

REQUEST FOR PROPOSALS

COMPREHENSIVE PARKS AND RECREATION ANALYSIS



Requested by:

MARLBORO COUNTY ECONOMIC DEVELOPMENT PARTNERSHIP

IMAGE COMMITTEE

214 East Market Street

Bennettsville, South Carolina 29512

Date of Issue: 6/11/2021

Proposals Due: 7/28/2021

REQUEST FOR PROPOSALS
MARLBORO COUNTY ECONOMIC DEVELOPMENT PARTNERSHIP
COMPREHENSIVE PARKS AND RECREATION ANALYSIS

INTRODUCTION

Marlboro County Economic Development Partnership is seeking a qualified consultant to provide the necessary planning services to develop a Parks, Recreation, and Open Space Master Plan. The plan should provide guidance for both short and long-range planning for ensuring an appropriate balance of recreation programs, facilities, and amenities.

Marlboro County is a rural county of approximately 23,000 residents located in the Pee Dee region on the northern border of South Carolina. Its county seat is Bennettsville with a population of approximately 8,000 people, and its other municipalities include Blenheim, Clio, McColl, and Tatum.

Both Marlboro County Government and the City of Bennettsville currently have Recreation Departments which actively operate and maintain parks and several indoor facilities. Marlboro County has (4) field sports facilities and (1) indoor gymnasium/community center. The County also has several roadside parks. The City of Bennettsville has (1) field sports facility, a community center and a number of parks. Lake Paul Wallace is a 500-acre, state-owned lake located in Bennettsville, and offers opportunities for fishing, boating, swimming, and walking. LPW is governed by a local appointed board.

Marlboro County and its municipalities are rural in nature and have high rates of poverty and related issues. Local government has very limited existing revenue or revenue growth. Lake Wallace, while a state-owned facility, does not have dedicated recurring revenue for its operation and is dependent on case-by-case allocations through the state budget process. Many past local government projects funded by grants have fallen into disrepair due to lack of funds to cover recurring costs.

PROJECT OVERVIEW

MCEDP is seeking proposals from qualified consulting firms to provide professional services to develop a Parks, Recreation, and Open Space Master Plan. The consultant will collect and analyze data to develop a clear set of goals, policies and standards for parks, athletic facilities, open space, trails, greenways, other recreation facilities and program development.

MCEDP expects this process to include involvement and input from staff members, elected officials, residents, and others.

The plan will focus on recreation facilities, parks, and programs, but should also include greenways, bicycle trails/paths, waterways, and pedestrian routes. The completed document should include an illustrative and usable plan to guide the future actions of local jurisdictions over the next ten years regarding the development of new and existing facilities, programs, and related needs. This must be prepared in a manner that will meet the requirements of various funding agencies. The plan must include prioritized, scalable options for new facilities and programs capable of being funded over time and/or as funding is available.

SCOPE OF SERVICES - RECOMMENDATIONS AND IMPLEMENTATION STRATEGIES

1) "What do we have?"

- a. Inventory and analysis of existing parks, open space, and facilities.
 - (i) Inventory all indoor facilities, parks, existing and proposed trails and greenways, waterways, and openspace areas within the County limits.
 - (ii) Evaluate community access to existing indoor facilities, parks, trails, greenways, and open spaces.
 - (iii) Examine the maintenance or improvement needs in the existing parks and facilities.
- b. Analysis of existing recreation programs and services
 - (i) Provide an assessment and analysis of the current level of recreation programs, services, and maintenance
 - (ii) Inventory and summary of all programs offered should be provided in order to demonstrate gaps in target markets/age groups.

2) "What do we need?"

- a. A community needs assessment shall be conducted to determine the needs and wants of citizens through a variety of input gatherings such as community meetings, workshops, surveys, focus groups, individual interviews, large group workshops, etc. Please be specific about the proposed types of outreach to be conducted. Note that both facilities and programs should be included in the data collection.
- b. Review of current and projected demographics, current planning standards, and changes in populations.
- c. Identify major issues, concerns, and challenges that will affect parks, trails, open space, and programming decisions now and in the future.
- d. Uncover trends and conditions and identify new uses, new users, and demands that will set the context for plan recommendations.
- e. Comparative analysis of potential new facilities and programs proven successful in other communities of like population, social and economic demographics

3) "How do we pay for it?"

- a. Identify funding needs, as well as potential funding sources or strategies.
 - i. Provide a budget and staffing analysis needed for current level of service, adequate level of service, and desirable level of service.
 - ii. Determine funding and staffing requirements for future programs/facilities, growth and future operations.
- (ii) Provide a user fee analysis for facilities, programs, and services. The high level of poverty and poor economic conditions of the County must be considered in developing this analysis.

4) "How do we best manage and govern future programs and facilities?"

- a. Assess the organizational structure, staffing and funding levels of existing programs/jurisdictions in relation to national averages and compare to jurisdictions of similar size and make recommendations, with stakeholder input, with regards to future governance and management of programs/facilities.
- b. Provide recommendations for minimizing duplications or enhancing possibilities for collaborative partnerships where appropriate.

DEVELOPMENT OF FINAL REPORT AND SUPPORTING MATERIALS

- 1) Address modification, expansion or new recreational programs and/or facilities to better engage all ages based on fact-supported determination of needs, funding opportunities and other factors.
- 2) Create actionable strategies for expanded offerings and facility upgrade recommendations. The Master Plan must include written goals, plans, objectives, and policy statements that articulate a clear vision and “road map” for future operations and expansion of programs or facilities.
- 3) Incorporate maps, charts, photographs, tables, and other data as needed to support the plan and its presentation to the appropriate audiences.
- 4) Consider how to develop better partnerships to strengthen offerings in the community.
- 5) Match report format to scope of services.

STAFF SERVICES AND PROGRESS REPORTING

MCEDP will provide overall support for project tasks and assign staff to serve as the lead liaison for the project. Staff will provide all existing documentation (as requested by the consultant) and compile contact information for staff and local organizations. Staff 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 firm’s consultant(s) during the scope of this project.

The firm and Staff or select committee members will hold progress meetings by phone, via zoom, or in-person meetings as often as necessary, but in no case less than once per month until a final plan is approved.

PROPOSAL REQUIREMENTS

To evaluate responses efficiently and equitably, responses must be submitted as identified below. Failure to submit this information may render your proposal non-responsive. Each respondent shall provide the following company information:

Section 1: Introduction: Company Information

- Company name and business address, including telephone, email address, website address.
- The type of company (individual, partnership, corporation, etc.) and list the names of all partners, principals, etc.
- Year established. Include former company name(s) and year(s) established, if applicable.
- The name, title, address, and telephone number of the company’s authorized negotiator. The person identified must be empowered to make binding commitments for the company.

Section 2: Experience

- Describe firm’s experience in preparing comprehensive parks and recreation plans. Include past strategies for citizen participation and public engagement.
- Include experience specific to communities with similar demographics to Marlboro County.

Section 3: Description of Consulting Team

- Include a list of key personnel who would be assigned to this project, their project roles, and relevant qualifications and experience.

Section 4: Project Approach

- Include a description of how your firm plans to implement and move forward with our plan. Include customization or innovative ideas for the proposed course and sequence of actions or tasks including methodologies, the time needed to complete the sequences, and a schedule of project milestones to plan adoption.

Section 5: Current Workload

- Provide a listing of ongoing projects (workload of the firm) and your commitment to provide adequate personnel resources to our project.

Section 6: References

- Provide at least three references for similar studies; include summary of the study, the date completed, if completed on time, original proposed cost, final cost, and entity name, point of contact, address, and verified telephone number of each contact.
- Litigation. Provide pending, ongoing, or prior litigation within the last 10 years.

SUBMISSION OF PROPOSALS

If submittal does not meet all requirements, it will be disqualified. Three (3) hard copies and one digital copy on a USB flash drive of the proposal should be received on or before 5 p.m. on July 28, 2021 and should be submitted to:

Marlboro County Economic Development Partnership
Attn: Parks and Recreation Project
214 East Market Street
Bennettsville, South Carolina 29512

Questions should be directed to jrmunnerlyn@marlborocounty.sc.gov

SELECTION PROCESS

Proposals will be reviewed by the *Image Committee of the MCEDP*. 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 Committee. When conducting negotiations, the Committee will not disclose information from proposals submitted by competing firms.

The Committee will select a firm based on its ability to respond to the 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's resources, and willingness to negotiate and execute an acceptable written agreement.

EVALUATION CRITERIA

The evaluation criteria below will be used to determine the best overall value. The criteria for the evaluation of proposals may include, but not limited to:

Experience with developing approved and successful Parks and Recreation Master Plans for othersimilar jurisdictions.	(15 points)
Demonstrated understanding of project scope, completeness of RFP, and adherence to requirements. Effectiveness of proposed work plan and project understanding.	(5 points)
Qualifications of key personnel and strengths of project team and ability to deliver within aspecified time frame.	(20 points)
Total cost of project (and hourly rates for extra work).	(35 points)
Innovative engagement strategies.	(25 points)

ANTICIPATED SCHEDULE

RFP issued by MCEDP	June 11, 2021
Clarification inquiries	July 22, 2021
Proposals due	July 28,2021
RFP reviews and interviews (optional)	July 28- August 14, 2021
Award contract	August 16, 2021

CONTRACT TERMS AND CONDITIONS

- 1) MCEDP reserves the right to award this contract in whole or in part and reserves the right to accept or reject any or all proposals.
- 2) MCEDP reserves the right to request clarification or supplemental material it deems necessary to make a qualified judgment to the firm’s ability to perform the work.
- 3) MCEDP reserves the right to amend the RFP schedule or issue amendments to the RFP at any time; to modify or incorporate additional steps in the evaluation process in the interest of having a thorough and comprehensive body of information in order to make a selection.
- 4) MCEDP also reserves the right to cancel or reissue the RFP, to reject any or all proposals, to waive informalities in the selection process, and to accept or reject any item or combination of items.
- 5) This RFP does not obligate the MCEDP to accept or contract for any expressed or implied services.
- 6) MCEDP will not reimburse the firm for any of the cost involved in the preparation and submission of responses to this RFP or in the preparation for and attendance at subsequent interviews.