



M E M O R A N D U M

To: Mayor and Common Council

From: PRD Tungate

Date: March 2, 2016

RE: RFQ for Jefferson Park Neighborhood Master Plan

Attached for your information is the final draft of the Request for Qualifications (RFQ) for the Jefferson Park and Neighborhood Vision Plan. The plan includes several opportunities for public input.

We expect to send out the RFQ by March 18, 2016. After an interview process, the selected consultant will begin work on or before August 1, 2016.

**City of Menasha Parks and Recreation
and
Community Development Departments**

Request for Statement of Qualifications (RFQ)

Jefferson Park and Neighborhood Vision Plan

March 2016

Introduction

The purpose of this document is to outline requirements and procedures to prepare a formal written proposal for the development of a vision plan for Jefferson Park and the adjoining neighborhood. This vision plan is not intended to be a typical park master plan. It will require a consultant with expertise in urban design as well as park planning. A full cost analysis of improvements is not within the scope of this work. The final plan may incorporate a blend of development opportunities along with potential reprogramming of some park areas and facilities. It will identify conceptual improvements or opportunities both inside and immediately beyond current park boundaries. Any changes proposed within identified park boundaries must clearly enhance the park user experience.

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 vision 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 any compatible development opportunities that ideally will provide some type of public benefit.

Proposed Scope of Services

I. Assess existing conditions

- A. 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 or suggested 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.
- B. 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. After assessing the type and quantity of specific amenities within the park system (i.e. tennis courts, softball diamonds, etc), the consultant shall provide written comment on how the City compares to national standards and identify any “gaps” between current conditions and desired conditions or “wants”.
- C. Environmental and soil conditions within the planning area boundary shall be assessed (using data provided primarily by the City or ECWRPC) to determine 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.

II. Community Engagement

- A. 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 consultant, along with the city and ECWRPC staff.
- B. Conduct two (2) public meetings or focus group sessions. Because of the variety of activities available within the park (i.e. boating, athletics, swimming, etc.) the consultant shall seek input from specific user groups as part of the two public meetings.
- C. As part of the public meeting process, the consultant shall seek to understand and document what the public’s goals and objectives of the vision plan are.

III. Vision Plan Elements

- A. Three (3) preliminary design concepts for the planning area taking into account all the information accumulated through the community engagement process will be produced. The essence of each concept is to identify potential uses or facility locations within the planning area and to balance the needs and wishes of the community. 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/residential or recreational uses provided such uses provide a clear public benefit and enhance the park user experience.

Two facilities of particular note to be addressed on the planning process are the swimming pool and boat launch/parking areas. All three concepts shall identify an optimal footprint for a new or rehabilitated pool. Secondly, a complete review of the boat launch area, including, but not limited to, ramp function and location, parking and traffic flow. Of further note is the fact that the “settling pond” east of the park is no longer needed for City drinking water needs and may provide some unique opportunities. 2.2 acres of land within the east end of the park was returned to public use after an Army Reserve facility was demolished in 2013.

- B. Each of the three conceptual designs will have a different parameter.
 - 1. Shall only consider complete public recreation use within the identified boundaries of Jefferson Park. Exception: some form of concessionaire may be considered.
 - 2. Shall depict any suggested public/private development alternatives within the surrounding neighborhood of Jefferson Park. Note a preference to incur no net loss of public park or open space land.
 - 3. Shall be left up to the consultant’s discretion. No limitations.
- C. Plan considerations should include trends in recreational preferences, park facility standards, design appeal, accessibility, environmental impacts, implementation and constructability, and operational/maintenance efficiencies, sustainable design principles and the socio-economic impact to the community. 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 and receive input at a public open house style meeting at a venue approved by the city.** The City’s Parks and Recreation Board and Plan Commission shall be part of the forum process. The consultant shall document all public input.

IV. Refinement of Preliminary Final Vision Plan

Upon consideration of input from the public (including residents, user groups and staff) the consultant shall prepare a preliminary final vision plan. Consideration shall be given to public comments from the first open house style meeting. 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 two joint Park Board and Plan Commission meetings.** The first joint meeting will focus on critiquing the plan. A final plan recommendation is expected at the second meeting. The consultant shall document all public input.

V. Development of Final Proposed Vision Plan

Upon consideration from all of the public and staff input, the Parks and Recreation Board and the Plan Commission, the consultant shall prepare a final proposed vision plan that includes: an executive summary and conclusion, project prioritization/comment section acknowledgement, an estimate of probable cost for all major recreation facilities,

consideration of sustainable design principles, operational and maintenance impacts, handicap accessibility, a full narrative accompanying the rendering that includes a description of the community engagement process, an assessment of existing conditions and a statement of rationale that support the plans objectives and outcomes. Also, a section describing the relationship and connectivity of key facilities located either within or alongside the plan area. The consultant shall present the final plan alternative at a meeting of the Common Council.

In total, the consultant is expected to lead meetings or present information a minimum of six (6) occasions.

Deliverables are to include the following:

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

VI. Statement of Qualifications 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. Statement of firm’s particular abilities and qualifications relative to this type of project.
2. List of credentials, qualifications and years of experience for the project manager and other key staff you would assign to this project. Identify the primary contact person for this project. Include sub-consultants if applicable..
3. 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 Vision Plan.
4. 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.
5. Documentation describing the firm’s specific experience in urban planning and residential renewal efforts.
6. What interests your firm most about this project?
7. Submit a proposed fee for services in a sealed envelope **separately** from the remainder of your qualification statement (Items 1-6).

B. Format and Conditions of Proposal

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. Responses will be considered a public record subject to disclosure under the State public records law.
3. Any changes to the proposal requirements shall be made by addendum.
4. City of Menasha reserves the right to reject any and all proposals submitted in response to this request or accept a proposal deemed most advantageous to the City.
5. The City of Menasha shall not be liable for any pre-contractual expenses incurred by a consultant in response to this RFQ.

C. Project Budget

The City has budgeted \$20,000 for this plan.

D. Directions for Submittal

Consultants should submit five (5) 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 4:00pm on Friday, March 21, 2016 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:

“Statement of Qualifications
Jefferson Park and Neighborhood Vision Plan”

E. Pre-Proposal Meetings

There are no scheduled pre-proposal meetings pertaining to this RFQ. 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.

VII. 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.

1. Background and expertise in this type of project.
2. Outline a work plan, sequence of tasks and proposed time schedule.
3. Describe any proposed use of City staff, equipment or materials.
4. Questions that demonstrate a keen interest and desire for a successful project outcome.

Representatives of the consulting firm in attendance at this interview will be limited to the proposed primary contact or 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. Approximate Selection Timeline

Friday, May 27, 2016	RFQs due
Week of June 13, 2016	Interview selected firms
Week of June 20, 2016	Firm selected, begin negotiating final contract terms
By Monday, July 18, 2016	Bring contract to Common Council for approval
By Monday, August 1	Consultant work begins

E. Consultant Completes Work by Early December, 2016

It is the expectation of the City of Menasha that all work be completed within 4 months after the project agreement has been signed by both parties. Interviewed firms may suggest an alternative project timeline.

Contact Person(s)

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

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 City of Menasha
 Parks and Recreation Department
 140 Main Street
 Menasha, WI 54952
 920-967-3640
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Greg Keil or Kevin Englebert
 City of Menasha
 Community Development Department
 140 Main Street
 Menasha, WI 54952
 920-967-3650
 920-967-5272 (fax)
gkeil@ci.menasha.wi.us (until April 8, 2016)
kenglebert@ci.menasha.wi.us

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
Water Technology Inc. 2012 Aquatic Facility Option Analysis
Registered Use of Sports Facilities (e.g. softball leagues)
State SCORP
Parcel and topographic mapping (ESRI based)
Soils, wetlands, floodplain data
Infrastructure and utilities and drainage
Jefferson Park Area Master Thesis – 2015 by Michael Babbitts
Historical photography and data from the Army Reserve Building demolition
NRPA Park Facility Standards
NRPA's 2015 Field Report