

Parks and Natural Resources Comprehensive and Master Planning Services RFP-RH-21-066			
	Beckett & Raeder, Inc.	Orchard Hiltz & McCliment Inc.	Spalding DeDecker
	535 W. William	34000 Plymouth Road	905 South Blvd. East
	Suite 101	Livonia, MI 48150	Rochester Hills, MI 48307
	Ann Arbor, MI 48103		
Proposal Transmittal Form as Cover Page	Included in response.	Included in response.	Included in response.
Understanding of the Project	<p><u>Consultant Communication Procedure</u>- City has outlined a minimum biweekly communication and monthly meeting/written report schedule. The frequency of touch-points throughout the course of the project with facilitate communication and allow input on project issues, status, schedule, coordination, and guidance.</p> <p><u>Community Engagement</u>-Listed the identified stakeholders.</p> <p><u>Guiding Principles</u>-Overall recreation commitments must remain within the financial capacity of the City. Existing and proposed facilities should support, whenever possible, multiple uses and / or joint uses, including recommendations on enhancing existing parks and recreation facilities and programs. Recommendations on staffing, facilities, or budget should reflect the City's desire to be exemplary when compared to similar sized cities in Michigan.</p> <p><u>Project schedule</u>-City expects plans to be completed by November 15, 2022 in order to present at the December 6, 2022 City Council Mtg. will allow the information to be available for inclusion in the City Capital Improvement Plan process/budgeting.</p> <p><u>Professional standards</u>-BRI Team agrees to perform, all tasks in accordance with generally accepted professional standards. Further, they will represent that the advice and consultation provided will be within their authority and</p>	<p>As a member of mParks and the National Parks and Recreation Association, OHM are qualified in recreation trends, funding strategies and opportunities, and staffing challenges. Would apply best practices included in the commission for Accreditation of Park and Recreation Agencies (CAPRA) standards to the development of goals and objectives to guide the next 10 years, as well as project and operational recommendations. They believe in a systematic approach, considering multitudes of factors and perspectives, is key to adequately and accurately evaluating parks, programs, and recreational facilities in service of making recommendations for future policies and projects.</p> <p>The outcome of the planning process will be two (2) planning reports, both completed by November 15, 2022, that will enable City leaders and staff to operate, maintain, and improve the parks system in a way that best utilizes the efforts and resources involved.</p>	<p>Spalding DeDecker is a technical consultant who can deliver 10-year comprehensive plan for the City and a 5-year master plan compliant with MDNR planning requirements. Will provide five (5) bound copies and one (1) digital copy for each of the plans by October 31, 2022. Plans will also specifically address the pertinent issues that were identified in the RFP. Will mitigate potential problems by deploying what is described as a new approach by David Barthm shared in "A New Approach to Parks and Recreation System Planning". Will seek public input and feedback early, often and in a variety of methods so that the action plan reflects public opinion and the vision of the community. Will also encourage collaboration among City decision-makers throughout the process by bringing interim findings, summary reports, and drafts of master plans to roundtable and individual discussions. Will use discussions to build an action plan that is relevant to the needs and issues of community and elected officials.</p>
Methodology Used for the Project	<p>Tasks listed along with sub-tasks. Task list included. Please see response for detailed information.</p> <p>Task 1-Project Initiation</p> <p>Task 2-Community Engagement</p> <p>Task 3-Existing Conditions</p> <p>Task 4-Inventory</p> <p>Task 5-Goal Formation and Action Plan</p>	<p>Tasks listed along with description of each listed in response.</p> <p>Task 1: Project Launch (Month 1). Kick off meeting with PNR. Consultant Team tours all parks/facilities.</p> <p>Task 2: Discovery (Months 2-4) Community Meeting #1, Conduct review & analysis of existing plans, initiate online survey, hold meetings with City Leadership, staff an council members.</p> <p>Task 3: Goals & Objectives (Months 5-6) Survey and analyze results, develop draft list of needs/opportunities, community meeting #2, Stakeholder groups roundtable, continue monthly in-person progress meetings, begin operations & maintenance impact assessment.</p> <p>Task 4: Action Planning (Months 7-8) Assemble documents, document review, continue in-person progress meetings.</p> <p>Task 5 Review & Administrative Tasks: Hold MDNR- required public hearing for 5-year master plan. Complete self-certification reports. Continue in-person progress meetings.</p> <p>Task 6: Project Finalization: Revise and finalize both plan documents based on public input, present for final adoption to City Council, continue in-person progress meetings.</p>	<p>Will draft both resulting plan documents according to the MDNR Guidelines for the Development of Community Parks and Recreation Plans for consistency, although the 10-year plan will have a longer forecast, the 5-year Master plan will focus on the capital improvement requirement for all department divisions, as specified in the RFP.</p> <p>Process 1: Initiation and Planning</p> <ol style="list-style-type: none"> 2: Kick-off Meeting 3. Evaluation of Existing Conditions 4. Needs Assessment 5. Level of Service Analysis 6. Strategic Planning 7. Documentation and Implementation <p>Each section has description provided. Detailed timeline provided also.</p>

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Management Plan for the Project	Will host two days of virtual focus groups and key leadership interviews to evaluate participants' vision for parks and recreation in the City. Individual meetings will include internal members of front-line staff, city council members, the Mayor's office, planning department, and facilities staff. During these meetings the BRI Team will gain an understanding of the community values, as well as work toward determining the priority for recreation facilities and programming, parks, trails, and open space development needs of the City. Complete timeline included in response.	Nina Kelly will be the project lead and primary contact at OHM for the duration of the planning process. She will be present at all in-person and virtual meetings. Engagement strategies are meetings, community Survey and Social Media. Planning process is to propose to develop both the 10-year and 5-year plans in tandem. OHM has built in the capacity to include some conceptual design of 2-3 projects identified for the 5-year plan should the City be interested in applying for funding for their implementation through MDNR grant programs.	Cassi Meitl, Senior Programmer, will be the single point of contact for the duration of the contract, the primary contributor, and person ultimately responsible and accountable for each component and deliverable. Tricia DeMarco will be overseeing the project and providing Quality Assurance and Quality Control for each component and each deliverable.
Experience and Qualifications	Team will be led by Christy Summers. Christy will handle all contract administrative aspects of the projects. Michelle Bennett will act as the project manager handling the day-to-day aspects of the project and serving as the primary point of contact for the Client. Rowan Brady will support Michelle in research, site inventory and GIS mapping. Elizabeth Gunden will support Michelle in project coordination and documentation. All BRI employees assigned to this project would be based in their Ann Arbor office. Philip Parnin of PROS Consultants will also participate in the operational and financial aspects of the project. Resumes for each staff member have been provided in response.	Principal in Charge, Rhett Gronevelt is responsible for maintaining client relationship during and beyond the project. Nina Kelly is the primary contact for the City through the Project. Nina will be responsible for facilitating and presenting at meetings. Planning Lead, Eric Dryer, is responsible for engagement design, survey facilitation, oversight of data analysis and mapping. As Design Lead and Local contact, Ben Weaver is responsible for background research, previous plans review. Chris Riggert will provide design support. Vanessa Warren is the team's Parks and Recreation planning expert.	Cassi Meitl will be single point of contact for duration of the contract. Spalding is an employee owned consulting engineering firm specializing in infrastructure, land development, and surveying. With offices in Detroit, Grand Rapids, Livonia, Novi and Rochester Hills. Offers a diverse core of engineering, surveying and construction engineering services for municipal, land development, transportation, and water/wastewater projects. Resumes and project lists provided.
Alternate needs or elements proposed to the plan of process other than specified.			
Cost Proposal			
Total Lump Sum:	\$108,890.00	\$119,015.00	\$121,000.00
Exceptions to the Cost Proposal:	Proposes the allowance to pivot select in-person meetings to virtual meetings with corresponding reduction in project fee based on CDC / Washtenaw County / Oakland County Health Guidelines, should the guidelines change during the course of the project.	On Page 17 they have itemized costs for statistically valid survey and budget for miscellaneous expenses associated with project meetings.	List of items not included in the lump sum is provided in response.
What are your billing procedures?	Invoices monthly for time expended incurred during the previous month.	Intends to bill monthly for work completed during that period. Monthly invoices would bill a percent complete for each task and be accompanied by a monthly progress report.	Prior to issuing any invoices the SD Project Manager will meet with City personnel to discuss format and information requirements. Typically invoices are issued monthly, but this can be adjusted.

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	GreenPlay LLC	McKenna	Design Workshop, Inc.
	1021 E. South Boulder Rd., Suite N.	235 East Main Street, Suite 105	125 S. Clark
	Louisville, CO 80027	Northville, MI 48167	Suite 660
			Chicago, IL 60603
Proposal Transmittal Form as Cover Page	Included in response.	Included in response.	Included in response.
Understanding of the Project	<p>Along with an analysis of your system and a thorough community and stakeholder engagement process, this planning effort will include an assessment of Department staffing. They will work closely to develop a Master Plan and a Comprehensive Plan that includes realistic and implementable recommendations while adhering to MDNR planning requirements. Their plan will address several items such as balance between new capital projects and renovation, evaluation of need for current and pending projects in the City's Capital Improvement Plan, Prioritization of project recommendations, significant gaps in projects/staffing/services when compared to national standards, desire/need to redo surfacing of Clinton River Trail, Best location to develop a dog park, including minimum needed size, evaluation of possible plan to convert Spencer Park from a lifeguard beach to more of a water park environment, including floatable obstacle course and splash pad and future development needs of Nowicki and Tienken Parks.</p>	<p>The 5 and 10 year plans will provide a forward-looking vision that responds to community desires and considers changing trends in park service delivery. Serve as a key planning tool for City's parks, programming, and investment. Meet and exceed the MDNR eligibility requirements for grant funding. The plans will meet these imperatives, and thus enable the City to continue its pursuit of excellence in Park services provision for years to come. Master plans will be complete and final for presentation to City Council no later than November 15, 2022. Work will be guided by the following existing PNR principles: Overall recreation commitments must remain within the financial capacity of the City, Existing and proposed facilities whenever possible, should support multiple uses and or joint uses, including recommendations on enhancing existing parks and recreation facilities and programs. Recommendations on staffing, facilities, and budget should reflect the City's desire to be exemplary when compared to similarly sized cities in Michigan and the nation.</p>	<p>The planning process will center listening to the community, supported by a strong collaborative relationship with leadership staff, as well as youth council, Planning Commission and City Council. Planning for all ages, abilities, cultures and incomes will be paramount in this plan. The City has a significant presence of young adults that draw unique recreation trends. Nevertheless, the city's demographics represent an aging population and the recreational needs of such a population will require special attention. The need for true focus, listening, and collaboration will be at the forefront of their approach to establish the ongoing legacy of parks, recreation and open space in the City. In the past few years they have helped many of their clients use their park planning process as a tool for creating dialog and seeking guidance from residents, county-wide visitors and youth groups.</p>
Methodology Used for the Project	<p>A. Strategic Kick-Off, and Determination of Critical Success Factors. Following award of contract, the GreenPlay team will provide a detailed work plan for discussion at a Strategic Kick-Off (SKO) orientation meeting with the Parks and Natural Resources Department and Project Team.</p> <p>B. Community and Stakeholder Engagement. During the development of this plan, their team will engage stakeholders from throughout the City. They will use a multi-faceted process with many opportunities to engage.</p> <p>C. Level of Service Analysis-they know the City has a complete inventory and mapping that they can use to measure community needs and potential gaps in service. They will conduct a tour of key parks and other facilities, assessing each component within the City's parks, and natural resources.</p> <p>D. Findings and Visionary Strategies-Team consultants-Findings presentation, key issues analysis Matrix, Alternative Funding and Partnerships, probable Operating, Maintenance, and Capital Costs and Potential Funding Sources, Cost Recovery Analysis</p> <p>E. Draft and Final Plans, Presentations, and Deliverables-Draft for 5-year master plan and 10-year comprehensive will include all findings, needs assessment, public engagement results, etc., written goals, plans, objectives, and policy statement. Please see response for complete Methodology.</p>	<p>1. Project Initiation-Will conduct an initial meeting with the PNR leadership team and other designated City representatives to receive input and direction on the work plan and to finalize a structure for review and management of the plan.</p> <p>2. Inventory and Analysis-Deliverables for this step would be trend analysis, natural features inventory, connectivity and 10-minute walk analyses, Administrative structure and previous grant funding record, Parks and recreation inventory, recreation service coverage analysis, mapping of City and Regional park facilities.</p> <p>3. Conduct thorough public engagement-McKenna will prepare and host a survey with a completion time of 10 minutes or less to gather opinions and preferences concerning parks and recreation in Rochester Hills. They have employed a straightforward survey administration process to great effect, receiving over 5,000 responses to one recent survey in Birmingham, MI.</p> <p>Step 4. Synthesize input and finalize goals-Refined goals and objectives, sustainability and health recommendations, Parks Analysis.</p> <p>Step 5. Draft Action Plan- Deliverables are action plan (including coordination with Capital Improvements Program), ADA Transition Plan, Connectivity Analysis (optional) and 10-minute walk analysis of Rochester Hills (optional).</p> <p>Step 6. Public review and adoption-Public hearing and adoption documents, final plans, MDNR submission documents.</p>	<p>Phase 1: Project Management and Kickoff-Approach to project management is one of transparency, collaboration, measurability, and clear communication. Deliverables for phase one are half-day facilitated workshop with City staff, Half-day tour of City parks, natural lands, and facilities, detailed project work plan and schedule, Project Management Plan, Monthly calls with Parks and Recreation Project manager, monthly report indicating percentage complete by task with monthly invoice.</p> <p>Phase 2: Plan Vision and Strategies-First outreach with the community will be centered upon listening to learn about City's assets, needs, big ideas and constrains, as well as identifying destinations, known gaps in parks and recreation network, and areas in which people face barriers to access.</p> <p>Phase 3: Plan Creation and Adoption-This task synthesizes the input collected through meetings, workshops, surveys and tours, with the park system and natural resources technical analysis to craft a plan vision, recommendations, strategies, and policies for the plan. Each phase has multiple tasks with deliverables for each task. Please see response for complete response to question.</p>

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	Louisville, CO 80027	Northville, MI 48167	Suite 660
			Chicago, IL 60603
Management Plan for the Project	Believes in maintaining quality control in all projects. They have specific internal steps for ensuring quality throughout each project, many of which are identified in their proposed scope of work including Identification of Critical Success Factors during the Start-up with your project team, specific and ongoing review for validation and accuracy, regularly scheduled meetings and monthly progress reports, draft and final review points. Every project team includes a "Principal-in-Charge", whose role is specifically to review the steps about with project manager and review documents.	The McKenna team will coordinate and administer all aspects of the project scope in cooperation with the PNR leadership. Their team has managed multi-disciplinary efforts for a breadth of planning projects across the Midwest and delivered successful, inclusive, and award winning results. Project managers are responsible for client service, client/project team, scope/deliverables, work tasks, schedule, cost accounting, contracts/negotiations, technical/production/communication, quality management and communications/meetings.	Team members collectively have two-dozen years of practice leading, managing and implementing projects wit diverse teams of sub consultants. Delivers high-quality, planning documents by assigning the most experiences personnel to given projects, using firm standards for documentation, stakeholder involvement and graphic design, using policies for internal design reviews and quality management reviews, conducting interdisciplinary quality management reviews to facilitate and expedite reviews.
Experience and Qualifications	GreenPlay, LLC is a limited liability company that was founded in 1999 and is headquartered in Colorado with ten regional offices around the country. They operate as a consortium of experts specifically to provide management and consulting services for parks, recreation, open space and related quality of life agencies. Works nation-wide with 23 employees and over 75 technical consortium affiliates and sub consultants to complete projects for large and small agencies. Has successfully completed 600 projects. 95% of their projects have been performed for public clients.	Has a history of developing recreation and park plans over the last four decades, including similar parks and recreation master plans recently prepared for many Metro Detroit communities, including Cities of Birmingham and Mt. Pleasant, the Townships of Clinton and Lyon. Familiarity with Oakland County area. If awarded Laura Haw will be the Senior Principal Planner. Project Manager will be Paul Urbiel. Resumes for staff is located in response.	Anna Laybourn, Principal in Charge Callie New, Project Manager and Engagement Lead Chris Freda, Planner Kuang Xin, Landscape Designer Mary Oliver-Project Planner and GIS Specialist Jeff King-Park Operations Strategist Resumes and references included in response.
Alternate needs or elements proposed to the plan of process other than specified.			Project committee meetings, robust statistically valid community survey, project branding and website content, park equity analysis, Park ADA Accessibility Assessments, and GIS Mapping Data Creation.
Cost Proposal			
Total Lump Sum:	\$74,995.00	\$76,000.00	\$140,025.00
Exceptions to the Cost Proposal:	GreenPlay bills monthly, based on firm-fixed fee, percentage of task complete.	Additional services provided at the City's request, which are beyond the scope of work, the consultant shall be compensated on an hourly basis per McKenna's Professional Fee.	Included some contract provisions on page 42-43 for the sample contract provided.
What are your billing procedures?	Does not bill on an hourly basis. For projects that require more than 100 hours of work, GreenPlay proposes using a Firm-Fixed model for compensation	Payment for services shall be monthly based upon consultants estimated percent complete and a description of services performed. Consultant will submit an invoice and City should pay within 30 days.	Invoices will be emailed/mailed from Design Workshop's office by the 10th of each month. Invoicing shall be specific to each major task and will describe the completed portion of the services.