

**Request for Proposals  
By the City of Homer, Alaska  
For a Parks, Art, Recreation and Culture Needs Assessment**

MAR 28 2014

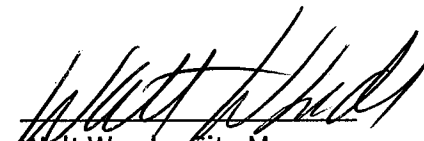
The City of Homer, Alaska is requesting proposals from qualified firms to conduct a park, art, recreation and culture needs assessment. Proposals will be received at the Office of the City Clerk, City Hall, City of Homer, 491 East Pioneer Avenue, Homer, Alaska until 4:30 P.M., Thursday, May 8, 2014. The time of receipt will be determined by the City Clerk's time stamp. Bidders are required to be on the Plan Holder's List to have their proposals evaluated by the selection committee.

The purpose of the project is to determine the resources and prioritize the needs for the community concerning parks, arts, recreation and culture facilities and programs, with a ten to fifteen year outlook. The project consists of furnishing all labor, materials, equipment, tools, supervision, and other facilities necessary to perform the desired services. The City reserves the right to negotiate the scope of work with the selected firm to meet project objectives and budgetary goals. In the event that a negotiation is unsuccessful, the City may enter into negotiations with next highest rated firm. The City reserves the right to accept or reject any or all proposals, to waive irregularities or informalities in the proposals, and to award the contract to the respondent that best meets the City's needs.

Plan holder registration forms, and Plans and Specifications are available on line at <http://www.cityofhomer-ak.gov/rfps>. All proposers must submit a City of Homer Plan Holders Registration form to be on the Plan Holders List and to be considered responsive. Sealed proposals shall be received at the Office of the City Clerk **no later than 4:30 pm, Thursday, May 8, 2014**. Please direct proposal submission questions to Jo Johnson, City Clerk, at (907) 235-3130. Please direct technical questions regarding this proposal to the City Planning Office in writing at [jengebretsen@ci.homer.ak.us](mailto:jengebretsen@ci.homer.ak.us), or to 491 E Pioneer Avenue, Homer, AK 99603.

Dated this 28<sup>th</sup> day of March, 2014.

CITY OF HOMER

  
Walt Wrede, City Manager

Homer News – April 10 and 17, 2014  
Peninsula Clarion – April 13, 2014  
Anchorage Daily News – April 13, 2014  
Account Number – 100.0130.5227, 100.0110.5227

Request for Proposals  
By the City of Homer, Alaska  
Professional Planning and Recreation Services  
City of Homer Parks, Art, Recreation and Culture Needs Assessment

The City of Homer, Alaska is requesting proposals from qualified planning and recreation firms for the project described herein.

The following subjects are discussed in this RFP to assist you in preparing your proposal.

- I. Introduction
- II. Scope of Services
- III. General Requirements
- IV. Proposal Format and Content
- V. Evaluation Criteria and Selection Process
- VI. Schedule

**I. Introduction**

The City of Homer is soliciting proposals from qualified consultants to provide professional services to produce a needs assessment for parks, art, recreation and cultural facilities and programs. The needs assessment timeframe should cover the next 10 years with an outlook to 15 years. The City anticipates approximately \$40,000 will be available for this project.

Homer has a rich history of music, arts, culture, recreation and parks. While the community is abundant in some aspects of programming and facilities, it has been over 30 years since a recreational survey was conducted. Currently, the City and community organizations face tight budgets, limited space and decreased grant opportunities. It is time to gather public input to determine the resources and prioritize the needs for our community concerning parks, arts, recreation and culture facilities and programs.

The City has formed the PARC committee, (Park, Arts, Recreation and Culture) as the administrative steering committee for this project. The consultant will work closely with City staff and the PARC committee. In addition, PARC will work closely with the Homer Parks and Recreation Advisory Commission to facilitate the public process for the project.

The City expects the assessment to be a grass-roots effort emphasizing citizen involvement with representation and contributions from a variety of citizens, formal and informal community groups and organizations, local agencies, City commissions, and the Council. The City expects the community participation plan to be innovative and inclusive. The goal is for the needs assessment to be completed within one year after award of the contract, and shall overlap with the school year by at least one month.

## **Project Overview and Methodology**

The project area is the Anchor Point, Diamond Ridge, City of Homer, Kachemak City and Fritz Creek census areas. The City envisions two types of surveying for this project. The first survey type is a formal statistically valid survey of area residents. The second survey would be qualitative, using tools such as online surveys.

The City would like to use a three tiered approach for the qualitative survey. These groups would be echoed in public meeting formats. The first group is for “Art and Recreation Providers,” recognized as licensed businesses or registered non-profits within the project area, whose primary purpose is to provide art or recreation services. The City envisions asking these formal organizations, through their boards or executive directors, targeted questions about what activities, facilities and capital assets they provide. At some point during the project, a public meeting will be held specifically for these providers.

The second group is “user group,” i.e. a group that participates in an art or recreation activity, but is not a formal business or non-profit. The third group is the general population. Within the general population, extra effort should target youth and senior citizens.

The City recognizes the limited project budget. The City will provide a spreadsheet of all art and recreation providers that have a business license or registered non-profit in the project area, and a list of user groups. The City, through City staff and PARC committee members, can also conduct community outreach, and participate heavily in the preparation of and conducting public meetings. The City is looking for a consultant who can create an innovative and inclusive community participation plan, utilizing staff and PARC members to provide labor.

### **Project Limitations:**

- The City does not envision the needs assessment having a large component focusing on trails for walking, hiking, riding etc. The Homer-Non-Motorized Transportation and Trails Plan is adopted as part of the Comprehensive Plan. Trail construction (but not maintenance) also has separate funding through a dedicated sales tax.
- The City is less interested in statistics such as people per acre of park land, and more interested in community interests, support and priorities.
- The City is interested in visual, literary and performing arts and recreation for the resident population.

## **PARC Mission Statement**

To determine the resources and prioritize the needs for our community concerning parks, arts, recreation and culture facilities and programs. (10-15 year outlook)

The City seeks to address the five questions below through this project.

### **Project Question and Methodology**

1. Identify existing and potential resources

- a. How do people use their spare time?
  - b. Program resources: who offers what, when and how often?
  - c. Identify locations and facilities used
  - d. How are existing programs and facilities funded?
  - e. List City responsibilities – parks, maintenance, campgrounds, budget, income,
  - f. Identify volunteer efforts
- 2. Survey what programs and facilities are desired by the community
- 3. Conduct a gap analysis between haves and wants
  - a. Include future demographic trends
  - b. Identify barriers to access, (money, time, space/facilities, lack of information)
  - c. Consultant to provide an analysis on trends, observations and patterns of results
- 4. Measure community values for art, recreation and quality of life
  - a. What level of importance do citizens place on the availability of these services?
  - b. Are Culture and Recreation essential services?
  - c. Is it important that they be available to all income levels?
- 5. Funding Mechanisms
  - a. How could new programs and structures be funded?

## **II. Scope of Services**

The project consists of furnishing all labor, materials, equipment, tools, supervision, and other facilities necessary to develop a needs assessment in accordance with the standards and criteria of the City of Homer.

### **Task 1. Background Research and Analysis**

In Task 1, the consultant is expected to complete a review of all-relevant planning, financial, and development documents with regards to park, arts, recreation and culture. Examples of such documents the City will provide include:

- 2008 Comprehensive Plan
- Homer Non-Motorized Transportation and Trails Plan
- City of Homer Annual Budget
- Census and growth projections
- Community Health needs Assessment, Executive Summary March 2014, MaPP of SKP
- A small sample of strategic plans for art and culture organizations

At the completion of Task 1 the consultant should be knowledgeable of the history, social and development patterns, culture, recreation and fiscal issues facing Homer.

## **Task 2. Public Outreach**

The consultant will formulate a public outreach plan to both educate the public about the needs assessment, and ensuring the assessment is as inclusive as possible. Methods shall include community meetings, newspaper and radio coverage, speaking to community groups etc. The plan will include using city staff and PARC members for tasks as appropriate. For example, the consultant shall prepare paid newspaper advertising and fliers, and the City will submit the advertising to the newspapers and distribute fliers in the community.

- Project Review point: PARC will review and comment on the public participation plan.

## **Task 3. Surveying**

As previously discussed, surveying shall include two types of surveys.

- Project Review point: The PARC committee will review and comment on the survey questions prior to administering the surveys.

## **Task 4. Analysis**

The consultant will analyze survey results to provide a gap analysis. The consultant will also synthesize funding options. This analysis should differentiate between existing municipal park maintenance costs, and desired new facilities and programs.

## **Task 5. Document preparation and community presentations**

**Documents:** The consultant shall provide a draft of the needs assessment document with survey results, preliminary gap assessment and funding options to the P&R Commission and the PARC committee for comment. The consultant will then provide a revised draft for public review. A final draft will be submitted for City Council adoption.

**Community meetings/presentations:** The consultant will be required to conduct at least four community meetings, one presentation to the City Council, one presentation to the Parks and Recreation Advisory Commission, and one qualitative assessment activity involving youth. The consultant may teleconference or Skype with the PARC committee, at various stages of the assessment effort. Special effort is requested in this project to include children and senior citizens in the assessment.

## **Project Schedule**

The proposal should include a schedule of major milestones for the project. The City anticipates the schedule should include, but not be limited to, the following stages:

- Project Start-Up
- Background Research
- Community Participation
- Data Collection and Analysis
- Parks and Recreation Commission + PARC Committee Draft
- Revised Draft, Public review
- Final Draft for City Council action

## **Products**

All documents, reports, studies, and maps are to be produced in a digital and PDF format. Information will be transferred to the City electronically and 25 hard copies will also be provided. The consultant will agree to transfer ownership of all information and materials produced as part of the plan to the City.

Draft and Final Documents:

- Formatted for an 8 1/2" x 11" Document
- Microsoft "Word" 2010 or InDesign, and pdf format

## **III. General Requirements**

The following information is presented as a general guideline for the preparation of the proposals. It is not intended to be an exhaustive list of project requirements.

- a) It is the responsibility of the firms submitting proposals to determine the actual efforts required to complete the tasks and total project.
- b) The PARC committee will review the draft needs assessment after each task. The selected firm or individual should expect substantial input from the City.
- c) All documents for this project including drawings and reports shall be in a format and on media approved by the City. Upon completion, the Owner shall be furnished with CD-ROM discs of all documents.
- d) Bidders are required to be on the Plan Holder's List to have their proposals evaluated by the selection committee.

## **IV. Proposal Format and Content**

Proposals which do not address the items listed in this section, may be considered incomplete and may be deemed non-responsive by the City. Direct questions regarding this proposal to Julie Engebretsen, Deputy City Planner, City of Homer, (907) 235-3106 or [jengebretsen@ci.homer.ak.us](mailto:jengebretsen@ci.homer.ak.us). The City of Homer reserves the right to reject any and all proposals submitted and shall not be liable for any costs incurred by any proposer in response to this solicitation or for any work done prior to the issuance of a notice to proceed.

### **PROPOSAL FORMAT**

- A. Letter of Transmittal

B. Narrative

1. Provide a brief description of the firm including its experience, and the experience of its key individuals. Include brief resumes of the key personnel who will work on this project. Discuss the experience of these persons and relate that experience to this project. Include what portion of this contract each person would be working upon.
2. Provide a list of relevant projects designed by or under the direction of the individual or firm submitting the proposal. Provide three client references.
3. Include a Work Program that is designed to satisfy the requirements listed in the "Scope of Services." Describe your understanding of the project, the proposed work plan, and the schedule you intend to follow in order to complete the project in a timely manner.

C. Fee Proposal and Rate Schedule

1. Submit a fee proposal to perform the Scope of Services described herein. All basic services of each task shall be completed for total compensation not to exceed the lump sum fees contained in the Professional's cost proposal. Additional services will be compensated in accordance with the Professional's fee schedule. These services shall be negotiated and approved in advance.
2. Provide an exact statement of the services to be provided within the fees proposal and fee schedule to be used in billing for services, including out-of- scope services.
3. Provide a fee schedule for the Professional and personnel/sub-consultants assigned to the project.

D. Submit one (1) original and twelve (12) copies of the completed Proposal in a sealed, opaque envelope marked as follows:

**City of Homer**  
**Park Art Recreation and Culture Needs Assessment**

PROPOSAL DATED \_\_\_\_\_, 2014.

The Proposals shall be addressed to:

City of Homer, City Clerk  
491 East Pioneer Avenue  
Homer, Alaska 99603

Proposals shall be received at the office of the City Clerk until 4:30 PM, May 8, 2014.

## **V. Evaluation Criteria and Selection Process**

The City will select the consultant who best meets the needs of the City as evidenced by their qualifications, experience, project understanding and approach, and other factors as outlined in this RFP.

A selection committee consisting of the Park, Arts, Recreation and Culture committee and two city staff members will conduct interviews with selected finalists. The committee will evaluate the proposals submitted and make a recommendation to the City Manager. The City Manager will make a recommendation to the City Council, for award of contract.

The committee will employ the following criteria (with relative weights) in evaluating each proposal and making their recommendation:

- |  |        |
|--|--------|
| 1. Overall Approach and Project Understanding        | (35 %) |
| 2. Qualifications and Team Experience                | (25 %) |
| 3. Work Plan, Schedule, Public Approach and Strategy | (25 %) |
| 4. Project Cost                                      | (15%)  |

## **VI. Schedule**

Proposals due:	4:30 PM	May 8, 2014
Award contract:		May 27, 2014
Notice to proceed:		June 2014
Completion of contract:		April 30, 2015