

REQUEST FOR PROPOSALS

FOR

CONSULTING SERVICES TO UPDATE

THE PARKS AND RECREATION MASTER PLAN /COMPREHENSIVE RECREATION ASSET ASSESSMENT

FOR THE CITY OF OAK PARK

Mayor:

Marian McClellan

Councilmembers:

Mayor Pro Tem Carolyn Burns

Solomon Radner

Julie Edgar

Shaun Whitehead

City Manager:

Erik Tungate

Proposal must be submitted by Monday, October 18, 2021 at 5:00 PM

Questions will be accepted until Wednesday, October 13 at 5:00 PM



Purpose: Update to the Parks and Recreation Master Plan with an emphasis on a comprehensive assessment of City's recreation assets.

Issue Date: September 17, 2021

Question Deadline: October 13, 2021 by 5:00 PM

Deadline for Submittal: October 18, 2021 by 5:00 PM

Contact: (please include all parties on any email questions and submittal):

- Laurie Stasiak, Recreation Director, Istasiak@oakparkmi.gov, 248-691-7576
- Crystal VanVleck, Deputy City Manager of Community Services, cvanvleck@oakparkmi.gov, 248-691-7401

The proposal is outlined into the following sections:

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INTRODUCTION & PURPOSE

The City of Oak Park seeks professional consulting services to prepare a comprehensive update to the City's Parks and Recreation Master Plan. The City is looking for more than just a routine update, as we are focused on transforming Oak Park's quality of life amenities through the improvement of existing, and creation of exciting new recreational opportunities. The plan will guide this transformation with a ten-year vision for parks, recreation, open space and trails, a study of the City's current recreation assets, and a comprehensive assessment of the City's future needs for recreation programs, services and facilities. The Plan will include research, public involvement, the development of recommendations, and an action plan to implement the vision.

The purpose of the Parks and Recreation Master Plan includes:

- Creating a clear vision, action plan and financial strategy to define a clear path for providing parks and recreation services for the next ten years;
- Defining how to best utilize existing assets and meet the current and future needs of the community;
- Providing recommendations to our Capital Improvement Plan for developing, redeveloping and expanding recreational assets;
- Providing an operations and maintenance plan to define appropriate maintenance levels, replacement schedules and staffing levels; and
- Providing recommendations to guide the City for planning, development, redevelopment, expansion and enhancement of the City's parks, open space, trails, facilities and recreation resources

COMMUNITY PROFILE

The City of Oak Park, incorporated in 1945, is centrally located within Metro Detroit and benefits from convenient freeway access. The City encompasses 5.18 square miles and is predominantly comprised of single-family residences. Almost all of Oak Park's residents are within two miles of the city center. Oak Park is known for its diverse, tight-knit neighborhoods, tree-lined streets, and wooded parks.

SCOPE OF WORK:

The desired outcome of the project is a robust update to the City's Parks and Recreation Master Plan with a comprehensive assessment of the City's recreation assets. The revision should be informed by existing conditions, current trends, community needs, and overall goals and objectives of the City. In addition to a comprehensive implementation plan that includes action-oriented recommendations, the finished product should include conceptual site plans for all recommendations. The final document should be easily accessible and understandable to the public. The following scope of work shall serve as a guide for the plan's development;



however, the selected consultant is welcome to suggest creative or innovative additions or modifications to these components.

Analysis

- 1. Comprehensive recreation asset analysis
 - a. Inventory and analyze all existing recreation assets, including parks, open space, trails, facilities and amenities (see Appendix A)
 - b. Assessment of functionality of current City assets
 - c. Assessment of accessibility of recreation assets
- 2. Assessment of current recreation programs and services
- 3. Comparative analysis to communities of similar size and density both regionally and nationally, using nationally accepted park and recreation standards
- 4. Demographic Analysis and Trends
- 5. Recreation Trends Analysis
- 6. Community demand, supply and needs assessment

Review of existing plans and documents

The final product should be informed by the current plans that guide the City and should reflect the City's goals and objectives identified in those plans. These plans include:

- 1. Current 2018–2022 Parks and Recreation Master Plan
- 2. Oak Park Master Plan 2020
- 3. Oak Park Strategic Plan 2021–2026
- 4. Oak Park Capital Improvement Plan 2021-2027 (the CIP can be found in the FY 22 budget document)
- 5. Oak Park Strategic Economic Development Plan

Community Engagement

The firm will be expected to work with staff to offer various engagement opportunities, in order to genuinely understand the needs and desires of the community. Proposals should provide contingencies for community engagement if the current health and safety protocols for social distancing continue during the planning process. Communications should consist of, but are not limited to, in-person and online methods, such as surveys, mobile engagement, committee meetings, stakeholder engagement, workshops and public presentations. Engagement methods must prioritize inclusive and equitable participation, using different platforms to insure integration of all voices throughout Oak Park's diverse community. A minimum number of meetings will be required to meet community engagement goals; this includes but is not limited to:



- 1. At least two visioning meetings with City's management staff
- 2. Monthly or bimonthly (twice a month) meetings with City's project planning team
- 3. At least four meetings with Parks and Recreation Advisory Commission (Visioning, Status, Review, Adoption)
- 4. At least three City Council meetings (Introduction, Status, Adoption)
- 5. At least two community engagement meetings
- 6. At least one Planning Commission meeting
- 7. At least one meeting with the Oak Park, Berkley, and Ferndale school districts

Updated Plan Development

The selected firm will compile, analyze and document all data, public input, and staff and committee guidance. This information, along with existing adopted City plans, will influence and drive the elements of the updated Parks and Recreation Master Plan. The updated plan should serve as a guideline for the next ten years. The following elements shall be incorporated into the comprehensive plan update:

- Updated goals/objectives
- 2. Regional partnership or public/private partnership opportunities
- 3. Maintenance and operations needs
- 4. Recommendations:
 - a. Identify future and best use for City recreation assets, including improvement and expansion opportunities
 - b. Programming and services based on community demand and needs assessment
- 5. Funding mechanisms
- 6. Action plan: a strategy for prioritizing, phasing, funding, and accomplishing the identified needs and recommendations. The plan should include elements such as:
 - a. Timeline
 - b. Estimated costs
 - c. Estimated staffing needs
 - d. Estimated maintenance needs
- 7. Conceptual site plans coinciding with recommendations

Branding

Assist City staff with identifying a marketing brand and communication strategy for the Parks and Recreation Master Plan update and overall effort. Such branding will be used during all public engagement efforts and all materials associated with the plan update.



SUBMITTAL REQUIREMENTS:

Qualified firms must submit two hard copies and one electronic copy of their proposal by Monday, October 18 at 5:00 PM. Questions will be accepted until Wednesday, October 13 at 5:00 PM. All communications should be directed to both parties listed below.

- Laurie Stasiak, Recreation Director, Istasiak@oakparkmi.gov, 248-691-7576
- Crystal VanVleck, Deputy City Manager of Community Services, cvanvleck@oakparkmi.gov, 248-691-7401

All proposals should be organized based on the following outline.

- 1. <u>Proposal Statement:</u> Include a cover letter providing a description of the firm or individual, name, address of consultant, telephone number, and e-mail of principal contact person. Provide an executive summary of the highlights of the proposal.
- 2. <u>Project Team</u>: Identify the personnel to participate in this project, including roles and responsibilities, summary qualifications, and related experience.
- 3. <u>Project Understanding</u>: Please summarize the team's understanding of the project.
- 4. <u>Scope of Services</u>: Provide a detailed response to the specific scope of work items addressed above.
- 5. <u>Process Approach</u>: Please provide the unique qualities and vision that the team's process approach will add to the creation of the framework.
- 6. <u>Schedule</u>: A detailed schedule should be included, showing phases/tasks and interrelationship of stakeholder engagement tasks/events, and deliverables.
- 7. <u>Experience</u>: Identify similar projects the firm has completed in the last five years and provide at least three examples of similar projects completed in the last five years, with client references.
- 8. <u>Fee</u>: A line-item budget detailing all project costs to the City, including projected number of hours and personnel involved and hourly rate for each task. The consultant should propose an hourly Not-to-Exceed Fee. The fees should be broken down by phases or tasks as proposed in the approach, with a separate estimated budget for reimbursable costs.

EVALUATION FACTORS:

The City of Oak Park will evaluate the proposals according to the following criteria:

1. Experience: Past experience includes: successful completion of projects of a similar nature in the past five years, particularly including Parks and Recreation Plan updates and recreation asset management and analysis, demonstrated knowledge and expertise in the areas of public engagement, facilitation, and consensus building in comparable communities, and demonstrated knowledge and expertise in document preparation



that is clear and user-friendly with high-quality concept plans and urban design schematics.

- 2. <u>Professional Competence and Approach</u>: Evaluation of the consultant's ability to understand the scope of work, the ability to present a sound plan for completing the project, and to identify innovative approaches. Ability to explain the process and clearly present information and recommendations to staff, elected officials and the community.
- 3. Overall Project Team: The experience of the staff assigned to the project will be evaluated, particularly their experience with similar projects; along with other resources the consultant can provide to support the project.
- 4. <u>Project Management and Schedule</u>: The ability to provide an effective management plan that demonstrates appropriate control, quality assurance, and effective client communications within a 9-month timeline.
- 5. <u>Project Fee</u>: The cost-effectiveness of the proposed effort will be evaluated but will not be the sole criteria.

The City of Oak Park will rate all submissions based on the above criteria and reserves the right to reject any and all proposals in its sole discretion in whole or in part for any reason or for no reason at all. The City may choose the entire scope of work or any portion as outlined in itemized line items. They City may request an interview with finalists before making a final selection.

SCHEDULE: The project should be completed within a 9-month period from an official agreement made between Oak Park and the selected consultant.

APPENDIX

Public parks and green space (including facilities and amenities).

- 1. City Complex
- 2. Shepherd Park
- 3. Dewey Park
- 4. Harding Tot Lot
- 5. Best Park
- **6.** Lessenger Park
- **7.** Key Park
- **8.** Nine Mile Linear Park
- **9.** Nine Mile Connector Park
- **10.** Seneca Pocket Park
- 11. Sherman Pocket Park
- **12.** Rothstein Park
- 13. Victoria Park
- **14.** Tyler Park
- 15. Albany Greenbelts
- 16. Greenbrier Greenbelts
- 17. Greenfield Greenbelts
- **18.** Kingston Greenbelt
- **19.** Coolidge Property





































