



Request for Proposals

Town of Apex-

Parks, Recreation, Greenways and Open Space Master Plan Update

April 30, 2021

Project Description

The Town of Apex, North Carolina, is seeking the services of a qualified planning firm, or team of firms, to provide professional planning services to update the current Parks, Recreation, Greenways and Open Space (PRGOS) Master Plan. The current PRGOS Master Plan was adopted in 2013 and last updated in 2014. The 2014 PRGOS Master Plan has been used in the Town for guidance by the Parks, Recreation, and Cultural Resources Department (PRCR), the Parks, Recreation and Cultural Resources Advisory Commission and the Town Council in developing greenway corridors, acquiring park land, and developing park facilities to meet target resident groups (i.e. teens, special populations, seniors) as well as to accommodate increasing program participation and facility use due to community growth. In 2019, the Town adopted its first Comprehensive Bicycle Plan *Bike Apex* which resulted in a new shared-use trail type in the Town. Also, in 2019, the Town adopted *Advance Apex: The 2045 Transportation Plan* and *Advance Apex: The 2045 Land Use Map Update*, which included a new land use designation of Linear Park and several properties as Park, Public or Private, which could be planned for future park projects in addition to two Town-owned future park sites. The PRGOS Master Plan is action-oriented and will provide the Town of Apex with a practical guide for the enhancement of facilities and programming opportunities for Apex residents for the next ten years.

Scope of Services

The Scope of Services includes activities for updating the Town's Parks, Recreation, Greenways and Open Space Master Plan. The following is a breakdown of the services requested by the Town of Apex. We welcome additions and modifications to this format if the proposing firm feels new concepts, greater detail or clarification would be helpful. However, please address the minimum information noted.

Develop and execute a public involvement strategy to include:

- At least four steering committee meetings (3 with target focus groups: Greenways; Recreation and Cultural Arts Programming; Parks and Facilities)
- Use of the Town's account with publicinput.com to develop an instrument to evaluate resident and visitor perceptions on current and future facilities (including 2 Town-owned future park properties, and 1 Town-owned existing park property), current and future programming, connectivity and access via existing and proposed shared-use paths, protection and enhancement of significant environmental and/or cultural environments, and any other obstacles and opportunities.
- A minimum of three public input opportunities either with a printed agenda, presentation, handouts, displays and materials for in-person event, or through an interactive online presentation with survey or other innovative community engagement opportunity.

- Stakeholder interviews /meetings/ input (not just Town staff but Downtown Business Association, school district, athletic organizations, non-profits, adjacent municipalities, Wake County staff)
- Presentation by the consultant to the PRCR Advisory Commission of the draft plan and recommended plan for adoption.
- Presentation by the consultant in a work session environment with the Town Council
- Presentation by the consultant in public hearings for Planning Board recommendations and approval by the Town Council.
- A brochure or other material that can be distributed to inform stakeholders about the development of the plan.
- Web content regarding the plan that the Town can use to update the Town of Apex website and post on social media sites.

Carry out client review and coordination as follows:

- Attend a kick-off meeting with Town staff at the outset of the planning process.
- Provide a file sharing service.
- Develop a timeline for project, identifying public input opportunities, with options for both in person and remote/online opportunities and maintain the timeline throughout project
- Meet with Town staff to review draft documents to ensure that the project is consistent with the scope of services.
- Correspond weekly via standing teleconference with the Parks staff to summarize activities, progress and obstacles.
- Meet with Parks staff prior to scheduled public input opportunities (whether in-person or remote) and public hearings or meetings to go over a facilitation plan and materials.
- Provide quarterly briefings to Parks staff via e-mail with summaries of activities, progress and obstacles.

The project is expected to include the following items:

- Review and assessment of past and relevant planning efforts and programming offerings, utilizing community demographics to ensure equitable and inclusive opportunities for all.
- Utilize inventory of existing parks and facilities, provided by the Town, and create a conditions report for each park and their facilities.
- Identify unmet current and future needs in the parks system and provide within a framework of target areas.
- Prioritize park improvements, development and potential future park acquisitions.
- Evaluate and further develop a greenway prioritization program based on measurable metrics.
- Incorporate and expand use of park and greenway project emblems.
- Identify possible revenue generating opportunities at existing or proposed facilities.
- Identify staffing and funding needs and strategies.
- Identify alternate funding opportunities.
- Identify community/ business/ non-profit partners and develop plan to create funding partners.
- Evaluate strategy for short and long-term park acquisition
- Evaluate current PRCR Policy and make recommendations
- Inventory of significant cultural and ecological areas and identify possible partners to protect, enhance and incorporate into park projects.
- Identify utility corridors that could be shared for greenway development and create GIS files of available easements
- Identify economic activity centers with possible recreation tie-ins.

- Provide program ideas to celebrate parks, greenways and cultural resources.
- Provide recommended action items into a condensed checklist to easily refer and measure success
- Provide method to track pre- and post-construction usage of facilities.
- Prepare final document organized such that it can be adopted by the Town Council and implemented by the PRCR Department.

Deliverables

Interested firms are encouraged to identify and describe recommended project deliverables to address the scope of services set forth. At a minimum, deliverables are anticipated to include:

- Plan document and maps – in print (20 bound copies) and digital (PDF and Microsoft Word, InDesign or other editable file) formats
- ArcGIS file geodatabase and GIS packages for all maps.
- Concept sketches/ renderings for parks identified as needing improvements, undeveloped park property owned by the Town, and land identified for future parks.
- Cost estimates for projects identified as high priority
- Materials for stakeholder engagement

All documents, printed or electronically produced as part of this project, shall be the property of the Town of Apex. The Town of Apex shall remain free to copy and edit any and all documents and presentation materials, electronic or otherwise. Electronic documents shall not be locked or password protected and the Town of Apex shall retain the ability to edit and update documents, including original word processing, spreadsheet, database and mapping files and resulting Acrobat files.

Schedule

It is anticipated that the Parks, Recreation, Greenways and Open Space Master Plan should be completed, approved by Town of Apex Parks, Recreation and Cultural Resources staff and submitted for adoption by Town Council within eighteen (18) months of the date of the notice to proceed. Interested firms should propose a schedule for the services and deliverables to be provided that addresses milestones and review periods. At a minimum, milestones should include:

- Project kick-off
- Stakeholder engagement
- Draft, revised, and final submittal of deliverables to Town staff
- Work session with Town Council
- Presentation to Town Council for adoption
- Final plan delivery

Eligibility

The lead firm must have the financial resources and ability to undertake the work in its entirety and must have adequate accounting systems to identify costs chargeable to the project. At the time a contract is awarded, the lead firm shall be required to furnish proof of adequate professional liability insurance coverage, general liability insurance, workers' compensation and employer's liability insurance, and automobile liability insurance. Each subconsultant thereof shall provide proof of equivalent coverage. The lead firm shall also be required to sign a hold-harmless agreement.

Proposal Content and Format

Proposals are limited to 20 pages formatted on 8 ½" x 11" paper. Covers, if provided, will be included in the total page count. Proposals must be submitted in electronic (PDF) format. In addition, up to three (3) links to online public presentations, public engagement/surveys or other project input examples may be provided or copies of same if no longer active online. Interested firms are encouraged to use succinct writing with supporting tables, graphics and other visualizations in the proposal submittal. The proposal shall include the following:

- Understanding
Provide an explanation of your firm's understanding of the scope of work and the context of the Town.
- Team Profile
Provide a general profile of your team. Provide the firm(s) name, address, contact name(s) and telephone number(s).
- Assigned Personnel
Include an organization chart for personnel who would be assigned to this effort. Summarize the qualifications assigned personnel possess in order to prepare the services outlined in this RFP. Address the availability of assigned staff to work on this project. Provide brief biographies tailored to this project for key staff.
- Project Experience
Provide a list and brief description of similar projects. Identify the assigned staff who worked on each project and their role. Give names, email addresses, and phone numbers of clients.
- Scope of Services
Propose clear tasks and explain the approach to carry out the Parks, Recreation, Greenways and Open Space Master Plan, requirements for public engagement, and requirements for client coordination and review. Summarize the basic approach to providing the services, and any recommendations on improving efficiencies in the process. Provide the names of the staff that will be assigned to complete each task.
- Summary Timeline
Include a timeline for completion of each task, identifying milestones for public engagement and deliverables.

Proposal Transmittal and Selection Procedures

An electronic document of the proposal in PDF format is the only allowable format. Please email proposals to: Angela.Reincke@apexnc.org

Upon receipt of your proposal, an email response will be provided.

Proposals must be received no later than **4 p.m. on May 21, 2021** to be eligible for consideration.

Any questions on the request for proposals should be directed to Angela Reincke, Parks and Greenways Planner at 919-372-7468 or Angela.Reincke@apexnc.org. A summary of inquiries and responses will not be provided.

The Town of Apex reserves the right to select the most responsible and responsive proposal submittal which it finds to be within the best interests of the Town. The Town of Apex will select the most qualified and responsive firm based on the combined evaluation of five staff members. The Town reserves the right to schedule interviews if needed after evaluating proposals. North Carolina, Women and/ or Minority owned firms qualified to do the work will be given priority consideration. A North Carolina firm is a firm that maintains an office in North Carolina staffed with an adequate number of employees judged by the Town to be capable of performing a majority of the work required.

The Town of Apex reserves the right to reject any and all proposals, to consider alternatives, to wave irregularities and to re-solicit proposal submittals. All proposal submittals must be valid for a minimum period of ninety (90) days after the date of the proposal submittal opening. All materials submitted regarding the RFP become the property of the Town of Apex and become public information. Responses may be viewed by any person at the proposal submittal opening time and after the final selection has been made. The Town is not liable for any costs incurred by those who have submitted proposal submittals prior to issuance of a signed contract. The contents from the selected firm will become contractual obligations if a subsequent agreement is reached. Failure of the selected firm to accept these obligations may result in cancellation of the award.

The firm(s) selected will be notified by email. Notification will also be sent by email to firms not selected.