

# **ROWAN COUNTY**

**North Carolina**



## **Request For Qualifications**

### **Professional Planning and Consulting Services for Parks & Recreation Comprehensive Master Plan**

**September 23, 2015**

**INTRODUCTION**

Rowan County requests Statements of Qualifications (SOQ) from interested and qualified consulting firms for professional services related to the development of a Rowan County Parks & Recreation Comprehensive Master Plan. Rowan County anticipates awarding a single contract for the services required.

**DESCRIPTION**

Rowan County is seeking a qualified consultant or agency to prepare an updated Countywide Comprehensive Parks and Recreation Master Plan. The major purposes of the plan are to identify the current state of the department’s facilities, collect citizen input on future needs, identify program trends specific to Rowan County citizen’s needs, and to make recommendations for the future parks and the department.

**PURPOSE**

The purpose of this Request for Qualifications (RFQ) is to obtain information about Consulting Firms interested in providing expert professional consulting services at the discretion of Rowan County for the development of a comprehensive Master Plan for the Rowan County Parks & Recreation Department. The information obtained will be utilized by Rowan County to evaluate each interested firm by utilizing the criteria outlined in this RFQ.

**SCHEDULE**

It is the intention of the Rowan County Board of Commissioners to select a consulting firm for the services described within this RFQ. The following is a preliminary date list for this project:

<u>Task</u>	<u>Date</u>
Release RFQ	September 23, 2015
Accept Qualifications	October 23, 2015 at 10:00 AM EDT
Interview Planning Consultants (if applicable)	Week of October 26, 2015
Award Contract	November 16, 2015

**REQUIREMENT / SCOPE**

**Project Overview**

Rowan County is seeking a qualified consultant or agency to prepare an updated Countywide Comprehensive Parks and Recreation Master Plan. The major purposes of the plan are to identify the current state of the department’s facilities, collect citizen input on future needs, identify program trends specific to Rowan County citizen’s needs, and to make recommendations for future parks and the department.

The plan will focus on parks and programs. The plan should include an illustrative and usable plan to guide the County’s actions over the next 15 years in regard to the development of its park facilities, programs, and land acquisition needs and be prepared in a manner that will meet the requirements of a 15 year master plan for typical Parks and Recreation Trust Funding.

The plan will be completed after a thorough inventory of existing parks, land and facilities; public input through community meetings, focus groups and random telephone surveys; research on current parks and recreation trends and standards; input from Rowan County staff, the public , parks and recreation board and ultimately approval from the Rowan County Board of Commissioners.

The goal of the project is to develop a community supported plan that can be successfully implemented through the capital improvement plan as well as through programmatic strategies and operations.

**Current Plan**

The Rowan County System Wide Master Plan was developed in 1996 and is considered out of date.

**Scope of Work**

The proposal should be organized into three (3) phases which are related to Rowan County’s funding sources and availability including the following components:

Phase I – Community Needs Assessment

- A Community Needs Assessment shall be conducted to determine the needs and wants of citizens. This may be completed through a variety of mediums (i.e. community meetings, surveys, individual interviews, and/or telephone interviews). Please be specific about the proposed type(s) of outreach to be conducted by the consultant. Note that both facilities and programs should be included in the data collection. At the end of this phase a complete analysis of the data collected should be provided.

Phase II – Inventory and Comparison of Existing Facilities/Programs

- Inventory of all programs offered and all county-owned existing parks and recreation facilities. Also, a summary of other municipal parks/programs should be provided in order to demonstrate gaps in facility or program coverages.
- Compare Rowan County’s facilities and programming to other similarly sized counties in North Carolina and to the industry standards and trends.

### Phase III – Recommendations and Final Plan - Deadline April 1, 2016

- Provide final recommendations for the future development and operations for the Department to include all aspects including programming. A prioritized action plan and a statement of capital improvements costs should be an integral part of the plan. Also provide 15 copies of the final document for county distribution.

#### **Statement of Qualifications**

- Provide firm name, address, and location of the office the work will take place. If multiple firms will be utilized the same information needs to be included.
- Provide a listing/summary of key personnel assigned to the project with contact information and background information.
- Provide examples of no more than ten (10) similar projects in North Carolina including reference contacts for those projects.

#### **Evaluation Criteria**

The proposals will be reviewed and evaluated by a team of county staff and will be based on the following criteria:

- Experience with developing approved and successful Parks and Recreation Master Plans for other North Carolina county recreation departments
- Demonstration of innovative approaches
- Qualifications of key personnel

The project goal for completion is April 1, 2016. Funding for this project is time sensitive as noted in the Scope of Work section. The contract for this Master Plan will be awarded to one vendor, in phases and over two fiscal years.

#### **Submittal Information**

Please submit three (3) complete copies of the statement of qualifications by 10:00 AM EDT on Friday, October 23, 2015. Submissions should be sent via mail to: [david.sifford@rowancountync.gov](mailto:david.sifford@rowancountync.gov) in PDF and three (3) hard copies to:

Rowan County Finance Department  
Attn: David Sifford, Purchasing Agent  
130 West Innes Street  
Salisbury, NC 28144

### **CONTRACT**

After all of the SOQ's have been reviewed, the firm selected will be invited to negotiate a contract with Rowan County for professional planning and consulting services related to a Parks & Recreation Comprehensive Master Plan. Rowan County reserves the right to contract with the selected firm for all or a portion of the services described in this Request for Qualifications.

**PROPOSAL SUBMISSION**

Submit three (3) copies of the SOQ no later than 10:00 AM EDT on Friday, October 23, 2015. No submittals will be accepted after this time. All submittals should be clearly marked “**Parks & Recreation Master Plan**”. Faxed qualifications will not be accepted. Submit to:

Rowan County Finance Department  
Attention: David Sifford, Purchasing Agent  
130 West Innes Street  
Salisbury, NC 28144

All questions regarding this RFQ shall be submitted in writing and directed to:

David Sifford, Purchasing Agent at [david.sifford@rowancountync.gov](mailto:david.sifford@rowancountync.gov)

In order that the selection process is as objective as possible, please do not contact Rowan County staff or officials other than as noted above.

**GENERAL COMMENTS**

1. Any cost incurred by respondents in preparing or submitting a proposal shall be the respondents' sole responsibility.
2. All responses, inquiries or correspondence relating to this RFQ will become the property of the County.
3. The County reserves the right to reject any and/or all packages received or to request additional information as may be needed to determine qualifications. It is the intention of the County to negotiate contracts for services at fair and reasonable prices with what it determines to be the best qualified Consulting Firm.
4. The County may or may not conduct interviews. If interviews are held, firms are hereby notified that the interview process will quickly follow the submittal deadline and firms should prepare their submittal and proposed team accordingly. Elaborate presentations and submittals during the interview process are not expected or requested. Each interview will last no more than two hours and will be conducted at the J. Newton Cohen, Sr. Rowan County Administration Building located at 130 West Innes Street.

**REQUEST FOR QUALIFICATIONS  
PROFESSIONAL PLANNING AND CONSULTING SERVICES  
FOR  
PARKS & RECREATION  
COMPREHENSIVE MASTER PLAN  
ROWAN COUNTY, NORTH CAROLINA**

**ACKNOWLEDGEMENT OF RECEIPT**

Please fill in the requested information below as acknowledgement that you have received the Request for Qualifications noted above. If your firm is interested in participating, this sheet must be completed and returned to:

David Sifford, Purchasing Agent  
Rowan County  
130 West Innes Street  
Salisbury, NC 28144  
Phone: 704-216-8174  
Fax: 704-216-8166

[david.sifford@rowancountync.gov](mailto:david.sifford@rowancountync.gov)

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-Mail: \_\_\_\_\_

\_\_\_\_\_ YES – our company does have an interest in responding

\_\_\_\_\_ NO – our company does not have an interest in responding

Name (print): \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**NOTICE TO RESPONDENTS  
PLEASE RETURN THIS SECTION UPON RECEIPT**