



Request for Proposal #01-23

Hyland Hills Park & Recreation District Strategic Plan

The Hyland Hills Park & Recreation District is requesting proposals from qualified Vendors with specific experience in parks and recreation planning to provide experience in parks and recreation planning to provide professional consulting services in the development of a comprehensive Strategic Plan for Hyland Hills Park & Recreation District facilities and programs.

Proposal submissions via email is preferred. Proposals shall be submitted in a single Microsoft Word or PDF file under 20MB and emailed to: sbeck@hylandhills.org. Three (3) hard copies of the proposal may also be submitted in person to the Hyland Hills Administration Building at 8801 N Pecos St, Federal Heights, CO 80260. **Proposals must be received before 5pm, March 3, 2023.**

All questions should be submitted, in writing via email, to Skyler Beck, Deputy Director of Administrative Services: sbeck@hylandhills.org, no later than 5pm on February 17, 2023. Questions received after this deadline may not be answered.

Overview and Background

The Hyland Hills Park & Recreation District (District) is seeking proposals from qualified Vendors with national expertise in parks and recreation planning to produce a Strategic Plan (Plan). The awarded Vendor will develop an updated Plan with elements that will provide direction for the District's Park & Recreation Departments as the District builds and maintains world-class parks and facilities.

The Vendor will work closely with District Staff and the community in preparing the Plan. The Vendor will create a full report and executive summary for public distribution. The District would like the Strategic Plan completed by the end of calendar year 2023.

District Background

Hyland Hills Park and Recreation District, established in 1955, has the honor of being the first park and recreation district in the State of Colorado. Today, Hyland Hills serves nearly 130,000 residents in a 24 square mile area located in southwest Adams County and including: the areas of Westminster and Arvada located in Adams County; parts of Northglenn, Thornton and unincorporated Adams County; and the City of Federal Heights.

Hyland Hills offers world-class facilities such as:

- Water World, America's largest family waterpark
- Nationally acclaimed Greg Mastriona Golf Courses at Hyland Hills
- Ice Centre at the Promenade
- Adventure Golf and Raceway
- FIT by Hyland Hills, a full-service fitness facility
- Donald E. VanArsdale Gymnastics Center
- Construction of the Carroll Butts Sports Center is underway which will include amenities such as a new gymnastics center, multi-purpose gymnasium, community activity and meeting rooms and event space for small family events, and an indoor walking track.
- Hyland Hills maintains 16 parks with a total of 488 acres, 17 sports fields, 2 community centers, 15 courts, 2 outdoor swimming pools, a disc golf course, and a skate park.
- Hyland Hills provides a wide variety of sports and recreational programs, before/after school programs, vacation camps, swimming lessons, sports leagues, and preschool programs.

Vision Statement:

The vision of Hyland Hills Park and Recreation District is to provide an improved quality of life to residents and the surrounding community through its recreation programs, local parks and entertainment facilities.

Mission Statement:

Hyland Hills Park & Recreation District provides first-class parks, open spaces, facilities, and recreation programs that enrich and promote a healthy lifestyle, create memorable experiences, and build relationships between the District and its community while valuing equity and inclusion.

Scope of Work and Required Services

Introduction

- A. This Request for Proposals (RFP) describes the project, the required scope of services, the consultant selection process, and the minimum information that must be included in the proposal. Failure to submit information in accordance with the RFP requirements and procedures may be cause for disqualification.
- B. Based on this RFP, possible interviews and reference checks, the Hyland Hills District (District) intends to select a consultant to prepare and conduct a needs assessment and develop a comprehensive strategic plan (Plan) for the District. The process will include the negotiation of a Professional Services Agreement. If the District is unable to reach a contract agreement with the selected consultant, then the District would have the option to negotiate with another consultant. This RFP does not commit the District to award a contract, defray any costs incurred in the preparation of a proposal pursuant to the RFP, or in any resulting negotiations, or to procure a contact for work.

Statement of Work Overview

- A. The District is seeking professional services from an experienced consulting firm qualified to prepare a needs assessment and comprehensive parks and recreation strategic plan. The Plan should create a guide with proposed standards, based on industry best practices and consistent with the identified needs and opportunities in the District, for ensuring an appropriate and equitable balance of programs, facilities and amenities. The Plan should also include measurable strategies to achieve the recommendations, goals, policies, and guidelines that will result in the appropriate balance of programs and facilities.
- B. The prospective consultant will collect and analyze data from the statistically valid needs assessment to develop a clear set of recommendations for the District's park system, including open space, trails, recreation facilities, enterprise facilities, and program development for the period of the next ten years.
- C. The consultant will work closely with District staff and the Hyland Hills Board of Directors, in preparing the needs assessment and action plan. The consultant will create a full report and executive summary for public distribution. This process includes developing a comprehensive inventory, an analysis of forecasted needs and opportunities, recommendations, implementation strategies, and project schedule for the strategic plan development and completion.
- D. The District is interested in completing the needs assessment and strategic plan within 6 months after notice to proceed. Funding of approximately \$100,000 has been allocated for the entire project.

E. Background Review

- a. HH staff will provide the Consultant with the following documents for review prior to project initiation:
 - i. Parks & Recreation Master Plan Update (2020)

Overview of Services, Deliverables and Key Tasks

A. Scope of Services

The Strategic Plan should provide a clear vision, goals, strategy and work plan for the future of parks and recreation in Hyland Hills District by meeting the Plan outcomes below. A high level of innovative, engaging public involvement throughout the entire project is expected. For each outcome described below, an appropriate public outreach strategy will need to be identified. A professionally produced, clearly organized, graphic intensive Plan is the expected final product.

1. Parks and Recreation Systems Vision, Goals & Metrics
 - a. Clear vision of what the Hyland Hills facilities, parks and recreation system should become.
 - b. A set of goals to accomplish the vision.
 - c. Defined metrics to determine how the goals are to be accomplished.
 - d. Metrics for use on the District website as community dashboard metrics that is available to the community.
2. Inventory and Analysis of Assets
 - a. Asset audit of existing parks, recreation, open space, trails, and facilities
 - b. Comparative best practices analysis to similar municipalities in the region
 - c. Analysis of accessibility to park and recreation assets for District residents
 - d. Needs assessment based on national standards and community preferences
3. Public and Stakeholder Engagement
 - a. Project kickoff meeting with leadership team and steering committee
 - b. Community and stakeholder engagement and information gathering meetings and workshops (consultant to suggest quantity, final number to be negotiated)
 - c. Key stakeholder and staff interviews, pop up events, outreach for underserved populations, etc. (consultant to suggest quantity, final number to be negotiated)
 - d. Statistically valid survey of users and non-users, complete with all raw data and data mining tool for further/ongoing analysis
 - e. Minimum of three meetings with the Board of Directors
 - f. Identify unmet needs and determine satisfaction levels of current offerings
4. Park Maintenance and Renovation Strategy
 - a. Review of current maintenance and operations of parks and recreation assets
 - b. SWOT analysis
 - c. Establish a clearly defined process for the design and renovation of parks

- d. A clear and simple infographic(s) that outline the park design process, including engagement with the community, stakeholders and Boards. This graphic will be used to summarize the park design process on the District website, in Board communications and at community meetings.
5. Capital Improvement Plan
 - a. Incorporate a 10-year plan for project prioritization
 - b. Integrate comprehensive capital improvement planning with parks, ballfields, enterprise facilities, equipment replacement, etc.
 - c. Recommend long-term vision planning for community pools
 - d. Recommend long-term vision planning for ballfields
 - e. Recommend asset management plan for aging infrastructure
 6. Recreation Programming & Enterprise Facilities Analysis
 - a. Evaluate current program and facilities offerings
 - b. SWOT analysis completed by industry professionals
 - c. Propose programming opportunities to further meet community needs
 - d. Recommend national and regional trends in recreation and enterprise facilities
 7. Employees and Workplace Culture
 - a. Evaluate current staffing level
 - b. Project appropriate staffing levels that are consistent with District growth
 - c. Recommend best practices for financial well-being supported by strong business acumen
 8. Partnership and Funding Opportunities
 - a. Identify potential partnership opportunities to further recreation programming to meet community needs
 - b. Identify potential alternative funding sources to further
 9. Implementation Timeline
 - a. Proposed timeline for strategic implementation of the vision set forth by this Plan
 - b. Costing and funding requirements
 10. Services and Deliverables. At the end of the project, the Consultant shall deliver to the District:
 - a. Two (2) hard copies of all reports produced, along with high-quality electronic copies of the same;
 - b. Electronic copies of all applicable PowerPoint presentations and photos used at public meetings;
 - c. Two (2) hard copies and one (1) editable version of the final draft.
 - d. One digital summary report for the District's website

B. Plan Milestones

1. The following project schedule with key milestones is provided. The schedule is preliminary and subject to change.

Month	Key Milestone
March	Project Kickoff with Staff & Steering Committee
	Project Overview Presentation to Board of Directors
April	Community and Stakeholder Outreach
June	Project Update to Board of Directors
August	Draft Plan Development
October	Draft Plan Submitted
November	Submit Final Plan
December	Board Adoption of Final Plan

C. Key Areas of Responsibility

1. Since public input is critical to the success of the Plan, the awarded Vendor shall develop a public participation process aligned with the District’s public engagement strategies.

A core team of District Staff will be involved in the Plan update process. Vendors should state how they see Staff’s role and involvement in the planning process, with a range of cost reflective of the level of Staff’s involvement.

2. Roles and involvement from District Staff may include but is not limited to:
 - Organizing focus groups and public meetings including meetings with elected officials, senior management, and others;
 - Acting as the liaison between the Vendor and advisory committees or task forces;
 - Providing all documentation necessary for review;
 - Providing contacts of individuals and organizations from all sectors;
 - Providing current inventory of existing facilities and major events; and
 - Other duties deemed agreeable to both District Staff and Vendor.

D. Anticipated Schedule

1. The following represents the District’s target schedule for the RFP. The District reserves the right to amend the target schedule at any time.
 - RFP issuance: January 23, 2023
 - Question deadline: February 17, 2023
 - Proposal due date: March 3, 2023
 - Interviews (tentative): March 22-24, 2023
 - Award of Contract (tentative): March 31, 2023

E. Budget

1. The budget for the District Strategic Plan is \$100,000.

F. Interviews

1. In addition to submitting a written proposal, the top-rated Vendors may be interviewed by the RFP assessment team and asked to participate in an oral presentation to provide an overview of the company, approach to the project and to address questions. The evaluation criteria for the oral interviews will be the same as the criteria for the written evaluations and is included in the below section.

G. Subcontractors

1. Vendors will be responsible for identifying any subcontractors in their proposal. Please note that the District will contract solely with the awarded Vendor; therefore, subcontractors will be the responsibility of the Vendor.

H. Invoicing and Payment

1. Invoices should be emailed monthly to sbeck@hylandhills.org. The cost of the work completed shall be paid to the Vendor each month following the submittal of a correct invoice by the Vendor indicating the project name, task description, hours worked, personnel/work type category, hourly rate for each employee/work type category, date of the work performed specific to the task, percentage of that work that has been completed by task, 3rd party supporting documentation with the same detail and a brief progress report.
2. Payments will be made using the prices listed on the agreed-to Price Schedule. In the event a service is requested which is not listed on the Price Schedule, the Vendor and the District will negotiate an appropriate unit price for the service prior to Vendor initiating such work.

Proposal Submittal

For this section, Vendors are required to provide detailed written responses to the following items in the order outlined below. A proposal that does not include all the information required may be deemed non-responsive and subject to rejection. Responses must include all the items in the order listed below.

The Hyland Hills District shall not reimburse any firm for costs incurred in the preparation and presentation of their proposal. The District reserves the right to make the final determination of responsible respondents, and to waive informalities and/or irregularities and to accept or reject any or all proposals.

1. **Executive Summary:** Provide a summation of the proposal in brief, concise terms. This should be three (3) pages or less.
2. **Project Understanding:** Provide a brief summary of your understanding of the project.
3. **Team Profile:** Provide relevant information regarding the team you propose to work on this project including prior related experience and accomplishments pertaining to their area of expertise and the District’s desired outcomes.
4. **Prior Experience/Examples:** Provide recent examples of planning efforts directly related to the District’s desired outcomes. Please be thoughtful in the number of samples or pages included. List three references that can verify their experience working with your firm and substantiate your success in delivering and administering the process.
5. **Project Management:** Description of the team’s approach to project management, including teams, project manager(s).
6. **Approach:** Describe your recommended approach to complete the project, with a focus on how you will address each of the ten desired outcome areas.
7. **Deliverables:** Provide a description and/or provide examples of the deliverables and the tools that will be used to create the deliverables. Include links to similar previous work to provide examples of deliverables.
8. **Schedule:** Provide a project schedule showing key milestones and deliverable dates and highlight any proposed changes to the District provided schedule.
9. **Budget:** Provide a detailed, itemized, “not to exceed” cost of services schedule with breakdown by task including hours, rates, and job classifications. Expenses should be categorized separately. A range of costs is acceptable for certain tasks, to be finalized if the team is selected for the project.

Review and Assessment Criteria

Vendors will be evaluated on the following criteria. These criteria will be the basis for review and assessment of the written proposals and optional interview session. At the discretion of the District, interviews of the top-rated Vendors may be conducted.

Evaluation Criteria	Possible Points
Demonstrated ability to meet the requirements of the scope of work. (i.e. Does the firm have proven ability to provide the services requested? Does the company have prior experience with the same or similar work scope?)	30
Firm experience and technical competence of personnel assigned to the project	25

Demonstrated understanding of the Project approach (i.e. Does the proposal address the scope of the services desired? Does the proposal adequately demonstrate an approach that will deliver the requested outcomes?)	25
Fee Schedule (i.e. Does the cost seem reasonable for the scope of services proposed? Does the proposed Fee Schedule provide the District good value?)	10
References	10
TOTAL POSSIBLE POINTS	100

Submission Instructions

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