

## Request for Proposal (RFP)

**Parks Master Plan City of Liberty, Texas**

**ABOUT THIS DOCUMENT**

The City of Liberty, Texas is requesting submission of proposals from all parties wishing to be considered for consulting services related to creating Liberty’s Parks Master Plan. This document is a Request for Proposals. It differs from a Request for Bids/Quotations in that the City is inviting proposals for professional services that are most advantageous to the City of Liberty, in Liberty’s sole discretion. This is **not a bid/quotation** meeting firm specifications for the lowest price, and as such, the lowest price proposed will not guarantee an award recommendation. Competitive Sealed Proposals will be evaluated based upon criteria formulated around the most important features of the service, of which quality, references, availability, or capability may be overriding factors.

## BACKGROUND and OBJECTIVES

City of Liberty is a community located 45 minutes east of Houston. It has a population of approximately 8,750 and is a full-service city providing water, sewer, police, and other municipal services in the south area of Liberty County. The city operates under a council-manager form of government. The city of Liberty serves as the county seat of Liberty County.

The city is requesting proposals for professional services to assist the city with creating a Parks Master Plan. The City desires a Parks Master Plan that reflects current existing conditions and provides a vision and blueprint for the next 10 years.

The City of Liberty does not have a Parks Board. All park decisions regarding improvements are made by the City Council.

Additional information regarding the city and its goals for the Parks Master Plan is included in the attached Exhibit A-Project Summary.

**REQUEST FOR PROPOSAL SPECIFICATIONS**

1. **PURPOSE & SCOPE**

The purpose of this request for proposal is to identify a qualified Consultant / Firm to assist the City of Liberty in developing a Master Plan for the City’s Parks, Recreational Areas, and Open Spaces. The plan will serve as a guide for the development of parks, recreational facilities, and capital improvements to existing parks, programs, and additional amenities. The plan will address not only current community needs but also account for additional growth and development expected in the City over the next ten (10) years. The proposal shall also include a suggested revisions to the city ordinance providing for park land dedication or payment of cash in lieu thereof as a condition to subdivision plat approval and payment of park development fees as a condition to building permit issuance to provide for necessary park development.

The scope of services for this proposal shall be as follows:

* 1. The study area will include all areas in the Liberty municipal city limits (excluding the Liberty Municipal Golf Course). Other surrounding properties or facilities that may be utilized by the City or by city residents for recreational purposes may be considered as applicable.
	2. The Plan should include an assessment and recommendation for any needed modification or reduction of amenities or facilities throughout the park system to better reflect the needs and demands of neighborhoods surrounding each of the five (5) parks in the city.
	3. The Master Plan (Plan) shall be delivered in a clear, concise, and usable format for use by the City. A visual presentation shall be given by the Firm to City Council and City staff once the Plan has been finalized.

* 1. Tasks prepared as part of this planning effort may occur concurrently where appropriate.
	2. It is understood that any design / development ideas generated for existing parks considered as part of this planning effort are at a pre-concept development stage. However, future development details such as site conditions, surveys, and other requirements shall be provided in the proposal.
	3. Cost projections submitted are understood to be at a planning level but should be as detailed and accurate as possible at this stage.
	4. A detailed schedule shall be included in the proposal identifying time frames for the various tasks. A minimum of three (3) in-person visits (Trip) to Liberty shall be scheduled at key intervals during the process. These three (3) meetings shall involve but may not be limited to designated City representatives and/or advisory committee members. Additional virtual meetings may be scheduled as needed to successfully complete the Plan.
	5. The proposal shall include a suggested revisions to the city ordinance providing for park land dedication or payment of cash in lieu thereof as a condition to subdivision plat approval and payment of park development fees as a condition to building permit issuance in order to provide for necessary park development.
	6. The Proposer shall also include additional services and rates of those services offered by the Consultant / Firm (Firm). Additional services may include but are not limited to assistance in grant writing or development of conceptual plans. Should the City have need for any additional services the Firm and the City shall negotiate reasonable compensation.
1. **PROPOSAL GUIDELINES**

Qualified Firms must demonstrate a history of successful parks master planning experience that incorporates innovative strategies. Proposals will be evaluated based on the expertise of the Firm, overall experience, and ability to complete the master planning process in an expedited schedule.

The following instructions provide a structures format so reviewers can systematically evaluate several proposals. Each proposal should include all of the sections in the order indicated.

Attachments should be clearly referenced and identified to facilitate the review process.

* 1. **Project Understanding:** A statement describing the Firm’s understanding of the project. The Firm should also communicate special skills and innovative thinking that the Firm could bring to the project.
	2. **Proposed Project Team Members:** A description of the Firm’s organization and the specific team members that will be assigned to this project, including their specific qualifications and experience. Specifically define each team member’s role and responsibility. Indicate who will be the primary project manager. Define any and all sub- consultants and their specific role in the development of the master planning document, as well as their qualifications.
	3. **Project Experience:** Detail similar and relevant project experiences the Firm has recently completed (within the past 5 years). Indicate if the work was completed with the current staff. Provide the final cost of the project and its timeline.
	4. **References:** Provide a minimum of five (5) client references with which the Firm has provided similar master planning services within the past five (5) years. Include the contact’s name, title, company, phone, address and the type of work completed. Reference letters will be a tremendous benefit.
	5. **Project Approach:** A general description of the Firm’s approach to completing the master plan.
	6. **Schedule:** The contract shall commence on the date of the award. Please provide a detailed schedule from award to final document presentation.
	7. **Other:** Provide any other relevant information that specifically describes the Firm’s ability to successfully complete the requested project.
1. **EVALUATION CRITERIA**

All proposals received will be reviewed by a Selection Committee and will be evaluated based upon, but not limited to, the following criteria.

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| --- | --- |
| **Criteria** | **Points** |
| Qualifications and Experience | 40 |
| Project Approach and Implementation Plan | 40 |
| Proposal Presentation | 10 |
| Cost Projections | 10 |
| **Total Points** | **100** |

* 1. Qualifications and Experience (40 points)
		+ Firm experience and qualifications
		+ Assigned staff experience and qualifications
		+ Organizational depth
		+ Related project experience
		+ References
	2. Project Approach and Implementation Plan (40 points)
		+ Project administration plan
		+ Community engagement strategy
		+ Resource and data collection strategy
		+ Timeline and demonstration of the Firm’s ability to stay on schedule
		+ Implementation plan
	3. Presentation of Proposal (10 points)
		+ Clarity of information presented
			- Completeness of required and requested information
	4. Cost Projections (10 points)
		+ Cost projections submitted are understood to be at a planning level but should be as detailed and accurate as possible at this stage.

## DIRECTIONS FOR SUBMISSION

Proposers shall submit five (5) hard copies and an electronic PDF copy of the Request for Proposals to the City for review no later than 2:00 pm on May 30, 2024. Proposals received after the submission deadline will not be considered. Proposals should be clearly marked by the proposer and should be addressed:

## 2024 Parks Master Plan Attn: April Gilliland,

## City Secretary

The electronic PDF copy should be emailed to April Gilliland, City Secretary, at agilliland@cityofliberty.org for the City’s Parks Master Plan will be received by the:

## City Secretary

**City Hall**

**1829 Sam Houston**

**Liberty, Texas 77575**

Questions regarding this document must be submitted in writing to Damon Jones, Public Works Director, at djones@cityofliberty.org. by May 17, 2024. Questions of a substantive nature will be answered in writing as an addendum and posted on the City of Liberty website at www.cityofliberty.org by 5:00 p.m. on May 19, 2024.

## TENTATIVE TIMELINE

The following dates are provided to assist interested firms in planning participation in the project described herein. The dates listed, however, are in no way guaranteed and are subject to change without notice.

Advertise Request for Proposal May 2, 2024

Last Date to Request Clarifications, Information, and Questions May 24, 2024

Final Addendums Posted to City Website …………………………………………………May 28, 2024

Proposals Due May 30, 2024

Anticipate City Council Award June 25, 2024

**PROPOSAL RESPONSE FORM FOR PROFESSIONAL SERVICES TO PREPARE A**

**PARKS MASTER PLAN FOR THE CITY OF LIBERTY**

FIRM NAME CONTACT

ADDRESS

CITY/STATE ZIP

PHONE FAX

TAXPAYER I.D. NUMBER

FIRM WEB SITE ADDRESS E-MAIL

TYPE OF ORGANIZATION (check one):

Sole Proprietorship Partnership Corporation Public Corporation

In submitting a proposal, the firm acknowledges every section of this document including all requirements, terms, conditions, and sections of this document. Proposal submission format should be by order in which document is outlined. Exceptions to any part of this document and any attachments should be clearly delineated and detailed throughout this proposal process.

The undersigned, on behalf of the proposer, certifies that: (1) this proposal is made without previous understanding, agreement or connection with any person, team or corporation making a proposal on the same project; (2) is in all respects fair and without collusion or fraud; (3) the person whose signature appears below is legally empowered to bind the firm or team in whose name the proposal is entered; (4) they have read the complete RFP and understand all provisions; (5) if accepted by the City, this proposal is guaranteed as written and amended and will be implemented as stated; and (6) mistakes in writing of the submitted proposal will be the proposer’s responsibility.

AUTHORIZED SIGNATURE:

TITLE DATE

## Exhibit A – Project Summary

**Parks Master Plan Project Summary**

# Community Background

The City of Liberty is a community located 45 minutes east of Houston. The city encompasses over 134 acres of park land serving a population of 8,750 residents over 44 square miles. Year-round recreation, park and facility opportunities are available to the public through our many facilities. A listing of current City parks, facilities, and recreational activities is listed below.

The City’s Parks Department is comprised of four (4) full-time employees and one seasonal employee who provides general maintenance and repair of parks equipment. A private lawn maintenance company performs maintenance at the pocket parks. The city currently partners with local community members to provide recreational opportunities.

**Parks Inventory CITY PARK**

501 RE Vinson

Amenities: Ball Diamonds Concession Stands Playgrounds Basketball Court Soccer Fields Fishing Pond Restrooms Walking Trail Splash Pad

**MAGNOLIA PARK**

Amenities: Basketball Court Swings Benches

 Picnic Tables Playground

**CANFIELD PARK**

800 Sue

Amenities: Playgrounds Basketball Court Benches

 Soccer Field Dog Park Picnic Tables

**PALMER PARK**

 602 Palmer

 Amenities: Playgrounds Benches Basketball Court

 Picnic Table

**LAMAR/TRINITY PARK**

1127 Trinity

Amenities: Basketball Court Playground Picnic Tables

**Goals**

Once created, the Parks Master Plan will be the primary planning document for the Parks Department and the basis for future development of the park system. The plan is intended to provide a comprehensive overview of the City parks system at present and propose goals, objectives, and policies to achieve a planned future. Emphasis will be placed on evaluation and re-development of existing parklands, amenities, structures, and green spaces to meet future goals. It is the City’s specific expectation that the Parks Master Plan process include community input.

**Scope of Services**

The Parks Master Plan shall include the following scope items as a minimum:

1. Demographic Trends –Review and interpret demographic trends and characteristics of the city and surrounding areas using information from existing City plans and other available statistical information where appropriate and apply it to parks and recreation needs.
2. Parks, Open Space, Trails, and Facilities Inventory – Perform a physical inventory of all existing parks, open space, trails, and facilities. Perform a site visit to each city-owned park, open space, and facility, as well as trails, to review the existing conditions and identify any future improvement needs based on the outcomes of the plan. Existing documents and maps from digital files can also be used and may need to be updated utilizing GIS.
3. City Parks Facilities Map – Develop a Service Area map, which shows the location of existing park facilities, open spaces, and the areas served by those current facilities. Identify and prioritize underserved portions of the city. Also, provide a comprehensive trail and pathway map, showing the location of existing amenities and illustrate pedestrian, bicycle, and vehicular access to parks. A map layer will be created utilizing GIS.
4. Benchmarking Comparisons of Similar Park Systems – Create benchmarking comparisons to at least five similar municipal park systems, using nationally accepted standards. Criteria will be generated by the Consultant and city staff to include such comparative data as park acreage (developed and undeveloped), per capita budgets, capital improvement expenditures, types of facilities offered, and so forth.
5. Public and Staff Input – Develop and utilize innovative and cost-effective methods to generate and maximize public participation in the development of the Parks Master Plan. Public input should be obtained to identify public perception of parks facilities and to determine various park and recreational needs. In addition, staff input should be obtained regarding perception of the needs, concerns, and opportunities for improved services, facilities, and recreation amenities. Public input should include stakeholder groups.
6. Level of Service Assessment/Citizen Survey – Perform a broad-based statistically valid survey to determine current satisfaction levels with parks and facilities, participation in current parks, and identification of any needs.
7. Park Needs Analysis – Use public input, staff input, and the Consultant’s observations to establish recommendations. This data, along with the results of a statistically valid survey, will provide the basis for determining the priority for parks development needs of the city. The analysis will also include the identification of the best possible providers of community and recreation services and recommendations for minimizing duplication and enhancing possibilities for partnerships where appropriate.
8. Operations and Staffing Funding Analysis- Perform a review and analysis of the existing Parks Division management structure and staffing levels and provide recommendations for future staffing based on the outcomes of the plan. Review past budgets and the proposed future operating and capital budgets to provide a set of prioritized recommendations with associated costs to implement maintenance and renovation of existing park amenities based on the outcomes of the plan.
9. Final Master Plan – Consultant will present the final master plan to the City Council. The Plan will serve as a guideline for prioritizing projects, park maintenance, staffing levels, park rules, and fiscal planning of quality-of-life enhancements in the City for the next 5-10 years. The Parks Master Plan shall include, but not be limited to the following:
	* An identified vision statement, proposed level of service standards, policy statements, and short and long-term goals and objectives that articulate a clear vision and model for the future of Parks in Liberty.
	* Prioritized strategic action plan and project recommendations based upon the community goals and objectives obtained through the public input process.
	* A financial plan to accomplish top priorities as established by the park needs analysis. Associated costs for the renovation, maintenance, and operations of existing parks (including maintenance plans and staffing levels) should be included.
	* A summary of existing conditions, inventories, staffing, and level of service analysis. Any relevant trends and regional/national standards relating to future park development projects should be included along with any potential for new or expansion of partnerships for facilities and services.
	* Charts, graphs, maps, and other data as needed to support the plan and its presentation to the appropriate audiences.

**Additional Considerations**

***Public Engagement***

The city is seeking proposals from qualified applicants to actively engage the public in the City’s Park Master Plan process. The proposal will include a minimum of three public engagement activities, with written feedback to City. Proposers are encouraged to be creative in their approach when responding to the RFP. We are seeking innovative ways to reach as broad an audience as possible to have meaningful conversations about the City’s parks system’s future.

The information gained from the public engagement effort to develop the Parks Master Plan direction and strategies is an integral part of the planning process.

Proposers will need to allow for at least one public engagement opportunity that includes feedback on the draft Parks Master Plan.