

CITY OF COVINGTON



REQUEST FOR PROPOSALS FOR PARKS, RECREATION AND OPEN SPACE PLAN UPDATE

Proposals Due: 4:00 PM, Tuesday, March 2, 2021

Project Administrator
Matthew F. Keough, Parks Planning and Development Manager
Email: mkeough@covingtonwa.gov
Phone: (253) 480-2488

I. Invitation

The City of Covington, Washington is seeking proposals from qualified consulting firms to provide professional services to update the city's Parks, Recreation and Open Space (PROS) Plan. The PROS Plan is to guide park and recreation services, strategic planning, and in capital project implementation across the community. The selected consultant will work with city staff to assess Parks and Recreation needs and opportunities while engaging in a collaborative public participation process.

The update should advance the balance of public and private park spaces and recreation services as envisioned in the 2016 PROS plan. Specifically, the update will provide implementation strategies, objectives, and measures towards the existing PROS goals, objectives for Covington. The adopted optimal levels of service still instruct long-range planning goals but will be augmented by needed strategic implementation plans. For example, the updated PROS plan will provide direction the city's parks, open space, trails, and recreation facilities over short, middle, and long range (5, 10 and 20-year planning horizons.) As such, the updated plan will guide decision-making, capital project choices, and in prioritizing annual strategic, action, and budget plans.

The new PROS Plan will reflect industry best practices, providing operational guidance, strategic action items, and desired outcome measurements in a table format that facilitates efficient plan accountability and implementation.

II. Background

The city of Covington is 6.5 square miles, located in southeast King County at the intersection of state highways 18 and 516. Covington has experienced substantial residential growth since its incorporation in 1997, increasing population from 12,500 to its current level at 20,200.

Historically a timber area, the city of Covington's residential growth is complemented with significant on-going commercial growth and infrastructure improvements. Commercial developments in the city have made it a regional retail and medical service hub.

Covington is serviced by the Kent School District with one high school, two middle schools, and five elementary schools within city limits as well as two additional high schools (one Tahoma School District) and one elementary school in close proximity to the city boundary. The community also has two private schools and an active homeschooling population as well. Several senior housing complexes have located in the urbanizing core of the city.

Covington has 3.8 miles of city-owned developed trails and 109 acres of parks made up by two community parks, three neighborhood parks, an aquatic center, and a skate park facility. City-owned Open Space properties totaling 160 acres - often associated with natural areas, stormwater conveyances, and dedicated wetlands - require integration into the PROS plan, particularly in relation to environmental protection and education. Neighborhoods, schools, and churches provide private park and open space amenities throughout the city, also requiring integration into the PROS plan.

Presently, the city owns and operates just one multi-purpose field, one tennis/pickleball court, and one half-court, and three playgrounds. Other athletic facilities are currently

available in the City's recreation programming under conditions established by an agreement with the Kent School District. The City of Covington has a number of planning efforts and resources to integrate into this effort, particularly the City's Comprehensive Plan, a Park Impact Fee Program, and Capital Improvement Program related to budget requirements. An inventory of city owned properties is in GIS-format to further the PROS plans analysis and any necessary further classifications of assets and opportunities. It should be noted that Park Maintenance is achieved through a small Public Works Department which shares resources across the City, with only 1 FTE position dedicated exclusively to Parks. This reality is a critical consideration for the selected consultant who can advise on techniques to strategically grow park capacity, among limited implementation resources and municipal budgeting.

III. Scope of Work

The consultant will provide services to the city that will result in a comprehensive Parks, Recreation and Open Space Plan that updates the current levels of service for the city's parks, open space, trails, recreation facilities and recreation programs and enhance implementation measures, to be captured in implementation tools, such as working template for annual capital facility improvement planning.

At a minimum, the plan update must meet Washington State Recreation and Conservation Office planning requirements contained within their most current version of Manual 2: Planning Policies and Guidelines. Recommended initiatives, programs and projects that advance the city towards its **already-established Future Levels of Service** should be described in a manner ideally consistency with WA RCO grant criteria and other applicable grant programs such as King County's Conservation Futures Program and Youth and Amateur Sports Grant Program.

The consultant will collect and analyze data to review progress of – and any necessary update to - current goals, policies for the city's park system, open space, trails, recreation facilities and recreation program development. In areas where development standards are envisioned as part of implementation measures, the consultant will ensure objective measures and outline of action steps towards this result. The consultant will work closely with city staff in preparing the updated Parks, Recreation and Open Space Plan.

A. Public Process

Consultant will:

- Act as professional facilitators to gather specific information about services, facilities, use, preferences and strengths, weaknesses, opportunities and threats facing the Covington Parks Department and the local Park and Recreation industry
- Identify and manage a comprehensive methodology for public participation and constant review of the plan, to include post-adoption review and public accountability
- Design, implement, and monitor an early and continuous public involvement program for the plan update that maintains all records and documents responsiveness to public feedback
- Fully incorporate an on-line public participation program, utilizing best practices particularly addressing limited social gatherings

- Assure that residents, user groups, associations, and other stakeholders are provided an opportunity to participate in the update of this plan
- Provide methods to hear from as many people as possible, including users and non-users of services and facilities
- Conduct at least two public community meetings (outside of City board meetings), corresponding to 1) the required validation of the PROS vision and objectives, and 2) response to required, proposed alternate implementation approaches towards the vision and service levels
- Offer a combination of surveys, focus sessions, and interviews to capture and address stakeholder interests, including city staff
- Build consensus and agreement on the plan and where consensus is not possible, provide for informed decision making with balanced findings
- Participate in a minimum of three meetings with the Parks and Recreation commission
- Participate in a minimum of one meeting with the Planning Commission
- Present complete findings and recommendations, live, and in advance in writing, to the city council

B. Statistically Valid Survey

Provide a 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 the park facilities and recreation programs.

This survey will build on the existing baseline of past PROS plans and other survey work done in the past six years, particularly the work done regarding the market assessment done by Ballard-King in the on-going Aquatic/Recreation Facility Feasibility Study.

C. Demographic Trends

Review and interpret demographic trends and characteristics of the city using information from the city's comprehensive plan and other regional and local sources to include the WA Department of Public Instruction.

D. Existing and Future Facilities-Analysis of Level of Service

The consultant will begin with the existing inventory and assessment of the existing public and private parks, trails, open space and facilities in ARC GIS format to be coordinated with city staff for city upkeep. The assessment includes the city's current adopted levels of service standards for playgrounds, ball fields, trails, natural areas, special facilities, etc., with established service areas within the city, to be viewed in ARC GIS with analysis tools.

Critical attention will be given to the functionality, accessibility, condition, comfort and convenience of public assets towards a more qualitative service focus, especially in implementation strategies. The analysis will also include identification of best possible providers of community and recreation services, recommendations for minimizing duplication, and identification of partnership opportunities.

E. Rank and Prioritize Demand and Opportunities

- Prioritize recommendations regarding land acquisition and the development of parks, trails, open space, and recreation facilities including maintenance and storage

- Develop a set of prioritized recommendations for regular and life cycle maintenance and renovation of existing parks, trails and recreation facilities

F. Analysis of Programs

- Provide an analysis of the providers for programs and services, to include identifying capacities to meet local demographics and growth patterns
- Establish the Parks and Recreation Department's current level of service regarding recreation programs, taking into any lack of programs for constituencies, such as public Senior Recreation programs
- Ensure awareness and response to recreation programs, policies, and plans of relevant jurisdictions, including King County and adjacent jurisdictions
- Provide recommendations for both minimizing service duplications and enhancing collaborative partnership possibilities towards PROS objectives
- Provide recommendations for recreation program expansions in line with demographics, public process, and regional service plans
- Consult adopted regional plans and the work of partners, to include the Play Equity Coalition for King County

G. Action Plan

- Collect and analyze demographic and market information for the community
- Project and address impacts of potential future trends, to include land use and population growth
- Collect and analyze information on park and recreation needs and desires in regard to **qualitative standards that impact levels of service**
- Identify areas of qualitative service shortfalls and provide strategic action recommendations to increase services beyond acreage levels
- Develop **strategies for acquisition and development of parks**, open space, trails and recreation facilities, highlighting leverage opportunities
- Identify means to provide critical operations, staffing, and maintenance for recommended strategies and initiatives
- Develop cost estimates for parks maintenance and administration for recommended service levels and for any specific recommended improvement
- For any recommended improvements, provide a cost per unit for maintenance and operations in order to anticipate total costs
- Identify opportunities for available funding and acquisition means
- Develop an action plan which includes strategies, priorities and an analysis of **implementation mechanisms** for the short term, mid-term and long term for the park system, open space, trails, and for recreation programs

H. Progress Reporting

The consultant and the city's project administrator shall hold evaluator progress meetings as often as necessary until the final plan, as approved by the city council, is provided with a full public record of the process, kept by the consultant. The project administrator will expect both internal and external reports at milestone times during the development of the plan. The consultant shall supply the city reports, studies, forecasts, maps or plans used in the process ahead of each progress meeting and at the completion of the process. The city staff will have these materials at least one week ahead of any public distribution deadline, to include the public meeting materials prepared in advance for city officials.

Development of Final Plans and Supporting Materials

- The Parks, Recreation and Open Space (PROS) Plan must maintain written goals, plans, objectives, and policy statements that articulate a clear vision for Park and Recreation services
- The PROS Plan must integrate with the Park and Recreation Element of the City's Comprehensive Plan and state any needed amendments for compliance with the City's Comprehensive Plan
- Provide an update of the existing conditions, inventories and level of service analysis
- Create charts, graphs, maps and other data as needed to support the plan and its presentation to the appropriate audiences
- Provide a capital improvement plan including a long-term planning program, a six-year capital facilities plan, and plan to update the Park Impact Fee study to be related and built upon the updated PROS plan
- Provide an executive summary within the plan
- Participate in a minimum of three meetings with the parks and recreation commission to present and solicit feedback
- Participate in a minimum of one meeting with the planning commission to present and solicit feedback on the draft plan
- Participate in a minimum of two meetings with the city council to present the recommended plan and the proposed adopted plan (incorporating any changes made by council at previous presentation)
- A PDF color version of the preliminary Parks, Recreation and Open Space Plan document consisting of all graphics, appendices, associated materials and the full public record; and editable (not locked) original source file(s)
- A PDF color version of the adopted Parks, Recreation and Open Space Plan document; and editable (not locked) original source file(s)
- A PDF color version of the adopted executive summary, and editable (not locked) original source file(s)

I. Related Documents

- Comply with guidelines of the Washington State Recreation and Conservation Office (RCO) and the State Growth Management Act (GMA) as they relate to municipal park planning.
- Review and incorporate information from existing city plans and policy documents including, but not limited to:
 - 2016 Parks, Recreation and Open Space (PROS) Plan
 - Parks Impact Fee Study, 2015.
 - The current Recreation guide (can be viewed at the [city website](https://www.covingtonwa.gov/contact_us/), https://www.covingtonwa.gov/contact_us/)
 - The city's current Vision, Mission and Goals adopted by the City Council, (can be viewed at the [city website](#))
 - The city's current Comprehensive Plan (can be viewed at the [city website](#))

J. Items to be provided by the City of Covington

- A project administrator, as the public contact and responsible for coordination with the city and for access to city information, tools, and public processes
- Electronic copies of all existing studies, plans, programs and other data related to the city of Covington Parks, Recreation and Open Space Plan including the 2016 PROS Plan and access to all applicable records
- Assistance with coordination of community resources and meetings

Proposal Submittal and Selection Process

The selection process will include review of proposals, preparation of a short list and final interviews. Each complete proposal received prior to the submission deadline will be reviewed by city staff and ranked against the other proposals based on the criteria listed below. Consultants from the top proposals will be extended an invitation to be interviewed by a city selection panel, anticipated to be done through Zoom.

A. Proposals

Proposals must be concise and should be organized to comply with the following sections:

- Letter of Submission
Letter of submission should include the name, address, telephone number and email address of the person(s) who is authorized to represent the team. (1 page maximum)
- Executive Summary
An executive summary should briefly describe the consultant's approach detailing the methodology, deliverables and client meetings to be provided and clearly indicate any options or alternatives being proposed. (2 pages maximum)
- Project Team Organization and Qualifications
Provide an organization chart that identifies the roles of each key personnel involved in each phase of the project. Describe the proposed responsibilities and involvement and provide a résumé of related experience, professional licenses, certifications and education of each team member. List any sub consultants, contractors or professional services business to be involved in this project. Describe their capabilities, responsibilities, involvement and related experience of each. (6 pages maximum)
- Experience and References
Provide information on three to five public agency references (contact name, telephone and email address) for projects of a similar scope. For each project identified, include community, agency name, brief project description, cost, date completed and any special elements. Include whether or not projects were completed on time and within budget. (4 pages maximum)
- Proposed Project Schedule
Provide a schedule that includes phases as applicable and should include important dates, meetings and submittals. (1 page maximum)
- Proposed Approach

Outline a plan for completion, including specific tasks and any special approaches for completion of the work. Include services the consultant will provide, detailing the methodology including public participation plan, deliverables and client meetings. (4 pages maximum)

- Cost Proposal

The cost proposal shall include a detailed cost for tasks included in the scope of work as well as a total, "not-to-exceed" cost for services. A narrative describing whether the scope of work can be accomplished within the project budget listed below. If not, suggestions for adjusting the scope of work to match the fee should be included. (1 page maximum)

The consultant is solely responsible for ensuring that proposals are delivered on time via mail, courier, or in person. Proposals received after the due date and time will not be accepted and discarded. Faxed or emailed proposals will not be accepted.

Consultants should submit a digital copy on USB drive and 5 hard copies of their proposal by 4:00PM on March 2, 2021 to:

Matthew F. Keough, Parks Planning and Development Manager

City of Covington

Parks and Recreation Department

16720 SE 271st Street, Suite #100

Covington, WA 98042

B. Interviews and Selection

The city selection panel's evaluation of each consultant will focus on the strength of their written proposal and presentation of the components. Each interview will be limited to 50 minutes and include a 35-minute presentation from the consultant giving an overview of their approach and relevant experience and focused on the final tasks and deliverables. The remaining 15 minutes will give the city panel an opportunity to ask questions of the consultants. The final selection will be made by the interview panel after ranking each consultant against the other based on the stated criteria. The top ranked consultant will be asked to enter into a contract with the city for this 2022 Parks, Recreation and Open Space Plan update.

This solicitation does not commit the City of Covington to award a contract, to pay any cost incurred with the preparation of a proposal, or to procure or contract for services or supplies. The City of Covington reserves the right to accept or reject any or all proposals received in response to this request, to negotiate with any qualified source, or cancel in whole or part this proposal process if it is in the best interest of the city to do so. Subsequent to contract negotiations, prospective consultants may be required to submit revisions to their proposals. All proposers should note that any contract pursuant to this solicitation is dependent upon the recommendation of the city staff and the approval of the Covington City Council.

C. Evaluation Criteria

Selection of the successful consultant with whom negotiations shall commence will be made through an evaluation process based on the following criteria:

Component	Percent
Project approach	25%
Project team qualifications and availability	25%
Experience, examples, and references	20%
Project schedule	10%
Presentation and Responsivel	10%
Technical capability (GIS, graphics, document production)	10%

To be evaluated, the proposal must include:

- The firm's proposed approach to the project including all of the aforementioned scope of work and scope of services listings
- A description of the availability of the firm, its partnering firm(s), and key staff to provide services in a timely manner and showing commitment to the importance of this project.
- 3-5 Examples of prior work that demonstrate the ability of the firm to meet the objectives of the project. Emphasize work completed on parks and open space plans for other municipalities and governmental agencies.
- A proposed schedule, demonstrating the firm's ability to meet the city's deadline for adoption by January 2022.

D. Terms and Conditions

- The city reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal.
- The city reserves the right to request clarification of information submitted, and to request additional information from any proposer.
- The city shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to the RFP.
- All created documents are public record and subject to disclosure.
- Submission of a proposal indicates the consultants' acceptance of the terms contained in the professional services agreement attached as Exhibit A for the work specified in this RFP. The successful consultant shall be required to enter into the attached professional services agreement and the city reserves the right to reject any proposed agreement or contract that does not conform to the specifications and terms outlined in this RFP and/or Exhibit A.

IV. Project Budget and Schedule

A. Budget

A budget of \$75,000 has been established for this project. The final contract amount and scope of work will be negotiated with the selected firm/team as part of the final contract for this update. If the city is unable to negotiate a satisfactory contract with the selected consultant, negotiation will terminate and the city may select another consultant.

B. Preliminary Schedule

The following tentative schedule is anticipated for the project. The completion date is consultant due to grant application deadlines established by the Washington State Recreation and Conservation Office (RCO).

Event	Date
Request for proposal release	February 5, 2021
RFP questions due	February 22, 2021 4:00pm
RFP responses to questions	February 25, 2021, 4:00pm
Proposals due	March 2, 2021, 4:00pm
Shortlist and notify finalists for interview	March 10, 2021
Interview finalists, goal date of:	March 16, 2021
Select and notify selected finalist	March 19, 2021
Project scope of work and contract negotiations completed	March 30, 2021
Contract approval by city council	April 2021
Public Event (Kick off and Vision Validation)	May 2021
Parks and recreation commission (Vision Validation)	June 2021
Public Event (Strategic Pathways, Scenarios for Implementation)	August 2021
Parks and Recreation Commission (Scenario Recommendation)	September 2021
Parks and Recreation Commission (draft)	October 2021
Planning commission(draft)	October 2021
City council review #1 (preliminary)	November 2021
Parks and recreation commission review #2 (preliminary)	December 2021
City council review #2 (recommended)	January 2022
City council (adoption)	February 2022
Mail adopted plan to WA RCO	February 25, 2022

¹ Park and Recreation Commission meets 3rd Wednesday of every month.

² Planning Commission meets 1st and 3rd Thursday of every month.

³ City Council meets 2nd and 4th Tuesday of every month.

V. Questions

Questions concerning this RFP should only be submitted, with the subject line “Covington PROS Plan 2021 RFP Question,” and **by 4pm on February 22, 2021** to:

Matthew F. Keough, Parks Planning and Development Manager

City of Covington
 Parks and Recreation Department
 16720 SE 271st Street, #100
 Covington, WA 98042
 (253) 480-2488
mkeough@covingtonwa.gov