



AGENDA REQUEST & STAFF REPORT

MEETING DATE: January 30, 2023

SUBJECT: Camping Feasibility Study RFP

BACKGROUND AND POLICY IMPLICATIONS:

The County issued a Request for Proposal (RFP) for a qualified consultant to perform a Camping Feasibility Study for development of private or public RV parks and campgrounds, along with support amenities and infrastructure.

The RFP application period ran from November 16 – December 16. The RFP was advertised in the Bend Bulletin, The Daily Journal of Commerce, and on the County's social media websites and local news ran stories, live and online. Additionally the RFP was sent directly to consultants who the County had previously worked with and firms who expressed interest in this topic.

The County received five (5) proposals.

A proposal evaluation committee was established that included tourism and recreation representatives as well as local government employees. The evaluation committee met on January 23, 2023 to discuss proposals and submitted final scoring sheets by January 26, 2023.

The scoring criteria is as follows:

- Demonstrated competence and experience of the individual or team relevant to this project (25%)
- Quality and extent of services available (25%)
- Proposal costs (25%)
- Timeline to complete the study (25%)

The submitted proposals are listed below in top scoring order. The proposal costs along with topline feedback from the evaluation committee have been included for consideration.

ECONorthwest
Score: 476/500
\$128,170

- Demonstrated a depth of knowledge in feasibility studies and relevant experience
- Scope of work was laid out in two phases:
 - Phase 1 analysis of feasibility on sites listed
 - Phase 2 assessments, operational and finance plans, organizational structure, and executive summary
- Price was within the median range of all proposals submitted
- Proposal outlined a 1-year timeline to complete the study

CHM Government Services (Concessions Hospitality Management Government Services)

Score: 361/500

\$311,300

- Demonstrated extensive experience and the team would consist of a staff of 10 who has specific campground feasibility study knowledge and experience
- Schedule of product deliverables and process was clear and well thought out
- Price was 2 to 3 times that of other proposals, it is noted that the price encompasses every aspect of the RFP where some of the other proposals encompassed a scalable and/or narrowing of sites for full analyses
- No timeline was presented

Crane Associates

Score: 342/500

\$65,000

- Demonstrated unique and thorough experience in the tourism industry however it was not highly relevant to the scope of work listed in the RFP
- Outlined 9 tasks in an effective and detailed manner, the tasks are heavy on market feasibility versus land use, policy, and zoning feasibility
- Consultant would setup an office in Bend at no cost to the County for the duration of the feasibility study
- The costs was the lowest of the 5 proposals
- Proposed a timeline of starting in June lasting 6-8 weeks

Staves Consulting

Score: 314/500

Phase 1 \$54,600

Phase 2 \$20,000 per detailed site study

- Depth of industry knowledge designing campgrounds and RV parks
- Proposal suggests a two-phase approach with separate budgets
 - Phase 1 would gather data, meet with agencies, and provide a written report highlighting the pros and cons of each site
 - Phase 2 would include detailed plans for sites, roads, footprints, electrical, water, and sewer
 - \$20,000 per each site the County would like to include
- Price is within the median range dependent on how many sites the County opts to include in Phase 2
- No timeline or schedule was included which negatively impacted their overall score (timeline was 25% of scoring criteria)

Healthy Sustainable Communities

Score: 295/500

\$109,402

- Proposal demonstrated years of experience, however direct feasibility study experience was not clear
 - Small team, 2-4 people, includes a consultant from Redmond who would bring local knowledge to the project
- Provided a short description for each of the 5 phases with correlating budget but did not provide a high level of detail on what work would be conducted for each phase
- Proposal cost is similar to other proposals
- Proposed a 6 month timeline beginning in February

The County has received numerous letters from HOA's and home owners in neighborhoods located adjacent to or near Forrest Service Road 4604 (Phil's Trailhead) in opposition to a feasibility study taking place at this location.

Staff seeks next steps from the Board that could include:

1. The Board can request to conduct interviews with some or all of the consultants who submitted a proposal.
2. Staff can return at a later date if the Board is not prepared to make a decision today.
3. The Board can make an award based on the evaluation committee's scores.

BUDGET IMPACTS:

The cost to implement the RFP has not been included in the current budget. Proposals range from \$65,000 up to \$311,300.

ATTENDANCE:

Jen Patterson, Deschutes County, Strategic Initiatives Manager