



## Request for Proposals: Update the 2008 Parkville Parks Plan

The City of Parkville, Missouri ("City") is pleased to issue this Request for Proposals ("RFP") to select a qualified professional planning firm or consultant to facilitate a community planning process that culminates in an update of the 2008 Parkville Parks Plan (P3), **with specific emphasis on the riverfront parks corridor, notably the intersection of Platte Landing Park and the western portion of English Landing Park.** The selected consultant will facilitate the public outreach efforts, develop conceptual elements based on the input received through public participation, and prepare recommendations for location, design, and features of park and recreation elements.

### 1. INTRODUCTION

The City of Parkville is a fourth-class city located in the southern portion of Platte County, Missouri along the Missouri River. The population of Parkville was 5,554 at the 2010 census. Parkville is home to Park University, Parkville Commons, English Landing Park, Platte Landing Park, the National Golf Club, Riss Lake, and the historic downtown Main Street area. The City of Parkville has approximately 40 permanent employees supplemented by various contracted, seasonal, and intern employees. The City offers a full range of municipal services including street maintenance, public parks, sewer utility, community development, police, and municipal court. The 2015 City Budget and most recent audit are available online: <http://parkvillemo.gov/financialdocuments/>. The City does not currently offer recreation programming.

The RFP is being issued in coordination with the Platte County Parks and Recreation Department. In 2000, Platte County completed its first Park System Master plan. As a result, in August 2000, citizens voted in favor of a parks sales tax initiative, and the Platte County Parks & Recreation Department was established in 2001. In 2009, voters once again approved a half-cent sales tax for another 10 years and a new master plan was also adopted. The County used sales tax proceeds to purchase the land and constructed the first phase of Platte Landing Park in Parkville. In September 2013 the City and County entered into a Cooperative Agreement (see Attachment 1) for the development, operation, and management of Platte Landing Park. The park was opened to the public in June 2014.

### 2. PROJECT OVERVIEW

The proposed project entails the update of the existing parks master plan **with specific emphasis on the riverfront parks corridor, notably the intersection of Platte Landing Park and the western portion of English Landing Park.** The 2008 Parkville Parks Plan (Attachment 2), commonly referred to as P3 or the P3 Plan, was drafted in-house by the City of Parkville following direction by the Board of Aldermen in 2005. The Community Land and Recreation Board (CLARB) is an appointed citizen advisory board (similar to the park board in many communities) that led the 2008 planning process. CLARB will serve as the steering committee to oversee this project.

P3 was intended to provide a road map for the utilization, development and expansion of Parkville's current and future park system. Since the adoption of P3, much has evolved in the Parkville parks system. Many of the objectives of P3 were accomplished. Notably, the parks and open space along the Missouri River corridor more than doubled with the opening of Platte Landing Park, which includes a new boat ramp, off-leash dog park, and recreational trail. Progress is being made to connect the trail network between Riverside and English Landing Park. The Platte County South

Community Center (YMCA) recently opened a new expansion and upgrade. The City is completing a Route 9 Corridor Study with a key priority to design a sidewalk/trail connection between Route 45 and downtown Parkville. Vision Downtown Parkville, a master planning report adopted in 2014, calls for the reconfiguration of the Parkville Farmers Market and downtown parking areas to better serve downtown and park uses. The Sullivan Nature Sanctuary was expanded due to a private land donation. The final phase of the Route 45 expansion, including a multi-modal trail connection from Route K to I-435, is fully funded and scheduled for construction in 2016. The City has a project in progress to upgrade the permanent restroom facility in English Landing Park.

On the other hand, many other recommendations found in P3 have not been addressed since 2008. The permanent staffing and organizational chart for the parks division of the Public Works Department has not changed, despite significant increases in parks land and maintenance obligations. The City has not added to its inventory of neighborhood parks though there has been considerable population growth, particularly on the western boundary of the city limits. Little progress has been made to support recreational sports either through programming or facilities.

The Cooperative Agreement for Platte Landing Park (adopted September 2013) references Platte County's adopted Platte Landing Park Master Plan (Exhibit C within Attachment 1). The final design and construction of Phase 1a of Platte Landing Park deviates considerably from the master plan, which raises questions about if/how to implement future plan phases. There is some concern among Parkville city officials that the adopted plan does not reflect current community desires and priorities. In addition, the master plan calls for changes to the western portion of English Landing Park (west and south of Rush Creek, east of Main St.) to better integrate with Platte Landing Park for a seamless riverfront. Phases 2 and 3 include a concept for reuse of the recreational field just north of Rush Creek (ball field #1) that is in conflict with the vision for this area outlined in Vision Downtown Parkville (adopted August 2014). **The primary goal of this project will be to re-examine community priorities for the riverfront parks and document a long-term strategy for park development that has mutual support from the City and County.**

The City and County have been cooperating with the Army Corps of Engineers since 2010 on a wetland ecosystem restoration project for Platte Landing Park. The consultant team for that project is currently finalizing the integrated feasibility study in order to pursue funding under Section 1135 of the Water Resources Development Act (WDRA). The conceptual restoration plan seeks to restore approximately 60 acres of wetland and riparian habitat. Design is underway that would incorporate transport, grading, and seeding for site disposal work that would make fill dirt available to raise adjacent land for recreational sports fields. There are numerous potential implications associated with this project that influence parks priorities and warrant further review such as: future maintenance demands for wetlands; local match funding for the Section 1135 grant; feasibility of constructing adjacent fields with wetland fill; funding/construction of support elements such as parking, access roads, etc.

### 3. SCOPE OF SERVICES

*Following the selection process, a scoping meeting will be held to negotiate the final scope of work and a contract for services. Therefore, the City reserves the right to make revisions.*

#### A. BASE SERVICES – Riverfront Parks Corridor Plan

- a. Complete an assessment and prioritization of the recreational needs of Platte Landing Park and the western portion of English Landing Park (south of McAfee St., west of Rush Creek, east of Main St.)
  - i. Community Profile

1. Research and identify unique qualities, geography, demographics, and trends specific to the Parkville and southern Platte County community that will affect riverfront parks corridor plan considerations for the future.
  2. Review and incorporate into the plan all relevant public input, goals and policies of local planning studies (P3, Platte County Parks Master Plan, Livable Communities Study, Vision Downtown Parkville, Parkville Master Plan, and KC Metro Green Plan).
- ii. Public Input
1. Work with CLARB as the project steering committee to define a community input process that acknowledges and builds upon prior planning work while creating an opportunity for residents to confirm or correct stated recreational needs and priorities. The process should include a robust website and social media presence.
  2. Coordinate with private support groups including Friends of Parkville Parks and Friends of Platte County Parks to understand which priorities have the highest potential for private fundraising.
  3. Engage the Platte County Park Board, Parkville Board of Aldermen, and Platte County Commission as needed in the public input process and at key project milestones to ensure mutual buy-in of project outcomes by the City and County.
- b. Complete all site survey and utility locate work necessary to determine feasibility and location of recommended assets and improvements for the riverfront parks corridor.
- c. Evaluate the current management and operations practices of the riverfront parks and make recommendations pertinent to future implementation of the corridor plan. Project cost-effective funding levels necessary to adequately sustain recommended levels of maintenance and service for anticipated parks development. National Recreation and Parks Association (NRPA) "levels of maintenance standards" or some similar measure of best practices should be used to help define these recommendations.
- d. Deliverables
- i. Preparation of a preferred conceptual design for the riverfront parks corridor that includes the location and configuration of all site elements.
  - ii. Preparation of a preliminary phasing plan for the riverfront parks corridor that includes logical phase development and designates the park and recreation amenities that will be included in each phase.
  - iii. Preparation of a cost estimate for each phase in the preliminary phasing plan.
  - iv. Presentations (number to be determined based on final scope) and recommendation of adoption of the final report to the Parkville Board of Aldermen and Platte County Commission.
  - v. Ten (10) hard copies and one (1) electronic copy of a final written report to summarize all findings.

B. ALTERNATE SERVICES – Update the 2008 Parkville Parks Plan (citywide)

*The following alternate services are intended to be provided **in addition to**, not in lieu of, the base services. Proposers should anticipate seamlessly coordinating and delivering the base and alternate services if alternate services are approved for this project.*

- a. Expand on sub-items 3.A.a. through 3.A.c. to incorporate the entire City of Parkville parks system (not just the riverfront corridor).
- b. Update the 2008 Parkville Parks Plan
  - i. Update the inventory and conditions of existing parklands and other open spaces or recreational facilities in Parkville.
  - ii. Update the Community Needs Analysis section of the P3 Plan to reflect new information gathered through the public input process.

- iii. Update the Parks Index Map and sub maps for individual parks and open spaces.
- iv. Update the master plan objectives and recommendations for improvements within existing parks, development and build-out of undeveloped open spaces, and acquisition and development of future park sites and related facilities.
- c. Draft and recommend a policy for park land acquisition which defines acquisition priorities, satisfies the long range maintenance objectives, and accomplishes parks system master plan goals within the fiscal limitations of the community.
- d. Review Parkville's planning and development ordinances pertinent to parks development issues; propose amendments and/or new ordinances as needed to accomplish master plan goals.
- e. Deliverables
  - i. Preparation of an updated P3 report with a succinct executive summary of major conclusions. This report should incorporate all recommendations and deliverables for both base and alternate services.
  - ii. Recommend a 10-year Capital Improvement Plan (CIP) and implementation schedule including immediate and long-range budget projections. This should include projections of all costs associated with capital improvements and equipment needs within existing parks, development and build-out of undeveloped parks, and acquisition of future parks sites and related facilities.

#### C. PROJECT SCHEDULE

The City anticipates a study timeframe of approximately six months, contingent upon negotiation of a final schedule and scope of services.

### 4. PROPOSAL AND EVALUATION CRITERIA

#### A. **Instructions to Applicants:**

1. The response to this RFP should be delivered as follows: Ten (10) hard copies plus one (1) electronic PDF file version (on a CD or flash drive) shall be submitted to the address below in a sealed package clearly marked to the attention of Lauren Palmer and must be received at the address below by 5:00 PM Central Time on September 11, 2015.

City of Parkville  
 Attn: Lauren Palmer  
 P3 Plan Update RFP  
 City Administrator  
 8880 Clark Ave.  
 Parkville, MO 64152

2. Any proposals received after the specified date and time will be rejected and returned unopened. Proposals may not be modified or withdrawn after the submittal deadline. However, a respondent may withdraw one's proposal from the selection process at any time prior to the submittal deadline. The City reserves the right to extend the time for submittals.
3. Additional promotional materials/brochures may be included in addition to the proposal but may not substitute for any of the content requirements of the proposal itself. This additional material need not be submitted in an electronic format.
4. Communication (other than through the process described herein) with the City, County, CLARB, the selection committee, or the general public relative to this project prior to the announcement of a selection is strictly prohibited.
5. The City reserves the right to request a change in any proposed sub-consultants, if applicable.

6. The City reserves the right to waive any irregularities and/or reject any and all submittals. The City is under no obligation to award a contract to any firm submitting a proposal.
7. The City shall not be responsible for any costs incurred in the preparation, submittal, and presentation of proposals.
8. All materials submitted shall become the property of the City and shall be subject to the laws and regulations relating to the disclosure of public information. No guarantee of privacy or confidentiality is offered or implied.

## **B. Proposal Requirements and Evaluation Criteria**

The following are the contents that all proposals must include. All the listed criteria should be addressed completely and should follow, as closely as possible, the order and format in which it is listed below. These categories and criteria will be major considerations in the evaluation and determination of the most qualified and capable firm(s). Note: The sequence of the listing is not intended to reflect relative weight of each category.

### 1. Interest and Proposals:

- a. A brief description of the lead consultant firm, including firm location, years in the business, history, and philosophy. Include an outline of the firm's officers and executive management.
- b. A statement of interest for the scope of services including a narrative describing the respondent's capabilities.

### 2. Related Experience and References:

Proposal shall include the name, address and telephone number of three to five clients for whom services similar to those described in this Request for Proposals have been performed. Proposal shall also include a description of the past services provided for each reference.

### 3. Team and Availability

- a. Proposal shall include a description of the proposed consultant team. Proposal shall identify all key personnel as well as any sub-consultants, if applicable. Proposal shall outline roles, responsibilities and reporting relationships. Proposal shall identify key contact person for communicating with the City on all project-related matters.
- b. Proposal shall include a statement on the availability and commitment of the respondent and assigned professional who will undertake the scope of services.
- c. Proposal shall include resumes for all the key personnel including educational background/training, experience and detailed descriptions of roles played on past projects.

### 4. Understanding and Approach to the Work

Proposal shall describe the approach to the scope of work described in Section 3 of this RFP, including process and schedule. Proposers are encouraged to make suggestions to amend the scope of work to achieve the City's goals. This criterion will be evaluated based on the proposer's understanding of the City's objectives and ability to demonstrate a process that efficiently and effectively achieves the desired outcomes. Creativity is encouraged.

5. Disclosure

Proposal will disclose any professional or personal financial interest which could be a possible conflict of interest in contracting with the City. Consultant shall further disclose arrangements to derive additional compensation from various investment and reinvestment products, including financial contracts.

6. Adherence to Contract

The City's standard Professional Services Agreement is included as Attachment 3. Respondent shall thoroughly review the agreement and state an ability to comply with its terms and/or state any terms for which it will request re-negotiation.

7. Fee

Proposal shall include separate fee proposals for the Base Services and Alternate Services (including any proposed scope revisions) described in Section 3: Scope of Services of the RFP. Proposals should clearly state basis for the proposed fees (hourly, lump sum, other) and the method for billing additional services beyond the negotiated scope of work. The fee proposals shall itemize the methodology for billing reimbursable expenses such as travel, production of documents, purchase of data, etc. The City reserves the right to negotiate a final fee and scope of work as part of contract negotiations following the selection process.

**5. PROPOSED PROCESS AND TIMELINE (subject to change)**

- August 17, 2015 RFP issued and posted on the City of Parkville website.
- August 27, 2015 A non-mandatory, pre-proposal conference will be held from 1:00 p.m. to 2:00 p.m. at City Hall (8880 Clark Ave.). Respondents are invited to ask questions of City and County staff to clarify project background and objectives.
- September 11, 2015 Receipt of proposals due by 5:00 PM Central Time.
- September 14 - 18 A selection committee comprised of city and county officials will evaluate the proposals and select a preferred team to begin contract negotiations. If multiple firms have exceptional Proposals, the selection committee will select a short-listed group of finalists for interviews.
- September 21 - 25 Short-listed firms are interviewed (at City's option).
- September 28, 2015 Preferred firm is notified of selection and contract negotiations.
- October 14, 2015 CLARB takes action on recommended contract and scope of work.
- October 26, 2015 Finance Committee takes action on recommended contract.
- November 3, 2015 Board of Aldermen takes action on recommended contract.
- November 4, 2015 Notice to Proceed.

By submitting a proposal in response to this RFP, the respondent expresses its intent to comply with the established timeline. In addition, the respondent accepts the evaluation process and methodology, as well as acknowledges and accepts that the determination of "the most qualified and capable" firm(s) will require subjective judgments by the selection committee and the City. Thank you in advance for your interest in the City of Parkville.

ATTACHMENTS

1. Platte Landing Park Cooperative Agreement
2. 2008 Parkville Parks Plan
3. Draft Professional Services Agreement

END OF REQUEST FOR PROPOSALS