

**Request for Proposals
Town of Kent, Putnam County
New York**

Recreation Master Plan

RFP Issued: September 16, 2008

Proposals Due: October 16, 2008

Recreation Master Plan Committee
Kent Town Center
25 Sybil's Crossing
Kent Lakes, New York, 10512

Request for Proposals Town of Kent, New York Recreation Master Plan

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I. Introduction

The Town of Kent in northern Putnam County, New York is seeking proposals from qualified firms to prepare a Recreation Master Plan. Although the Town has an active recreation program offering a diversity of indoor and outdoor activities for residents of all ages, the Town does not have a Recreation Master Plan with which to guide future programmatic decisions or to conduct capital planning. The Town of Kent Recreation Master Plan would create a roadmap for the Town to establish goals and priorities for the next ten to fifteen years.

The main objectives of the entire process, from feedback gathering to the culmination of the Plan itself is to identify the values of the community, provide a Town-wide vision for recreation services, and establish strategic direction for delivery of best in class recreation and park services. The Recreation Master Plan is a living document that gives direction for future decisions regarding programs and facilities, and will be updated as the community evolves.

II. Request for Proposals

The Town of Kent has established a Consultant Selection Committee (“Committee”) composed of members of the Town of Kent Recreation Committee, the Town Board, and the Town Planning Board. The Committee is charged with the preparation of this Request for Proposals (RFP), and is also responsible for the review of all proposals received; conducting interviews with qualified persons and firms; and making a recommendation to the Town Board regarding the selection of a Consultant to prepare the Recreation Master Plan.

As outlined in section III (Work Scope) below this RFP requests proposals to perform several discrete tasks:

- ◆ Demographic analysis
- ◆ Citizen needs assessment
- ◆ Recreation program assessment
- ◆ Recreation Master Plan and implementation plan

Qualified Consultants are encouraged to submit proposals to conduct one or all of these tasks, it being the intent of the Committee that Consultants may bid on these tasks as a single bid, or may selectively bid on one or more of the tasks within their area(s) of expertise. The Committee reserves the right to select one or more firms to perform one or all of these tasks based on the Selection Criteria as set forth in section V of this RFP. The Committee discourages the inclusion of excessively long resumes and biographical materials that do not add substantively to the Proposal or otherwise assist the Committee in understanding the qualifications of the Consultant.

In order to assist the Committee with the evaluation of proposals that are received each proposal shall use the following format:

1. Statement of Qualifications

A brief description of the firm submitting the proposal, including: full business name, legal status (corporate, partnership or sole proprietor), number and type of employees, specialties, and longevity. List similar projects and the specific personnel who worked on them that are proposed to work on this project. Include past project's name and client, year completed, dollar amount and telephone number of a contact person at the entity the work was performed for that possesses direct knowledge of

the referenced project. It is very important to include project management experience for the proposed project manager.

2. Project Team Members (Curriculum Vitae)

List any specialties and or strengths that make the Consultant and the personnel assigned to this project uniquely suited to the task of performing the work as outlined in this RFP. Provide an organizational chart of the employees proposed to work on this project, including the Project Manager who would be assigned to this project and who shall be the Town's main point of contact with the Consultant. This shall include a listing of each individual's relevant project experience in regard to the tasks and responsibilities they would perform in this project.

3. Project Schedule & Details

The Consultant shall provide a detailed proposed project schedule, depicting the start and completion time for each of the work scope items identified in Section III of this RFP. This shall include a detailed description of the Consultant's proposed approach, scope of services, and timeline to complete each task. The Town will provide copies of resident surveys, the Town Comprehensive Plan, regulations, ordinances, maps, etc, information regarding infrastructure, and any other studies relevant to the project. The Town of Kent will also provide a secretary to record minutes and prepare notice for monthly Committee meetings, and at any additional public meetings and public hearings. The Consultant shall be responsible for preparing minutes of any focus group meetings that may be held.

4. Cost & Payment Schedule

All invoices shall specify the name and title of Consultant staff providing services, and details as to the services provided. Further, each invoice shall be referenced to the specific work scope item identified in Section III or as otherwise specified in the contract for services between the Consultant and the Town, which shall include a calculation as to the percentage of work completed for each task. A total, not-to-exceed dollar value for any reimbursable expenses associated with each individual work scope item must be specified. A rate for each type of expense, such as mileage, printing expenses, etc. must be specified.

5. Alternative work items

The proposal may include a list of alternative work items listed as an additional cost. Each additional work item shall be clearly identified and related to the full description provided in the Consultant's technical proposal. Such alternative shall include a list of staff, hours, and cost estimated to complete the work item.

6. Non-Collusion Certification

Each proposal shall include a signed original of the Non-Collusion Certification attached hereto and made part of this RFP in Exhibit "A".

One original and nine (9) copies of the proposal shall be submitted no later than 4:00 PM Eastern Standard Time on October 16, 2008. The proposal shall be filed with the Town of Kent Consultant Selection Committee, c/o the Office of the Town Clerk, either by U.S. Mail, overnight delivery, or in person at the Town Hall, Kent Town Center, 25 Sybil's Crossing, Kent Lakes, New York, 10512. The Town reserves the right to reject any and all proposals.

III. Work Scope

The Committee has established the following primary tasks for the creation of a Recreation Master Plan:

1. Demographic analysis.

In this task the Consultant will assess currently available data regarding the Town's demographic profile and provide a minimum 10-year projection of resident age, gender, and income. Additional demographic profile information may also be developed based on the Consultant recommendation.

2. Parkland inventory.

In this task the Consultant shall compile an inventory of developed and undeveloped public parklands owned by the Town, the County, the State, and the Federal governments including town owned lands that are not designated for public use but that may be usable as parkland. This will include a written description of each parcel(s) included in the inventory along with a map depicting the location of each parcel(s).

3. Recreation program assessment.

In this task the Consultant shall prepare an inventory of the recreation services and offerings in the Town, and shall prepare a demographic profile of the users of these services based on Recreation Commission data and interviews.

4. Consultant conducts citizen's need assessment.

In this task the Consultant will work with the Committee and the Town Recreation Commission to develop a survey questionnaire. The survey may include both general and specific questions, as the success of this task is dependent upon answers that are based on a foundation of fact rather than general opinions. The questionnaire will be circulated to Town residents with the Consultant responsible for mailing/delivery of the survey to residents. (The Town shall be responsible for the cost of mailing/delivery). The Consultant shall include a timeline for meetings with the Committee to prepare and review the questionnaire as well as any related public workshop/public presentation meetings.

5. Consultant analyzes collected data and citizens need assessment.

In this task the Consultant will analyze the survey data and present the results in a format that can be used by the Committee to prioritize the issues that will be addressed in the Recreation Master Plan. The Consultant shall identify meetings with the Committee to analyze the data and the survey as well as any related public workshop/public presentation meetings.

6. Consultant prepares draft Recreation Master Plan.

In this task the Consultant will participate in public workshops to present the results of the citizen's need assessment and any preliminary recommendations of the Consultant and the Committee. In this task the Consultant shall also prepare a draft Recreation Master Plan based on the data collection, the citizen's need assessment survey, input from the community during the public workshops, and any additional analysis of data and mapping performed by the Consultant and approved by the Committee. The Consultant shall identify meetings with the Committee to prepare the draft Recreation Master Plan as well as any

related public workshop/public presentation/public meetings.

7. Consultant prepared final Recreation Master Plan.

In this task the Consultant and the Committee finalize the draft Recreation Master Plan and present the proposed draft document to the Town Board for further review and public hearings. Based on input from the Town Board and the public the Consultant shall prepare the final Recreation Master Plan. It is imperative that the Recreation Master Plan identify specific future tasks that must be completed in order to implement the recommendations of the Recreation Master Plan including but not limited to:

- ◆ Expansion of existing recreation programs to meeting existing and future demand, including cost projections.
- ◆ Establishment of new recreation programs to serve previously unidentified population(s), including cost projections.
- ◆ Facility upgrades and improvements to existing facilities, including cost projections.
- ◆ Capital plan for the replacement of existing equipment and the purchase of new equipment for expanded and newly established recreation programs, including cost projections.
- ◆ Capital plan for the improvement of existing park facilities, including cost projections.
- ◆ Capital plan for the acquisition and improvement of new park land, including cost projections.

As noted above each of these tasks generally outline the work involved, and it shall be the responsibility of each consultant replying to this RFP to identify, with specificity, the tasks, sub-tasks, and meeting time for public workshops, public presentations, and public hearings, including a proposed timetable, to perform and complete the work outlined herein. This will include meetings with the Committee; meetings with the Town Board; and public workshops and public hearings.

Specific questions regarding this RFP shall be submitted in writing and directed to the attention of the Recreation Master Plan Committee, c/o the Office of the Town Clerk, either by U.S. Mail, overnight delivery, or in person at the Town Hall, Kent Town Center, 25 Sybil's Crossing, Kent Lakes, New York, 10512, or by email directed to lcappelli@townofkentny.gov.

In order to provide sufficient time for the Committee to receive, assess, and prepare a response to questions, all written questions must be received no later than five (5) calendar days prior to the deadline for receipt of proposals as set forth in Section II above. Each written question will be posted on the Town web-site and a written reply will be mailed to the consultant from whom the question was received with a copy of the reply posted on the Town web-site. It shall be the responsibility of each consultant replying to this RFP to check the Town web-site for questions and replies. Questions and comments that are not in writing will not be accepted and will not receive a reply. The Town reserves the right to extend the time period for receipt of proposals in order to respond to one or more written question(s) and to provide adequate time for responding consultants to consider the reply(s) to such question(s). If the Town chooses to exercise this right, it will endeavor to do so five (5) days before the scheduled date for receipt of proposals. It is the responsibility of all interested Consultants to contact the Town Clerk for notice of any extensions in the scheduled date for the receipt of proposals. Notice of such changes will also be posted on the Town website.

In responding to this RFP it is recommended that consulting firm review the following documents.

1. 1990 Town of Kent Comprehensive Plan. (Hard copy only available at Town Planning Board Office).
2. May 2008 (draft) Kent Comprehensive Plan.
3. Demographic and population data from the Putnam County Department of Planning available at <http://www.putnamcountyny.com/planning/index.htm>.

Unless otherwise noted these documents are available for inspection at the Office of the Town Clerk or on-line at the town website at <http://www.townofkentny.gov/planning.htm>.

IV. Deliverables

The Consultant shall prepare and submit the draft and final Recreation Master Plan documents in the following numbers and manner:

1. 20 copies of the draft Recreation Master Plan as approved the Committee.
2. 20 copies of the final Recreation Master Plan as adopted by the Town Board.
3. All materials to be available in a Microsoft Office format as well as Adobe Acrobat's portable document format (file type *.pdf), latest version and capable of being posted to the Town web-site. Photography and graphics shall be provided in digital format with the file name being descriptive of the subject matter and date.
4. All project documents, including both draft and final reports shall be provided in a Microsoft Office format as well as Adobe Acrobat's portable document format (file type *.pdf) on CD.
5. All documents shall be compiled so that they can be effectively printed in black and white.
6. All draft and final products of the work of this project shall be the property of the Town of Kent.

All legal size and letter size printed documents shall be double-sided copies printed on recycled post-consumer content paper, unless otherwise directed by the Committee.

V. Proposal Evaluation

The written proposals shall be evaluated by the Committee using the following criteria, listed in order of importance:

1. Organization, completeness and overall quality of the proposal.
2. The consultant firm's experience with communities with attributes similar to the Town of Kent.
3. The relevant experience of the individuals proposed to perform the work.
4. Cost.
5. Schedule.

The Consultant Selection Committee may select one or more firms to be interviewed. Interviews will include a presentation by the prospective Consultant of no more than 20

minutes. It is strongly encouraged that such presentations focus on the prospective Consultant's approach to this project and relevant examples of similar project approaches. At the conclusion of the interview process, the Consultant Selection Committee will make a recommendation to the Town Board. It is expected that the selected Consultant(s) and the Town will negotiate a contract for the selected services which contract shall include specific details regarding insurance requirements, timetable for commencement and completion of tasks, schedule for payments and deliverables, ownership of work product and documents, access to public records, confidentiality, non-discrimination requirements, and the general and specific responsibilities of the parties under the contract.

NOTE: The Town reserves the right, among other options, to reject any and all proposals, reissue the RFP, interview, and/or negotiate scope and fees with one or more responding Consultants or firms, and/or request additional information from one or more Consultants or firms.

