

**REQUEST FOR PROPOSALS (RFP)  
FOR  
RECREATION AND PARKS  
NEEDS ASSESSMENTS & STRATEGIC PLAN**



**October 16, 2017**

Submit Proposals to:  
Barrington Parks & Recreation Department  
Attn: Tara Barker  
P.O. Box 660  
Barrington, NH 03825  
(603) 664-5224  
[barecdir@metrocast.net](mailto:barecdir@metrocast.net)

**RFP responses to be received until 2:00pm Friday November 20, 2017**

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The Barrington Recreation Department (BRD) is issuing this Request for Proposals (RFP). BRD seeks to retain the services of a consulting firm, or firms working in partnership, to carry out a comprehensive recreation and parks needs assessment & strategic plan. This effort will require close coordination with the BRD, the Town of Barrington, and other community recreation providers.

## **Introduction**

The Barrington Recreation Department was formed during Town Meeting in January 1998 when the community passed Warrant Article 23 pursuant to NH RSA 35-B : 3-5. The establishment of the Recreation Department was approved by the voters of the community to provide quality programs, parks and facilities that could be enjoyed by everyone. The Town of Barrington has a population of approximately 8,500 and covers an area of approximately 48.5 square miles. Within Barrington, the few recreational facilities that exist include a gymnasium and playground.

## **Mission Statement**

Our mission is to bring Barrington together and serve as a positive presence in the community, enhancing the quality of life, by providing diverse and equitable programming that fosters a sense of community, personal growth, health, fitness, relaxation and good sportsmanship, while providing opportunities for community involvement.

## **Project Goal**

The overall goal of this project is to develop a comprehensive recreation and parks needs assessment that addresses current gaps in recreation and parks offerings and projected needs that will enable future planning efforts.

## **Project Scope**

This RFP requests proposals to accomplish several tasks:

### **1. Community Outreach and Public Participation:**

*The community outreach process for this project will be critical in engaging the community and building support for the identified needs related to parks and recreation. The consultant shall determine satisfaction levels of current offerings and identify unmet needs in the community. Examples of community outreach may include but are not limited to:*

- a. Focus Group Meetings
- b. Community Wide Meetings
- c. Surveys (Mail/Telephone/and Internet)
- d. Stakeholder/User Group Interviews (Board/Town/Local Business/Healthcare)

- e. Community Workshops
- f. Statistically-Valid Survey

*Special Considerations:*

The plan shall also include a strategy to obtain input from difficult to reach user groups including those with time constraints and no electronic devices.

**Deliverables:** The consultant shall include a statistically valid survey, a combination of other survey methodologies and prepare summary reports with supporting data for all outreach activities. The summary reports should include photographs, graphics, maps and an electronic searchable inventory of outreach materials and input provided at any meeting. The report should include a community profile with the potential to break reports up by demographics.

**2. Level of Service Analysis**

The consultant shall perform an inventory of Town assets and perform a level of service analysis that can be broken down by demographic and neighborhood, a minimum expectation would include:

- a. An overview of Town offerings
- b. Asset inventory and analysis
- c. Facility inventory and analysis
- d. Parks inventory and analysis
- e. Recreation Programs inventory and analysis
- f. Analysis of potential partner organizations

**3. Park and Recreation Gap Analysis**

The consultant shall conduct a gap analysis of Park and Recreation with the purpose of identifying underserved and overserved demographics.

*The gap analysis should at minimum compare:*

- a. The Town offerings
- b. The community need
- c. The Industry standard and trend

*The analysis should include:*

- a. An itemized list of programs, facilities and assets that would fill current gaps between the need and current Town offerings
- b. Prioritized list based off current needs
- c. Identification and prioritization of future needs

**Deliverables:** Develop a map, prioritized list and other visual aids that identify projects and programs that will meet current and future needs of BRD users and residents. The

methods used to conduct this analysis should be clearly explained. All raw data must be included in final electronic submission.

#### 4. Feasibility and Implementation

***The consultant will provide financial cost estimates and projected costs related to all identified projects, programs and recommendations presented in the report. This report will include:***

- a. Identification of potential funding source
- b. Timeline for implementation with future cost taken into account
- c. Maintenance and operation cost analysis
- d. Plan to develop programming based off analysis
- e. Develop a program for acquisition and development of parkland, recreation, facilities, open space, trails, and parks maintenance and administration of facilities for the future
- f. Implementation plan which includes strategies, priorities, and an analysis of budget support and funding mechanisms for the short term, mid-term and long term

**Deliverables:** Develop a comprehensive report outlining recommendations and results of analysis.

#### 5. 7-Year Strategic Plan & Executive Summary Report Phase

The Executive Summary Report is to allow Town staff, elected officials, commissions, and the public to take an abbreviated “snap-shot” look and review of the recommendations of the Town of Barrington’s Recreation Department 7-year Strategic Plan.

The summary should include:

- Consultant analysis of needs
- Information obtained from Town staff, elected officials and town commissions
- Community Stakeholder & Special Interest group interviews and input
- Information and analysis acquired from the Community Needs Assessment Survey
- Information and analysis acquired from the Citizen Public Open House Workshop(s)
- Recreation facilities inventory & evaluation
- Recreation program and service inventory & evaluation

Consultant will then present the Draft, with Executive Summary Report, to Town staff; the Recreation Commission; and to the Board of Selectmen at separate meetings.

## PRODUCTS & RESULTS FROM RECREATION 5-YEAR STRATEGIC PLAN

A Comprehensive 7-Year (2018-2025) Recreation Strategic Plan that includes:

- Results from the Community Needs Assessment Survey
- Recreation Services and Programming Assessment including recommendations and identifying potential partners
- Mapping, graphics, site renderings, illustrations & drawings for any recommended site/facility improvements
- Recommendations of site improvements for the Capital Improvement Program
- Demographic & Trends Analysis of the Barrington community
- Recreation Facilities Inventory

### 6. Final Report Preparation and Presentation

#### ***Administrative Draft Report***

- a. The consultant shall prepare a Draft report for Town/Recreation Staff to review and comment.

**Deliverables:** The consultant shall include six (6) hardcopy Administrative Draft Reports and one (1) electronic report for Town/Recreation Staff to review and comment. The consultant will conduct a meeting with Town/Recreation Staff to review and discuss refinements to the administrative draft.

#### ***Final Report and Presentation***

- a. The consultant shall prepare a final report and present their findings to the Recreation Commission.

**Deliverables:** The consultant shall submit one digital reproducible final report on a USB thumb drive, 5 hard copies of the final report, and all of the supporting data. In addition, the consultant will present the final report with a PowerPoint presentation and any other visual aids to the BRD Board.

BRD staff & Recreation Commission intends to work closely with the selected consultant throughout this process to refine the scope of work as is appropriate to complete the objectives of the assessment.

### Submission Requirements

1. Questions: Inquiries concerning the RFP should be addressed on or before 2 pm Friday November 20, 2017 to:

Tara Barker, Recreation Director at [barecdir@metrocast.net](mailto:barecdir@metrocast.net)

Proposal Submission: This Request for Proposals (RFP) cannot identify each specific task required to successfully implement this project. BRD relies on the experience,

professionalism and competence of the proposing firm to be knowledgeable of the general areas identified in the project description and of professional expectations for this sort of work. This includes but is not limited to required tasks and subtasks, personnel commitments, work hours, direct and indirect costs, etc. to complete the tasks and subtasks.

*Unnecessarily elaborate brochures or other presentations beyond those sufficient to present a complete and effective response to the solicitation are not desired and may be construed as an indication of the consultant's lack of cost consciousness. Elaborate art work, expensive paper, and expensive visual and other presentations are neither necessary nor desired.*

2. Six (6) copies of the proposal, plus an electronic version must be submitted containing the following elements:
  - o Cover letter
  - o Previous project history, including the firm's specific role in the project. Include key personnel that worked on each project listed for the firm. A firm must include in its proposal a complete disclosure of any alleged significant prior or ongoing contract failures, any civil or criminal litigation or investigation pending which involves the firm or in which the firm has been judged guilty or liable within the last five (5) years. If there is no negative history to disclose, the firm must affirmatively state in its proposal that there is no negative history to report.
  - o A brief narrative which indicates the management structure of the firm, tenure of management, and ownership of the firm.
  - o The resumes of professional personnel who will be working on this project and their specific responsibilities. The firm's project manager, who will be responsible for planning, coordinating and conducting the majority of the work, must be identified and committed to the project. The Town must approve changes to key personnel committed to work on the project subsequent to award of contract.
  - o A narrative briefly describing the proposed approach, using general descriptions for the activities and how this approach will ensure timely completion of the project. Also, supply a work flow diagram with performance milestones and relative time frames for completion.
  - o A summary and description of the methodologies that will be utilized to accomplish the overall goal of this project
  - o A client reference list from previous projects of similar scope and magnitude. List should include key personnel, contact information and their position within the agency.
  - o A hyperlink or hardcopy of similar projects completed by the firm.
  - o An itemized cost proposal and the firm's hourly rate. This must be included in a separate sealed envelope.

- o A disclosure of all personal, professional or financial relationships with any officer or employee of the Town.

Failure to comply with the terms of this provision may disqualify any proposal. Late submissions after the deadline will not be accepted. The Town reserves the right to reject any proposal based upon the firm's prior documented history with the Town or with any other party, which documents, without limitation, unsatisfactory performance, adversarial or contentious demeanor, significant failures to meet contract milestones or other contractual failures.

### **Firm Selection**

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 can be cause for rejection of the proposal. The Recreation Commission may reject any proposal if it is conditional, incomplete or contains irregularities. The Recreation Commission may waive subject matter that is not relevant (in the proposal), but this shall in no way modify the proposal document or excuse the consultant from compliance with the contract requirements if the consultant is awarded a contract. The Recreation Commission will evaluate all proposals and may elect to set up interviews to help identify the most qualified firm. The proposals will be evaluated on a variety of factors including but not limited to:

#### **Past Performance Record**

Experience in work of similar complexity and scale. Efficiency and timeliness in completion of projects. Experience in projects completed for public entities.

#### **Staffing Capabilities / Technical Competence**

Familiarity with applicable codes and regulations. Training and proven expertise in the area of work required.

#### **Approach to Work**

Methodology to be implemented to address and coordinate the various elements within the project.

#### **Quality Control**

Demonstrated ability to provide professional level deliverables, accurate and qualified research and narrative writing style that meets professional and Town standards.

#### **Ease of Use**

Final report shall contain enough technical detail to satisfy Town staff, but also contain summaries and figures that will easily communicate its message to elected officials and the public.

#### **Creativity**

The Town recognizes the complexity of this project and encourages the creativity in firms to accomplish the overall goal of this project.

**References**

The Town will contact the references of the top proposals and will use that information in the evaluation and selection process.

**Fee**

Fees charged in the proposal will be considered along with other proposal evaluation factors.

**Insurance**

Proof of WC with statutory limits if the vendor has any employees. Professional Liability or Errors and Omissions coverage of \$1,000,000. Business auto liability coverage with a combined single limit of at least \$500,000.

General Liability coverage of at least \$500,000 per occurrence with the Town added as additional insured by endorsement to the extent the vendor's liability policy requires an endorsement to create additional insured coverage.

The successful firm to whom work is awarded shall, within 30 days of Recreation Commissions approval, enter into a contract with the Recreation Commission for the work in accordance with the specifications and shall furnish all required documents necessary to enter into said contract.

**Project Schedule**

1. Request for Proposal Open- October 31, 2017
2. **Deadline for Proposals- November 21, 2017 2:00pm**
3. Consultants Selected for Interview November 28, 2017
4. Interviews Conducted- December 4-8, 2017
5. Approval and Award of Project- December 22, 2017
6. Completion of Preliminary Assessment- May 2018
7. Presentation of Final Report to BPRD Board- June 2018