

Request for Proposals

Ferguson Township Recreation, Park and Open Space Plan Update

Ferguson Township is accepting proposals for a one-time contract to perform certain professional (consulting) services involving an update to the Ferguson Township Recreation, Parks, and Open Space (RPOS) Plan. The professional consultant will be expected to perform the work as specified in accordance with the specification contained in this proposal.

Two printed and bound color copies and an electronic copy on a USB drive labeled “Ferguson Township RPOS Plan Update Proposal” and are due to the Ferguson Township Office, attention Centrice Martin, Assistant Township Manager, 3147 Research Drive, State College, PA 16801, by May 31, 2021, 3:00 P.M. (EST).

Release Date: Monday, April 22, 2021

Due Date: Monday, May 31, 2021

I. Introduction and Background

Ferguson Township is a Home Rule Municipality located in southwestern Centre County, Pennsylvania. The Township encompasses 52 square miles and includes twelve local parks, as well as one regional park (Whitehall Road Regional Park) that remains undeveloped. Each of the Township parks vary in terms of their “completeness,” with some being fully developed and others only having certain phases completed or partially complete. All parks excluding Whitehall Road Regional Park and Songbird Sanctuary have at least been partially developed.

Historically, the Township has implemented varying strategies for parkland development. In some cases, parkland is dedicated through the subdivision and land development approval process. In others, land has been acquired through fee simple conveyance by the Township and designated for parkland development. Additionally, the Township has acquired land for environmental conservation and has plans to develop “passive” recreational amenities to serve dual community purposes. This is the case for Songbird Sanctuary and the Park Hills Drainageway (not officially designated as parkland). Also of note is the process for a developer paying a *fee-in-lieu of dedication of parkland* during the subdivision and land development process. The ordinance reference below describes this process. The *fee-in-lieu* amount is based on an assumption of persons per dwelling unit that was determined by the RPOS Plan in 2009.

Operationally, the Township is a party to the Centre Region Parks and Recreation (CRPR) Authority under the umbrella of the Centre Region Council of Governments (COG). CRPR handles most maintenance of Ferguson Township parks as well as programming. The Township is responsible for acquisition, planning, and development of all local parks. Whitehall Road Regional Park is an exception to this. The Township has one park (the Louis E. Silvi Baseball Complex) that is not managed by CRPR. In that exception, a local youth baseball organization maintains the park in exchange for priority use. In 2021, the Ferguson Township Board of Supervisors directed staff to conduct an evaluation of the cost of managing park maintenance and programming locally and withdrawing from the CRPR program. This analysis is expected to be completed by the end of the year.

II. Project Scope

Ferguson Township seeks proposals for professional services from qualified consultants to assist the Township with the update to the Recreation, Parks and Open Space Plan. The update will provide a 10-year outlook and vision for the Township parks, recreational facilities, and open space. The update will drive near-term and long-range planning, ensure our parks provide recreational opportunities for all members of our diverse community, and direct decision-making and resources toward a clearly defined vision for the future. The plan will include research, data gathering and analysis on relevant items, community involvement, needs assessment and development of goals, recommendations, and action plans for all aspects of the Plan. The selected firm will have proven experience and knowledge

in park and recreation planning, master plan preparation, inclusive practices, physical park access issues, project management, effective public involvement, and board presentations.

The Recreation, Parks and Open Space Plan establishes goals, standards, guiding policies and action plans to guide the Township in the development, acquisition, operations and maintenance of Township parks, recreational facilities, and open spaces. It is intended as a planning tool that addresses current and future needs and must provide recommendations for a systemic and prioritized approach to implementation of parks and recreational projects. State and nationally recognized standards for park and recreation facilities establish general thresholds that should be recognized and considered, however, the standards and policies set forth in the Plan should be unique and specific to the community needs of Ferguson Township.

The work described in this section is the minimum requirements to complete this process. In submittal responses to the RFP, consultants should propose additions or edits to this scope of work that lend to the best process and results. The Township is seeking an effective, efficient, and creative approach to providing these deliverables and meeting the Township's goals and timeline for this project.

Tasks include, but may not be limited to the following:

1. Project Management

Provide an outline of the process, timing, and schedules from start of project to completion, concluding with Township Board of Supervisors consideration of the Plan Update, including allowances for progress reports to the Parks and Recreation Committee and staff review periods and edits, in a timely and budget conscious manner.

2. Township Policy and Document Review

Provide an overview on the review and assessment of relevant plans, policies, projects, both internal and external to the Township, and data from existing resources that can be utilized in the Plan Update. The Consultant will be expected to obtain adequate knowledge about Ferguson Township as it pertains to preparing an update to the Recreation, Parks and Open Space Plan. This includes the review, evaluation and consideration of existing reports and information in the process of updating the Plan, including, but not limited to the following:

- 2009 Ferguson Township Recreation, Parks and Open Space Plan
- Ferguson Township Parks and Neighborhoods Map
- 2020 Centre Region Comprehensive Recreation, Parks and Open Space Plan
- 2013 Centre Region Comprehensive Plan
- Ferguson Township 2020 Capital Improvement Plan (Fund 34 - Park and Recreation)
- Ferguson Township Code of Ordinances, Chapter 16, Park and Recreation
- Ferguson Township Code of Ordinances, Chapter 22, Subdivision and Land Development; Section 22-513, Public Use and Service Areas
- Ferguson Township Green Infrastructure Policy
- Ferguson Township Code of Ordinances, Chapter 22, Subdivision and Land Development; Part 5C, Off-Street Parking and Loading

3. Planning Context

Discuss the community profile that provides the framework for the RPOS Plan. This should include a discussion of the natural resources, political and geographical boundaries with respect to internal and external influences, and the population/demographic/socio-economic profile.

4. Community Involvement Process

Create and implement a comprehensive strategy and methodology for community involvement that includes, but not limited, to the following:

1. Identify relevant stakeholders in the plan update process to participate in the RPOS Plan development for effective engagement and community involvement at public events.
2. Development of effective public information materials (website, social media, brochures, etc).
3. Conduct a community survey with a return rate that accurately represents a sampling of the community population to identify community needs and issues, assess changing demographic and community short and long-term needs and desires.
4. Conduct and facilitate public community meetings and focus groups, including meeting(s) with the Parks and Recreation Committee and individual stakeholder interviews and provide written record and summaries of the results of all public process, meetings, and communication strategy for engagement.
5. Discuss the community involvement process in consideration of the restrictions due to the pandemic.

5. Parks, Recreation Facilities and Shared-Use Needs Assessment

Inventory and analyze parks and open space system, sport fields and facilities. Determine the levels of services for parks and recreation facilities with projected growth including park access issues including parking. Evaluate how Township parks and recreation facilities meet current and future needs, summarize regional, new, emerging, and declining, trends in recreation activities and whether modifications and/or additions will be required.

6. Parks, Recreation and Open Space Administration, Financing and Maintenance Operations

Describe park management and organizational structure; functions, roles and responsibilities; and the process for parkland acquisition, park development, park master planning, park, open space and recreation facility maintenance, recreation facility and park operation, and recreation programming. Discuss briefly relevant history, budgeting process and responsibilities. Discuss strengths, challenges and obstacles with the

administration, finance and maintenance and present opportunities to which include the fee-in-lieu of parkland dedication.

7. Recommendations

Establish the Plan goals, strategies, and priority criteria and methodology based on an articulated vision for Ferguson Township parks, recreational facilities, open space, shared-use facilities, and desired level of service to meet current and future needs. This deliverable should include recommendations on inclusive practices in the area of park usage and access. This deliverable should also outline priorities for the maintenance, repair and rehabilitation of existing parks and recreational facilities, as well as opportunities for potential enhancement, access improvements and expansion. All recommendations should reflect short-term and long-term maintenance needs and risk management considerations.

8. Financial Evaluation and Prioritization

Develop financial cost estimates, alternative funding strategies, and an optimal financial plan for implementation of the RPOS Plan Update recommendations, both maintenance and capital. Create framework for communicating and prioritizing the financial resources required to sustain current and desired needs at the appropriate level of service. Evaluate the viability, cost-effectiveness and return on investment of suggested strategies and recommendations.

9. Action Plan with Plan Development and Timeline

Develop a timeline for submission of the plan elements for review at various milestones for the Parks and Recreation Committee and for the Parks and Recreation Committee to provide effective and timely feedback and support. The Parks and Recreation Committee meet every third Thursday of each month. List three milestones and the desired timeline for achieving the goal of bringing the Plan Update to the Ferguson Township Board of Supervisors for consideration to review and provide comment at one Regular Meeting and a second final attendance for the Ferguson Township Board of Supervisors to take action. Plan development should include a kick-off meeting with staff and, at a minimum, three (3) meetings with Parks and Recreation Committee to provide updates, have discussion and receive input on progress as well as coordinate to hold at least two (2) public meeting.

10. RPOS Plan Update Submission

Draft Plan: The consultant will deliver an electronic copy and prepare written and graphic materials to present the draft plan at one (1) Parks and Recreation Committee meeting then present the draft plan at a Board of Supervisors meeting with written draft including comments made by Parks and Recreation Committee on the draft Plan.

Final Plan: The consultant will deliver five (5) printed and bound color copies and an electronic copy and prepare written and graphic materials to present the final plan at no more than two (2) Board of Supervisors meeting.

III. Proposal Submittal Format

The following minimum information should be provided in your proposal:

1. Title Page

Include the proposal subject, the firm name, address, telephone number and website. Also include contact information for the primary person responsible for the proposal and who will be the point of contact for the Township on all correspondence and communication pertaining to the RFP.

2. Statement of Project Understanding

Provide a detailed discussion of your understanding of the nature of the work, approach to be taken to accomplish the project and your vision; highlighting qualifications and strengths that will single out your firm as the best for this project.

3. Consultant's Work Plan

Explain in detail your proposed work plan with project schedule, timeline, milestones and deliverables to address the scope of work including all anticipated tasks, along with any supplemental tasks you deem necessary for successful completion of this project. Include a spreadsheet showing all project tasks, along with the proposed project team member assigned to each task and their estimated hours.

4. Community Involvement

Describe your approach to community involvement and how your firm will solicit, gather and compile and analyze community input in this process.

5. Statement of Experience and Qualifications

Provide a summary of your firm's background and capabilities, including information on the firm's history and areas of specialization or expertise as it relates to this Plan Update project. Explain fully your firm's ability to perform the work stated in this RFP. Submit a resume for each member of the consultant team that will be assigned to this project. List three (3) representative Recreation, Plan Open Space Plan projects your firm has completed. Submit on the USB drive three (3) Master Plans or RPOS Plans.

6. References

Provide three (3) recent public agency references for your proposed Project Manager(s) and other key staff or sub-consultants. Please include contact information.

7. Cost Proposal

Provide a breakdown of the fee by task, identify project team members, billing rates and estimated hours per tasks. Include information of any other incidental cost such as milage, etc. Present a prioritized list of optional tasks being recommended and included in the breakdown of fees by tasks.

8. Certificate of Insurance

Provide a copy of certificate of insurance.

9. Agreement for Professional Services

Provide the signed agreement of professional services that is attached as Exhibit A.

IV. Selection Process

Each proposal will be reviewed to determine if it meets the submittal requirements contained within this RFP. Failure to meet the requirements for the RFP may cause for rejection of the proposal. It is likely that selected applicants will be selected for interviews and will be notified after the proposal submittal date to arrange an interview time.

Proposals submitted will be evaluated based upon, but not limited to, the following:

1. Quality of the proposal.
2. Qualifications, education, and experience of assigned personnel.
3. Approach to the RPOS Plan Update process and schedule with demonstrated clear understanding of project tasks.
4. Overall responsiveness of consultant's work plan to the RFP scope of work.
5. Experience in working with municipal governments including parks and recreation departments.
6. Record of experience in strategic and master planning for parks, open space, recreation.
7. Cost approach for services.

RFP Schedule and Key Dates (subject to change)

Milestone	Date
RFP Issued	April 22, 2021
Proposals Due	May 31, 2021
Consultant Interviews (if necessary)	June 9-23, 2021
Consultant selection	June 28, 2021
Township Board consideration/approval of consultant agreement	July 19, 2021
Project Begins	August 2021

V. Submit Proposal

Two printed and bound color copies and an electronic copy of proposal provided on a USB flash drive must be received by Monday, May 31, 2021 by 3:00 PM.

Proposals must be sent to:

Ferguson Township Administration Office
Attention: Centrice Martin, Assistant Township Manager
3147 Research Drive
State College, PA 16801

Inquiries concerning this Request for Proposals should be directed by email to Centrice Martin, Assistant Township Manager, at cmartin@twp.ferguson.pa.us.

VI. General Conditions

1. Ferguson Township reserves the right to:
 1. waive any informalities or minor irregularities; and
 2. accept or reject all proposals, or any items, or part thereof; and
 3. withdraw or cancel this RFP at anytime and the Township makes no representations that any contract will be awarded to any proper(s) responding to this RFP; and
 4. modify the RFP as it deems necessary; and
 5. make available proposals received by the Township upon request as information submitted to the Township is a public record and subject PA Right-To-Know LAW; and
 6. seek any clarification or additional information from proposers as it deemed necessary to the evaluation of a response; and
 7. negotiate with the second-choice proposers if an acceptable contract is unable to be negotiated with the first-choice proposer within a reasonable period; and
 8. reject any or all proposals, and seek new qualifications when it is in the best interest of the Township; and
 9. judge the correctness, substance, and relevance of the proposers' written or oral representations, including seeking and evaluating independent information on any of the proposer's work cited as relevant experience; and
 10. contract with separate entities for various components of the services.
1. All expenses related to any firm's response or other expenses incurred during the period of time the selection process is underway, are the sole obligation and responsibility of that firm. The Township will not, directly, or indirectly, assume responsibility for such costs except as otherwise provided by written agreement.
2. The firm awarded the contract will be required to enter into a Professional Services Agreement with the Township of Ferguson.

Exhibit A
Agreement for Professional Services

This Agreement made and entered into this _____ day of _____, 2021, by and between the Township of Ferguson, Centre County, Pennsylvania, hereinafter referred to as the "Township" and _____, hereinafter referred to as "Consulting Firm".

WHEREAS, the TOWNSHIP desires to have certain one-time professional consulting work done involving an update to the Recreation, Parks and Open Space Plan; and,

WHEREAS, the TOWNSHIP desires to enter into a contract for this work as indicated in the Request for Proposals, hereinafter referred to as "RFP", and made a part of this agreement, included herein by specific reference, and attached as Appendix A to this agreement; and,

WHEREAS, the Consulting Firm desires to provide services requested in the RFP to the TOWNSHIP based on the formal proposal submitted in response to the TOWNSHIP's RFP, said proposal made a part of this agreement, included herein by specific reference and attached as Appendix B to this agreement; and

WHEREAS, the parties to this agreement have further negotiated changes or additions to Appendix A and/or Appendix B and have set forth these changes or additions as Addendum to this agreement as follows: None

AND WHEREAS, the Consulting Firm is equipped and staffed to provide the services set forth in the RFP;

NOW, THEREFORE, the parties mutually agree as follows: TERMS AND CONDITIONS

THE CONSULTING FIRM WILL:

- Provide professional consulting services as specified in the RFP and accepted by the Consulting Firm's proposal and amended by any addendum listed herein and attached hereto.
- Assign the following individuals to do the PROJECT STUDY COMMITTEE'S required work as the minimum number of hours as indicated:

_____	_____
Name	Hours
_____	_____
Name	Hours
_____	_____
Name	Hours

Any changes to the staffing proposed above shall be subject to the approval of the TOWNSHIP, however, staff changes by the Consulting Firm will not be denied where the staff replacement is of equal ability or experience to the predecessor.

THE TOWNSHIP WILL:

- Compensate the Consulting Firm based on the actual hours worked and actual reimbursable expenses for the total amount not to exceed \$_____.
- Provide reasonable access to all TOWNSHIP, facilities, and information necessary to properly conduct and complete the work required under this Agreement.
- Bear the responsibility for implementing any recommendations made by the Consulting Firm in conjunction with the work performed hereunder unless implementation is required as a part of the requested work in the RFP, the Consulting Firm's proposal, or any negotiated addendum that is part of this agreement.
- Make payments (less 10%) to the Consulting Firm within thirty (30) days after receipt of a properly prepared invoice for work satisfactorily completed.

FURTHER, IT IS AGREED BY BOTH PARTIES THAT:

The final product produced by the Consulting Firm pursuant to this agreement, including the Recreation, Parks and Open Space Plan Update narrative report, figures, drawings, graphic materials and other documents prepared by the Consulting Firm and intended to be appended to the master plan narrative report or be included by reference, shall be owned by the TOWNSHIP.

In witness thereof, the parties hereto have executed this Agreement on the day and date set forth above.

WITNESS:

WITNESS:

FOR FERGUSON TOWNSHIP:

TITLE: _____

FOR THE CONSULTING FIRM:

TITLE: _____

DRAFT