

CITY OF FORNEY

REQUEST FOR QUALIFICATIONS PARKS AND OPEN SPACES MASTER PLAN UPDATE



Projected Timeline:

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| Advertisement: | February 9, 2023 |
| Deadline for Qualification Submission: | March 16, 2023 |
| Firm Oral Presentation/Interviews with City Staff | April 3, 2023 |
| Potential Approval of Firm by Parks and Recreation Board and City Council: | April 18, 2023 |

INTRODUCTION

The City of Forney is requesting qualifications from qualified consulting firms to provide professional services to the City to update the Parks and Recreation Master Plan. The selected firm will have proven experience and knowledge in park and recreation planning, project management, and effective public involvement processes and work closely with City staff, the Forney Parks and Recreation Board (FPRB) and City Council in preparing the plan.

The Plan drives City parks long-range and near-term planning and directs decision-making and resources toward a clearly defined vision for its future, including development and redevelopment of the parks, facilities, open space, recreation system over the next six years. The planning process consists of the following components: needs assessment, visioning, identifying, and evaluating community needs, priorities and opportunities, defining level of service standards, and creating a phased implementation and financial plan. It must include public involvement, provide realistic goals for implementation, and prioritize the actions needed to implement the plan.

The City utilizes comprehensive planning to define a consistent future vision and strategic priorities. The organization's goal is to imagine the desired future of its services, recognizing the realities of the external operating environment and developing an action plan to make the desired future a reality.

The selected firm must create a response document which summarizes the planning process, the public input process, maps, and data collected, process for analyzing level of service standards, process for updating user fees, the analysis of forecasted needs and implementation strategies and present it to the FPRB, then City Council for review and approval.

BACKGROUND

The Master Plan assesses our residents' needs and prioritizes park planning and maintenance, open space and trail acquisition and development, facility capital needs and recreation. The last update to the Parks Master Plan was adopted in 2014, and 2004 before that. Key factors to the City's Parks long-range planning process include the following:

- Conduct a needs assessment process to analyze open space, community park and recreation needs and interests and identify the gaps to be addressed to meet those needs and interests.
- Assess the future vision of the parks, open space, recreation, and related services and determine the strategic priorities to achieve that vision.
- Engage stakeholders in the planning process to build consensus and support for the effective development and implementation of the Plans.
- Develop a "living document" which reflects the outcomes of the process and provides clear direction on actions to be taken to address strategy and provides a foundation for the development of all other planning and operating documents (e.g., budget, capital, facility, and marketing plans).
- Ensure the most effective use of the organization's resources by focusing decision making and spending on strategic priorities.
- Provide a city-wide vision for the established parks and to establish a strategic direction for the parks system.
- Provide a user fee analysis that provides financial sustainability to accomplish Plan goals.

COMMUNITY PROFILE

The Forney area was occupied by pioneering settlers in 1846 and was originally known as “Brooklyn”, possibly after the pioneering Brooks family who settled there in the 1860’s. On December 29, 1873, the City was renamed Forney, in honor of John Wein Forney, a Pennsylvania journalist, politician and member of the board of directors for the Texas and Pacific Railroad Company.

Forney is located within Kaufman County in northeast Texas, approximately 20 miles east of Dallas. The City includes 14.83 square miles of land and currently a population of 27,000 residents. The City is also situated within a larger Extraterritorial Jurisdiction (ETJ), which is unincorporated land surrounding the City. Those living within the much larger ETJ, whom live outside the city limits but within the Forney Independent School District, are likely to take advantage of City amenities such as parks, programs and recreation facilities, while also identifying the City of Forney as their home.

Population growth is a key component of increased demands for parks and recreation services. In 2000, the population of Forney was 5,588. Forney has a healthy sales tax draw in the eastern region of the county with multiple big box retail stores that attract regional shoppers. The Downtown is also uniquely vibrant, providing shopping opportunities and restaurants that are locally owned, as well as hosting several events throughout the year.

SCOPE OF WORK

The existing Parks, Recreation and Open Space Master Plan, and the 2004 version are available upon request. Since the adoption of the 2014 Parks and Recreation Master Plan, the City has almost doubled in population and have surpassed the projected population growth through the year 2032. City staff has recognized a need to redefine the relationship between parks needs, demands and maintenance. A plan update is needed to address challenges presented by population growth, the needs of the community, the true cost associated with providing parks and recreation services including maintenance, upkeep and staff time.

The specific work to be undertaken by the successful firm for the master planning process is described in this Section, and respondents should include in their proposals how they will complete this work. The work described in this Section is considered to be the minimum required to complete this process. In their submittals, firms should propose additions or edits to this scope that lend to the best process and results. Following the firm selection process, a meeting will be held with the successful firm to negotiate the final scope of work and a contract for services. Therefore, the City reserves the right to revise the final scope of work.

Project Kick-Off

The first step in the project will be to hold an onsite meeting with City staff to establish objectives for the project, including confirming roles and responsibilities and finalizing the project methodology, scope of services, timeline and format/content of deliverables.

Conduct a Needs Assessment

A key component in creating the Plan will be a needs assessment process that taps the opinions and ideas of residents, FPRB, City Council and staff and includes a comprehensive inventory of the current state of the City of Forney Parks and Recreation, including its operations, park system, facilities, programs and services. The needs assessment also entails a review of current and projected demographics, current planning

standards, regional and national trends and how facilities owned by other entities factor into the park and recreation needs of the City. It will provide the data and information necessary to evaluate how City park and recreation facilities meet current and future needs and whether modifications and/or additions will be required. An overview of each facet of the needs assessment is as follows:

Develop and Implement Public Involvement Strategy

The planning process must result in a shared, clearly defined vision for the City's Parks Master Plan driven by input from residents. Public involvement is extremely important to the City and informs the decision making processes. The successful firm will propose a robust public outreach strategy that describes how residents, staff, FPRB and City Council will be provided opportunities to participate in the development of the Plan. In their submittals, firms should at a minimum provide the following:

- Identify and describe a comprehensive strategy and methodology for citizen, participant and stakeholder involvement (e.g. proposed outreach process, methods of outreach, outreach tools, schedule for resident participation).
- Act as professional facilitators to gather specific information about services, use, preferences and any agency strengths, weaknesses, opportunities and threats;
- Provide well-organized and directed activities, techniques and formats that will ensure that a positive, open and proactive public participation process is achieved;
- Provide written records and summaries of the results of all public process and communication strategies;
- Develop and manage any online public involvement tools and data; and
- Throughout the entire process, help to build consensus and agreement of the plan and if consensus is not possible, provide information for informed decision making for the staff, FPRB and City Council.

Collect and Analyze Data

- Review current long-range plans and related documents such as, but not limited to, the City's Comprehensive Plan, Parks Master Plan, 2023 FY Budget, and any Capital Improvement Plans
- Develop and administer a City-wide community needs assessment survey with a return rate that accurately represents a sampling of the community population to identify community needs and issues on the City's facilities, programs and services. The community in this sense is the City of Forney residents but you cannot devalue the resources that surround the City of Forney and fall within the Forney Independent School District. This survey will be used as a baseline to determine needs, desires and willingness to pay;
- Collect and interpret demographic characteristics and trends of the City population using information from the US Census Bureau's American Community Survey, tapestry segmentation, regional and local sources, etc.;
- Compile data on program participation, operations, technology, programming for recreation, programming space for recreation, land use trends, trails, greenbelts and conservation / conserved lands and acquisition opportunities;
- Update the inventory of indoor and outdoor facilities, including capacity of each amenity found within the park system as well as its functionality, accessibility, condition and convenience, etc.;
- Review available funding and financing strategies that are options for funding future improvements;
- Develop Level of Service (LOS) standards to meet City of Forney needs. Standards should consider geographic distribution of indoor and outdoor facilities and their amenities both inside and

outside of the City limits (to clarify, evaluate the City resources, those of other agencies within the community, and those amenities that sit outside the City but are easily accessible to residents); and

- Provide usable and workable definitions and recommendations for designated park and open space with acreages and parameters defined as appropriate (defining park types also includes a description about size, use, user type, area of reach, etc.).

Project Components

Background Information Review

- Review and assessment of relevant plans both internal and external to the organization;
- Assess organizational strengths, weaknesses, opportunities, and threats;
- Analysis of level of service that is both feasible and aligned with the desires of residents and expressed through the public involvement process; and
- Exploration of finance and funding mechanisms to support development and sustainability of the system.

Public Outreach

- Develop public outreach plan to reach underrepresented and underserved neighborhoods;
- Plan must include multiple engagement tools such as social media, targeted stakeholders, 1-2 public neighborhood forums, several council briefings, and resident interviews;
- Record and document public comment; and
- The outreach plan must employ creative tools to develop group consensus and understanding.

Youth/Young & Elderly Adult Amenity Study

- Conduct and prepare a study on amenities and services for youths and young adults ages 1 year to 21 years old;
- Summarize Forney's current offerings for youth and young adults;
- Conduct and prepare a study on amenities and services for elderly adults ages 55+;
- Summarize Forney's current offerings for elderly adults;
- Assess demand for youth and young adult amenities;
- Assess demand for elderly adult amenities;
- Development of an action plan for capital improvements including cost, funding source potentials, and timeframe to support the implementation for desired services; and
- Provide potential locations and/or concept ideas for proposed amenities.

Recreational Demand Study

- Conduct and prepare a recreation demand study including:
 - Prepare demographic profile for the city;
 - Assess demand for recreation programs;
 - Identify and summarize location "competition"/potential partners in recreation program areas;
 - Review and summarize regional, new and emerging and declining trends in recreation activities; and

- Determine the levels of services for park and recreation facilities to calculate the quantity of facilities that are required with projected growth.

Outdoor Asset Condition Assessment

- Conduct and prepare an assessment of major outdoor recreation assets;
- Evaluate active and passive recreational opportunities;
- Assess the natural amenities, critical areas, open space, and trails
- Assess and rate the condition of park amenities such as playgrounds, outdoor restrooms, hard courts, amphitheater, grass/dirt sports fields and other amenities.

Prepare Useful Readable Planning Document

- Identification and categorization of recommendations into themes with goals, objectives and an action plan for implementation;
- Specific action steps to guide the City in the present and future for its parks planning/funding/development process including conceptual ideas for undeveloped park property;
- Development of an action plan for capital improvements including cost, funding source potentials, and a timeframe to support the implementation of the plan;
- Recommendation on whether City should adopt level of service standards and evaluation of funding opportunities to achieve said standards;
- Report must include relevant text, graphics, maps, etc. in electronic format for final adoption and distribution;
- Presentation to both FPRB and City Council (plan presented for adoption)

User Fee Study

- Provide a user fee analysis for facilities, programs and services
- Prepare Useful, Readable Document;
- Presentation to both FPRB and City Council (plan presented for adoption)

Each of these tasks generally outline the work but it will be the responsibility of each consultant responding to the RFQ to specifically identify the tasks, sub-tasks, outreach activities, hearings, and presentations -- including a timetable to perform the completed work. Consultants should feel free to suggest amendments to the scope which they feel would be of benefit to the City, though the cost may not be based on such additional services.

Determine the Department's Strategic Direction and Analysis of Forecasted Needs

The firm will review needs assessment outcomes with the staff, FPRB and City Council and facilitate a review of the City's Parks and Recreation strategic direction to identify and affirm the long-range vision. This step of the Plan process is vital for clarifying the organizational direction for action planning, decision-making, and resource allocation. To determine the strategic direction, the firm will assist the City with accomplishing the following:

- Review the City's Parks and Recreation purpose, aspiration and organizational values;
- Conduct a situational analysis and environmental scan utilizing the needs assessment data to determine gaps in what is being provided versus the needs and interests identified; and
- Develop a list of critical issues and opportunities based on the results of the situational analysis and environmental scan.

Develop Recommendations and Implementation Strategies

To ensure that the Plan is implementable upon its adoption by the FPRB and City Council, it must include realistic, feasible and provide clearly defined planning scenarios. Based on the outcomes of the needs assessment and the City's strategic direction, the firm will be expected to develop the following:

- Prioritized recommendations to meet current and future needs through, but not limited to, construction or redevelopment of indoor and outdoor facilities, development of additional recreational amenities, hiking, walking and biking corridors, park maintenance, etc.;
- Estimates of the capital and operational costs for land acquisition, construction or redevelopment of indoor and outdoor facilities, development of additional recreational amenities, park maintenance, park enhancement etc. The analysis should be designed to connect with the City's capital improvement plan;
- Recommendations for addressing operations, staffing, maintenance, technology, programming and services and funding needs to support implementation of this Plan; and
- Evaluation of the viability, cost-effectiveness / return on investment of suggested strategies and recommendations.

Create Action Plan: Strategic, Capital and Financial

The firm must develop an action plan which includes strategies, priorities and budget support and funding mechanisms for the short term (one to two years), mid-term (three to five years) and long term (five plus years), which were developed during the previous stage in the process. The Action Plan must be phased with prioritized recommendations and a capital projects prioritization process/ranking system for future strategic investments and level-of-service/reoccurring capital needs.

Final Report and Presentation

The selected firm must submit a draft and final report which summarizes the findings and conclusions and includes a clear demonstration that the firm has fulfilled all of the elements contained in the agreed upon scope of work. The Plan must include written goals, plans, objectives and policy statements that articulate a clear vision and "road map" for the City's future.

The firm will make two (2) on-site presentation to report and summarize findings. The first presentation onsite will be to the FPRB and staff. The second presentation will be the final presentation to the City Council. The reports must be in an easy-to-understand format with charts, graphs, maps and other data as needed to support the plan and its presentation to the appropriate audiences. The final report must be submitted as follows:

- A color version of the draft Master Plan document consisting of one (1) printed and bound color copy and an electronic copy in a .pdf format compatible with the City's software.
- A color version of the final Master Plan document consisting of fifteen (15) printed and bound color copies, one (1) printed and unbound copy and a .pdf electronic copy in a format compatible with the City's software.

Services Provided by Staff and Progress Reporting

The City of Forney will assist the firm in managing the operational aspects of the project and coordinating work with the relevant parties. The City, will provide overall support for project tasks and, the Parks and Recreation Director will serve as the lead liaison for the project. The Parks and Recreation Director Manager will provide all existing documentation (as requested by the consultant during final scope review) and compile contact information for staff and local organizations. City staff, primarily the

Parks and Recreation Director, will also schedule, coordinate the availability of staff based on their work schedules and make all necessary arrangements for meetings and interviews conducted by the consultant during the course of this project.

The firm and the Parks and Recreation Director will hold progress meetings in person or over the phone as often as necessary, but in no case less than once per month until a final plan is approved by the City Council. The Parks and Recreation Director will schedule the progress meetings, as necessary, at key times during the development of the Plan. The firm must provide the Parks and Recreation Director with at least one (1) copy of all completed or partially completed reports, studies, forecasts, maps or plan as deemed necessary by the Parks and Recreation Director.

Instructions for Submitting Proposals, Components and Evaluation Criteria

All respondents to the RFQ must include the items provided in the following list. All the listed items 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). The sequence of the listing is not intended to reflect the relative weight of each category.

1. Letter of Transmittal
 - a. Statement indicating an understanding of the work to be performed and interest in performing the scope of work.
 - b. Discuss consultants' availability over the next 6-12 months.
 - c. Identification of key contact person for communicating with the City on the proposal and all project-related matters.

2. Qualifications / Project Portfolio
 - a. Areas of specialization.
 - b. Practice philosophy.
 - c. Years in the business and history of firm.
 - d. Examples of three (3) to five (5) projects the firm took a lead role in the preparation of a Comprehensive Master Plan and a community-wide survey. The projects should be compatible in complexity, size, scope and discipline (as described in the Scope of Work section) and been undertaken during the past five years.

3. Project Management
 - a. Introduction to the team (all firm staff and sub-consultants assigned to complete work on the project), including resumes for all the key personnel, which provide educational background/training, experience and detailed descriptions of roles played on past projects.
 - b. Services/functional roles to be performed by each team member (including all sub-consultants).
 - c. Availability and commitment of assigned professionals who will undertake the scope of work.
 - d. Technical resources of the firm and any sub-consultants.

4. Methodology and Process to Complete all Phases of Project
 - a. Describe the vision, strategic overview and approach to the project.
 - b. Express how the components above reflect your qualifications for this project.
 - c. Discuss what parameters you will engage to develop a project that will be creative, logical, and engaging.
 - d. Include detailed descriptions of the procedures and methods you propose to use to complete all tasks within the scope of work.
 - e. Discuss tasks, timelines and anticipated deliverables for each phase of the project.
 - f. Include the proposed process and methods to assure quality, cost, and schedule control.
 - g. Explain in the proposal all supporting studies, models, and assumptions that will be developed or used as part of the study.

5. References
 - a. List of three (3) to five (5) references we may contact (preferably from the projects provided in 2(d) of this section that have been undertaken during the past five years) with client contact information (current email and telephone).
 - b. Indicate project names and the personnel assigned to this project (including all sub-consultants) roles and involvement in each project.

6. Schedule
 - a. Provide a proposed detailed project work schedule; all meetings that need to be scheduled should be built into the timeline (e.g., initial meeting with staff to review project schedule, strategic direction review, presentations of the final report, etc.).
 - b. Include time frames for each major component of the scope of work and target dates for completing each phase of the project.

7. Fee Proposal – one (1) copy in a sealed envelope along with an electronic copy in .pdf format (see also Fee Proposal section following this list)
 - a. Include a total “not to exceed” figure for the scope of work (based on the estimated level of effort to be spent on each task).
 - b. Include itemized schedule of all expenses by phase (reimbursable expenses listed separately), including a composite schedule of hours estimated for included tasks.
 - c. Provide hourly rates for all team members, sub-consultants and staff levels.
 - d. Describe the methodology for billing reimbursable expenses (such as travel, production of documents, purchase of data, etc.).
 - e. Describe method for billing additional services beyond the initial scope of work (beyond approved not-to-exceed amount).
 - f. Do not include any reference to fees in the body of your RFQ response. Failure to comply with this provision will result in disqualification of your firm. The City reserves the right not to fund any portion of the firm’s proposal.

Understanding and Approach of Scope of Work

The proposal must describe the approach to the scope of work described in the Scope of Work section of this RFQ, including process and schedule. Firms are encouraged to make suggestions to amend the scope of work to achieve the project goals. This criterion will be evaluated based on the proposer’s understanding of the project objectives and ability to demonstrate a process that efficiently and effectively achieves the desired outcomes. Reasoned creativity is encouraged. The City anticipates modifying, where appropriate, the objectives and/or scope of work listed in this RFQ based on the firm’s experience and expertise in completing similar projects.

Disclosure

The proposal will disclose any professional or personal financial interest which could be a possible conflict of interest in contracting with the City. Consultant must further disclose arrangements to derive additional compensation from various products or services, including financial. The firm must also list all current and unresolved litigation, arbitrations, or mediations of the firm in its proposal.

Primary Objectives

- Prepare and implement a comprehensive community outreach plan, especially to underserved and underrepresented neighborhoods for the Plan update;
- Conduct and prepare an amenity study for Forney's population while considering the youth/young & elderly adult population;
- Conduct and prepare a needs assessment study for parks, recreation, trails and open space within Forney;
- Conduct and prepare a condition assessment report of major park assets such as outdoor restrooms and playgrounds;
- Prepare and recommend capital projects for the next 6 years including cost estimates;
- Develop a useful, readable planning document that will guide us strategically in managing Forney's Park system for the next several years;
- Hold public meetings and interact with the community to find out the expected level of service, goals and objectives from the residents;
- Provide recommendations based on public input for types of uses in undeveloped parks;
- Provide guidance for updating existing parks, and
- Conduct and prepare Parks and Open Spaces user fee rate study.

Evaluation and Selection Process

Submittal Selection Process

The City of Forney will select a firm on the basis of its ability to respond to the Request for Qualifications (RFQ) requirements, the qualifications and expertise of the team working on this project, past performance on similar projects, the time required to complete project, methodology, cost, firm resources and the firm's willingness to negotiate and execute an acceptable written agreement. The City reserves the right to reject any, some portions of or all proposals and supporting material and to request written clarification of any portion or section of proposals and support materials. The City reserves the right to negotiate with more than one potential respondent after the submission of all proposals. The City also reserves the first right- of-refusal to work with any sub-consultant proposed by the firm.

After a thorough review by City staff of the proposals submitted by respondents to this RFQ, a short list will be created of the firms that meet the requirements outlined in this RFQ and those firms will be required to make a presentation on their qualifications and proposals to the staff. Based on these interviews, the City team will recommend to the FPRM the firms that are the best fit for the City and this project for approval.

All proposals will be afforded fair and equal treatment with respect to any opportunity for discussion and revision. Any such revision may be permitted after submission and prior to award for the purpose of obtaining the best and final offer at the discretion of the City. When conducting negotiations, the City will not disclose information from proposals submitted by competing firms. A selection committee will review each proposal to determine if it meets the RFQ requirements. A consultant will be selected based on professional qualifications and demonstrated competence, according to the responses to information required.

Selection Process Timeline

The solicitation, submittal receipt, evaluation and final decision selection will substantially conform to this schedule. The Timeline for selecting a firm is as follows:

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| Advertisement: | February 9, 2023 |
| Deadline for Proposal Submission: | March 16, 2023 |
| Firm Oral Presentation/Interviews with City Staff | April 3, 2023 |
| Potential Approval of Firm by Parks and Recreation Board and City Council: | April 18, 2023 |

Necessary Qualifications

The City of Forney will utilize a qualifications-based selection process in determining a consultant that will assist with this project. Consultants will be evaluated on the creativity, experience and expertise in preparing parks master plans as shown to the selection team.

In addition, the City will review the selected consultant's ability to meet schedules, coordinate effectively with groups and interested parties, and work effectively with community groups and to work within the budget limitations.

- Evaluation of approach (50%)
- Firm's past experience on project of similar size and scope (30%)
- Proposed organizational structure and key staff (10%)
- Project Schedule (10%)

Submittal requirements

An electronic proposal in PDF, not to exceed 20 megabytes (no compressed files), must be sent to the Parks and Recreation Director, Kyle Rouvaldt by the deadline.

In addition, 5 hard copies of the proposal must be submitted. Proposals can be dropped off at City Hall (101 E. Main St. Forney, TX 75126) or shipped to:

City of Forney
Attn: Kyle Rouvaldt
P.O. Box 826
Forney, TX 75126

If shipped, please retain proof of delivery by deadline. All proposals must be received by 4:00 p.m. on March 16, 2023.

General Conditions

1. The City of Forney is not liable for any pre-contractual expenses incurred.

2. The City reserves the right to withdraw this RFQ at any time without prior notice and to reject any and all proposals submitted without indicating any reasons. Any award of contract for services will be made to the firm best qualified and responsive in the opinion of the City.
3. The selected firm must agree to indemnify, hold harmless and defend the City, its officers, officials, employees, volunteers, agents and assigns from and against any and all liability or loss resulting from any suits, claims or actions brought against the City which result directly or indirectly from the wrongful or negligent actions of the consultant in the performance of the contract.
4. The selected firm will be required to comply with all existing State and Federal labor laws including those applicable to equal opportunity employment provisions.
5. The City reserves the right to negotiate special requirements and service levels using the selected qualification as a basis. Compensation for additional services will be negotiable.
6. All responses to this RFQ become the property of the City of Forney.
7. No amendments, additions or alternates will be accepted after the submittal deadline.
8. All documents, records, designs and specifications developed by the selected firm with regard to this project will be the property of the City.

Contact and Question Period

For additional information concerning this RFQ, any other aspect of the selection process or the project in general, the following staff must be included on the email:

City Manager Charles W. Daniels at cdaniels@forneytx.gov; and/or
Assistant City Manager Karl Zook at kzook@forneytx.gov; and/or
Parks and Recreation Director Kyle Rouvaldt at krouvaldt@forneytx.gov; and/or
Assistant Parks and Recreation Director David Hokett at dhokett@forneytx.gov

All communication must be in writing only. All questions must be submitted in writing by February 22, 2023. Responses will be posted to the City's website and sent to all proposers by February 27, 2023.

Absolutely no communication will occur regarding this RFQ, including requests for information, or speculation between consultant or any of their individual members and any City elected official or city staff other than those named above. Failure to comply with this provision may result in consultant's proposal being removed from consideration.

Final Selection Procedures

After review of the submittals by the City of Forney the City may at its discretion schedule interviews with one or more firms. The selected firm will receive a Professional Services Agreement for signature and full execution. Council approval may be required based on the contract amount. A Notice to Proceed will be issued to formally begin work.