

**REQUEST FOR PROPOSALS (RFP)**

**RFP 2021-1**

This RFP invites responses from qualified, experienced, professional parks and recreation planning consultant firms to provide professional parks and recreation evaluation and planning services to the Montrose Recreation District to develop a Parks and Recreation Comprehensive Master Plan.

Issued by:

**Montrose Recreation District (MRD)**

**MONTROSE, COLORADO**

January 8, 2021

Proposal Statements due

**Seven (7) copies** of the proposal no later than 2:00 PM on February 5, 2021.

to:

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Montrose Recreation District  
Montrose, Colorado  
Request for Proposals 2021-1  
To Facilitate and Develop a Parks and Recreation Comprehensive Master Plan

### **Invitation**

The Montrose Recreation District is seeking proposals from qualified consultant firms to provide professional parks and recreation evaluation and planning services to the District to develop a Parks and Recreation Comprehensive Master Plan. The plan is to create a roadmap to ensure an appropriate balance of recreation facilities and amenities now, and into the future. The District seeks a system-wide approach to evaluate parks and recreational facilities and amenities to aid in developing goals, policies, and guidelines, along with achievable strategies.

The Master Plan will be created from a current assessment of the services provided, community stakeholders and outreach, and growth and recreational industry trends locally, regionally, and nationally and to identify opportunities for District action. The Plan that develops from this work will be relied upon as a resource for future development and redevelopment of the District's parks and recreation system over the next ten years.

### **Background**

The Montrose Recreation District is a Colorado Special District that provides parks and recreation services in the Montrose area and covers the eastern section of Montrose County, including the entirety of the City of Montrose (19,000 residents). The District is approximately 500 square miles in size. Its boundaries are from Menoken Hill to the north, the county line to the east and south, and west of the city approximately 12 miles. The whole of the district contains approximately 35,000 residents. Montrose is strategically located at the intersection of Hwy 50 and Hwy 550, approximately 65 miles between each of the communities of Grand Junction to the North, Gunnison to the East, and Telluride to the South as well as 65 miles to the Utah border to the West.

In existence since 1954, the District is generally regarded as the primary provider of community recreation in the area. It owns and operates the 82,000 sf Montrose Community Recreation Center and the 23,000 sf indoor turf Field House, outdoor pool and splash pad, tennis courts, as well as three active parks including Holly Park, McNeil Fields, and Ute Park. It does share responsibilities and joint use of additional parks and recreation facilities and services with the City of Montrose. Evidence of this strong partnership is abundant, most notably through the operation of the 282 acre Baldrige Regional Park, which boasts Uncompahgre River access, a water sports park, ballfields, playgrounds, sports fields, ponds, dog park, disc golf course, and more. Another crown jewel is the Connect River Trail, traversing nearly 5 miles along the river to connect the north and south ends of town.

Residents of the District live within the City of Montrose, with its small-town feel, as well as in the agricultural area surrounding the town. With a settlement history dating to the 1870s, early focus was to provide supplies to the abundance of mining communities on the western slope, with agriculture eventually taking root. Today, the local economy has an increasing focus on tourism and the service industry to support Montrose's place as a thriving gateway to the many wonders of Western Colorado, playing true to its visitor center slogan, "Stay Here, Play Everywhere."

Current demographics from the US Census Bureau, December 2020, show a 3.5% growth rate since 2010. Youth under 18 years are the largest demographic group of nearly 30%, and persons over 65 composing nearly 25%. 75% of the population is white, 20% is Hispanic or Latino, with the remaining population American Indian, Asian, Black or African American, and Pacific Islander. Median household income is about \$50,000, with per capita income in 2018 dollars about \$28,000.

In 2005, the Montrose Recreation District completed a Parks and Recreation Master Plan. Other complementary documents serving as references include the 2010 Montrose County Master Plan, Envision 2040 Montrose Comprehensive Plan (City of Montrose, 2020), and the most recent Montrose County School District's Master Plan.

### **Project Description**

The Montrose Recreation District is seeking proposals from qualified consultant firms to provide professional parks and recreation evaluation and planning services to the District to develop a Parks and Recreation Comprehensive Master Plan. The District has a strong commitment to provide high quality parks and recreation facilities and programs for citizens of the community.

The plan is to consider: existing park and recreational amenities within the District's boundaries; existing and future plans of other governmental recreation stakeholders within Montrose County; the recreation needs and desires of the current population on the District and future growth potential; and local, regional, state and national trends in parks and recreation services. Further, it will provide: an update to previous plans and priorities; analysis and recommendations of strategies that address opportunities for the District. The consultant will collect and analyze data to develop a clear set of goals, policies and standards for the park system, open space, trails, recreation facilities and program development for the next ten years. The consultant will work closely with District staff in preparing the Plan. The consultants will work most closely with the District's Growth Committee, which will serve as the steering committee to guide plan development. The consultant will create a document for distribution to the public. The Parks and Recreation Comprehensive Master Plan will become an accompaniment of the current City of Montrose Comprehensive Plan and will require the approval of the Montrose Recreation District Board of Directors, with anticipated review by the Montrose City Council.

### **Project Scope and Schedule**

Using the items listed below, respondents are requested to prepare a detailed scope and schedule for consideration by the District's Growth Committee. The committee will look for a complete outline of the overall project approach and how the work to build the Master Plan will be conducted. The final scope of services will be the result of negotiations between the District and selected consultants.

### **Public Process**

- ◆ Identify, describe and implement a comprehensive strategy and methodology for citizen involvement in this Master Plan development process.
- ◆ Provide methods to hear from as many people as possible, including users and non users of the services and facilities.
- ◆ Assure the residents, user groups, associations, and other stakeholders are provided an opportunity to participate in the development of this plan.
- ◆ Conduct no fewer than three (3) public community meetings and a minimum of four (4) focus groups (participants to be determined) and individual stakeholder interviews.
- ◆ Conduct a minimum of three (3) meetings with the Growth Committee and at least three (3) meetings with the District Board to provide plan outline and progress / final reports.
- ◆ Professionally facilitate and gather specific information about services, use, preferences and any agency strengths, weaknesses, opportunities and threats.
- ◆ Provide well-organized and directed activities, techniques and formats that will ensure that a positive, open and proactive public participation process is achieved.
- ◆ Provide written records and summaries of the results of all public process and communications strategies.
- ◆ Help to build consensus and agreement on the plan and if consensus is not possible, provide information for informed decision making for the Board.

### **Statistically-Valid Survey**

◆ Provide a District-wide statistically valid community needs assessment survey with a return rate that accurately represents a sampling of the community population to identify community needs and issues on the recreation and park programs and facilities. This survey will be used as a baseline to determine needs, abilities and willingness to pay for services.

### **Demographics and Trends**

◆ Review and interpret demographic trends and characteristics of the District using information from the Montrose Comprehensive Plan and other regional and local sources.

### **Existing and Future Facilities - Analysis of Level of Service**

◆ Compile an inventory and assessment of the existing parks, trails, open spaces and facilities in GIS, within the entire District. The assessment will include a comparative analysis to communities of similar size and density regionally and using nationally accepted standards. The analysis should consider not only the capacity of each amenity found within the system (playgrounds, ball fields, trails, natural areas, special facilities, etc.) as well as functionality, accessibility, use, condition, comfort and convenience. Evaluation criteria should be based on the expressed values of the community. The analysis will also include identification of best possible providers of community and recreation services and recommendations for minimizing duplication and enhancing possibilities for partnerships where appropriate.

### **Rank and Prioritize Demand and Opportunities**

◆ Prioritize recommendations for needs regarding land acquisition, and the development and redevelopment of parks, trails, open space, and recreation facilities.

◆ Develop a set of prioritized recommendations for maintenance and renovation of parks, trails and recreation facilities.

### **Analysis of Programs, Fees and Services**

◆ Provide an assessment and analysis of the Recreation District's current level of recreation programs, services and maintenance in relation to present and future goals, objectives and directives.

◆ Provide a user fee analysis, including cost recovery pricing desires and willingness and ability to pay for services for facilities and programs and services.

◆ Provide an analysis of the best possible providers for programs and services and identify and discern any unnecessary duplication of services through public and private program providers.

◆ Provide recommendations for minimizing duplications or enhancing possibilities for collaborative partnerships where appropriate.

### **Project Management, Coordination, and Progress Reporting**

◆ The consultant will conduct meetings and communicate with the Growth Committee on a regular and consistent basis throughout all phases of the project, reviewing and commenting on work products, defining and refining plan objectives and developing recommendations.

◆ There shall be a project kick-off meeting with District Board to review the work plan, timeline, and details of the entire master plan process.

◆ The consultant shall present progress reports as often as necessary, but in no case less than once per month until the final plan is approved by the District Board for the purpose of progress reporting.

◆ The consultant shall supply the Growth Committee with at least one (1) copy of all completed or partially completed reports, studies, forecasts, maps or plans as deemed necessary with appropriate lead time prior to each progress meeting.

### **Action Plan**

- ◆ Collect and analyze demographic information for the community.
- ◆ Collect and analyze information on participation, needs, desires, operations, programming and land use trends and make Level of Service recommendations.
- ◆ Identify areas of service shortfalls and projected impact of future trends.
- ◆ Provide useable and workable definitions and recommendations for designated park and open space with acreages and parameters defined as appropriate.
- ◆ Develop recommendations for operations, staffing, maintenance, programming and funding needs.
- ◆ Provide a clear plan for development of programming direction based on standards and demand analysis.
- ◆ Develop a definitive program for acquisition and development of parkland, recreation facilities, open space, trails and parks maintenance and administration of facilities, showing opportunities for funding.
- ◆ Provide a maintenance and operation analysis.
- ◆ Develop an action plan which includes strategies, priorities and an analysis of budget support and funding mechanisms for the short term, mid-term and long term for the park system and recreation programs and services as well as open space and trails if recommended.

### **Develop Final Plans and Supporting Materials**

The Master Plan is to include:

- ◆ Written goals, plans, objectives, and policy statements that articulate a clear vision, “road map” and model for the Recreation District’s future.
- ◆ A summary of existing conditions, inventories and Level of Service analysis.
- ◆ Charts, graphs, maps and other data as needed to support the plan and its presentation to the appropriate audiences.
- ◆ A Financial Plan.
- ◆ An Action Plan.

### **The Process is to include:**

- ◆ One (1) work session meeting (open to the public) with the Recreation District Board to review a draft report, general findings, discuss opportunities, and discuss and select materials that will best communicate the vision of the plan to the Montrose community.
- ◆ One (1) final meeting, including a public hearing, with the Recreation District Board at the time of adoption of the Master Plan.

### **Items to be provided to the District:**

- ◆ A color version of the draft Master Plan document consisting of one (1) printed and bound color copy and an electronic copy in a format compatible with the District’s software.
- ◆ A color version of the final Master Plan document consisting of one (1) printed and bound color copies and an electronic copy in a format compatible with the District’s software.
- ◆ A color version of the final Executive Summary consisting of one (1) printed copy and an electronic version in a format compatible with the District’s software. Note: The District shall be responsible for the arrangement, notice and any other costs associated with the above meeting schedule. The consultant shall review with the District’s project management team all prepared information for the public meeting with appropriate lead time prior to the scheduled meetings.

### **Items to be provided by the District:**

- ◆ A District assigned Project Manager and supporting steering committee (the Growth Committee).
- ◆ Copies of all existing studies, plans, programs, and other data including past Montrose Recreation District master plans, and the City of Montrose 2020 comprehensive plan and related school district and county planning documents and access to all applicable records.
- ◆ Assistance with on-going community meetings.

### **All proposals should include the following background information:**

- ◆ A Letter of Submission shall include the name, address and telephone number of the person(s) who is authorized to legally represent the firm. Any confidential material contained in the proposal shall be clearly indicated and marked as "Confidential."
- ◆ Background on the firm and its experience in preparing Master Plans for public park and recreation agencies. Of particular interest are engagements involving communities served by special park and recreation districts that have characteristics similar to Montrose.
- ◆ A narrative that presents the services the firm would provide detailing the approach, methodology, deliverables and client meetings to be provided.
- ◆ Identification of the personnel to be assigned to this engagement including résumés of related experience.
- ◆ A timeline for preparation and implementation of the Master Plan and its components.
- ◆ A summary of professional liability, errors and omission insurance coverage the firm maintains.
- ◆ At least five (5) public agency references for projects of a similar nature to this project and a description of the projects and minimally include client, location, contact person, contact information (telephone/e-mail address), and a brief summary description of the project.
- ◆ Provide a clear project cost for providing services, in an itemized work format. The project cost for services shall be a "not-to exceed cost for services."

### **Proposal Response**

- ◆ The proposal response submitted shall contain all information as requested herein, and any additional information necessary to summarize the overall benefit of the proposal to the District. Proposing firms should submit **seven (7) copies** of the proposal no later than 2:00 PM on February 5, 2021.

Submittals should be directed to:

Mari Steinbach, CPRP, Executive Director  
Montrose Recreation District  
16350 Woodgate Rd.  
PO Box 63  
Montrose, CO 81401  
(970) 497 - 8569  
[mari@montroserec.com](mailto:mari@montroserec.com)

The submittal of a proposal shall be taken as prima facie evidence that the proposing individual/firm has full knowledge of the scope, nature, quality, quantity of the project to be performed, and the detailed requirements and conditions under which the project is to be performed. This solicitation does not commit the Montrose Recreation District to award a contract, to pay any cost incurred with the preparation of a proposal, or to procure or contract for services or supplies. The District reserves the right to accept or reject any or all proposals received in response to this request, to negotiate with any qualified source, or cancel in whole or part this proposal process if it is in the best interest of the District to do so. Subsequent to contract negotiations, prospective consultants may be required to submit revisions to their proposals. All proposers should note that any contract pursuant to this solicitation is dependent upon the recommendation of the District staff and the approval of the Montrose Recreation District Board of Directors. All materials submitted in response to this RFP are subject to public record review. All responses become the property of the District upon receipt.

### **Project Budget Range**

A budget of \$130,000 has been established for this project.

### **Preliminary Project Schedule**

The following tentative schedule is anticipated for selection, contract negotiations and contract award. Contract award will be expected in March, 2021. The Master Plan associated with this proposal will commence mid-March, 2021. The timeline that is projected for the preparation and completion of the Montrose Recreation District Parks and Recreation Master Plan is nine (9) months from the District award date.

### **General Requirement of the Selected Proposing Firm**

- ◆ Enter into a contract with the District. (These documents and proposal submittals become the contract).
- ◆ Maintain insurance coverage for the duration of the contract period.
- ◆ Prohibited from assigning or subcontracting the whole or any part of the contract without the prior written consent of the District.
- ◆ Shall not hire, discharge, promote, demote or otherwise discriminate in matters of compensation, terms, conditions or privileges of employment against any person otherwise qualified solely because of race, creed, sex, national origin, ancestry, physical or mental disability, color or age.
- ◆ Contractor shall be in compliance with the applicable provisions of the Americans with Disabilities Act of 1990 as enacted and from time to time amended and any other applicable federal, state, or local laws and regulations.
- ◆ A signed, written certificate stating compliance with the Americans with Disabilities Act, an/or with other state and Federal applicable laws, may be requested at any time during the life of this Agreement or any renewal thereof.
- ◆ Operate as an independent contractor and will not be considered employee(s) of the District.
- ◆ Successful consultant will be paid on actual invoices as work is completed.

### **Evaluation Criteria**

Selection of the successful firm with whom negotiations shall commence will be made through an evaluation process that ranks scores by the District staff, and in its sole discretion will establish a score cut-off to create a short list of firms that will be invited to present their qualifications and specific plan for this work. Scoring will be based on the clear and concise presentation and discussion of the specific plan proposed, the District's assessment of key personnel, project approach, relevant experience and client references, project schedule, and project fee structure and cost estimates.

Percent	Component
25	Project Approach
25	Project Team
20	Past Project Experience & Client References
15	Project Schedule
10	Project Fee Structure & Cost Estimate
5	Presentation of Proposal

## **Request for Proposal Add Alternate**

Please submit a separate proposal for the following items. In addition, please provide an individual price breakdown for each of the three (3) components. The Montrose Recreation District reserves the right to accept individual components, multiple components and/or reject all components. All specifications in the Montrose Recreation Parks and Recreation Master Plan will apply.

### **Facility and Grounds Maintenance Management Plan**

The Facility and Grounds Maintenance Management Plan will be for Recreation/Community Centers, and other built structures within the Recreation District, as well as for grounds maintained by the Recreation District. The plan will identify recommendations for routine and preventative maintenance programs, work management, asset lifecycle management, customer feedback program, performance measurements, staffing levels and equipment management.

### **District Fee Philosophy**

Complement the analysis of programs, fees and services by reviewing District fees and facilitate and develop a District fee philosophy through benchmarking best practices in comparable cities, community and departmental input, etc.

### **Strategic Plan**

Guide and execute a strategic visioning and planning process with Board and staff. Develop a consensus-based strategic plan that can incorporate appropriate annual measures and that can aid in aligning agency objectives from a variety of operating areas toward an annual work plan as well as meeting the objectives that support the comprehensive master plan.

END