

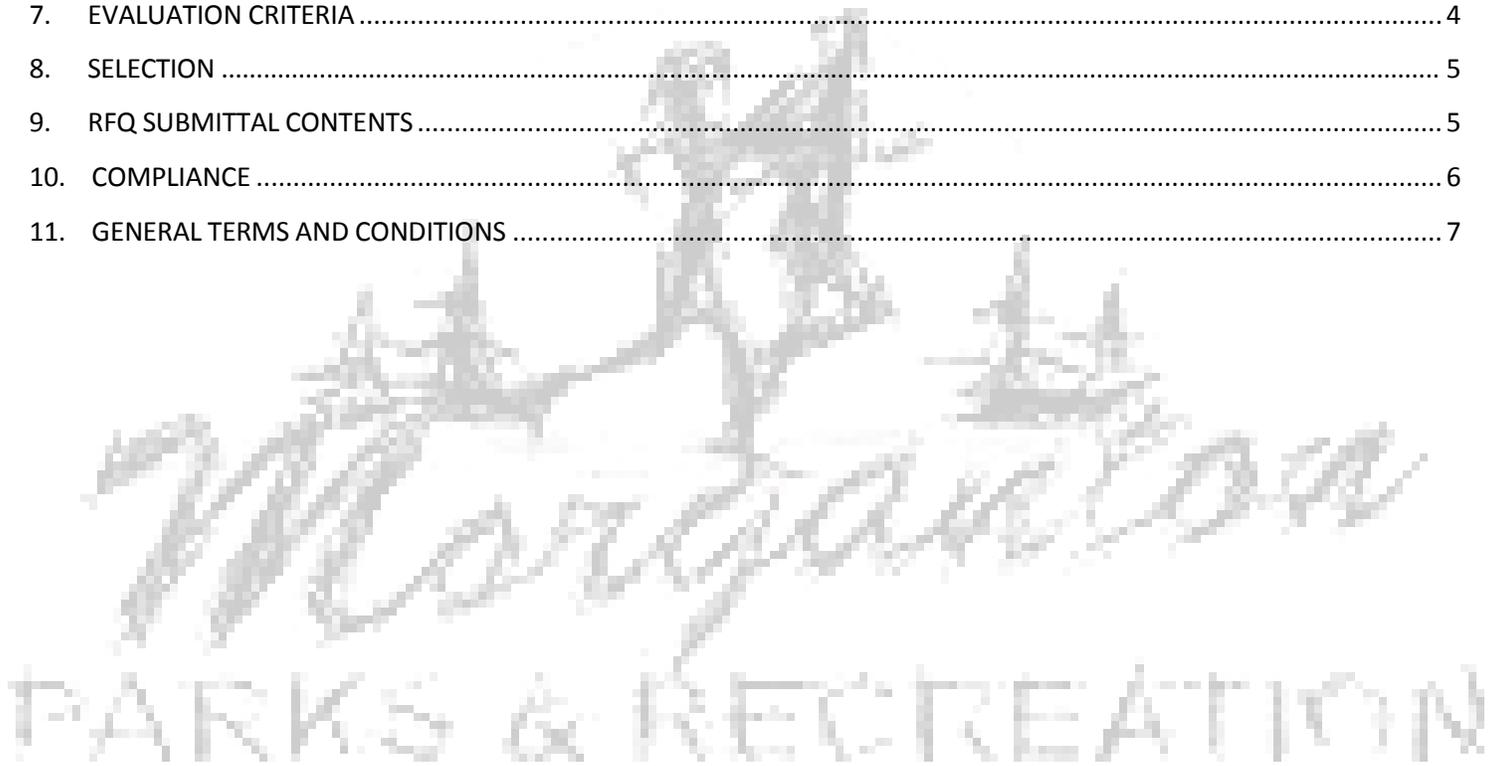


# CITY OF MORGANTON REQUEST FOR QUALIFICATIONS PARKS MASTER PLAN

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## 1. INTRODUCTION

The City of Morganton, North Carolina (City) is issuing this RFQ (Request for Qualifications) to qualified professional consulting firms interested in developing a Parks Master Plan. The City owns and operates an existing park and trail system. The firm selected by the City will be responsible for performing the tasks necessary to prepare a complete Parks Master Plan for the City. The Plan will include a citywide trails master plan and will document the Department's park standards. The Plan will also provide recommendations for park land dedication. The updated Plan will continue to guide the growth and development of the City's parks and recreational facilities by assessing and prioritizing system needs. A minimum planning period of ten years will be addressed.

The City of Morganton expressly reserves the right to accept or reject any and all submittals; and is under no legal requirement to execute a resulting contract on the basis of this advertisement and intends the material provided only as a means of identifying the various contractor alternatives. The City of Morganton will base its choice on demonstrated competence, qualifications and evidence of superior conformance with criteria.

This RFQ does not commit the City of Morganton to pay any costs prior to the execution of a contract. Issuance of this material in no way obligates the City of Morganton to award a contract or to pay any costs incurred in the preparation of a response. The City of Morganton specifically reserves the right to vary all provisions set forth at any time prior to execution of a contract where it deems it to be in the best interest in the City of Morganton.

In the event it becomes necessary to revise any part of this RFQ, addenda will be provided to all service providers who received the RFQ prior to the response date.

## 2. SCOPE OF WORK

The City is desirous of a comprehensive update to its existing Parks Master Plan. The City expects this process to include involvement and input from City staff members, City Council, Planning and Zoning Commission, Parks Board members, residents and others. At a minimum, it should be anticipated that the planning effort will include the following:

- \*Multiple Public Meetings and City Staff Meetings
- \*Tie in with the Downtown Master Plan also being bid simultaneously.
- \*Final product- books, maps, renderings (digital and hard copies)
- \*Completion by August 30.
- \*Branding with Natures Playground
- \*Identify our partnerships
- \*Strong Tourism Presence and programmatic development
- \*National concepts, trends, local input, and ideas
- \*National and State comparisons
- \*Feasible scale projects that could be completed within current resources and timelines to serve as demonstration projects.
- \*Timeline guides showing goals and identifying partnerships responsibilities. The selected firm shall be responsible for, but not limited to the following tasks and deliverables:
  1. Community profile and needs assessment
  2. Parks, facilities, and trails analysis



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3. Parks Master Plan
4. Trails Master Plan
5. Sports Facilities Master Plan
6. Financial plan

## Notes:

1. Tasks are subject to change depending on the area being studied and the defined goals in the specific area.
2. Items 3 through 5 may be combined into one or more plans, provided the completed project adequately covers all three subject areas.

## 3. SCHEDULE

Each prospective applicant firm must be able to demonstrate the commitment of resources to this project to maximize time utilization.

|                                    |                               |
|------------------------------------|-------------------------------|
| RFQ Issued by the City             | November 29, 2016             |
| Submittal date for qualifications  | January 6, 2017               |
| Committee review                   | January 9 - 13, 2017          |
| Presentations by up to three firms | January 17-20, 2017           |
| Notice of selection                | January 23, 2017              |
| Contract negotiations              | January 23 – February 3, 2017 |
| Award of contract by City Council  | February 6, 2017              |
| Kickoff Meeting with City Council  | February 27, 2017             |

Work on this project is anticipated to begin immediately after award of the contract.

## 4. RECEIPT DEADLINE

To be considered responsive, five (5) copies and one PDF version on CD or USB drive of the submitted responses must be received by the City. Responses are to be submitted in a sealed manner bearing the name and address of the firm, and should be clearly marked:

Response for Parks Master Plan RFQ  
DO NOT OPEN UNTIL JANUARY 6, 2017 AT 3:00 PM

Responses are to be submitted no later than Friday, January 6, 2017 at 3:00 pm, at the City of Morganton City Hall, located at:

305 East Union Street Suite A-100  
Morganton, North Carolina 28655  
Attention: Rob Winkler  
Phone: 828-438-5351



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## 5. DESIGNATED CONTACT

The designated contact person for this RFQ shall be:

Rob Winkler  
Director of Parks and Recreation  
305 East Union Street Suite A100  
Morganton, NC 28655  
Phone: 828-438-5351  
Email: [rwinkler@ci.Morganton.nc.us](mailto:rwinkler@ci.Morganton.nc.us)

## 6. QUALIFICATIONS/EXPERIENCE DEMONSTRATION

The selected firm must possess the ability, experience, and reputation for quality service necessary to produce high-quality and functional recommendations. To ensure the consulting firm is capable of providing an acceptable level of service to the City of Morganton, the following minimum qualifications must be met:

- Firm must be authorized to offer their services in North Carolina.
- Firm must have experience in dealing with municipal governments, and have the ability to research, coordinate and prepare functional reports for the City of Morganton.
- Firm must carry adequate professional liability insurance and errors and omissions insurance.
- The respondent firm must have successfully completed a minimum of three (3) municipal, county, or state projects related to this request for qualifications in the last five (5) years with references on each project listed to include the name of the current project manager and relevant information. Projects should have been completed on time and within budget. Any additional information you would like to provide about these projects would be advantageous.
- The firm and personnel must demonstrate experience in the development of park and trail master plans.

## 7. EVALUATION CRITERIA

The evaluation criteria to be used in selecting and ranking firms must be addressed in writing and includes:

### Basic Qualifications (10 points)

Provide a brief profile relative to the firm size, history, personnel and areas of expertise. References to applicable awards, associations, etc. may also be included.

### Ability to Perform (15 points)

Provide an overview of the firm's specific experience on similar projects and provide a project schedule of all described activities.

### Technical Capabilities (15 points)

Provide a narrative description of the firm's resources and ability to deliver services required for the project. Provide resumes of all key personnel to be used, including project experience, specific areas of expertise, relevant educational backgrounds and certifications. Specify who will be the team leader and primary contact person. Identify associates who will be involved and their roles.



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## Performance History/References (25 points)

List clients over the last five (5) years with similar projects. References should include:

- Name of agency/firm, contact person, phone number and email address
- Year the planning service was provided
- Type of project and scope of services provided
- Proposed and final budget

## Project Approach & Scope of Services to be Provided (25 points)

Provide a narrative that conveys an understanding of the project goals and objectives, and how the firm will meet them. The description should demonstrate the firm's capabilities, innovative approaches and/or special methodologies to accomplish the project. Describe and provide a systematic and methodical description of the scope of work and how it will be accomplished. Provide a breakdown of time and staff by work activity. Identify key personnel to be used and their areas of responsibility.

## Geographic Proximity (5 points)

Consideration will be given to where the consulting firm's main office is located and how that may, or may not, affect the timely delivery of services.

## Timeline (10 points)

A proposed schedule for completing the work, including intermediate project stages leading to a final project and in sufficient detail to allow an assessment of the firm's ability to provide the resources necessary to meet the schedule.

## **8. SELECTION**

A selection committee will select the firm best qualified relative to the evaluation criteria listed herein. The selection process may include an invitation of up to three firms to make presentations to the selection committee.

Negotiations will be initiated with the firm to define a detailed scope of work and services. The city may obtain a cost estimate and will request the consulting firm to submit a fixed fee proposal and cost breakdown for evaluation and negotiation. If a mutually satisfactory agreement cannot be reached with the first ranked firm, negotiations will be terminated with that firm. When such an agreement is reached, a recommendation will be made to the City of Morganton Parks and Recreation Director to present the contract to the City Council for execution, subject to the availability of funding. The City of Morganton reserves the right to reject any response at its sole discretion.

## **9. RFQ SUBMITTAL CONTENTS**

The response shall contain the following information:

- 1 Letter of interest
  - Outline the firm's desire to participate in the project and summarize the information contained in the response.
- 1 Basic Qualifications
- 1 Ability to Perform
- 1 Technical Capabilities



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- ┆ Performance History/References
- ┆ Project Approach & Scope of Services to be provided
- ┆ Geographic Proximity
  
- ┆ Timeline
- ┆ Project organizational chart

## **10. COMPLIANCE**

All firms shall comply with all federal, state, and municipal ordinances and laws applicable during the course of the project.

