

City of Watertown, WI

Request for Proposal (RFP): Park and Open Spaces Plan

Issue Date: October 22, 2024

Proposal Due Date: November 12, 2024

Contact Information:

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1. Introduction

The City of Watertown's Parks, Recreation and Forestry Department is seeking a qualified firm to assist with updating its current 5 Year Park and Open Space Plan, (2019-2024). A copy of the current plan is available upon request. The 5 Year Park and Open Space Plan is included in the city's Master Plan and will assess the existing park system and strategize on ways to preserve, enhance and expand the park system. The City of Watertown, WI, invites qualified firms or consultants to submit proposals of a plan that will guide the future growth, development, and management of parks, recreational facilities, trails, and open spaces to meet the current and future needs of the community.

The Firm selected will work closely with the Parks, Recreation and Forestry Commission, staff and representatives of Common Council to develop a five-year plan that is both visionary and achievable with an emphasis on maintenance. The timeline for plan development includes beginning work in November 2024 and providing a finished plan document ready for Commission and Common Council review no later than June 2025.

2. Project Background

The City of Watertown boasts a diverse range of parks and recreational spaces that play a vital role in the community's quality of life. However, as the city continues to grow, there is a need for a strategic, forward-thinking approach to park and open space management.

The Park and Open Spaces Plan will:

- **Identify** areas for improvement and expansion.
 - **Develop** strategies to meet long-term recreational needs.
 - **Enhance** connectivity between parks and natural spaces.
 - **Promote** environmental sustainability and community well-being.
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3. Scope of Work

The selected consultant will be responsible for delivering a comprehensive Park and Open Spaces Plan that includes, but is not limited to, the following components:

a. Community Engagement

- Facilitate public meetings, focus groups, and surveys to gather input from residents, stakeholders, and community organizations.
- Engage with city staff, elected officials, and key stakeholders to align goals and objectives.

b. Needs Assessment

- Identify current and future recreational needs of the community based on demographic trends, population growth, and changing recreational patterns.
- Analyze park access and equity, ensuring all residents have adequate access to parks and green spaces.

c. Recommendations and Strategies

- Develop recommendations for the enhancement and expansion of recreational facilities as well as development of parks and trails.
- Propose strategies for improved connectivity between parks, trails, and natural areas.
- Address environmental sustainability, including habitat preservation, stormwater management, and green infrastructure.

d. Funding and Implementation Plan

- Provide a phased implementation plan with actionable steps and realistic timelines including the City of Watertown Bike and Pedestrian Network findings as well as the Rock River Corridor Study, Downtown/Main Street Task Force plans and initiatives, 2024 city-wide Flood Control Plan (Washington Park, Grinwald Park, etc.), Site-specific maintenance and/or vegetation plans, Riverside Park: Dodge County plan required 10 year commitment to maintaining the streambanks, native plants, Fannie Lewis Park (riprap and plantings), Interurban Trail Trailhead, and Town Square.
- Identify potential funding sources, including grants, partnerships, and other financial mechanisms to support future development.

4. Proposal Requirements

Interested firms or consultants should submit a detailed proposal that includes the following:

1. **Firm Overview**

A brief history of the firm, including relevant experience with park and open space planning in similar communities.

2. **Project Team**

Information on the project team, including key personnel and their qualifications. Include resumes for team members who will be directly involved in the project.

3. **Approach and Methodology**

A detailed description of the approach and methodology to be used in completing the project, including how public input will be gathered and integrated into the plan.

4. **Project Schedule**

Provide a proposed timeline for the completion of the project, including major milestones and deliverables.

5. **Project Budget**

A detailed budget proposal, including a breakdown of costs for each phase of the project and any additional expenses.

6. **References**

Provide at least three references from similar projects completed in the past five years.

5. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Qualifications and Experience:** Demonstrated expertise in park and open space planning.
 - **Approach and Methodology:** Clarity, creativity, and feasibility of the proposed approach.
 - **Community Engagement:** Demonstrated ability to effectively engage the public and stakeholders.
 - **Cost and Budget:** Reasonableness of the proposed budget in relation to the scope of work.
 - **Timeline:** Ability to complete the project within the specified timeframe.
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6. Submission Instructions

Proposals must be submitted no later than November 12th by 4:30 p.m. Submissions can be sent via email to kbutteris@watertownwi.gov or mailed to:

City of Watertown – Parks, Recreation, & Forestry Department
514 S. First St.
Watertown, WI 53094
Attn: Kristine Butteris

Late submissions will not be accepted.

7. General Terms and Conditions

- The City of Watertown reserves the right to reject any and all proposals.
 - The city is not responsible for any costs incurred in the preparation of proposals.
 - All work produced as part of this project will become the property of the City of Watertown.
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For additional information or questions regarding this RFP, please contact:

[Insert Contact Information]

We look forward to reviewing your proposal and partnering to develop a vibrant and sustainable Park and Open Spaces Plan for the City of Watertown.