



REQUEST FOR PROPOSALS



August 2024

Bandon City Park Master Plan

City of Bandon, Oregon
Proposals Due: 5:00 PM Thursday, August 22nd, 2024
Please submit responses to:

June Hinojosa, City Recorder
PO Box 67
Bandon, OR 97411
Phone: 541-347-2437
june@cityofbandon.org

Request for Proposals

BANDON CITY PARK MASTER PLAN

INTRODUCTION

The City of Bandon is now accepting proposals from qualified firms for the development of a City Park Master Plan. Bandon's City Park is the gem of our community and has flourished since the City's incorporation in 1891. Now, we are looking to develop a five-to-ten-year plan that sets realistic, attainable, and results-based action items for City staff to pursue to modernize this space. Consultants are invited to submit a proposal outlining their experience and qualifications in performing tasks as outlined in the attached Scope of Work. Written or electronic responses are acceptable and must be received by Thursday, August 22nd, at 5:00 PM. Late proposals will not be accepted. **Please note: City Hall is closed on Fridays.**

THE CITY

Bandon is located on the southern coast of Oregon, about two hours north of the California border and two hours east of Roseburg. A city of about 3,500 permanent residents, Bandon's robust regional economy provides many local amenities, including Old Town Bandon, Bandon Dunes Golf Resort, Whiskey Run Bike Trails, majestic beaches and coastline, Circles in the Sand and the annual Cranberry and Gorse Blossom Festivals.

With the impacts of seasonal tourism, the "Zoom Town" phenomenon, and greater visibility due to growing local amenities, Bandon has seen unprecedented growth demand over the past few years. While this is a welcome change to our economy, we are seeing more strain on our local resources and are working to decisively maintain and improve our park system. The City Park Master Plan will help us accommodate future needs, while preserving the history, character, and nature of our beautiful City Park.

TENTATIVE RFP SCHEDULE

Issuance of RFP documents	August 1 st , 2024
Deadline for Questions	August 15 th , 2024 @ 5:00 PM
Proposals Due (written or electronic)	August 22 nd , 2024 @ 5:00 PM
Interviews (if needed)	August 27 th & 28 th , 2024
Notice of Intent to Award	August 29 th , 2024
Council Award	September 9 th , 2024
Commencement of Contract	September 11 th , 2024

SECTION 1: REQUEST

The City of Bandon ("City") intends to select a qualified consultant ("Consultant") from respondents to this Request for Proposals (RFP) and ask them to provide: (1) overview of existing amenities and analysis of current gaps and opportunities, (2) a list of proposed new amenities developed using a results-based methodology for prioritizing competing interests, (3) a fiscal analysis and cost estimate of proposed improvements that may be used to develop a Parks System Development Charge, and (4) available funding sources to support the implementation of the City Park Master Plan. The Consultant is expected to participate in two (2) meetings with an Advisory Committee selected by the City and present to the City's Planning Commission and City Council at public meetings, in addition to other virtual public involvement.

All prospective Consultants should note that the scope of this Project and its costs may be revised, expanded, or reduced before a contract is executed between a Consultant and the City. The City intends to enter into a contract with the selected Consultant after negotiating a maximum not-to-exceed dollar amount for services, including travel expenses, if applicable. Contract amounts will be based upon time and materials for all work rendered. Proposal clarifications or additional information requested by the City must be provided by the prospective Consultant within 24 hours of request, excluding weekends and holidays.

SECTION II: PROJECT DESCRIPTION

Project Background

The City of Bandon received a grant in the amount of \$24,000 (with a required City match of \$6,000) from the Local Government Grant Program of the Oregon Parks and Recreation Department to develop a master plan for City Park. The funding is to cover a planning project reviewing how City Park should grow in the near-to-mid-term future.

Bandon has the lowest tax rate of any city over 1,500 people, and often uses general fund dollars to cover essential services such as police, fire, planning, and parks. While "parks & recreation" generally rank as one of our community's highest priorities, our ability to fund new parks and expansion of services has been limited to what can be found through grant funding, donations, and urban renewal dollars. However, the desire to modernize, expand, and improve the park remains a priority.

In 2022, the City increased the local transient occupancy tax rate, gained the ability to set new System Development Charge rates, and received an influx of federal dollars to help rebuild after COVID. In light of these changes, the City is looking for a plan that is realistic for our goals (serving our community's needs, making cost-effective improvements, and

alleviating on-going maintenance issues, wherever reasonable) and that provides a clear path for staff and the community to follow when planning for, funding, and implementing new projects in City Park.

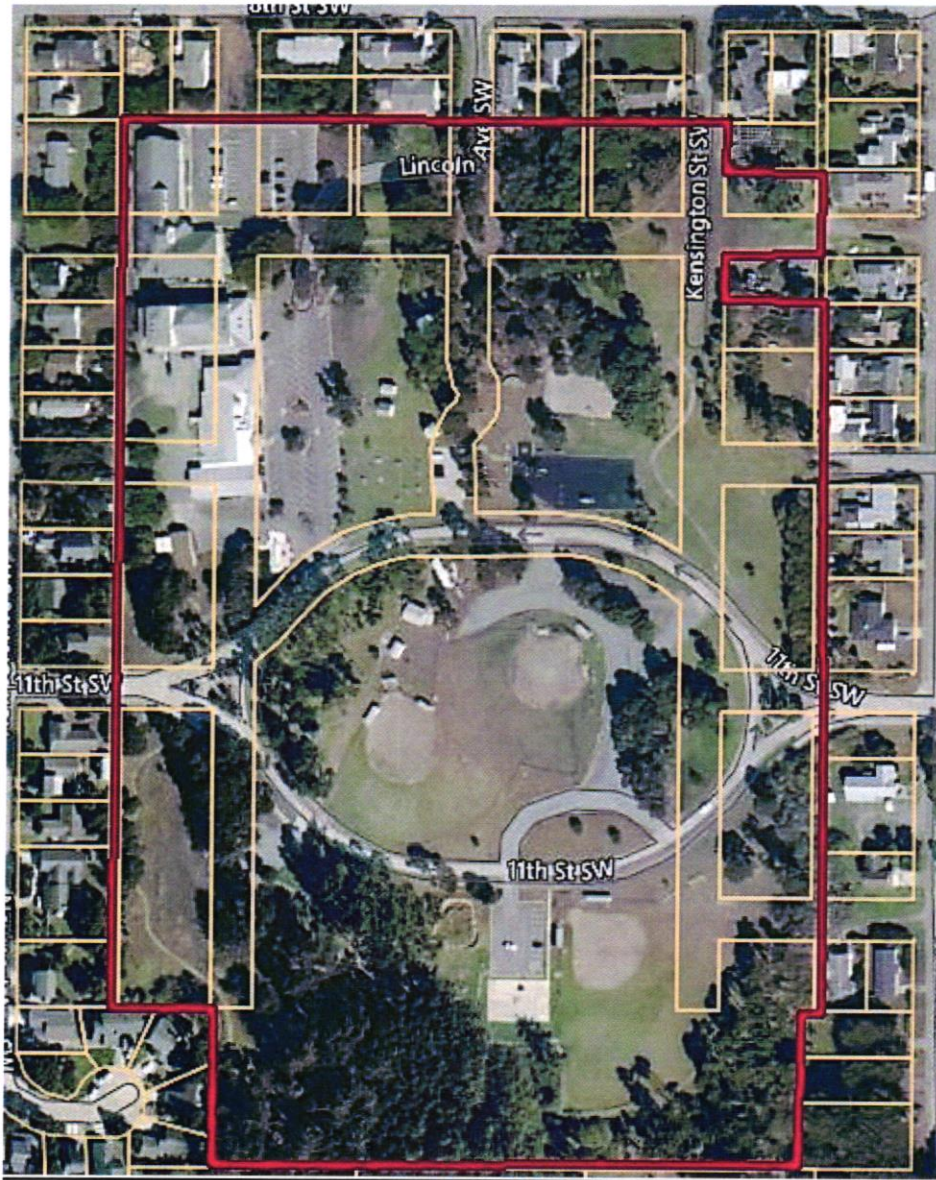


Figure 1 Vicinity map of City Park

Scope of Services

The City is requesting Proposals for the services of a qualified firm to prepare a City Park Master Plan as described below. This is not a typical request for a "Master Plan" because

Request for Proposals: City Park Master Plan

the park, including many wonderful amenities, already exists. Instead, we are looking for a Consultant that can help our community develop a results-oriented plan to make realistic improvements over the next five-to-ten years. We are looking to optimize the usability and functionality of the park through design and the incorporation and strategic siting of recreational amenities.

The City anticipates that a full complement of professional services shall be provided by the Consultant selected for this project. These services should be used to accomplish the following objectives:

- Determination of customer (community) needs, and analysis of how existing services meet or do not meet these needs.
- Development of a list of proposed new amenities, which must be prioritized according to (1) cost-effectiveness, (2) realistic implementation timeline, and (3) fulfilling community needs as found in analysis. Additionally, develop standards for evaluating the addition of new projects to this list.
- Preparation of fiscal analysis and cost estimate of proposed improvements with an end goal in mind of developing a Park System Development Charge.
- Identification of potential funding sources for facilitating park enhancements
- Strategy for measuring success with our community.

This project is limited to the creation and public adoption process of plans that meet these objectives. The scope of services and deliverables to be performed by the Consultant pursuant to this RFP include, without limitation, the following services:

- A. Project Facilitation: Prospective firms shall propose a process that will meet the objectives above and include regular meetings with City Staff.
- B. Advisory Committee: The City will assemble an Advisory Committee of 4-6 individuals to provide input at key inflection points throughout the process. The Consultant should be prepared to plan at least two (2) meetings with the Advisory Committee, once to review the public involvement plan and existing conditions and once to review future needs and discuss potential improvement projects.
- C. Public Involvement Plan: The Consultant shall propose a public involvement plan that might incorporate public surveys, stakeholder interviews, or tabling at local events. City Staff will assist the Consultant in performing public involvement tasks.
- D. Existing Conditions: The Consultant will review existing documents, aerial imagery, and other relevant background information to develop a common contextual understanding of the park. This information will be provided by Staff in an electronic format. This task will result in a memorandum describing the natural and developed features of the park, transportation connection points, and existing goals and objectives of work by the City thus far.

- E. Future Conditions and Planned Improvements: Demographic trends should be analyzed to determine future potential stressors to the park and the need for improvements or accommodating other amenities over a 5–10-year timeframe. This task shall result in a memorandum to the City describing an understanding of needs and opportunities over the described time period.
- F. Prioritize Planned Improvements: The Consultant shall propose a list of new amenities and capital improvements needed in the City park over the planning horizon. A methodology should be developed to help the City determine how projects will be prioritized, for consideration by the City Council.
- G. Cost Estimates: The Consultant shall provide cost estimates for projects that can ultimately be used to develop a Parks System Development Charge to implement the plan. We understand that some projects may be maintenance-only projects that do not qualify for a System Development Charge.
- H. Funding Plan: The Consultant shall identify potential funding sources that can be used to facilitate the purchase and installation of park amenities, construction improvements, and/or park reuse including, but not limited to, grants and district formation.
- I. Final Plan: A final, adoption-ready plan should be prepared and presented to the Planning Commission and City Council for their approval.

SECTION III: SUBMITTAL REQUIREMENTS

The Proposal shall be fully self-contained, signed, and dated and clearly contain the information required. Variance from these requirements may result in rejection of the Proposal as unresponsive. The Proposal shall describe accurately the capabilities, knowledge, experience, and capacity of the Consultant to meet the requirements of the project. Proposals meeting the minimum requirements will be forwarded to an in-house committee for review and evaluation.

Proposal must include the following:

1. Project Introduction: Letter summarizing the key components of the Proposal and introducing the Consultant. Please also include contact information for the person(s) duly authorized to represent the Consultant in signing a binding agreement.
2. Qualifications & Experience: Contact information and qualifications of the person(s) who will serve as the project lead for the Consultant. Names, qualifications, resumes, and expected roles of person(s) assisting the lead in performing tasks from Scope of Services. Please include information about the organizational structure, resources specific to your firm, or any other information necessary to show firm qualifications.

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Description of experience relevant to this request: coastal planning, rural/small town, work with government entities, development of comparable results-based plans, etc. Please provide project descriptions, performance measures, and client reference contact information for any recent projects the firm has completed.

Written affirmation that the firm has a policy of nondiscrimination in employment because of race, color, religion, creed, gender, national origin, age, disability, marital status, veteran status, or any legally protected status.

3. Statement of Work: Statement describing the Proposal should include services provided, tasks performed, duties of key staff. Goals and objectives of the project should be described in this statement. A timeline for completion should be included.
4. Cost: The Consultant shall include a cost proposal for the work described in the project statement. A rate schedule shall also be provided to account for any unanticipated changes to the agreement.

SECTION IV: EVALUATION CRITERIA

Proposals will be evaluated based upon the following weighted criteria:

1. Project Approach: The Consultant will be scored based on the information provided in the Statement of Work, describing the methodology the firm will use to accomplish the project in a specific timeline. (100 pts)
2. Experience: The Consultant will be scored based on the relevant experience and skills of the firm, and of the individuals performing the tasks, related to the specific needs of this proposal and community. (100 pts)
3. Cost: The Consultant will be scored based on the description of services provided and the associated cost. The Proposal that accomplishes the stated objectives and services at the lowest cost will receive the highest number of points. (100 pts)
4. Interviews: If needed, interviews may be conducted with the highest scoring firms. Scores may be adjusted based on information received during the interview.

SECTION VI: ADDITIONAL INFORMATION

The City reserves the right to:

1. Seek clarifications of each proposal;
2. Negotiate a final contract that is in the best interests of the City and the public;
3. Reject any or all proposals or cancel this RFP at any time if doing either would be in the public interest, as determined by the City in its sole discretion;

4. Award the contract to any Consultant based on the evaluation criteria set forth in this RFP;
5. Waive minor informalities contained in any proposal, when, in the City's sole judgment, it is in the City's best interest to do so; and
6. Request any additional information City deems reasonably necessary to allow City to evaluate, rank and select the most qualified Consultant to perform the services described in this RFP.

The services and responsibilities set forth in this RFP, together with any other documents required herein, shall be included in the contract executed by the successful Consultant. Any open terms in the contract will be completed based upon City negotiation and Awardee's proposal. Submittal of a proposal indicates a Consultant's intent to execute the contract and be bound thereby.

Please note that this project is partially funded by grant money from the Oregon Department of Parks & Recreation and is subject to the Standard Terms & Conditions in that grant agreement. Our grant agreement has been included as part of this RFP.

Please submit any questions regarding this RFP to Nicolette Cline, Planning Assistant via email at planning@cityofbandon.org by Thursday, August 15th, 2024. Questions and responses will be available on the City website www.cityofbandon.org/rfps on or by Monday, August 19th, 2024.