

**CITY OF BURIEN  
REQUEST FOR QUALIFICATIONS**

**I. PURPOSE OF REQUEST & PROJECT OVERVIEW.**

The City of Burien (“City”) is requesting proposals for the purpose of assistance in the preparation of a Parks, Recreation and Open Space (“PROS”) Plan. The City’s needs are outlined in the following Request for Proposals (“RFP”).

The PROS Plan document will update information contained in past planning efforts approved by the City Council. The purpose of the current project is to produce a new PROS Plan that will provide guidance to the City in its management and development of park properties and recreation programs for the next six years. The document must also fulfill the planning eligibility requirements for park and recreation plans as set by the State of Washington Recreation & Conservation Office. The document must also fulfill Growth Management Act planning requirements for Comprehensive Plan Elements as outlined by the Washington State Department of Commerce (RCW 36.70A). A Capital Improvement Plan (CIP) will be developed based on existing conditions and proposed improvements for the various facilities and programs recommended. To prepare the plan, a public involvement process will be used to gather opinion of needs and requirements from community members and special advocate groups.

**II. TIME SCHEDULE.**

The City will adhere to the following timetable, which should result in a selection of a firm by March 23, 2011.

Issue RFP	February 18, 2011
Deadline for Submittal of Proposals	March 10, 2011
Interview Shortlisted Firms	March 16-18, 2011
Notify Firm Preferred	March 25, 2011

**III. INSTRUCTIONS TO PROPOSERS.**

A. All proposals should be sent, by mail or delivery, to:

Steve Roemer, Parks Development & Operations Manager  
City of Burien  
Parks, Recreation & Cultural Services (PaRCS) Department  
14700 – 6<sup>th</sup> Avenue SW  
Burien, WA 98166-1908

For questions about the project or the RFP, please contact Steve Roemer, Parks Development & Operations Manager, at 206.248.5513.

B. All proposals must be in a sealed envelope and clearly marked in the lower left-hand corner: “RFP - Parks, Recreation and Open Space Plan.”

- C. All proposals must be received by March 10, 2011 at 3:00 pm. Three (3) copies of the RFP response must be presented. No faxed or telephone proposals will be accepted.
- D. Proposals should be prepared simply and economically, providing a straight forward, concise description of provider capabilities to satisfy the requirements of the request. Special bindings, colored displays, promotional materials, etc. are not desired. Emphasis should be on completeness and clarity of content. Proposals shall be not more than ten (10) double sided pages. Use of recycled paper for requests and any printed or photocopied material created pursuant to a contract with the City is desirable whenever practicable. Use of both sides of paper sheets for any submittals to the City is desirable whenever practicable.
- E. The PaRCS Director or a representative of the PaRCS Department will notify the firm selected by March 25, 2011.
- F. All proposals must include the following information:
- The names of individuals from those firms who will be working on the project and their areas of responsibility.
  - Specific experience of individuals relative to the proposed project, and office location. Describe experience in park planning.
  - A brief history of related work by the company, along with recent representative project samples.
  - A proposed outline of tasks, products and project schedule.
  - A proposed budget based on the above outline of tasks, products and schedules.
  - List of public sector references.
  - Your firm's approach to the project.

#### **IV. SELECTION CRITERIA.**

A maximum of three firms or applicants will be selected, or "shortlisted" to interview for the project. Selection will be based on an evaluation of the submitted proposals using the factors below.

1. Responsiveness of the written proposal to the scope of service.
2. Proposed budget, based on tasks and products.
3. Ability and history of successfully completing contracts of this type, meeting projected deadlines and experience in similar work.
4. Performance in the interview, including proposed approach.

#### **V. SCOPE OF SERVICES.**

##### **Project Background**

The City of Burien adopted its most recent PROS Plan in 2001. The purpose of the current project is to produce a new plan and provide guidance to the City in its

management and development of park properties and recreation programs for the next six years. Adoption of the updated plan is expected in the late fall of 2011.

### **Project Description**

The new City of Burien PROS Plan will be based on the needs and values of the citizens of Burien. The planning process will include public involvement in a variety of ways, and educating and surveying the community about the future of our park, recreation and community services system. The plan will be a working document that guides both day-to-day and long-range decision-making.

The total budget available for all planning efforts for the PROS Plan is \$70,000. This includes any public opinion survey work. Because of the limited budget and short time frame the City assumes some coordinated work effort by City staff will be necessary. Therefore, the proposal should indicate an approach that identifies work to be done by the firm(s), and efforts expected from the City.

### **Plan Elements**

The new PROS Plan should include the following elements:

- **Public Process and Long-term Vision**

A survey of residents and use other public input methods to establish core values and develop goals and objectives for the City of Burien PROS Plan.

- **Trends**

Analysis of demographic characteristics of City residents, as well as recreation and social trends to determine potential facility and program requirements.

- **Park Inventory**

Park Inventory data and condition assessment of existing park and open space properties owned by the City of Burien, and other agencies and organizations that provide recreational facilities, such as the Burien Public Schools, Boys and Girls Club, and the YMCA.

- **Level of Service Standards**

Level of service standards for park and recreation facilities, services and programs.

- **Recreation and Community Services Program Strategy**

A recreation and community services program and service delivery strategy that includes the types of programs and services that the City will provide to the community, and where and when these programs should be offered.

- **Parks Strategy**

A park and facility strategy that includes the types and general locations of parks and major facilities to serve the community's parks and recreational needs over the next 6 to 20 years.

- **Open Space Strategy**

An open space management strategy that includes care of existing properties to provide natural habitat, protect fish and wildlife resources and to provide an

interconnected system of open spaces. The Plan should also identify the need for future open spaces.

- **Trail Strategy**

A trail enhancement and management strategy that includes identification of existing trails, a plan for property acquisition for future trail construction, and development of trail maintenance standards. The plan should also consider the rapid residential development in Burien and how this impacts the trail development strategy.

- **Action Plan**

An action plan to achieve the goals and level of service standards established as part of the planning process. The action plan should include a list of capital projects and facility maintenance needs and estimated costs.

- **Coordinate with Other Plans**

The Plan must be coordinated with the City of Burien Comprehensive Plan, Transportation Plan, Bike-Ped Plan, and the Vision Burien community visioning process.

- **Performance Measures**

Performance measures and procedures that will enable ongoing monitoring, measurement, and review of the Plan implementation and performance.

## **VI. TASKS**

### **Task 100: Administration**

Provide the necessary project administration services to ensure contract compliance, recording, documentation, communication, maintenance of schedules, and provision of deliverables. Provide project invoicing and progress reports prepared in accordance with formats and schedules established by the City.

### **Task 200: Research/Data Collection**

This task will confirm existing information found in the 2001 PROS Plan and 2006 PROS Plan Update, and gather new information through interviews with City staff and user groups. This will be completed early in the planning process so the information is available to use in the analysis and plan development tasks. Documents that will be reviewed include, but are not limited to, the City's Bicycle and Pedestrian Plan, Recreation Facilities Plan, Community Vision Plan, Annexation Analysis and existing park master plans. Specific tasks will include:

- ❑ Confirm goals and objectives from past planning efforts
- ❑ Confirm and update inventory of public and private parks, open space and recreation-related facilities in the community. Identify individual recreation elements in the parks and compare with input from community survey requests and needs.
- ❑ Review and summarize the projects that have been completed since prior PROS Plans.
- ❑ Confirm and update as necessary the Level of Service (LOS) Standards used in the 2001 and 2006 PROS Plans. Compare these standards with those used by other communities in Western Washington.

- ❑ Review service area boundaries to consider arterial, highway, and topographic and other barriers to assess facility access by neighborhoods residents.
- ❑ Identify sources of past acquisition and development funding for parks and recreation projects. List any new funding sources available to the City.
- ❑ Confirm and if necessary recalculate Impact Fee Calculations used in the 2001 PROS Plan.
- ❑ Review and describe maintenance activities and practices currently used by the City.
- ❑ Confirm City demographic information and projections.
- ❑ Compare City’s Comprehensive Plan with the prior PROS Plans as they address park, recreation, open space and trails issues.

**Task 300: Public Involvement**

This task covers a formal meetings and workshops and informal interviews to gather information, comments and concerns regarding parks and recreational facilities and programs. The emphasis is to identify priorities for the spending of limited funds to acquire, develop, operate and maintain recreational resources. It is preferable to hold the public meetings a week or so prior to scheduled Parks Board meetings so the input from the public meeting is available for discussion and consideration. We would expect that from these meetings and interviews, a statement on need and priority for acquisition and development can be prepared for inclusion in the final plan document.

In addition to public meetings, interviews will be conducted with special interest user groups to gain insight and information on their issues, concerns and ideas. An emphasis will be placed on seeking information on the groups’ ability to partner with the City to assist in the development, maintenance and operation of facilities that they use. Consultant will seek opportunities through established channels to get information out to the public about the park and recreation planning effort.

**Task 400: Needs Assessment Survey**

Consultant will administer a statistically valid random sampling Needs Assessment Survey of at least 450 households in the City of Burien for use by Burien Parks Department in forming consensus in the PROS Plan. The survey can be administered by mail/phone, by phone or via Internet-based survey methodologies.

**Task 500: Site Plans, Project Identification and Cost Estimates**

This task builds on the inventory effort in Task 200 and prepares updated sketch plans for selected park facilities in the city, identifies desired improvements and estimates their costs. The Plan will determine when these improvements would be available for the public use. These project descriptions, costs and schedules for completion will be used in the development of the Capital Improvement Plan.

Consultant will work with City staff to update and prioritize the above list to determine the level of effort necessary to complete this task to meet the needs of the City. Included in the document will be a discussion of the impacts on the Burien Park System of possible annexation proposal(s) as they affect workload, maintenance and service to the community. The maintenance levels and costs for public parks and facilities as currently provided by the City will be reviewed and summarized. This

maintenance level will be assessed as to comparable communities in the area based on level of service and costs. The plan will include a park acquisition strategy for the City. The strategy will address property assessment, funding, and long-term use and value.

**Task 600: Capital Improvement Plan/Program**

Task 500 utilizes all of the information developed in the previous tasks to prepare a plan to address the demand and need for facilities and programs from 2013 through 2019. Based on the demand and needs analysis, the CIP will be prepared in table form to identify the acquisition/project, the year the action will take place, planned cost of the action and the funding source(s) expected to finance the action. City staff and Parks Board will review the Draft CIP prior to submittal and approval by the City Council.

**Task 700: Recreation Plan**

Working with recreation staff, Consultant will review and document existing recreation programs offered by the City of Burien and survey neighboring community recreation providers determine their offerings and to note duplication of programs. Consultant will conduct a focused meeting with Park staff on new programs, assessment of existing programs, facilities and staffing. This will provide free discussion of opportunities, directions and “new thinking” in providing programs to meet the needs of the community. From this discussion, questions will be crafted to be included in the telephone survey and possibly for presentation during public workshops. Based on the findings of the public workshops, public survey and focus meeting, program recommendations, policies and an action plan will be prepared.

**Task 800: Draft and Final Draft Documents**

Consultant will develop draft document for review and consideration by City staff and the Parks Department. Comments will be addressed and adjustments made prior to the presentation of the document to the City Planning Commission by the Consultant. Consultant will address any Planning Commission issues in a Final Draft Plan Document for recommendation by the City Planning Commission to the City Council. Presentation of the Draft PROS Plan document will be made to the City Council by the Consultant. Consultant will address any Council issues in a Final Plan Document for adoption by the City Council.

Overall results for the entire survey of 450 households will have a 95% level of confidence with a margin of error of no more than 5% overall. Consultant will guarantee the completion of at least 450 surveys for the entire City of Burien.

Consultant will specialize in conducting survey research that assists clients in prioritizing the unmet need for outdoor and indoor parks and recreation facilities, developing level of performance standards, voter referendums, and other strategic issues to assist decision makers in making better decisions.

Questions on the survey will be developed in partnership with the City of Burien. The survey instrument will be administered at a timeline within the project where the information can best be used to help break down barriers and build consensus.

In addition to survey development, Consultant will provide survey administration, data processing and analysis, sub-analysis/banner cross-tabular analysis, draft and final reports.

**VII. COMPENSATION.**

- A. Please present detailed information on the firm's proposed fee schedule for the proposed work.
- B. Payment by the City for the services will only be made after the services have been performed, an itemized billing statement is submitted in the form specified by the City and approved by the appropriate City representative, which shall specifically set forth the services performed, the name of the person performing such services, and the hourly labor charge rate for such person. Payment shall be made on a monthly basis, thirty (30) days after receipt of such billing statement.

**VIII. PUBLICATION.**

This RFP is not being published. It is being sent to selected firms on the City's Small Works Contractors and Consultants Roster that provide planning services.