



CITY OF LEAVENWORTH WASHINGTON

REQUEST FOR PROPOSALS (RFP)

FOR

**UPPER VALLEY PARK & RECREATION SERVICE AREA
RECREATION NEEDS ASSESSMENT**

Proposals due Friday, May 7, 2021

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REQUEST SUMMARY:

The Upper Valley Park and Recreation Service Area (PRSA) and the City of Leavenworth (City) are seeking proposals from firms to conduct a recreation needs assessment and analyze data gathered to clearly illustrate project findings. The purpose of this project is to prioritize the needs of the community concerning parks, recreation, and community facilities with a ten to fifteen-year outlook, providing data to inform the writing of a funding levy to be presented to voters in Spring 2022. The selected firm will be responsible for developing and providing services in accordance with the scope outlined below.

INTRODUCTION

The City of Leavenworth is a full-service city located on the eastern side of the Cascade Mountain range approximately 125 miles east of Seattle, WA. The City is 1.4 square miles with a residential population of approximately 2,200. Leavenworth is supported by a tourist-based economy, welcoming over two million visitors each year. The City is a charter city incorporated in 1907 and is governed by a seven-member City Council whose members are elected at large, operating under a Strong Mayor form of government.

The Upper Valley Park and Recreation Service Area (PRSA) is a Special Purpose taxing district, or service area, formed in 1997 by voter approval; its initial purpose was the construction and maintenance of a community pool. It is a legal entity governed by a board with representatives from Chelan County, the City of Leavenworth, Peshastin Community Council, the Chumstick community, and Cascade School District #228. The Board is currently exploring community interest in expanding services and needs to consider extension of the Interlocal Agreement with Chelan County set to expire in 2022.

The current boundaries of the PRSA extend north of the City of Leavenworth up Chumstick Highway, south on Icicle and East Leavenworth Roads, and east into a portion of Peshastin with most properties located just west of Highway 97 (refer to Exhibit 1).

The PRSA, via Chelan County, has a voter-approved Operations and Maintenance (O&M) Levy, expiring in 2022, which is dedicated to support the outdoor community pool. The City of Leavenworth operates the pool and the PRSA provides a portion of the necessary funding. Pool revenues also include user fees and concessions. The PRSA Board meets quarterly each year to review and recommend to the City of Leavenworth the operating budget for the outdoor community pool. The PRSA-collected revenues currently fund only the outdoor community pool.

As noted above, the Board is currently exploring community interest for the expansion of services and recreational opportunities within the service area. As a standalone agency, the PRSA could opt to expand and provide new services and/or facilities, which could be funded through tax levies for O&M or Debt Service, bond issues, user fees, admission charges, and/or concessions. In addition, the PRSA may be eligible for funding grants or allocations from the City of Leavenworth or Chelan County depending on the services provided. The PRSA may also be eligible for State and Federal funding programs through qualifying grants, loans, and equipment purchase programs.

BACKGROUND

The following parks and recreation planning processes and documents have been completed to date. This needs assessment should identify any information gaps and build upon the findings in these planning documents.

Upper Valley Regional Trails Plan (2009): This plan focuses on creating multi-modal trail opportunities for community members of the Upper Valley and visitor populations. The plan incorporates multi-modal trail opportunities for pedestrians, bicyclists, equestrians, and skiers. The plan also focuses on creating connectivity between existing trails throughout the planning area.

Parks and Recreation Plan (2011): In 2011, the City of Leavenworth completed a Parks and Recreation Plan, which contains a description of area demographics, an inventory of existing facilities, an overview of policies, goals, and objectives, and results from a public involvement survey. The survey results and a level of service analysis were used to develop a list of capital facility needs. This study determined that the need for additional park land is not warranted for existing residents and 2030 population projections, but additional park land is warranted when taking into account the number of visiting tourists. This plan also identified capital facility improvement priorities, many of which have been implemented in the last 10 years. The priorities that remain to be implemented include: an ice rink, indoor pool, children's play area north of Highway 2, more sports fields, and some of the recommendations from the Trails plan.

Chelan County Comprehensive Plan (2017): The Parks and Recreation Element of the Chelan County Comprehensive Plan (2017) lists the following projects as Tier 1 priority recreation improvement projects in the Upper Valley: indoor pool/recreation center, river tube launch facilities, Leavenworth to Plain bike path, and Leavenworth to Wenatchee non-motorized path.

SCOPE

The goal of this project is to engage the community to identify recreational priorities and long-term goals concerning parks, recreation, and community facilities, gauge satisfaction with existing facilities, and analyze data gathered to clearly illustrate project

findings. The PRSA seeks community input on the following items, which may be refined once a final consultant has been selected:

1. How satisfied is the community with existing recreational facilities?
2. Should the PRSA stay focused on operation of the outdoor pool or expand services to build, operate, and/or manage additional facilities?
3. If the PRSA were to expand services, which priority recreation facilities and services should the PRSA focus on? Ice rink, indoor pool, children's play area north of Highway 2, additional sports fields, recommendations from the Trails plan, more park and recreation space.
4. Is there community support for the PRSA to maintain a staff person to coordinate current recreational facilities and/or sports and recreation teams and clubs, and/or develop projects and funding to expand facilities?
5. How much money, per year, would community households be willing to spend to expand recreational services in the community?
6. What funding strategies does the community support for project implementation?

Community outreach for this project will be critical to identifying and building support for recreational needs in the community; the PRSA Coordinator is available to work with the consultant to facilitate outreach to the community. The following are examples of methods that may be included in the outreach plan:

1. Community Workshops.
2. Stakeholder/User Group Interviews.
3. Electronic Surveys, Residential Mailer and/or Telephone Surveys.
4. Focus Group meetings with key constituents: this can include meetings with City Staff and the PRSA Board.

The consultant hired will be required to prepare a work plan that includes a timeline and description of proposed community outreach methods. All work will be summarized in a report with recommendations based upon community input. The scope of work will also include development and delivery of a public presentation and one-page fact sheet to summarize findings to the public.

Special Considerations: The proposed outreach plan must include an approach to obtain input from Spanish-speaking residents, as well as students in Cascade School District #228. The outreach plan should include methods by which the consultant will work with City staff and the PRSA Board to ensure there is knowledge of the project and robust participation throughout the community. The tools utilized in the outreach plan

should gather information about demographic factors including age group, household size, household income, and ethnicity.

DESIRED QUALIFICATIONS

Strong candidates include individuals/entities that have proven expertise in the following areas:

- Expertise in public outreach
- Demonstrated ability to gather stakeholders to garner a broad range of community voices
- Demonstrated ability to design and conduct effective data collection from the public
- Demonstrated cultural competency
- Strong knowledge & insight with existing community data and needs assessments
- Demonstrated ability to access, analyze, and interpret publicly available datasets
- Demonstrated ability to collect, analyze and synthesize large sets of quantitative and qualitative data into concise recommendations
- Experience developing formulas/processes to weigh various data points to rank findings

The PRSA and the City of Leavenworth are open to collaborative applications submitted by two or more entities that propose to complete this project together.

PROPOSAL REQUIREMENTS

Arial font is preferred for proposals, size 11. The cover page should be a stand-alone page and each numbered item below should be a denoted heading within the proposal, with sub-headings used as appropriate.

1. Cover Page: Please provide a cover page that includes: Applicant name, mailing address, email address, phone number and name of the primary contact.
2. Statement of Qualifications: Please provide a brief response to each of the following questions, including any additional relevant information and/or examples that highlights how you fulfill the desired qualifications listed above. Limit your response to two typed pages.
 - a. Describe any relevant experience that will make you a good candidate to conduct this needs assessment.

- b. Describe your level of knowledge and expertise as it relates to quantitative and qualitative data management and collection, synthesis of large datasets, and communication of complex data findings.
 - c. Describe any experience developing formulas or processes to rank/prioritize data findings based on various data components.
 3. Organizational Chart: If the applicant is not a single individual, provide an organizational chart that identifies each member of the entity involved with the project. The chart should identify who will be the primary contact on the project, the organizational structure of the team, and the specialty and title of each team member. Include all individuals, employees, or sub-contractors who would be utilized on the project.
 - a. Collaborative applications should identify how work will be divided among participating entities.
 4. Proposed Approach: Describe your approach to conduct the recreational needs assessment, gather and analyze data, and illustrate project findings. The response should be no more than six typed pages and should include:
 - a. Proposed project plan, including process and methodology to conduct needs assessment according to PRSA specifications.
 - b. Identify existing data sources that will be used to leverage existing needs assessments, reports, and available datasets.
 - c. Outline a plan to gather community input and key stakeholder perspectives, including proposed stakeholders to include and data collection methods.
 - d. Outline a plan to identify the most prevalent recreational needs within the PRSA area.
 - e. Describe an approach to identifying community preference for funding to address needs identified in “d” above.
 - f. Describe the process that will be used to incorporate all data sources to illustrate prioritized needs that addresses all desired key components.
 5. Proposed project timeline to complete review of existing data, new data collection, analysis, ranking of findings, and initial presentation of final assessment no later than October 1, 2021.
 - a. Include short- and long-term outcomes with benchmarks toward accomplishment.

5. Describe the final deliverable you plan to develop to show the prioritization of recreational needs within the community.
 - a. An ideal final deliverable should include both a longer, more detailed report with disaggregated data and a shorter, higher level overview of findings.
 - b. Final deliverable should include bilingual/audience-appropriate summary.
7. Budget: Estimated cost to complete the project, including personnel costs and indirect costs including travel. Consider providing a narrative or justification of budget as appropriate.
8. References and Work Samples/Case Studies: Provide at least two references for previous projects, ideally that are similar in nature and/or scope to this project. Work samples and/or case studies as examples of work quality and experience with similar projects are encouraged. Applicants should also provide links to work products where appropriate.

SCHEDULE

The PRSA reserves the right to make changes to the below schedule, but plans to adhere to the implementation of this RFP process as follows:

RFP released:	April 6, 2021
Deadline for receiving questions:	April 19, 2021
Response to questions due:	April 23, 2021
Proposals due:	May 7, 2021
Presentations/Interviews (if necessary):	May 10-12, 2021
Vendor Selected:	May 18, 2021

RFP SUBMITTAL INFORMATION

The PRSA's designated staff will evaluate proposals received. During the review process, the PRSA reserves the right, where it may serve the PRSA's best interest, to request additional information or clarification from those that submit proposals, or allow clarifications, corrections of errors, or omissions. Any and all changes in the RFP will be made by written addendum, which shall be issued by the PRSA to all prospective applicants who have expressed interest in the RFP. Please email Kiah Patzkowsky, PRSA Coordinator, at PRSA@cityofleavenworth.com to express interest.

The PRSA reserves the right to retain all proposals submitted.

The preparation of the proposal will be at the total expense of the applicant. There is no expressed or implied obligation for the PRSA to reimburse Applicant for any expense incurred in the preparation of proposals in response to this request. If any information in your proposal is confidential and/or proprietary, please further submit a separate, redacted copy for servicing public records requests.

The applicant may submit an alternative proposal (or proposals) that it believes will also meet the PRSA's project objectives but in a different way. In this case, the applicant must provide an analysis of the advantages and disadvantages of each of the alternatives and discuss under what circumstances the PRSA would prefer one alternative to the other(s). If an alternative proposal is submitted, the maximum length of the proposal may be expanded proportionately by the number of alternatives submitted.

The PRSA reserves the right to reject any or all proposals, in whole or part, to waive any informality in any proposal, and to accept the proposal which, in its discretion, is in the best interest of the PRSA. Any applicant may withdraw their proposal, without obligation, at any time prior to the scheduled closing time for receipt of proposals. A withdrawal will not be effective unless made by telephone notification received prior to the closing date. Proposals may later be referred to the City Council for appropriate action. A Professional Service Contract will be drafted between the City of Leavenworth and the selected contractor. However, the PRSA Board and PRSA Coordinator will be the primary oversight committee for this project.

All proposals are due not later than 4:00 PM PST Friday, May 7, 2021. Late submissions will not be accepted. To be considered, applicants must email their proposal in PDF format with all required formatting to PRSA@cityofleavenworth.com with the subject "RFP Upper Valley Park and Recreation". File size is limited to 10MB; should proposals exceed this limit, consider sharing via OneDrive or other cloud services, or compress the proposal.

RFP QUESTIONS

Questions with regard to this RFP should be submitted by e-mail to Kiah Patzkowsky, PRSA Coordinator; PRSA@cityofleavenworth.com, by April 19, 2021. All firms registered for the RFP will receive responses to all questions and any other addenda that may be released via e-mail by April 23, 2021.

EVALUATION OF PROPOSALS

Proposals will be judged on the Applicant's ability to provide services that meet the requirements set forth in this document. The PRSA reserves the right to make such investigations as it deems necessary to determine the ability of the Applicant to provide services meeting a satisfactory level of performance in accordance with the PRSA's requirements. Interviews and presentations by one, several, or all of the Applicants may

be requested by evaluators, if deemed necessary to fully understand and compare the Applicant's capabilities and qualifications. Proposers should be prepared to participate in interviews and/or presentations May 10-12, 2021. The adequacy, depth, and clarity of the proposal will influence, to a considerable degree, its evaluation.

Proposals will be evaluated on the basis of the following criteria, in no particular order:

1. Desired Qualifications
2. Proposal Requirements
3. RFP Questions
4. Estimated Costs

As reflected above, contract award will not be based solely on price, but on a combination of factors as determined to be in the best interest of the PRSA. After evaluating the proposals and discussing them further with the finalists or the tentatively selected consultant, the PRSA reserves the right to further negotiate the proposed work and/or method and amount of compensation.