

# Request for Proposal (RFP)

## Developing a Recreation Program Plan for

## Si View Metro Parks, 400 SE Orchard Drive, North Bend WA 98045

RFP 2020-01

Issue Date: March 16, 2020

Proposals Due: April 17, 2020 3PM

Point of Contact: Minna Rudd, Recreation Manager

Phone: (425) 831-1900

Email: [mrudd@siviewpark.org](mailto:mrudd@siviewpark.org)

### **Project Overview:**

Si View Metro Parks seeks a qualified consulting firm to develop a Recreation Program Plan for a parks and recreation district. The purpose of the Recreation Program Plan is to define strategies, services and direction for public recreation programming to meet the needs of our growing community.

### **About Si View Metro Parks:**

Si View Metro Parks strives to enhance the quality of life for 20,000+ residents in Snoqualmie Valley through recreation programs and parks. Our main campus is located at Si View Park, in North Bend, approximately 30 miles east of Seattle in the foothills of the Cascades. With grand views of Mount Si, a historic Community Center, indoor pool, multiuse sports fields, picnic shelter and playgrounds, it is the only such regional recreational facility serving as the social, cultural and educational hub in the community.

Si View Metro Parks operates an extensive array of recreation programs connecting with residents of all ages and abilities. Additionally, seasonal activities bring the community together for events such as the North Bend Farmers Market and Summer Concert Series, and seasonal celebrations. In 2019, nearly 182,000 visits were made to Si View programs and events. Through partnerships and cooperative arrangements, Si View Metro Parks actively manages, operates and schedules nearly 900 acres of parkland and 50,000 sf of facilities in the upper Snoqualmie Valley. In all, this system of parks, programs and trails supports a range of active and passive recreation experiences.

For more information about Si View Metro Parks, and current planning documents, visit [www.siviewpark.org](http://www.siviewpark.org).

### **Project Details:**

The Recreation Program Plan will define strategies, services and direction that advance the District's mission. The document needs to be concise, user-friendly, and implementable with clear strategies for the next 6 years, effective in 2021. The plan will recommend program direction, and future improvements based on identified community needs. The Recreation Program Plan will produce a set of service level targets and strategies for the District's programs and services. The Plan will provide direction to Si View Metro Parks staff, and the Board of Commissioners by establishing determinant factors for the delivery of parks and recreational services for District residents. The plan will include an inventory of current, as well as desired programs needed to serve the community and prioritize direction for future

acquisition, re-development, expansion or dissolution of the District's park and recreational programs.

Primary tasks and expectations of the final deliverable may include the following items:

- 1) Provide a detailed analysis of current recreation programs, facilities and services delivered by Si View Metro Parks.
- 2) Compile a community GIS inventory of recreation facilities, programs and services in the District's service area, including those provided by schools and other alternative public, private and non-profit providers to understand market saturation, gaps, competition or partner opportunities.
- 3) Develop and conduct a quantifiable, statistically valid survey to determine the recreational programming needs of District's service area population and to what degree the community believes the District has met those expected needs.
- 4) Provide detailed survey analysis summarizing key findings, gaps, priorities, and community needs.
- 5) Assess current and projected community demographic data to support the proposed Recreation Program Plan.
- 6) Assess national, local and societal recreation and leisure trends. Determine how recreational trends impact existing and projected user populations; make recommendations on where to expand recreational programs based on community expectations and trends.
- 7) Make strategic recommendations to existing program offerings, organizational alignment, etc. based on analysis of current programs, needs assessment, and recreation trends. Identify clear strategies and direction to take advantage of new opportunities, and address gaps and/or redundancy in program delivery in our community.
- 8) Determine what key performance measures and feedback from users should be collected to influence future decision-making regarding recreation programming.

**Document Deliverables:**

Five (5) copies and PDF of the final Program Plan to include elements detailed within this RFP as well as one (1) set of any slides and color graphs and/or maps used in presentations up to and including delivery of the final plan in a format compatible with District's software or as a download.

Maps produced should complement the narrative and may include items including:

- Combined color-coded maps – showing all existing public properties maintained by the District, including trails, open space lands, parks, recreational facilities. This map should include park district properties known to be developed in the timeline of the plan.
- Combined color-coded maps - showing an inventory for all existing program services managed by the District with and without alternative providers. These maps should identify services provided in each program area.
- Combined color-coded maps showing demographics and consumer demand.
- A map showing a gap-analysis when current services are not meeting needs based on demographics, and consumer demand.

**Estimated Budget:**

The estimated budget for this project is \$45,000-\$55,000. The final budget for this work will be based upon negotiations with the selected Consultant.

**Project Schedule:**

Si View Metro Parks would like to have a team selected by June 3, 2020; work needs to be completed by December 1, 2020.

**Consultant Qualifications:**

Consulting firms who apply should have extensive experience in growing and revitalizing communities and have the professional expertise and local understanding to create an innovative and effective Recreation Program Plan for a park & recreation district. Firms should have:

- Proven track record defining level of service for programs, with strong gap analysis experience.
- Ability to evaluate quantity and quality of amenities within the park system and to translate services to a GIS mapping system and visual presentation for demonstrating assessments and recommendations
- Experience preparing Recreation Program Plans and Park and Recreation and Open Space Plans
- Experience facilitating citizen participatory processes and surveys to generate data and quantify community interests and needs for specific jurisdictions
- Ability to link findings of past District's community surveys and planning documents into this Recreation Program Plan
- Demonstrated ability to provide a final product that is clear, simple, with strong implementation strategies with data citations that support recommendations

**How to Apply:**

The response to the Request for Proposal should not exceed 20 (twenty) pages double-sided in length. Interested Firms should submit a proposal that:

- Explains the Firm's understanding of the project scope
- Provides an explanation of the Firm's approach to the project, including specific responsibilities for the contractor and Si View Metro Parks related to each task/deliverable
- Proposes a work plan timeline
- States qualifications of the Firm and staff who will be assigned to the project
- Includes a list of references of similar projects
- Proposes a competitive budget

Submit five (5) print copies of the proposal and one (1) electronic copy by the deadline addressed to:

Minna Rudd, Recreation Manager  
Si View Metro Parks  
Physical delivery address: 400 SE Orchard Drive, North Bend WA 98045  
Mailing address: PO Box 346, North Bend WA 98045  
Phone: (425) 831-1900  
Email: [mrdudd@siviewpark.org](mailto:mrdudd@siviewpark.org)

Questions call Minna Rudd (425) 831-1900. Proposals must be received by **Friday, April 17, 2020, 3:00PM**

**Selection Process:**

Proposals will be reviewed by a committee consisting of Si View Metro Parks staff and Si View Board of Commissioners serving on the Programs Committee. After a review of the proposals, Si View Metro Parks staff may at its discretion schedule interviews with one or more firms.

**Terms and Conditions:**

Si View Metro Parks reserves the right to reject any and all responses to this RFP and to waive irregularities and informalities in the submittal and evaluation process. This solicitation for Consultant Services does not obligate Si View Metro Parks to pay any costs incurred by respondents in the preparation and submission of a response. This solicitation does not obligate Si View Metro Parks to accept or contract for any expressed or implied services. Furthermore, Si View Metro Parks reserves the right to award the contract to the next most qualified Consultant if the selected Consultant does not execute a contract within thirty (30) days after the award of the proposal.