



**Town of Holden Beach
Parks and Recreation Department
Master Plan Update-RFQ**

Project Introduction

The Town of Holden Beach (“Town”) is seeking qualifications from planning consultants to update our Parks and Recreation Master Plan. This plan will be used as a guide to meet the Town’s recreational and service needs for the next 10 years and must be consistent with PARTF funding requirements.

Issue Date: November 3, 2020

Proposals Due: December 7, 2020 by noon

Send submissions to:

Heather Finnell, Town Clerk
110 Rothschild Street
Holden Beach, NC 28462

All questions regarding this RFQ must be received by November 23, 2020 at noon and should be directed to Christy Ferguson at christy.ferguson@hbtownhall.com. Responses to questions will be provided no later than November 25, 2020 at 5 p.m.

Project Description

The purpose of the project is to develop an Updated Parks and Recreation Master Plan for the Town of Holden Beach. Qualified consultants will assess the current Master Plan (2012) and develop an action plan to meet the current and future parks and recreation needs of the citizens of the Town for the next 10 years. The plan should include but not be limited to the following:

1. Assessment of existing conditions that includes data and demographic information. Topics of interest should include:
 - Demographic and Sociological Factors including population composition, population growth projection and trends
 - Employment, Economy, and Economic Development
 - Tourism
 - Transportation
 - Community Services and Facilities
 - Parks and Recreation Services

- Natural Environment and Related Features
- Community Character

2. Inventory of Existing Parks and Recreation Programs and Facilities

An existing conditions assessment, including a site inspection, of current facilities of the Town of Holden Beach Parks and Recreation Department should be conducted to assess the current conditions and suitable uses. The evaluation should include an inventory of other public and private recreational services and facilities in the community or nearby area that impact the citizens of Holden Beach. Specific components should include but not be limited to:

- Inventory of Existing Recreational Facilities-including parks, facilities, trails and open spaces
- Inventory of Undeveloped Town Lands
- Existing Recreation Programs, Special Events, and Festivals
- Inventory of Near-by Recreation Facilities
- Recreational Needs Assessment
- Review of the Town's CAMA Land Use Plan and Zoning Ordinances as part of recommendations

3. Analysis of Existing Parks and Facilities

Visit and conduct an analysis for each park and recreation facility. Rate the facilities including current condition. Components should include the following:

- Recommendations for Existing Facilities-short and long-term plans
- Recommendations for Undeveloped Town Lands-short and long-term plans
- Recommendations for Recreation Programs, Special Events and Festivals
- Additional Recommendations- priority schedule for implementation of programs, capital construction, facility renovation, and land acquisition on an annual basis for the next ten years; types of parks needed
- Potential Funding Sources including grants and public-private partnerships

4. Analysis of Standards and Trends

Research state and national standards and methodologies to determine base-line standards for parks and recreational facilities, trails, and open space. Measure these standards against current inventory and draw quantitative goals for the future. Concepts should include:

- Identify unique trends in the field of parks and recreation that could be integrated within the Town of Holden Beach. This analysis should include considerations for active and passive recreation.
- An operational staffing assessment that includes an inventory of current staffing and evaluation of future needs based on projected future growth and needs
- Benchmarking to recommend level of service and a guide for future recreational facilities

5. Appendices/Maps

The Town's most recently approved CAMA Land Use Plan and Zoning Ordinances should be considered as part of recommendations in the evaluation process to make sure nothing that is proposed conflicts with these documents. They should be included in the Appendices as well as the Public Survey Results. Current maps of the general vicinity, existing facilities, bike routes, and other relevant maps should also be included in the appendices.

Materials/Documents

Professional graphics and documents shall be required at various stages of the planning process. They shall include:

- Professional support renderings, maps, graphs, charts and photographs to illustrate data as needed for meetings and presentations
- An Updated Master Plan bound document which includes all text, graphs, tables, charts, maps, plans, illustrations, and photographs needs to present the plan and its process in its entirety in a succinct and professional format. A draft shall be presented for staff approval prior to completion of the plan.
- A summary of conclusions and recommendations included in the Updated Master Plan

Master Plan Products

- Ten copies of the first draft shall be required.
- Twenty copies of the final Master Plan Report document including any maps that can be reproduced and contained within the report. The final report should include survey results and a summary of public comments on the plan. One of these copies should be in a three-ring binder the others should be bound.
- Presentation graphics in the form of charts, maps, photographs, etc. used in community workshops.
- One electronic copy of the Master Plan. Copy should be completed using Windows Word Program and all maps should be available in PDF and JPEG formats.

Public Involvement

It is envisioned that the plan will have a significant amount of public outreach, stakeholder input, and public engagement. This includes capturing a vision for the future of the community to help guide projects. This involvement may take on various avenues during this unprecedented time. Digital meetings may be needed as an option if the pandemic or other extreme events negate the ability to hold in person meetings. Considerations for such involvement includes but are not limited to:

- Digital Communication- facilitation of all digital communication platforms that may need to be included as part of the public outreach process.
- Meeting with Parks & Recreation Advisory Board and community members, stakeholders, staff and the Board of Commissioners (BOC), to be determined by staff based on needs for the project.
- Conduct a Needs Assessment Survey and hold a minimum of two community workshops (more if digital format requires) to obtain information to determine specific desires of the citizens of

Holden Beach in reference to Parks and Recreation. Regular progress reports should be submitted to the Assistant Town Manager and other pertinent staff and officials, as well as presenting the final Updated Master Plan to the BOC after reviewing it with Town staff.

Submittal Contents

Please submit ten (10) copies of your proposal. Each proposal should be submitted in bound "8 1/2 x 11" format and shall include all relevant photographs and drawings. One digital copy should also be provided. Proposals shall provide the following information:

- Cover Letter: Including verification that demonstrates the consultant's history of successful Parks and Recreation master planning. Proposals will be evaluated based on the expertise of the consultant team and the overall experience of the team with emphasis on park, recreation and facilities.
- Identify the project staff: A list of proposed project team members and their respective expertise in such work should be included. An organizational chart identifying all staff assigned to the project should be included. Roles should be defined regarding responsibilities and tasks assignments for each member for the duration of the project. Current workload of key staff should be included. Indicate any work or resources that are to be subcontracted or assumed to be provided by local government agencies.
- Project Approach: Describe your team's approach to successfully delivering the project. Provide details on how each task will be completed. Include any recommendations for maximizing effectiveness and efficiency.
- Scope of Work: Provide details regarding the specific methodologies, approaches, tasks, and schedule being proposed. Respondents may propose a methodology or set of tasks that are different from those in the Project Description, but the submittal must meet or exceed the indicated deliverables and state why a different methodology/tasks are recommended.
- Supporting Examples: Provide a list of three (3) similar or relevant projects including graphic representation. Links to these projects are also encouraged.
- References: Provide a minimum of three (3) references with which the applicant has provided similar planning/design services for within the last five years. References should include: name, phone number, email address and a description of services provided to that contact.
- Proposed Schedule: Detailed schedule of completing work, including intermediate project stages leading to the final project.

Qualification packages (no more than 50 pages) along with a letter from the firm principal committing the qualification package for a minimum of 60 days should be clearly marked-**Qualification Package for Parks and Recreation Master Plan** to the Town Clerk at the following address no later than noon on December 7, 2020:

Town of Holden Beach
Attention: Heather Finnell
110 Rothschild Street
Holden Beach, NC 28462

Selection Process

Once the proposals are submitted, the Staff and other committee members as requested by staff will review the qualifications and may recommend a “short list” of firms to be interviewed. If interviews are required, the Staff will contact firms selected for consideration to schedule an interview. The Staff may ask this to be done by Zoom or other virtual meeting platforms. Following the interviews, the Staff will make a recommendation to the BOC.

Evaluation Criteria

The following criteria will be the basis on which consultants will be selected for further consideration (in no particular order):

1. Team organization and structure
2. Personnel Qualifications
3. Specialized experience of the firm and related experience with similar projects, with emphasis on recreational facilities and programs
4. Proposed project approach, the methodology for forming the master plan and the schedule of completion
5. Demonstrated knowledge of the area where the project is located
6. Experience conducting public meetings
7. Current workload and firm capacity
8. Client References
9. Quality of Proposals
10. Other Factors Relevant to the Project including the ability to adapt to limited in person meeting ability and the ability to capture recreational needs of the tourist population

General Comments

- Any cost incurred by consultants in preparing, submitting, and presenting an RFQ for the project shall be at the sole expense of the consultant. The Town of Holden Beach is not responsible for any costs incurred prior to the issuance of a signed contract.
- Any and all responses submitted will, upon submittal, become the property of the Town of Holden Beach, and will be public records, unless the submitting party takes appropriate steps to exempt information from the requirement of the Public Records law.
- The Town of Holden Beach reserves the right to negotiate a contract, including the scope of work and contract price, with any respondent or qualified party.
- This request does not commit the Town of Holden Beach to award a contract, to pay any costs incurred in the preparation of a response to this invitation, or to procure or contract for services.
- The Town is committed to ensuring that small business enterprises as well as business enterprises owned and operated by women and/or minority persons are afforded every opportunity to fully and fairly participate in the Town’s procurement process for goods and services. Small and minority businesses, women’s business enterprises, and labor surplus area firms are encouraged to submit qualifications and firms using subcontractors must solicit such firms in the subcontracting process.