP components).”**

Include the following information:

- Primary contact for the proposal
- Street address (post office boxes are not acceptable)
- Telephone number
- Fax number
- E-mail address
- Web address, if applicable
- Statement of which RFCSP components the firm is submitting
- Proposed scope elements with descriptions
- Proposal fee
- Proposed schedule

**2. Firm Information**

Include the following pertinent information:

- Name and date of formation
- Previous firm names or prior firms worked for
- Date of opening of Colleyville office, if applicable
- Principals and personnel by discipline
- Technical resources
- Include M/WBE certification numbers as applicable

**3. Consultant Team**

For each RFCP component submitted list the proposed sub-consultants under consideration for the team, including a brief description of their qualifications. Include an org chart showing the relationship of the prime firm and sub-consultants. Include M/WBE certification numbers as applicable.

**4. Qualifications of Key Personnel**

For each RFCP component submitted list the principal, in addition to other primary staff members, that will be assigned to the project. Provide a summary of related experience for each proposed member of the team. Describe the time commitment for each person and who the primary contact will be.

## 5. **Related Experience and References**

For each RFCP component submitted provide a list of projects illustrating comparable experience undertaken during the past ten years by the principal and/or key personnel described above. For these projects, include the following detailed information:

- Project title
- Location
- Name of client, including contact reference and current phone number and email address
- Key dates
- Scope of project
- Include any past experience on City of Colleyville projects or contracts

## 6. **Appendix**

Submit copies of the following:

- The successful proposer will be required to purchase and maintain, during the term of the contract, insurance as described in Exhibit E and agrees to the indemnification agreement therein.
- Conflict of Interest Questionnaire

The proposals shall be prepared in a three-ring binder with an 8.5"x11" vertical format with six tabs arranged in the order described above. **Please distinguish between RFCP components, if submitting for more than one, by separating each component with a blank page/divider within each of the six tabs.** Failure to submit the required information as described may result in disqualification.

Subsequent to the issuance of this RFCP, the City reserves the right to amend it, waive any requirement or irregularity, request modifications, providing all teams are treated equally, and reject any and all proposals for any reason. The City further reserves the right to request changes in the composition of any consultant team. The form of contract to be used for these projects shall be the standard City of Colleyville Contract for Service.

## **Contract Requirements**

The successful proposer will be required to execute a contract in substantially the form as Sample Contract of these specifications. The form will be tailored by the City Attorney to meet the particular requirements of this procurement. All proposers are expected to submit their proposal on the basis of the requirements of these specifications, including the Form Contract. Proposers are responsible for reviewing the Form Contract carefully and seeking private legal advice if question arises regarding the legal aspects of the contract.

### **C. Process and Website Information**

During review of the RFCP and preparation of proposals, Proposers may discover certain errors, omissions or ambiguities. If so, or if in doubt about the meaning of any part of this RFCP, submit written questions to the designated buyer with the RFCP number and no later than two days following the Pre-Proposal Conference. This is to give the City time to answer the questions and distribute written responses to all Proposers. **All communications about this RFCP must be directed through the following City representative:**

Heather Dowell  
Parks Manager  
Phone: 817-503-1182  
[hdowell@colleyville.com](mailto:hdowell@colleyville.com)

1. Verbal questions and explanations are not permitted other than at the Pre-Proposal Conference. Do not rely on oral instructions or clarifications. Verbal agreements or representations are not binding.
2. The City reserves the right to contact proposer for clarification after proposals are opened, if such is deemed desirable by the City.
3. Proposer shall not contact City employees or Officers to explain, clarify or discuss their proposals before an award has been made except as set out in this section.
4. Violation of these provisions by proposer may lead to disqualification of its proposal.

## Pre-Proposal Conference

Although attendance at the Pre-proposal Conference is optional, all Proposers are encouraged to attend. The purpose of this meeting is to address potential respondent's questions concerning the requirements of the RFCP. The pre-proposal conference will be held on November 17, 2016 at 10:00 a.m., at the Parks and Recreation Office, 5109 Bransford Road, Colleyville, Texas 76034.

Proposals are due on December 21, 2016 at 100 Main Street, Second Floor, Engineering Office, Colleyville, TX 76034 not later than 2:00 p.m. Proposals received after these deadlines will not be accepted and will be returned to the proposer unopened. The City of Colleyville is not responsible for the non-receipt of proposals sent by mail or courier.

Each firm's proposal shall be typed and submitted as:

- a) One (1) Original – clearly marked "ORIGINAL" on the front.
- b) Five (5) legible hard Copies – each clearly marked "COPY" on the front.
- c) Five (5) electronic copies on flash drives of the entire submittal with the firm name, solicitation number and submittal name on the front.

All shall be submitted in a sealed package. Faxed or emailed responses are not acceptable. The original proposal shall be clearly marked "ORIGINAL" and signed in blue ink, by hand, in the space marked Authorized Signature.

The submission envelope should be clearly marked with the firm's name and address with notation "RFCPMP-2016" "**Parks, Recreation and Open Space Master Plan**". All proposals shall be received by the due date and should be directed to:

City of Colleyville  
Parks Department  
Attention: Heather Dowell  
100 Main St., Second Floor, Engineering Office  
Colleyville, TX 76034

#### **D. Selection Process**

Following receipt of the proposals, the Selection Committee will consist of City management, end-user personnel and others designated by the City. This committee will evaluate the proposals based on criteria listed below. As part of the evaluation process, the City may interview Proposers regarding specific areas of their proposals as well as their references.

All proposals will be reviewed and evaluated according to the following criteria by the City. Results from interviews will be incorporated in the final score to determine the ranking of each firm.

1.	Related Experience	40%
2.	Fee	35%
3.	Qualifications of Key Personnel	15%
4.	Schedule	10%