



PARKS & RECREATION

Moses Lake Parks & Recreation Request for Proposals Comprehensive Master Plan

Proposals must be received by 5:00 pm on February 26, 2021

Moses Lake Parks & Recreation

PO Box 1579

411 S Balsam

Moses Lake, WA 98837

Attention: Susan Schwiesow

(509)764-3810

sschwiesow@cityofml.com

Introduction

The Moses Lake Parks & Recreation department is requesting proposals from qualified consulting firms to provide professional services to develop a Comprehensive Master Plan. The selected firm will have proven experience and knowledge in park and recreation planning, project management and effective public involvement processes and work closely with department staff and the Park & Recreation Advisory Board in preparing the plan.

The Comprehensive Master Plan will drive Parks & Recreation long-range planning and direct decision-making and resources toward a clearly defined vision for its future, including development and redevelopment of the parks, facilities, open space and recreation system over the next five years. The planning process will consist of the following components: needs assessment, visioning, identifying and evaluating community needs, priorities and opportunities, and creating a phased implementation and financial plan. The firm will create a document which summarizes the planning process, data collected, the analysis of forecasted needs and implementation strategies and present it to the City Council for review and approval.

Background

The Parks & Recreation Department utilizes long-range planning to define a consistent future vision and strategic priorities as it forces the organization to imagine the desired future of its services, recognizing the realities of the external operating environment and developing an action plan to make the desired future a reality. Our last comprehensive plan was done in 2016 and completed internally. The key factors to all long-range planning process include the following:

- Conduct a needs assessment process to analyze community park and recreation needs and interests and identify the gaps to be addressed to meet those needs and interests.
- Assess the future vision of the organization and determine the strategic priorities to achieve that vision.
- Engage stakeholders in the planning process to build consensus and support for the effective development and implementation of long-range plans.
- Foster an awareness of the organization's presence and impact on the community.
- Develop a "living document," which reflects the outcomes of the process and provides clear direction on actions to be taken to address strategy and provides a foundation for the development of all other planning and operating documents (e.g., budget, capital, facility and marketing plans).

- Ensure the most effective use of the organization’s resources by focusing decision making and spending on strategic priorities.

Update to the Comprehensive Master Plan: With the Comprehensive Master Plan requiring updating in 2021 and a needs assessment, visioning, prioritization of future needs and action planning being essential parts of both processes, the City of Moses Lake Parks & Recreation will be hiring one planning firm to assist with conducting a joint comprehensive master planning process, which includes a needs assessment to guide these plans. The reasons for and benefits of conducting a joint process include the following:

- Lead to an effective alignment of the goals;
- Provide for the timely collection of needs assessment data and the review of this data during the development of the Comprehensive Master Plan rather than using data from a previous planning process to drive one of the Plans;
- Allow for a “whole systems” planning approach, which encompasses more than a review of park and facility needs, but also operational and funding needs, which is critical in the current economic, political, and operating environment;
- Result in one action plan, which provides focus for financial and work planning; and
- Maximize resources, including Advisory Board and staff time with a shorter, less duplicative planning period.

Community and Parks & Recreation Profile

The City of Moses Lake is located in Grant County Washington in the heart of the Columbia Basin. Located along I-90, it is 175 miles east of Seattle and 110 miles west of Spokane. Moses Lake is one of the state’s largest natural freshwater lakes. The numerous parks and beaches along Moses Lake offer a variety of fun recreational water opportunities. As the Moses Lake area touts, Mother Nature has provided a wealth of recreational features and opportunities coupled with over 300 days of sunshine and only 7.8 inches of rainfall per year. Moses Lake and the surrounding County climate become a destination for year-round activities for residents and travelers. It is one of the most active areas in the region for golf, world class fishing, boat racing, watchable wildlife, pleasure boating, hunting, historical landmarks, agricultural projects, live music and concerts, camping, swimming, ice skating and walking nature trails.

The unique landscape is a geologic wonderland created by major forces of nature, where prehistoric lava flows and ice age floods played a major role in shaping the geology of the area. Museums help explain and interpret the unbelievable geologic formations. As an example, visitors at the Dry Falls Interpretive Center can view the 400-foot high, 3.5-mile-wide former waterfall, the largest on earth. The Potholes Reservoir south of Moses Lake was created 60-years ago by the Army Corp of Engineers as part of the Columbia Basin Project. The reservoir collects water for redistribution, providing irrigation benefits for a wide variety of crops grown in the area, such as winter and spring wheat, potatoes and hay, apples, cherries, and other fruits along with corn, asparagus, spearmint and peppermint. This unique reservoir attracts large numbers of Canada geese and over 100,000 ducks during the winter seasons. Mallard ducks are the species most often seen, but redheads and cinnamon teal also nest at the Columbia National Wildlife refuge. More than 200 species of birds, including songbirds, hawks, owls, great blue heron, sandhill cranes and tundra swans also call the refuge home. The geology of the Columbia Basin accounts for its compatibility with both agriculture and outdoor recreation.

Prior to the first farmers and ranchers, the area was used by the Columbia Salish Indian Tribe (now called the Moses Columbia People) as a summer encampment. The first settler, who lived near the foot of a hill northwest of where the town lies today, was a horse trader named Parker. In 1911 the Town of Neppel was founded to support pioneer farmers who settled on the shore of the lake. By 1938 the city was incorporated and was renamed Moses Lake after an Indian chief of the Sinkiuse Tribe who was named “Moses” by early Presbyterian missionaries. In that same year the transcontinental U.S. Highway 10 was built through town. In the 1940s the U.S. Army built a Bomber Training Base which later became the military installation, renamed Larson Air Force Base. It served as an enlarged outpost of the Strategic Air Command. The

Columbia Basin Irrigation Project, constructed in the 1950s by the Bureau of Reclamation, was the nation's largest single reclamation project. Construction of the irrigation system included about 2,300 miles of canals and laterals and 3,200 miles of drains and waterways that made the City and Basin flourish by allowing irrigation to over 200,000 acres of farmland.

With the Air Force Base and the irrigation project, agriculturally oriented business and industry developed in the Columbia Basin. By the 1960s the deactivated facility was transferred to the control of the Port of Moses Lake, where business and industry complemented the Grant County Airport and adjacent Big Bend Community College, which occupies many of the buildings today. The facility most recently served as a flight-training center for Japan Air Lines and both domestic and other foreign airlines used the field for training pilots and flight crews. With a change and closure of federally funded projects, the area has broadened to an agriculture supported economy, diversified expanded industry base and has a 3% anticipated population growth in the City's UGA. Agriculture, with over 550,000 acres and about 6,000 farms provided irrigation and remains the base of the economy. Over 90 major industries and businesses, not counting the retail outlets, contribute to the stability of the area.

Moses Lake Parks & Recreation

The Moses Lake Parks & Recreation Department has a vast selection of opportunities to enjoy Washington State's third largest freshwater lake. Boating, camping, fishing, wildlife viewing and just a pleasurable swim is all available in the waters of Moses Lake and accessed at the public waterfront parks. The community enjoys park attractions which include the farmers market, Japanese Peace Garden and downtown Sinkiuse Square with its peaceful setting and soothing water feature. There is live music, concerts, historic displays, art exhibits and public art displays throughout the parks and in public areas. Splashing around in the Surf 'n Slide water park, with a variety of features that include a Flow Rider, 200' slide and Lazy River, creates recreational opportunities for everyone.

The Moses Lake Parks & Recreation Department serves as the community's key resource for providing parks, recreation programs, cultural arts, historic preservation, aquatics, tourism, economic development and an enhanced quality of life for the citizens.

The Department Mission statement is:

"The Mission of the Moses Lake Parks & Recreation Department is to plan, develop and maintain safe recreational facilities and programs for the health, pleasure and educational use of the community and its visitors"

The Moses Lake park system has over 39 parks and facilities with nearly 190 acres dedicated for mini, neighborhood, and community park sites dispersed throughout the community. There are over 140 acres of regional park sites that provide both active and passive recreational opportunities. The park inventory has three extraordinary natural open space parks, one of which is the John E. Calborn Island that is preserved and protected as a natural habitat site. Marina Park and Neppel Landing serve as linear parks along the waterfront trail system.

Swimmers, artists, ballplayers, and ice skaters of all ages immerse themselves in the Department's programs. Recreational participants enjoy an array of camps and clinics, educational programs, enrichment opportunities, aquatic activities and fitness sessions as they join hundreds of various programs and classes annually.

Between the responsibility for tourism, parks, trails, programs, classes and events, the Moses Lake Parks & Recreation Department is a vibrant key for this fantastic, gratifying community.

Scope of Work

The specific work to be undertaken by the successful firm for the comprehensive master planning process is described in this Section, and respondents should include in their proposals how they will assist

Moses Lake Parks & Recreation with completing this work. The work described in this Section is considered to be the minimum required to complete this process. In their submittals, firms should propose additions or edits to this scope that lend to the best process. The comprehensive master plan should meet all the criteria for Washington State Recreation and Conservation to approve. Following the firm selection process, a meeting will be held with the successful firm to negotiate the final scope of work and a contract for services. Therefore, the City of Moses Lake Parks & Recreation reserves the right to make revisions to the final scope of work.

Project Kick-off

The first step in the project will be to hold an onsite meeting with Parks & Recreation staff to establish objectives for the project, including confirming roles and responsibilities and finalizing the project methodology, scope of services, timeline and format and content of deliverables.

Conduct a Needs Assessment

A key component in creating the Plan will be a needs assessment process that taps the opinions and ideas of the community, Park & Recreation Advisory Board and staff and includes a comprehensive inventory of the current state of the Parks & Recreation department, including its financial condition, operations, park system, facilities, programs and services. The needs assessment also entails a review of current and projected demographics, current planning standards, regional and national trends and how facilities owned by other entities factor into the park and recreation needs of the community. It will provide the data and information necessary to evaluate how Moses Lake Parks & Recreation facilities meet current and future needs and whether modifications and/or additions will be required. An overview of each facet of the need's assessment is as follows:

Develop and Implement Public Involvement Strategy

The planning process must result in a shared, clearly defined vision for the Parks & Recreation Department driven by input from the community. Public involvement is extremely important to Parks & Recreation and informs decision making processes. The successful firm will propose a robust and innovative public outreach strategy that describes how the community, staff and Advisory Board will be provided opportunities to participate in the development of the Plan. In their submittals, firms should at a minimum provide the following:

- Identify and describe a comprehensive strategy and methodology for citizen, participant and stakeholder involvement (e.g., proposed outreach process, methods of outreach, outreach tools, anticipated schedule)
- Ensure the residents, user groups and other stakeholders are provided an opportunity to participate in the development of the Plan
- Act as professional facilitators to 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 communication strategies
- Develop and manage any online public involvement tools and data

Collect and Analyze Data

- Develop and administer a city-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 Parks & Recreation facilities, programs and services. This survey will be used as a baseline to determine needs, desires and willingness to pay

- Collect and interpret demographic characteristics and trends of the city's population using information from the US Census Bureau's American Community Survey, tapestry segmentation, regional and local sources, etc.
- Compile data on participation, operations, technology, programming, programming space and land use trends and acquisition opportunities
- Compile an inventory of indoor and outdoor facilities, including capacity of each amenity found within the park system as well as its functionality, accessibility, condition and convenience, etc.
- Review available funding and financing strategies that are options for funding future improvements.
- Develop Level of Service (LOS) standards to meet community needs. Standards should consider geographic distribution of indoor and outdoor facilities and their amenities

Determine the Parks & Recreation's Strategic Direction and Analysis of Forecasted Needs

The firm will review needs assessment outcomes with the Advisory Board and staff and facilitate a review of the Parks & Recreation's strategic direction to identify and affirm the long-range vision for the department. This step of the Plan process is vital for clarifying the Parks & Recreation's organizational direction for action planning, decision making, and resource allocation. To determine the department's strategic direction, the firm will assist the Parks & Recreation department with accomplishing the following:

- Review the department's purpose, aspiration and organizational values
- Conduct a situational analysis and environmental scan utilizing the needs assessment data to determine gaps in what is being provided versus the needs and interests identified
- Develop a list of critical issues and opportunities based on the results of the situational analysis and environmental scan

Develop Recommendations and Implementation Strategies

To ensure that the Plan is implementable upon its adoption by the City Council, it must include realistic, feasible and clearly defined planning scenarios. Based on the outcomes of the need's assessment and the department's strategic direction, the firm will be expected to develop the following:

- Prioritized recommendations to meet current and future needs through, but not limited to, land acquisition, construction or redevelopment of indoor and outdoor facilities, development of additional recreational amenities, park maintenance, etc.
- Estimates of the capital and operational costs for land acquisition, construction or redevelopment of indoor and outdoor facilities, development of additional recreational amenities, park maintenance, etc. The analysis should be designed to connect with the city's capital plan.
- Recommendations for addressing operations, staffing, maintenance, technology, programming and services and funding needs to support implementation of this Plan.
- Evaluation of the feasibility, cost-effectiveness/return on investment of suggested strategies and recommendations.

Create Action Plan: Strategic, Capital and Financial

The firm must develop an action plan which includes strategies, priorities and budget support and funding mechanisms for the short term, mid-term and long term, which were developed during the previous stage in the process. The Action Plan must be a phased with prioritized recommendations and a capital projects prioritization process/ranking system for future strategic investments and level-of-service/reoccurring capital needs.

Final Report and Presentation

The selected firm shall submit a draft and final report which summarizes the findings and conclusions and includes a clear demonstration that the firm has fulfilled all of the elements contained in the agreed upon scope of work. The Plan must include written goals, plans, objectives and policy statements that articulate a clear vision and “road map” for the Parks & Recreation’s future.

The firm will make two (2) on-site presentation to report and summarize findings to the Advisory Board, City Council and staff. The reports must be in an easy-to-understand format with charts, graphs, maps and other data as needed to support the plan and its presentation to the appropriate audiences. The final report must be submitted as follows:

- A color version of the draft Comprehensive Master Plan document consisting of one (1) printed and bound color copy and an electronic copy in a format compatible with the department’s software.
- A color version of the final Comprehensive Master Plan document consisting of fifteen (15) printed and bound color copies, one (1) printed and unbound copy and an electronic copy in a format compatible with the Parks & Recreation’s software.

Services Provided by Staff and Progress Reporting

The Moses Lake Parks & Recreation department will assist the firm in managing the operational aspects of the project and coordinating work with the relevant parties. The department will provide overall support for project tasks and, the Parks & Recreation Interim Director will serve as the lead liaison for the project. The Parks & Recreation Interim Director will provide all existing documentation (as requested by the consultant during final scope review) and compile contact information for staff and local organizations. District staff, primarily the Parks & Recreation Interim Director, will also schedule, coordinate the availability of staff based on their work schedules and make all necessary arrangements for meetings and interviews conducted by the consultant during the course of this project.

The firm and the Parks & Recreation Interim Director will hold progress meetings in person, over zoom or over the phone as often as necessary, but in no case less than once per month until a final plan is approved by the City Council. The Parks & Recreation Interim Director shall schedule the progress meetings, as necessary, at key times during the development of the Plan. The firm shall provide the Parks & Recreation Interim Director with at least one (1) copy of all completed or partially completed reports, studies, forecasts, maps or plan as deemed necessary by the Parks & Recreation Interim Director.

Instructions for Submitting Proposals, Proposal Components and Evaluation Criteria

All respondents to the RFP must include the items provided in the following list. All the listed items should be addressed completely and should follow, as closely as possible, the order and format in which it is listed below. These categories and criteria will be major considerations in the evaluation and determination of the most qualified and capable firm(s). The sequence of the listing is not intended to reflect the relative weight of each category.

1. Letter of transmittal
 - a. Statement indicating an understanding of the work to be performed and interest in performing the scope of work.
 - b. Discuss consultants’ availability over the next 6-12 months.
 - c. Identification of key contact person for communicating with the Parks & Recreation department on the proposal and all project-related matters.
2. Qualifications/Project Portfolio
 - a. Areas of specialization.
 - b. Practice philosophy.
 - c. Years in the business and history of firm.

- d. Examples of three (3) to five (5) projects the firm took a lead role in the preparation of a Comprehensive Master Plan and a community-wide scientific survey. The projects should be comparable in complexity, size, scope and discipline (as described in the Scope of Work section) and been undertaken during the past five years.
3. Project Management
 - a. Introduction to the team (all firm staff and sub-consultants assigned to complete work on the project), including resumes for all the key personnel, which provide educational background/training, experience and detailed descriptions of roles played on past projects.
 - b. Services/functional roles to be performed by each team member (including all sub-consultants).
 - c. Location of each team member.
 - d. Availability and commitment of assigned professionals who will undertake the scope of work.
 - e. Technical resources of the firm and any sub-consultants.
 4. Methodology and Process to Complete all Phase of Project
 - a. Describe the vision, strategic overview and approach to the project.
 - b. Express how the components above reflect your qualifications for this project.
 - c. Discuss what parameters you will engage to develop a project that will be creative, logical, and engaging.
 - d. Include detailed descriptions of the procedures and methods you propose to use to complete all tasks within the scope of work.
 - e. Discuss tasks, timelines and anticipated deliverables for each phase of the project.
 - f. Include the proposed process and methods to assure quality, cost, and schedule control.
 - g. Explain in the proposal all supporting studies, models, and assumptions that will be developed or used as part of the study.
 5. References
 - a. List at least three (3) to five (5) references we may contact (preferably from the projects provided in 2(d) of this section that have been undertaken during the past five years) with client contact information (current email and telephone).
 - b. Indicate project names and the personnel assigned to this project (including all sub-consultants) roles and involvement in each project.
 6. Fee Proposal - one (1) copy in a sealed envelope (see also Fee Proposal section following this list)
 - a. Include a total "not to exceed" figure for the scope of work (based on the estimated level of effort to be spent on each task).
 - b. Include itemized schedule of all expenses by phase (reimbursable expenses listed separately), including a composite schedule of hours estimated for included tasks.
 - c. Provide hourly rates for all team members, sub-consultants and staff levels.
 - d. Describe the methodology for billing reimbursable expenses (such as travel, production of documents, purchase of data, etc.).
 - e. Describe method for billing additional services beyond the initial scope of work (beyond approved not-to-exceed amount).

Fee Proposal: One (1) copy of the cost of services must be included with appropriate detail reflecting all cost. The firm is required to **separate cost** by the major phases of the process. **Do not include any reference to fees in the body of your RFP response.** Failure to comply with this provision will result in disqualification of your firm. The city reserves the right not to fund any portion of the firm's proposal.

Understanding and Approach of Scope of Work: Proposal shall describe the approach to the scope of work described in the Scope of Work section of this RFP, including process and schedule. Firms are encouraged to make suggestions to amend the scope of work to achieve the project goals. This criterion will be evaluated based on the proposer's understanding of the project objectives and ability to

demonstrate a process that efficiently and effectively achieves the desired outcomes. Reasoned creativity is encouraged. Parks & Recreation anticipates modifying, where appropriate, the objectives and/or scope of work listed in this RFP based on the firm's experience and expertise in completing similar projects.

Disclosure: Proposal will disclose any professional or personal financial interest which could be a possible conflict of interest in contracting with the city. Consultant shall further disclose arrangements to derive additional compensation from various products or services, including financial. The firm must also list all current and unresolved litigations, arbitrations, or mediations of the firm in its proposal.

Selection of Consultant

Moses Lake Parks & Recreation will select a firm on the basis of its ability to respond to the Request for Proposal (RFP) requirements, the qualifications and expertise of the team working on this project, past performance on similar projects, the time required to complete project, methodology, firm resources and the firm's willingness to negotiate and execute an acceptable written agreement. Moses Lake Parks & Recreation reserves the right to reject any, some portions of or all proposals and supporting material and to request written clarification of any portion or section of proposals and support materials. The Parks & Recreation reserves the right to negotiate with more than one potential respondent after the submission of all proposals. Parks & Recreation also reserves the first right-of-refusal to work with any sub-consultant proposed by the firm.

After a thorough review by Parks & Recreation staff of the proposals submitted by respondents to this RFP, a short list will be created of the firms that meet the requirements outlined in this RFP and those firms will be required to make a presentation on their qualifications and proposals to the staff. Based on these interviews, the staff will recommend to city council the firms that are the best fit for the city and this project. City Council makes all final assessments and judgments regarding selection.

All proposals will be afforded fair and equal treatment with respect to any opportunity for discussion and revision. Any such revision may be permitted after submission and prior to award for the purpose of obtaining the best and final offer at the discretion of the Parks & Recreation department. When conducting negotiations, the city will not disclose information from proposals submitted by competing firms.

Selection Process Timeline

The timeline for selecting a firm is as follows:

Deadline for Proposal Submission	February 26, 2021
Firm Oral Presentations/Interviews with the Staff	March 16, 2021
Potential Approval of Firm by Moses Lake Parks & Recreation	March 30, 2021
Project Start Date	April 5, 2021
Complete Project	by December 2021

General Requirements of the Selected Proposing Firm

The selected proposing firm must follow the following general requirements to be hired by the city:

- Enter into a contract with the city and maintain insurance coverage for the duration of the contract period;
- Prohibit assigning or subcontracting the whole or any part of the contract without the prior written consent of the city;
- Operate as an independent contractor and will not be considered employee(s) of the City of Moses Lake; and
- Paid on actual invoices as work is completed.

Submittal Deadline

One (1) hard copies unbound and one (1) electronic copy of the proposal must be received by the Moses Lake Parks & Recreation, 411 S Balsam or PO Box 1579, Moses Lake, WA 98837 (Attention: Susan Schwiesow) on or before 5:00 p.m. PST, February 26, 2021. Each proposal must be submitted with all required documentation.

Questions about RFP

All questions regarding this RFP should be directed to Susan Schwiesow, Moses Lake Parks & Recreation, at 509-764-3810 or sschwiesow@cityofml.com.