



MEMORANDUM

To: Mayor, Common Council and Plan Commission

From: PRD Tungate *BT*

Date: January 15, 2014

RE: RFQ-P for Jefferson Park Neighborhood Master Plan

Attached for your information is a copy of the Request for Qualifications and Proposal for the Jefferson Park and Neighborhood Master Plan. We expect to announce the request by January 24, 2014.

**City of Menasha Parks and Recreation
and
Community Development Departments
Request for Qualifications and Proposal
Jefferson Park and Neighborhood Master Plan
January 2014**

Introduction

The purpose of this document is to outline requirements and procedures to prepare formal written proposals for the development of a master plan for Jefferson Park and the adjoining neighborhood. This master plan is not intended to be a typical park master plan as it is to give broader consideration to the parks relationship to the neighborhood and the community. It will require a consultant with expertise in urban design as well as park planning. The final plan may incorporate a blend of development opportunities along with potential reprogramming of some park areas and facilities.

The following sections of this document set forth requirements and describe the consultant selection process.

Background

Jefferson Park was established in 1932, and is the most heavily used park in the city. It is 28.6 acres in size. Main facilities in the park consist of a large outdoor pool, a pavilion overlooking Lake Winnebago and the Fox River, three lighted softball diamonds, a waterfront trail system and a boat landing.

The planning process will seek to identify the wishes of the community through a series of concept plan alternatives culminating with a final master plan that integrates the function and feel of the surrounding neighborhood with Jefferson Park and the community at large. The overarching goal of the plan is to set a course that meets the future community recreational needs to be met by Jefferson Park and to identify compatible development opportunities.

The attached aerial photo identifies the planning boundaries and opportunity sites within and near the park.

Proposed Scope of Services

The foregoing proposed scope of services is directed toward conducting the planning process:

Inventory and Assessment

Review of Current Conditions and Trends The consultant will be required to assess the current recreational facilities and programs offered by the City of Menasha. This assessment will primarily be based on inventories provided by the city and/or the East Central Wisconsin Regional Planning Commission (ECWRPC). A listing of available resources is contained in

Appendix A. The consultant will be required to inspect the various park facilities to obtain an impression of their overall condition and utility.

A more detailed evaluation of existing conditions shall be undertaken within Jefferson Park with specific attention being paid to the programming of the space occupied by various uses/functions within and in proximity to the park and their relationships to one another. Specific consideration shall be given to concept planning for the Jefferson Park Pool done by Water Technolitics, Inc. in 2012. Future pool alternatives shall be incorporated into all park master plan options. Pool design specifics will be addressed by Water Technology, Inc. staff.

Environmental conditions within the planning area boundary shall be assessed to determine the to what extent they may limit the utilization of land and water resources and/or serve as assets that offer opportunities to enhance the park and the neighborhood. Existing uses of designated opportunity sites should be evaluated in consideration of their contribution to the park and the neighborhood.

An analysis of current local and national recreational activity trends compared with an inventory of existing facilities and programs serving Menasha residents is to be undertaken. Consideration should be given to how these trends mesh with the demographic characteristics of the Jefferson Park neighborhood and the community as a whole. In order to obtain current input on needs and expectations from user groups and the neighborhood, a survey is to be undertaken. Said survey will be developed and administered by the ECWRPC in consultation with the city and the chosen consultant. Other public input is to be solicited using methods as may be proposed by the consultant and conducted jointly by the consultant, the city and/or the ECWRPC. At least two opportunities for such public input shall be made available.

Development of Concept Master Plan Alternatives

Prior to producing any preliminary design concepts, the consultant shall conduct one public focus group meeting with the purpose of identifying major recreation activity or land use/redevelopment preferences in and around Jefferson Park. Following this meeting, three preliminary design concepts for the planning area taking into account the information accumulated through the inventory/assessment survey and public input session will be produced. The essence of the first three concepts is to identify potential uses or facility locations within the planning area. The scale and orientation of any suggested development should be identified. The conceptual plans should strive to promote integration of the park with the neighborhood, with the goal of creating a dynamic setting for persons to reside and recreate. Consideration of redevelopment options may include use of existing park land for alternative commercial or recreational uses provided such uses are compatible with the neighborhood and there is some public use as part of any commercial redevelopment. One of the three concept plans shall only consider public recreational use (may include concessions) within Jefferson Park. A second concept shall include any suggested public/private redevelopment alternatives within Jefferson Park and the surrounding neighborhood and the third concept will be at the discretion of the consultant.

The plans shall present alternative configurations of the park taking into account future facility and programming needs. Considerations should include trends in recreational preferences, design appeal, accessibility, environmental impacts, implementation and constructability, operational/maintenance requirements and potential funding sources.

The design concepts shall be presented in graphic form with accompanying narrative describing the rationale supporting the design and the impacts that may be anticipated if the design is to be carried forward into development. The consultant shall present the three alternatives at a public forum using a format and venue approved by the city. The consultant shall document all public input.

Refinement of Preferred Plan Alternatives

Upon consideration of input from the public (including residents, user groups and staff) the consultant shall prepare two preliminary proposed master plans, with consideration given to sustainable design principles, appeal, operation and maintenance, and handicap accessibility. The plans shall include a colored rendering depicting existing facilities that are to be retained, new facilities, and potential future development options for opportunity sites within and outside of the park. The consultant shall present the plan alternative at a public forum using a format and venue approved by the city. The consultant shall document all public input.

Development of Final Proposed Master Plan

Upon consideration from all of the public input sessions, the Parks and Recreation Board, the Plan Commission and Common Council, the consultant shall prepare a final proposed master plan that includes: an executive summary and conclusion, consideration of sustainable design principles, operational and maintenance impacts, handicap accessibility, a proposed itemized budget and implementation phasing plan, a full narrative accompanying the rendering that includes a description of the planning process, an assessment of existing conditions and a statement of rationale that support the plans objectives and outcomes. The consultant shall present the final plan alternative at a public forum using a format and venue approved by the city.

Deliverables are to include the following:

- 3 – Final reports professionally bound
- 1 – Overall Final Concept Plan – 24” x 36” mounted on foam core
- 2 – Overall Final Concept Plan – 24” x 36” sheets
- PDF of overall concept plan
- 1 CD or full electronic file of Final Report (Microsoft Compatible Software)
- Appendices
 - Documentation of meetings with minutes/notes
 - Citizen Comments and Public Input
 - Exhibits and maps

I. Proposal Requirements

A. Contents

Each firm should submit a formal qualification statement that addresses the following items: (Note: This information will be used to screen consultants and determine a number of firms that may be invited for an interview.)

1. List of credentials, qualifications and years of experience for the project manager and other key staff you would assign to this project. You may submit a current resume for each individual.
2. Workload Capacity: describe your staff's capacity and availability to perform the work in a timely manner. Address competing commitments and the percent of time each staff person will have available during the time schedule to complete this Master Plan.
3. List three (3) similar completed projects with references. Include a description of the projects including why you believed they were successful, budget, contact name, telephone number and e-mail address.
4. Outline a project work plan, sequence of tasks and a time schedule.
5. Documentation describing the firm's specific experience in urban planning and residential renewal efforts.
6. Describe any proposed need or use of City of Menasha staff, equipment, plans or materials..
7. Submit a proposed fee for services under separate cover from the remainder of your qualification statement (Items 1-7).

B. Format

1. The proposal should be submitted in written and bound form. Items to be included in the proposal should be placed in the same numbered sequence as outlined above.
2. The enclosed *Proposed Fee Schedule (#7)* shall be submitted separately in a sealed envelope.

C. Project Budget

The City has a not to exceed budget of \$20,000. Firms may submit a cost proposal that does not exceed this figure.

D. Directions for Submittal

Consultants should submit six (6) copies of the proposal in a sealed envelope and one (1) copy of the Proposed Fee Schedule Form in a separate sealed envelope. These materials must be received by 4:00 p.m. on February 10, 2014 at the City of Menasha Parks and Recreation Department located at:

Menasha City Hall
140 Main Street
Menasha, WI 54952

Package containing the proposal and any related materials should be clearly marked on the outside of the package as follows:

"Proposal for the City of Menasha
Jefferson Park and Neighborhood Master Plan"

Envelopes or packages containing proposals and related materials which are received after the date and time stated above will be returned unopened.

E. Costs Incurred in Responding to this RFQ-P

The City of Menasha shall not be liable for any costs incurred by the consultant in responding to this request for proposal, or for any costs associated with discussions required for clarification of items related to this proposal.

F. Pre-Proposal Meetings

There are no scheduled pre-proposal meetings pertaining to this RFQ-P. Consultants intending to submit formal proposals and who may wish to discuss the proposed project should contact City of Menasha Parks and Recreation Director at the address and telephone number shown on page one.

II. Consultant Selection Procedures

The City of Menasha will be solely responsible for the selection of a consultant to conduct the desired work. This selection process will be generally as follows:

A. Screening

The screening and ranking of consultants shall be based upon each formal proposal submitted. Based upon this review, the City of Menasha may invite pre-qualified consulting firms for follow-up interviews.

B. Presentation and Interview

The presentation/interview will permit the consulting firm to make a brief presentation and allow interview team members to ask questions of the consultant. Each presentation/interview will be limited to 45 minutes, which includes the presentation (30 minutes) and question and answer period (10 minutes). Representatives of the consulting firm in attendance at this interview will be limited to the proposed project manager and no more than one (1) other key staff member. Consultants will be notified as soon as possible as to the specific date, time and location of the presentation/interview.

C. Selection

The City of Menasha reserves the right to reject all proposals and/or to accept the proposal deemed most advantageous to the City. The interview panel may make a recommendation to the Common Council on a firm deemed to be the most qualified and experienced. The proposed fee will also be a consideration.

D. Selection Timeline

Monday February 10, 2014	RFQ-Ps due
Thursday, February 13, 2014	Interview selected firms
Thursday, February 20, 2014	Firm selected, begin negotiating final contract terms
Monday, March 3, 2014	Bring contact to Common Council for approval
Monday, March 10, 2014	Consultant work begins

Contact Person(s)

To clarify any questions or concerns regarding this RFP, please contact:

Brian Tungate, Director
City of Menasha
Parks and Recreation Department
140 Main Street
Menasha, WI 54952
920-967-3640
920-967-5272 (fax)

Greg Keil, Director
City of Menasha
Community Development Department
140 Main Street
Menasha, WI 54952
920-967-3650
920-967-5272 (fax)

Appendix A

Reference Materials Available

City of Menasha Open Space Recreation Facilities Plan
City of Menasha Comprehensive Plan
City of Menasha Tree Inventory/Management Plan
City of Menasha Park and Recreation Program Guides
Listing of Events Held at Parks and Estimates of Attendees
Park Facility Rentals/Reservations
Park Tree Inventory
Emerald Ash Borer Management Plan
Annual Boat Launch Permits
Annual Pool Attendance
Registered Use of Sports Facilities (e.g. softball leagues)
State SCORP
Parcel and topographic mapping (ESRI based)
Soils, wetlands, floodplain
Infrastructure and utilities and drainage

Jefferson Park Neighborhood Study Area

Hockrodt Wetland Reserve

Menasha Public Works Facility

Menasha Water Intake

Jefferson Park

Jefferson Elementary School

Winz Park

Menasha Water Treatment Plant

Fox River

Lake Winnebago

