NORWALK PARKS & REC
MASTER PLAN
—SPRING 2021—

SECTION 2 – SCOPE OF WORK / PROJECT SPECIFICATIONS

2.1 Introduction

The City of Norwalk Recreation and Parks Department seeks professional services proposals from qualified consulting firms to prepare an updated Recreation and Parks Master Plan. The City's last Recreation and Parks Master Plan was completed and adopted in 1995. In the 25+ years since, the city has experience population growth and shifts in demographics. While the City has completed several parks upgrades and quality of life projects, a fresh look is needed to guide us for the next decade. The update will provide a 10-year outlook and vision for City of Norwalk parks, recreation facilities, programming, open space, and trails. The plan will include research, data gathering and analysis, community involvement, and the development of goals, recommendations, and action plans for all aspects of the Master Plan. The selected firm will have proven experience and knowledge in park and recreation planning, master plan preparation, project management, effective public involvement processes, and board presentations.

2.2 Background

The City of Norwalk, located along Long Island Sound, has a population of nearly 90,000 people, making it the sixth largest city in the State of Connecticut. Located in the heart of Fairfield County, approximately 30 miles northeast of New York City, Norwalk is home to over 1,200 acres of public park land, including two public beaches, a marina and boat dock, 238 acres of open space at Cranbury Park, 70 acres of waterfront park land at Veteran's Park and Calf Pasture Beach, Mathews Park, Heritage Park and many neighborhood parks. The Department also maintains numerous grass and turf athletic fields, tennis and basketball courts, and playgrounds and splash pads located throughout the community. The Department's Recreation Division also sponsors a full complement of active and passive recreational programs and events for all age groups including youth and adults athletic leagues, out of school camps and activities, musical concerts, and holiday events.

2.3 Scope of Services

The Recreation and Parks Master Plan establishes goals, standards, guiding policies, and action plans to guide the City in the acquisition, development, management (operations and implications), and maintenance of Norwalk Recreation and Parks facilities through build-out in accordance with Norwalk's Citywide Plan (POCD). While some portions of the existing Recreation and Parks Master Plan are still applicable, there are a number of revisions that need to be made.

The Master Plan will be a planning tool that addresses current and future of the City's parks, recreation system and open space needs. The City is looking forward to reading a proposal that would clearly demonstrate the ability to create a Master Plan that sets the framework for decision-makers in the planning, maintenance, and development of Norwalk's Recreation and Parks facilities. The Master Plan must provide recommendations for a systematic and prioritized approach to implementation of Recreation and Parks projects. The Master Plan should provide clear direction to other agencies and private developers regarding the ruling guidelines under which Norwalk is developing, maintaining, and operating its park and recreation system. In addition, Master Plan policies and plans should meet Commission for Accreditation of Park and Recreation Agencies (CAPRA) Standards for National Accreditation while maintaining flexibility to accommodate new opportunities and shifts in priorities.

Norwalk places significant emphasis on the provision of high-quality amenities and ample recreational opportunities for the community. The City has experienced growth in sports and fitness activities for all ages and new sports are becoming popular with residents. Nationally recognized standards for park and recreation facilities establish general thresholds that should be recognized and considered; however, the standards and policies set forth in the Master Plan should be unique and specific to the community needs of Norwalk.

PLAN ELEMENTS:

The Master Plan process should be approached collaboratively with the community, stakeholders, and Staff; and the project schedule should provide adequate time for each project component, including working with community members, City staff, facilitating public participation, data gathering and analysis, document preparation, and reviews by key stakeholders and policy makers, including City Council meetings.

Tasks include, but are not limited to:

- An outline of the process, timing, and schedules from start of project to completion, concluding with City Council consideration of the Master Plan, including allowances for reviews, Staff comment periods, and edits.
- Data gathering and analysis in support of developing recommendations, goals and action plans regarding:
  - Updated park and recreation facility standards
  - Land acquisition opportunities for park and recreation development
  - Joint use opportunities for existing and future facilities with other agencies
- Conduct community surveys to assess changing demographic, and community short- and long-term needs and desires.
- Identify, describe, and implement a comprehensive strategy and methodology for community involvement, including identifying relevant stakeholders, in the Master Plan development process.
- Conduct and facilitate public community meetings and focus groups (participants to be determined) and individual stakeholder interviews. Meetings will be conducted based on agreed upon purpose.
- Demonstrate how the Recreation and Parks Department's other master plans (list provided below) could be folded into one Recreation and Parks Master Plan.
- Anticipate future community needs and identify areas of shortfalls and projected impact of future trends and a complete assessment.
- Provide a park and recreation facilities and amenities inventory list and use this data to inform on how Norwalk compares with similar agencies, and suggest improvements and amenities updates.
- Complete a comprehensive analysis and evaluation of recreation programs and services offered in-house and through partnership agreements which serves as an outline for the development of a Department Recreation Programming Plan
- Present at up to three meetings each of the Recreation and Parks Committee, Planning Commission, and City Common Council to provide progress reports and the final report.

- Provide written records and summaries of the results of all public process, meetings, and communication strategies.
- As part of the final Master Plan, an executive summary, written goals, plan objectives, and policy statements that articulate a clear vision and implementation strategy or action plan should be included.
- The final Master Plan must be submitted via electronic PDF and 17 printed and bound color copies.

The consultant will be expected to obtain adequate knowledge about Norwalk as it pertains to preparing an update to the Recreation and Parks Master Plan. This includes the expectation of the consultant to review, evaluate, and consider existing reports and information in the process of updating the Master Plan, including, but not limited to the following (https://www.norwalkct.org/1877/Strategic-Planning) :

- Recreation and Parks Master Plan
- City of Norwalk Citywide Plan (POCD) (Related to the Open Space, Parks, Trail and Recreation Systems)
- Veteran's Park Masterplan
- Cranbury Park Masterplan
- Oyster Shell Park Masterplan
- Freese Park Masterplan
- Bike and Trails Masterplan
- Annual Operating and Capital Improvement Program

Staff and the selected consultant will meet shortly after the contract has been approved and awarded to finalize the ultimate scope of work, meeting schedule and timeline.

2.4 Proposal Submission Format

All responses to this RFP must be in sealed envelopes and marked with the RFP reference title, the RFP number, and due date and time. The Candidate's name and address must appear on the envelope. Proposals should put forth full, accurate, and complete but concise information as required by this request. The City shall not be liable for costs incurred in the preparation of the response to this RFP or in connection with any presentation before a Selection Committee.

Firms should create their submissions in 8½" x 11" document size using a minimum 12 point font size, double sided. Proposals should be prepared simply and economically, providing a straightforward, concise description of the applicant's ability to meet the requirements of the RFP. Fancy bindings, colored displays, promotional materials, and so forth are not desired. Emphasis should be on completeness and clarity of content. The City reserves the right to reject proposals/parts thereof or to solicit new proposal and award contracts as it deems tin its best interest. All proposals will remain property of the City.

Request for Proposal (RFP) shall include the following, **in this order**:

- **Executive Summary**: Provide a brief history of your firm, company structure, and identify key qualities or services provided that distinguishes your firm from other firms. Outline your company's experience with similar current or completed projects.

- **Scope of Services:** Identify the specific services that will be provided by your company and any other recommended services in addition to those identified herein for consideration and possible incorporation. List the name and address of all firm(s) that may be used on this project with a brief description of their qualifications with emphasis this projects expertise and your prior association with them, if any.
- **Project Team Organization and Staffing**: Provide an organizational chart for the proposed staff for this project, including any consultants.
  The proposal should clearly identify personnel who will have a role and lead the study, including who will be the lead presenter at public meetings. Please include resumes of team members. In addition, the proposal shall also identify any sub-consultants, their qualifications and provide experience of the firms working together. In addition:
  - Provide a brief description of similar projects in which the key personnel may have worked together as a team.
  - Include minimum of three (3) similar projects in recent years and provide information such as project name, project status, project costs, and length of time on job, references and contact information.
  - Estimate the percent of time you will have each staff member working on the assigned project.

  The City reserves the right to interview and specify key staff members on this project.

- **Method and Approach**: Firms shall provide the recommended approach for the study, examples of experience with such approach, a time line for the project, options for what the final Plan would look like, an estimated schedule on how long it would take to complete the project and an estimated budget.
  - Draft work schedule for Plan completion.

- **References:** No more than one (1) page per project. Projects must have been completed within the past five (5) years. For each project you shall include:
  - an overview of the project and scope,
  - the lead consultant for that project,
  - the lead presenter at public meetings,
  - the resulting implementation including positive economic outcomes as a result of that plan,
  - reference(s) from the agency or governing body, in which similar services were provided,

- **Other Information:** Provide any other information that you believe will assist the City of Norwalk in making its selection. Such information may be in this section of your proposal

- **Forms:** Fully Completed Section 1 – Response Forms

2.5 Selection Process

Proposals will be initially reviewed by a Selection Committee. The Selection Committee will select the two or three firms that best meet the City's requirements. These firms will then be invited to represent their proposals to, and respond to questions from the Selection Committee.

Following this selection process, the Selection Committee will make a recommendation to the Recreation and Parks Committee. Approval to enter into a contract has to be authorized by the Norwalk Common Council.

The City of Norwalk reserves the right to reject any and all proposals submitted, to request additional information from all proposers and to negotiate with one or more of the finalists regarding the terms of this engagement. The City of Norwalk also reserves the right to retain the proposals, use any ideas contained in the proposals and is not obligated in any manner to reimburse the proposers for the costs incurred in connection with responding to this Request for Proposals.

The Selection Committee intends to recommend the firm that, in its opinion, best meets the City's needs, not necessarily the firm with the lowest fees.

The anticipated selection schedule is as follows:

Advertise RFP		02/03/2021
Deadline for Questions	2:00 PM	02/09/2021
RFP Electronic Submission Deadline	2:00 PM	02/16/2021
RFP Hard Copy Submission Deadline	2:00 PM	02/18/2021
RFP Opening	2:00 PM	02/18/2021
RFP Evaluation		February -March 2021
RFP Interviews		March 2021
Recreation and Parks Committee Review		April 2021
Common Council Review		April 2021

2.6 Criteria for Evaluating Proposal Submissions

The City of Norwalk shall be responsible for reviewing the proposals received and will further evaluate them, using the following criteria. The City reserves its rights to examine any other criteria and take the same under consideration and to reject any firm or proposals despite its compliance with these criteria if it determines that to do so would be in its best interests.

- Extent and level of the proposed services being offered that can be implemented to ensure the success of the project.
- Qualifications & experience of the firm, concerning comparable municipal, governmental, and or private projects of similar size and scope as this project.
- Overall experience & expertise of the proposed project team and any other key personnel.
- Responsiveness and thoroughness of the proposal submission.
- Total years in business and financial stability of the firm.
- Recommendation from previous clients.
- Proposed Fees

2.7 Prime Proposer Responsibility

Firm's submitting proposals to this RFP may utilize the services of subcontractors. If subcontractors are planned to be used, this should be clearly explained in the proposal. The prime proposer will be responsible for the entire contract performance whether or not subcontractor is to perform.

All corporate information required in this RFP must be included for each proposed subcontractor. The proposal must also include copies of any agreements to be executed between the prime proposer and any subcontractors in the event of contract award. Under this RFP, the City of Norwalk retains the right to approve all subcontractors.

2.8 Key Personnel

The personnel and commitments identified on any proposer's proposal will be considered essential to the work to be performed under this RFP. Prior to diverting any of the specified individuals to other programs or changing the level of effort of the specified individuals, the proposer must notify the City of Norwalk fourteen (14) days in advance and will be required to submit justification, including proposed substitutions, in sufficient detail, to permit evaluation of the impact on the project. The proposer will make no deviation without the prior written consent of the City of Norwalk. Replacement of personnel will be with personnel or equal ability and qualifications.

Any employee of the proposer, who in the sole opinion of the City of Norwalk is unacceptable, shall be removed from the project pursuant to the request of City of Norwalk. The proposer will have Fourteen (14) Days to fill the vacancy with another employee of acceptable technical experience and skills subject to the written approval of the City of Norwalk.

2.9 Availability of Funds

The contract award under this RFP is contingent upon the availability of funds to the City of Norwalk for this project. In the event that funds are not available, any contract resulting from this RFP will become void and of no force and effect.

2.10 Payment

The proposer will bill the City of Norwalk based on the submission of monthly invoices in a format to be determined by the City.

2.11 Invoices

All invoices shall be in a format agreeable to the City of Norwalk (City).

2.12 Termination for Default or for the Convenience of the Contracting Agency

Performance under this contract resulting from this RFP may be terminated by the City of Norwalk whenever;

The proposer, in the sole opinion of the City, is in default in the performance of the contract and shall fail to correct such default within the period specified by the contracting officer in a notice specifying default; or the contracting officer shall determine that termination is the best interest of the City of Norwalk.

Termination will be effected by delivery to the proposer of a notice to terminate, stating the date upon which the termination becomes effective. Upon receipt of the notice to terminate, the proposer shall:

- Stop all work
- Assign to the City of Norwalk all rights, title and interest in the work being developed;
- Deliver forthwith to the City of Norwalk all completed work and work in progress;
- Preserve and protect, until delivery to the City, all material plans, and documents related to this contract which, if the contract had been completed, would have been furnished to the City of Norwalk or necessary to the completion of the work

2.13 Negotiated changes

In the event negotiated changes occur after the awarding of the contract, the same pricing policies called for in the original contract will remain in effect

2.14 Contract Agreement(s) and Contract Period(s)

The selected proposer will be required to agree to and sign a formal written contract between the City of Norwalk and the proposer, prepared by the Law Department of the City of Norwalk. A sample of the contract, is provided in a separate section to illustrate the type of contract the City will use to contract for this project.

2.15 Right of Set-Off

The undersigned bidder hereby authorizes the City to set off against monies payable hereunder by the City to the bidder, an amount equal to any unpaid real and personal property taxes and assessments (the collection of which is not barred by the State of Limitations), owing by the bidder to the City, including all interest and lien charges in connection with such paid taxes.

2.16 Duration of Proposals

Proposals will remain in effect for a period of ninety (90) days from the deadline for submission of the proposal

2.17 Acceptance of RFP Content

Provisions of this RFP and the contents of the successful response will be used to establish final contractual obligations. The City retains the option of canceling the award if the successful Respondent fails to accept such obligations. The City and the successful Respondent shall enter into a written contract for the work to be performed.

It is understood that this RFP and the Respondent's proposal shall be attached and included by reference in a contract signed by the City and the successful Respondent.