



# FRED RICHARDS PARK MASTER PLAN REQUEST FOR PROPSAL

## RFP SCHEDULE

Proposal Submittal Deadline: Friday, September 2 2016  
 Interviews for Selected Consultants: Week of September 12 2016  
 City Council Approval of Consultant Contract: October 18 2016  
 Proposals shall be submitted no later than 4:00pm on the above date. Send proposals to:

**Ann Kattreh**  
**City of Edina, Parks and Recreation**  
**4801 West 50<sup>th</sup> Street**  
**Edina, MN 55424**

## LIMITATION

The Request for Proposal does not commit the City of Edina (City) to award a contract or pay any cost incurred in the preparation of the proposal. The City reserves the right to reject any of all proposals or portions thereof, to accept a proposal or portion thereof, and to waive any informality.

## CONTACT INFORMATION

All questions regarding this request for proposal should be directed to the Director of Parks and Recreation, Ann Kattreh.

**Ann Kattreh**  
[akattreh@edinamn.gov](mailto:akattreh@edinamn.gov)  
 952.826.0430

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## VISION MASTER PLAN & PARKS, RECREATION AND TRAILS STRATEGIC PLAN

On March 18, 2014, the Edina City Council accepted staff and Park Board recommendations to cease the golf operations at Fred Richards Golf Course. On April 22, 2014, the City Council authorized undertaking a repurposing study, which was to be forward looking and would not focus on revisiting the decision to close the golf course. The purpose of the study was to better position the City Council to make an informed decision about the future use of Fred Richards Park.

The goals of the repurposing study were as follows:

- To engage the public to gather information and ideas about repurposing the Fred Richards site to position the City Council to make an informed decision about its future use. Key principles established for the study included:
  - Maintaining an open and transparent public process
  - Seeking creative ideas and options
  - Providing context and background information to aid the City Council in analyzing and considering repurposing opportunities
  
- Gather background information and listening to various stakeholders and members of the community. Specifically, the team's charge was to:
  - Understand the community issues and perspectives associated with repurposing the site
  - Provide a public conduit for generating ideas
  - Define viable options for City Council consideration
  - Undertake baseline development cost evaluation
  - Provide perspective related to findings from the public process
  - Recommend a plan of action for the City Council to further consider

**The Vision Plan encompasses the general principles Edina desires for the park, however, this document should only be considered as a foundation and not a template for your proposed master plan.**

In 2015 the Edina Parks & Recreation Department completed a strategic plan of the park system.

The Fred Richards' Vision Master Plan and the Parks, Recreation & Trails Strategic Plan can be found on our website for full review.

Fred Richards' Vision Master Plan: <http://edinamn.gov/index.php?section=fred-richards-repurpose>

Parks, Recreation & Trails Strategic Plan: [http://edinamn.gov/index.php?section=park\\_strategicplan](http://edinamn.gov/index.php?section=park_strategicplan)

## SCOPE OF WORK

The scope of services requested includes the following phases of work:

- 1) Project Initiation
- 2) Research, Analysis & Inventory
- 3) On-going Community Outreach and Public Participation
- 4) Schematic Design
- 5) Preferred Master Plan-Environmental Document Development
- 6) Final Master Plan

The Consultant shall be responsible for, and shall act as prime coordinator for all sub-consultant services, and shall allow sufficient time to review and correct the work of sub-consultants prior to submission to the City. All meetings that the Consultant is required to attend shall also include sub-consultants as appropriate.

## PROJECT BUDGET

The City has dedicated \$70,000 to the development of the master plan for Fred Richards Park.

## PUBLIC ENGAGEMENT

Public participation is a key element in this process. Outreach activities should focus on a variety of stakeholders including neighborhood residents, neighboring businesses and future business developments, the Edina Park Board, the Edina City Council, the Three Rivers Park District, the Nine Mile Creek Watershed District, recreational users, athletic associations and the general population of the City.

The community outreach efforts may include:

- Public Meetings
- Stakeholder interviews
- Site walks
- Website
- Surveys
- Other methods to measure the public's reaction to the process and adjust the planning process as necessary
- A minimum of two Park Board presentations and two City Council presentations will be required

## PROJECT IMPLEMENTATION

The Proposed Project will have two very important components:

1. A community participation process that includes meetings, workshops, interviews and public outreach materials. City staff will assist the selected consultant in the development and utilization of these public participation elements, which shall include a project web page and other elements deemed necessary to reach the public. To ensure these elements are conducted in an efficient and timely manner, meetings with the Director of Parks and Recreation must be conducted at the outset of the project to refine the schedule, assign responsibilities, and ensure accountability is built into the process. A mid-way point check-in and presentation to gather feedback from the Park Board and City Council will be required. The process will increase the residents' knowledge of the issues that are present in Fred Richards Park and provide a vehicle for eliciting public input for solutions to these issues.
2. A final master plan that addresses the needs presented through the public engagement process, and meetings with the Park Board and City Council will be developed by the selected consultant at the conclusion of the public participation process. This plan will be presented by the consultant to the Park Board and City Council for adoption. The timing for this final report will be determined (preliminarily) at the meetings with the selected consultant at the outset of the project, and may be adjusted during the course of the project.

## SUBMISSION REQUIREMENTS

The Proposal response should be fully self-contained, and display clearly and accurately the capabilities, knowledge, experience, and capacity of the respondent to meet the requirements of the project and the RFP. Respondents are encouraged to utilize methods they consider appropriate in communicating the required information. At a minimum, this will include submission of the information requested below:

- Firm Description & Experience
- Approach to Fulfilling Project Objectives
- Proposed schedule for project completion
- Fee Schedule
- Number and type of meetings included

Twelve (12) bound copies plus an electronic copy submitted on a flash drive of all documents should be submitted to the City of Edina Parks and Recreation Department at 4801 West 50<sup>th</sup> Street no later than 4:00 pm Friday, September 2 2016. Submittals and questions can be sent to Ann Kattreh, Parks and Recreation Director, at [akatteh@edinamn.gov](mailto:akatteh@edinamn.gov). Interviews with the most qualified firms will be held on the week of September 19, 2016.

In order to be considered, all requested information below shall be submitted. All material shall be presented in a succinct manner in the same order as presented in this RFP. The City will not be responsible for proposals delivered to a person/location other than that specified above.

## FIRM DESCRIPTION

- 1) Consultant: Name, address, telephone number, e-mail address, website address (if available)
- 2) Year the firm was established
- 3) Primary contacts within the company: Title, telephone number and email address for each. Indicate which person will be the contact for the RFP process.
- 4) Number of employees in firm and office locations
- 5) Consultant specialties: List of the type(s) of work the firm specializes in
- 6) List of Fred Richards Park Master Plan Project Lead Professional Personnel by Area of Expertise: Provide an organization chart describing staff available to handle the desired work. Provide a brief but detailed history of the number of years of experience with the current firm and other firms, education, professional registration/certifications, and qualified work experience relevant to the services requested.
- 7) Current/Prior Experience with Municipal Projects with emphasis on Park Master Plan projects: List up to six (6) projects, starting with the most recent, that the professional personnel of your firm have worked within the past 10 years. Provide the year the project was performed, the name of the municipality/jurisdiction and location (city), the owner's name, address, and contact name and phone number, e-mail address and the scope of work performed. Other related experience may be included.

## APPROACH TO FULFILLING THE PROJECT OBJECTIVE

- 1) Provide the tasks and narrative of how your firm will comply with fulfilling the project objective, and what special services and products your firm has to meet our needs and not exceed the agreement amount.
- 2) A description of how the firm provides the desired services and quality control to assure adequate level of service and successful project completion and management.
- 3) A time frame or chart showing start dates and major milestones along the way.
- 4) A statement indicating the firm is independent, properly licensed and insured to practice in Minnesota, and has no conflict of interest with regard to any other work performed by the firm for the City.

## RATE SCHEDULE

Provide an itemized rate schedule that reflects the work proposed. The rate schedule should include typical hourly charge rates for labor classifications anticipated.

## CONDITIONS OF REQUEST AND REQUIREMENTS

The following conditions apply to this RFP:

1. The City of Edina (City) reserves the right to withdraw this solicitation of a proposal at any time without prior notice. Further, the City makes no representations that any agreement will be awarded to any firm submitting a proposal.
2. The City reserves the right to reject any and all proposals submitted in response to this request and to reject any sub-consultant or individual working on a consulting team.
3. Any changes to the proposal requirements will be made by addendum.
4. In any event, the City shall not be liable for any pre-contractual expenses incurred by any proposal or Consultant. This shall include pre-contractual expenses such as preparing the Proposal, submitting the Proposal to the City, negotiating with the City on any matter related to the Proposal or other expenses incurred prior to the date of award for any agreement related to the services herein described.
5. No prior, current or post award verbal agreement(s) with any officer, agent or employees of the City shall affect or modify any terms or modifications of this RFP or any contract or option resulting from this process.
6. The City reserves the right to waive any minor irregularities, informalities or oversights at its sole discretion. The term "minor" as used herein means any proposer or City irregularities or oversights that does not materially affect or alter the intent and purpose of this RFP, and is not in violation of any State of Minnesota or Federal Government rules, laws and regulations that may apply to this procurement.

## EVALUATION CRITERIA AND PROCEDURES

## DISTRIBUTION AND OUTREACH

This RFP is being distributed to a list of consultants who have expertise in related areas.

## SELECTION TEAM

The City will rate prospective consultants (firms) for this work using only objective criteria based upon the information obtained from the Proposals.

The firms with the highest ranking based on experience and qualifications as described in the Proposal to provide the required services will be invited for interviews. The proposed project manager and personnel will be requested to represent the firm at the interviews.

## SELECTION CRITERIA

The evaluation will consist of a matrix of requirements, qualifications and experience. The following criteria will be used in evaluating the submittals received in response to this RFP:

- Background and experience of firm and personnel
- Past performance and service on similar assignments/projects
- Proposed approach and proposed scope of work to complete the Fred Richards Park Master Plan.
- Technical qualifications of staff who will be working on the project
- Price

## SELECTION PROCEDURE

Consideration of a prospective consultant's (firm's) proposal will be made only if the prospective consultant meets all the minimum requirements of this RFP. The City reserves the right to adjust, increase, limit, suspend or rescind the rating based on subsequently learned information. The City reserves the right to award a contract to the firm (or firms) that present the best qualifications and which will best accomplish the desired results for the City.

Any consultant (firm) deemed not qualified, or consultants (firms) who's rating changes sufficiently to disqualify them, will be notified in writing. No consultant shall have the right to an appeal based upon an incomplete or late submission of the proposal.

### Request for Supplemental Information

The City reserves the right to require, from any or all consultants (firms), supplemental information that clarifies submitted materials.

### Questions

All questions regarding this solicitation should be directed to the City representative listed in this RFP. Do not attempt to contact other City staff members regarding your submittal or any related proposal submittal.

### Incomplete Proposals

Incomplete and/or unsigned submissions will not be considered. However, if a submission is incomplete, and if it appears that the omission can be corrected promptly, the affected firm may be contacted and offered the opportunity to complete the proposal and provide the required information within a prescribed period of time, which will not be extended. If a firm does not respond within the time stated, the Proposal will not be considered.

### Rejection of Submitted RFP

Proposals that are not current, accurate, and/or completed accurately in accordance with the prescribed format shall be considered non-responsive and eliminated from further consideration.

### Selection Process Termination

The City reserves the right to terminate the selection process, at any time, without making an award to any or all consultants.

### Disqualification

Factors such as, but not limited to, any of the following may be considered just cause to disqualify a proposal without further consideration:

- Any attempt to improperly influence any member of the selection staff;
- Existence of any lawsuit, unresolved contractual claim or dispute between consultant and the City;
- Evidence of consultant's inability to successfully complete the responsibilities and obligations of the proposal; and
- Consultant's default under any agreement, which results in termination of the agreement.