



REQUEST FOR PROPOSAL

City of Dublin, Ohio
Parks and Recreation Department

Parks and Recreation Master Plan Update

Executive Summary

The City of Dublin (City) invites qualified parks and recreation planning firms to submit a response (Proposal) to this Request for Proposals (RFP) for managing, facilitating, and preparing an update to the City of Dublin's Parks and Recreation Master Plan (Plan). This Plan will provide an update to the City's 2009 Parks and Recreation Master Plan. For reference, the City's 2009 Parks and Recreation Master Plan can be found at the following link, <https://dublinohiousa.gov/parks-open-space/parks-and-recreation-master-plan/>.

The updated Plan will set the framework for decision-makers in the planning, maintenance, development, and/or rehabilitation of Dublin's parks, open space, recreation facilities, and programming for a five-year horizon. The Plan will provide a systematic and prioritized approach to implementation of parks and recreation projects, including the following (not listed in priority):

- Establish a Plan Vision, Goals, & Objectives
- Evaluation of Existing Conditions
- Outreach to the Community
- Assess the Needs of the Community
- Recommendations Based on Findings
- Develop an Implementation Plan

Dublin is a city of more than 47,000 residents located just northwest of Columbus, Ohio. It offers residents and corporate citizens responsive services, attractive housing, superior public education, direct regional highway access, abundant park space and recreational opportunities, thoughtful and strategic planning, innovative ideas and technology, and a dynamic community life. Dublin is consistently ranked one of the safest cities in the nation and in 2015 was named one of America's Top 20 Creative Class Cities. It is home to more than 20 corporate

headquarters, an entrepreneurial center, 4,300+ businesses, world-class events and the urban, walkable Bridge Street District.

The Dublin Parks and Recreation Department (Department) is nationally accredited through the Commission for Accreditation of Parks and Recreation Agencies, and the development and evolution of the Dublin Parks and Recreation System has involved a combination of sound planning, thoughtful policy and development directives, and significant community involvement. It is important to recognize that during the past 30 years, the City of Dublin has been both proactive and responsive as a steward of natural resources as well as an industry leader in providing award winning projects, recreation facilities, community events, and programs.

For more information and details regarding the City of Dublin and its Parks and Recreation system, please refer to the City's website at www.dublinohiousa.gov.

1. Description of Requested Services

The following general description of the scope of services is intended as a guide to illustrate minimum project requirements. Respondents are encouraged to provide additional detail showing how they will best meet and expand upon (if necessary) the minimum scope of services to produce a superior Plan.

- **Public Forums** – Conduct community-wide input sessions to exchange ideas and discuss issues via open dialogue.
- **Community Surveys** – Compile a series of survey questions to multiple targeted audiences, and/or the City as a whole, to gain an understanding of the City's needs and priorities.
- **Stakeholder Interviews** – Complete multiple interviews with the various organizations, businesses, and community groups that have an interest in the City's future Plan.
- **Focus Groups** – Facilitate a variety of meetings with guided discussion with demographically diverse groups.
- **Review of 2009 Parks and Recreation Master Plan** – This should include a detailed description of what has been accomplished from the 2009 Parks and Recreation Master Plan.
- **Demographic Analysis** – Analyze most recent census data to identify trends in the City's overall population.
- **Trends Analysis** – Analyze latest trends in the industry to identify short-term and potential long-term needs of the City.
- **Benchmark Analysis** – Compare the City's services and amenities to other similar communities and national benchmarks.

- **Natural Resources Assessments** – Assess the condition and type of natural resources to ensure appropriate management practices and preservation efforts are in place.
- **Historical and Cultural Assessments** – Assess and inventory key historical and cultural elements throughout the City.
- **Potential Land Acquisition** – Identify any necessary additional parkland based on the City’s existing needs and potential future needs, and inventory possible land acquisitions to fulfill those needs.
- **Facilities and Amenities Assessments** – Assess existing conditions and relevance of parks and recreation facilities and amenities available to the public.
- **Program Assessments** – Review and assess the overall recreational program offerings to the community to ensure all demographics, interests, and opportunities are being served.
- **Equity Mapping** – Conduct a geographic assessment of the availability of parks and recreation facilities throughout the City to ensure parks and recreation offerings are reasonably equitable throughout the City.
- **Diversity, Equity and Inclusion Assessment** – Assess if the City’s accommodations, opportunities, and offerings are serving the entire community to ensure they are diverse, equitable, and inclusive for all.
- **Climate Change Assessment** – Assess adverse impacts to the City’s natural resources and parks related to climate change and identify potential mitigation efforts.
- **Community Needs Assessments** – Identify the overall needs of the community based on the research outlined above.
- **Implementation Plan** - Establish a detailed, prioritized implementation program for achieving the plan’s vision, and provide estimated costs to implement the Plan (capital, operating, acquisition, etc.)

2. Meetings & Presentations

The project will require, at minimum, a variety of meetings as suggested below. Respondents should include the recommended type/number of meetings with their responses and be prepared to work with City staff to establish a final plan for the appropriate number of meetings if selected.

- Kick-off meeting with City staff
- Project management/update meetings
- Stakeholder focus group discussions
- Public workshops
- Outreach/ pop up events

- Focus group meetings
- Community Services Advisory Commission meetings
- Planning Commission meeting
- City Council committee meetings
- City Council meetings

The City of Dublin will provide the following at meetings and presentations:

- Project Manager
- Representation from other city staff (as needed)
- Access to all available plans, data, maps, forecasts, etc.
- Assistance with logistics and execution of all community/public meetings

3. Deliverables

The anticipated work product should include the following, at minimum:

- A timeline with milestones for the completion of the Plan
- Periodic status reports to the City
- Public input questionnaires – administered online and through other community outreach efforts.
- Public workshop meeting materials
- Technical memorandums, which summarize existing conditions and needs assessment results.
- Two (2) preliminary drafts of the final document for City review in Microsoft Word format, incorporating “tracked” revisions of necessary changes after each review
- 30 bound copies and one (1) electronic copy in Adobe PDF format of the approved Final Plan

4. Proposal Requirements

Proposals shall have a 30-page limit (not including front and back cover, table of contents or sealed fee proposal). Double-sided copies are encouraged. Each respondent should adhere to the following order and content for proposal sections. Each section should be labeled for ease of reference:

- **Transmittal Letter**
 - The transmittal letter should state the respondent's interest in the project and provide primary contact information including the name of the organization, person primarily responsible for the project, phone number, email address, and physical address.
- **Experience and Qualifications**
 - This section will discuss in detail the respondent's qualifications, experience, and ability in managing municipal master planning projects. Proposals should include:

- Description of respondent's organization
 - Identification and description of sub-consultant(s) (if any)
 - Project team member resumes. Clearly identify the team's project manager and include resumes of team members and resume for each sub-consultant (if any)
 - Organizational chart illustrating the management structure of the entire project team.
 - Similar projects. Include the name, location, completion date, and project description of a minimum of three (3) similar master plan projects completed in the last 10 years. In each example, provide the name(s) of team members involved who will be assigned to this project and client contact references (including name, title, phone number, and email address). The City of Dublin reserves the right to contact any of the organizations or individuals listed.
- **Approach and Methodology**
 - Using the general description of requested services outlined above, describe the respondent's approach to parks and recreation master plan projects, the form or character of the final product, and suggested methodologies for anticipated issues and tasks to be completed. This should include anticipated interaction and involvement with City staff, appointed and elected officials, and approach to community outreach. The City is open to any creative suggestions to the requested work outlined in the RFP that will improve the project.
- **Project Schedule**
 - Describe the sequential work tasks necessary to execute the requested work, including a detailed, itemized description of each task. Provide a project schedule detailing sequential work tasks and anticipated milestones and meetings, with the estimated length of time for completion of the master plan process. Time estimates should be expressed in number of days/weeks without reference to a specific starting date. The schedule should identify when draft and final work products will be submitted to City staff.
- **Fee Proposal**
 - Submit the proposed compensation summary in a spreadsheet format to include breakdowns of the phases and the costs for each phase. The consultant is free to format tasks/milestones under each phase as deemed appropriate based on experience and understanding of the project. Also include the hourly rates (for the lead firm and all sub-consultants), and any other applicable fees or expenses. The City may elect to contract for all or only some of the phases of work.

5. Selection Process

A City selection team will review and evaluate the proposals. Proposals will be evaluated using the following criteria and ranked accordingly:

- Experience and Qualifications (40 points)
- Approach and Methodology (30 points)
- Project Schedule (15 points)
- Fee Proposal (15 points)

The selection team may elect to interview firms short-listed but reserves the right to award a contract based upon the selection team's review and ranking of proposals. The City reserves the right to award a contract or reject any or all proposals at the City's sole discretion.

6. Deadline, Questions, and Communications

Proposals should be submitted via three (3) hard copies OR one (1) digital copy in PDF format to the following address no later than 2:00 PM EST on January 25, 2022. Respondents should submit their proposal to:

**Matt Earman, Director
City of Dublin Parks and Recreation Department
6555 Shier Rings Road
Dublin, OH 43016**

Or

mearman@dublin.oh.us

- **Deadline**
 - Proposals delivered after the time and date set for receipt of proposals shall not be accepted and will be returned unopened to the Respondent. It is the Respondent's responsibility to ensure timely delivery of their proposal. Telephone or facsimile proposals will not be accepted.
- **Questions and Communication**
 - Please direct all questions or request for clarification of this RFP via email only to Matt Earman, Dublin Parks and Recreation Director at mearman@dublin.oh.us. Each question and request will be responded to promptly. Any resulting addendums will be posted on the City's website.