



DEERFIELD TOWNSHIP
REQUEST FOR QUALIFICATIONS (RFQ)
PARKS MASTER PLAN: RFQ #2018-006

NOTICE TO CONSULTANTS

NOTICE is hereby given that Deerfield Township intends to evaluate qualifications-based submittals for proposed Parks and Facility Master Planning. All submittals must be clearly marked “**RFQ #2018-006 PARKS MASTER PLAN**” and returned to Deerfield Township no later than **February 27, 2018 at 10:00am** for review and consideration. Deerfield Township reserves the right to reject any or all submittal and to waive any and all formalities as deemed to be in the best interest of the Township.

Specific information and/or specifications for RFQ #2018-006 Parks Master Plan available and may be picked up without charge in the Administration Office starting Wednesday February 14th 2018 at 4900 Parkway Drive, Suite 150, Mason, Ohio during normal business hours or online at the Township’s website at www.ChooseDeerfield.com. All inquiries should be directed to the Parks and Recreation Department Director Joel Smiddy by calling 513.701.6958 or via email at jsmiddy@deerfieldtwp.com.

POSTED this the 14th day of February, 2018 at the Deerfield Township Administration Office, 4900 Parkway Drive, Suite 150, Mason, Ohio and on the website www.ChooseDeerfield.com.

PUBLISHED in the Journal News in the February 14 and 21, 2018 editions.

**Request for Qualifications
For
Parks and Recreation Master Plan
RFQ**

1.0 PROJECT DESCRIPTION

Deerfield Township (“Township”) is currently seeking a qualified Firm or a team of consultants and Firms, (collectively, the “Consultant”) to facilitate a comprehensive public process and prepare an update to the Parks and Recreation Open Space and Facility Master Plan. The Township seeks a master-plan document that is concise, user friendly and visionary concerning the health and vibrancy of the Township’s parks, recreation programs, facilities, and open spaces.

Deerfield Township’s population is approximately 38,000 residents within a 16 square mile boundary. Deerfield Township has six (6) developed parks, along with several other open spaces, pocket parks, and facilities with a network of trails and recreational facilities that comprise over 450 acres. [The total acreage does not include Landen-Deerfield Park - 95 acres that is managed by the Warren County Park District and Minard Park -5 acres. Both are located within the municipal boundaries of Deerfield Township.]

The consultant will work closely with Township staff and Parks Master Plan Committee in preparing the document. The process will include the creation of a comprehensive inventory of all Deerfield Township parks, trails, open space (developed and undeveloped areas), and recreational facilities, an analysis of current and forecasted community recreation needs, a prioritization of needed renovation and improvement as well as implementation strategies. Additionally, the priority for the Park Master Plan will be to analyze the need for a community building for both programming and administration functions along with a comprehensive review of the Kingswood Park property.

The Parks, Trails, Open Space, and Recreation Master Plan will reflect the Deerfield Township Parks and Recreation departments’ strong commitment to provide high quality recreational activities for the community. This plan will require the approval of the Deerfield Township Board of Trustees to gain adoption.

2.0 OBJECTIVES

The purpose of the project is to develop a community-supported comprehensive Parks Master Plan that provides guidance for future development and redevelopment of the Township’s parks, recreation programming, open space, trails, and facilities. The Parks Master Plan will guide policy development, prioritize demands and opportunities, and generate a strategic action plan to be updated every five years. Moreover, this plan will create a clear set of goals, policies, and objectives thus providing direction to Township staff and the Board of Trustees for development, re-development, expansion and enhancement of the Township's parks system, open spaces, trails, recreation facilities, and

recreation programs and services for a short-term (2020), mid-term (2025) and long-term (2035) range.

For identifying shared opportunities, the Parks Master Plan will also consider existing amenities, commitments, and needs of Deerfield Township neighboring communities, partners and stakeholders. These include, but are not limited to, the City of Mason, Warren County Park District, Kings Local School District, and The Arts Alliance, among the other user groups that enjoy the Deerfield Township parks and recreation system.

3.0 SCOPE OF SERVICES

Under the direction of the Parks and Recreation Department, the consultant shall provide the following services, specific items to be included in the study, but not limited to the following:

3.1 Park Analysis/Assessment Study

Analyze and assess the current conditions of all of Deerfield Township Parks (developed areas such as picnic and parking areas, restrooms, boardwalks, etc.), trails and recreation facilities (community gardens, community buildings, basketball courts, tennis courts, playgrounds, etc.). This assessment will include services and programs offered at all locations, including the Snyder House and a proposed community building, to name a few.

3.2 Recreation Facility, Program and Services Analysis/Assessment Study

Analyze and assess the current recreation programs and services provided by the Township, and identify opportunities and deficiencies for future recreation facility, programs, and services.

3.3 Demographic Analysis Study

Review and interpret demographic trends and characteristics of Deerfield Township using available statistical information. Utilize the demographic information to project future parks, trails, open space and recreational needs.

3.4 Community Needs Study

Determine the community's interests and needs for enhancements to the parks system through community meetings/outreach and surveys (i.e., dog parks, skate parks, indoor facilities, open green space, maintenance levels, number of athletic fields needed, synthetic turf vs natural grass turf fields, etc.)

3.5 Capital Development Study

Identify and prioritize important capital issues and projects to be incorporated into a short term (2020), mid-term (2025) and the long term (2035) Capital Improvement Plan. This should include site plans with improvements along with associated cost estimates. The Township is committed to Green building (also known as green construction or sustainable building) to both structures and the development of all Park properties. This is intended to be the application of processes that are environmentally responsible and resource-efficient throughout a Parks life-cycle: from planning to design, construction, operation, maintenance, renovation, and demolition.

Costs and Funding Sources Study

Identify probable costs and potential funding sources, strategies, and mechanisms.

Existing supporting documents include:

- Deerfield Township Parks and Open Spaces Plan
- Deerfield Township Comprehensive Plan

4.0 ESTABLISH EXISTING CONDITIONS

- 4.1** Review Township's existing plans and policies relevant to the Parks System.
- 4.2** Compile an inventory and assessment of the existing parks, trails, open space, and recreation facilities, including regional parks and recreation facilities. The analysis should consider the capacity of each amenity found within the system (playgrounds, ball fields, trails, natural areas, facilities, etc.) as well as functionality, accessibility, condition, comfort and convenience.
- 4.3** Evaluate recreational opportunities located within the Township at the sub-planning level.

5.0 OUTREACH

The project will require significant public involvement to develop, articulate, and visualize future scenarios for the parks master plan, and develop a consensus around priorities and objectives. A wide range of community/participation methods may be utilized in addition to traditional public meetings. These include use of the web, social media, television and radio, participatory workshops and charrettes and road show presentations to local groups.

- 5.1** Administer a statistically valid community-wide survey. Survey results will be analyzed by sub-planning area and Township-wide. Analyze correlations between various groups and facility use.
- 5.2** Develop a questionnaire to post on the website, at events, and in the Parks and Recreation Department's Newsletter.
- 5.3** Prepare handouts and other media for posting on the Township's website and at community meetings.
- 5.4** Facilitate appropriate informational gathering/disbursement workshops as necessary.
- 5.5** Administer an online engagement tool to share ideas with community members and keep them apprised of updates.
- 5.6** Meet with Parks and Recreation Department and other key staff members to assess park conditions, understand community issues, and vet recommendations.

6.0 NEEDS ASSESSMENT

- 6.1** Perform a comparative analysis of the Parks System with communities of a similar size and density and to regional and national standards.
- 6.2** Identify the Park System needs, desires and interests of the community today and 15 years from today based on anticipated demographic, economic, and sociologic changes. General Plan growth projections and level of service Standards will provide some of the framework for analysis. Identify

emerging trends and needs from national and regional studies, regional collaborations, and stakeholder input.

6.3 Analyze forecasted needs and develop implementation strategies.

7.0 RECOMMENDATIONS

7.1 Consider current and future needs and determine which modifications to the parks system are necessary, considering the conditions of existing facilities and costs of the modifications.

7.2 Prioritize demands and identify opportunities.

7.3 Prepare Township-wide and specific park and facility goals, policies, and implementation actions for inclusion in the Plan.

8.0 IMPLEMENTATION

8.1 Establish a detailed implementation program for achieving the plan's vision.

8.2 Provide estimates of annual costs (both capital and operating) and funding sources.

8.3 Define level of service analysis for existing and future facilities.

9.0 ANTICIPATED PROJECT SCHEDULE

The Township anticipates the selection of the consultant in early 2018 and the completion of all related parks master planning work within 9 months from the kick-off meeting date, once determined.

10.0 DELIVERABLES FOR MASTER PLAN PROJECT

The anticipated work products include:

- A timeline (schedule) with milestones for the completion of the Master Plan.
- Periodic status reports to the Township.
- Prepare comprehensive maps as needed.
- Analyze demographic trends.
- Provide statistically valid survey and survey results and analysis.
- Receive public input through questionnaire.
- Setup and administer an online account to facilitate input.
- Host public workshop and provide meeting materials.
- Deliver technical memorandums, which summarize the existing conditions and needs assessments.
- One (1) reproducible copy and one (1) electronic copy in Microsoft Word format and one (1) Adobe Portable Document Format (PDF) of the Administrative Draft.
- One (1) reproducible copy and one (1) electronic copy in Microsoft Word format and one (1) Adobe Portable Document Format (PDF) of the Final Draft incorporating revisions.

- Thirty (10) bound copies, one (1) electronic copy in Microsoft Word format, and one (1) electronic copy in Adobe Portable Document Format (PDF) of the Final Plan.

11.0 SUBMITTAL REQUIREMENTS

Discuss the qualifications of your firm and its ability to provide professional services for the proposed scope of work delineated above. Qualification submittals shall not be more than thirty pages, including cover page and back. Particularly, discuss the following elements: Qualified consultants must demonstrate a history of successful parks master planning experience that incorporates innovative and sustainable strategies.

Submittals should be limited to thirty pages (30) and contain:

11.1 Cover Letter

11.2 General Firm Information

List the general information of your firm, including name, mailing address, location, phone number, fax number, and email address of firm/person submitting the qualifications. Describe Firm's years in business, and any other pertinent information on your firm.

11.3 Project Understanding Statement

A statement describing the applicant's understanding of the project and the special skills and innovative thinking that the team would bring to the table.

11.4 Project Approach

A narrative of the consultant's approach to completing the master plan. Discuss the following:

- Ability to prepare a Parks, Recreation Facilities, and Open Space Master Plan.
- Experience in administering a community-wide survey and facilitating community meetings to solicit public input.
- Knowledge of evaluating and analyzing Park System conditions, demographic trends, and level of service standards.
- Capability to develop realistic capital and operating cost estimates for park improvement recommendations.

11.5 Proposed Project Team Members

Present a list of team members and their professional certifications, disciplines, and the primary role of each individual/firm on the team. Organizational charts may be included, if appropriate. Clearly indicate the applicants' designated team leader for the project as well as the specific individuals who will be assigned to the work and their respective expertise in such work. Provide a schedule of hourly billable rates for team members on this project.

11.6 Specific Project Experience

Descriptions detailing completed, similar, or relevant parks and recreation master planning project experience that the applicant has executed in the past five years. Discuss the complexities and/or challenges related to the project the applicant's firm (or team) the best choice for the project. Links to similar or relevant projects are encouraged.

11.7 Project Schedule and Scope

Discuss in detail your approach to this particular project and what you might see as a reasonable scope for the project. This information should provide an approximate project schedule with deliverables appropriate milestones. The Township welcomes suggestions or supplemental tasks which may enhance the project, streamline the scope of work, or reduce costs. Provide a Bar Chart Schedule for accomplishing the tasks.

11.8 List of References

Provide a minimum of four client references with which the applicant has provided similar planning/design services within the last five years. Include the name and telephone number of the contact person and a description of the role and services provided to that contact.

11.9 Additional Information

Provide other information relevant to indicate the applicant's abilities to successfully complete a parks master plan of this nature.

12.0 EVALUATION CRITERIA & ANTICIPATED SCHEDULE

It is recognized that several firms may wish to combine their resources in responding to this Request for Qualifications. This is acceptable provided that the complete qualifications statement contain all the required information, and indicates which firm is responsible for each component. However, there must be a prime firm designated to perform the project.

12.1 Evaluation Criteria

The Township is seeking to identify a consultant through the Qualifications Based Selection process that has the most extensive experience and proven track record in parks and open space planning. Based on the criteria set forth in this RFQ, the Township will list three highly qualified firms. The Township shall then select the firm considered best qualified and capable of performing the desired work and negotiate a contract for the project with the firm selected. The top rated consultant(s), including all members of that team, will interview with Township staff and 1) provide a presentation regarding their submittal, 2) participate in a question and answer session; and 3) submit a written cost proposal for work identified in the Description of Requested Consultant Services section of this RFQ. The Township may, but is under no obligation to do so, invite the second, third, and fourth ranked teams, including all members of those teams, to interview. The Township reserves the right to reject any or all of the qualifications.

Submittals will be evaluated by Township staff using the following criteria as a measure of the applicant's ability to successfully complete the project scope of work. Consultants will be scored up to a maximum of 100 points based on the following:

<i>Experience & Qualifications relevant to key personnel and/or sub-contractors</i>	<i>15 pts</i>
<i>Project Understanding/Knowledge of Area depth or relevant technical experience</i>	<i>10 pts</i>
<i>Demonstration of Innovative Approaches levels of utilization and solutions</i>	<i>15 pts</i>
<i>Depth of Skills related to parks master planning and public engagement</i>	<i>10 pts</i>
<i>Level of Understanding of the project, goals, issues, and local need</i>	<i>15 pts</i>
<i>Level of Experience with municipalities of similar size, structure, and complexity</i>	<i>10 pts</i>
<i>Demonstration of Public Engagement Experience effective, productive, innovative</i>	<i>15 pts</i>
<i>Ability to Meet the Schedule</i>	<i>5 pts</i>
<i>Quality, Clarity & Completeness of Submittal Package</i>	<i>5 pts</i>

13.0 REQUEST FOR QUALIFICATIONS SCHEDULE

The Township reserves the right to amend dates. While the timeline may be subject to change, all participating parties will be notified. The anticipated schedule is as follows:

Item	Date
RFQ issue	February 14, 2018
RFQ questions due (via email)	February 23, 2018
RFQ Submit	February 27, 2018
RFQ review	Week of February 26, 2018
Invitation to selected consultants to participate in interviews	March 5, 2018
RFP Due	March 16, 2018
RFP Review Clarifications	March 19-21, 2018
RFP Interviews	March 26-28, 2018
Presented to Board of Trustees for approval	April 3 rd , 2018
Announcement of project award	April 4 th , 2018

14.0 INTERVIEWS

Firms selected for onsite interviews must include their Project Manager as part of the interview team. The Project Manager will be identified in the RFQ response, and it is the expectation of the Township that this Manager will lead actual implementation if a contract is awarded.

15.0 EQUAL OPPORTUNITY

The selection of a Firm shall be made without regard to race, color, sex, age, religion, national origin, or political affiliation. Deerfield Township is an Equal Opportunity Employer and encourages qualifications from qualified minority and woman-owned businesses.