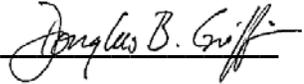


**CITY OF PALMER ACTION MEMORANDUM No. 11-003**

**SUBJECT:** Authorize the City Manager to Award and Execute a Contract in the Amount of \$74,210 with Pros Consulting to Prepare a Parks and Trails Master Plan for the City of Palmer

**AGENDA OF: January 11, 2011**

<b>Council action:</b>	<span style="border: 1px solid red; padding: 2px;">authorized</span>
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**Approved for presentation by Douglas B. Griffin, City Manager** 

Route To:	Department/Individual:	Initials/Date:	Remarks:
X	Originator – Director of Community Development	 12-20-10	
X	City Clerk	 1/5/11	
X	City Attorney	 1/5/11	
	Director of Administration		
	Director of Public Safety		
	Director of Public Works		

**Attachment(s):** Pros Consulting LLC Project Approach (Pages 13-20 of Proposal)  
 Fee Schedule from Pros Consulting  
 Tabulation of Proposal Scores  
 Minimum Qualifications and Scope of Work from City's Request For Proposals

**Certification of Funds:**

	No fiscal impact.	
X	Funds are budgeted from this account number:	08-01-10-7129
	Funds are not budgeted. Budget modification is required. Affected account number:	
	<b>Unrestricted/undesignated fund balance (after budget modification):</b>	

Director of Administration Signature:  \_\_\_\_\_

**Summary statement:** Action memorandum 11-003, if approved by the Council, will authorize the City Manager to sign a \$74,210 contract with Pros Consulting LLC to prepare a Parks and Trails Master Plan for the City.

**Background:** Eleven firms responded to the City's Request For Proposals (RFP) to develop a Parks and Trails Master Plan for this community. Six of the firms responding are based or have offices in Alaska while five firms are based out-of-state. The four member Proposal Evaluation

Team evaluated and scored the eleven proposals and determined the proposal from Pros Consulting ranked the highest and was the best fit for Palmer. Team members were Jeff Johnson, representing the Palmer Economic Development Authority who is providing \$49,500 in funding for this effort, Sara Jansen, Beth Skow, and Sandra Garley.

Pros Consulting LLC., was ranked highest by the Evaluation Team based on the firm's specialized experience in preparing parks, recreation, tourism and open space plans. Five of the firm's current or former clients were contacted for references. They were very positive about the process the Pros firm used in preparing their plans and all mentioned the firm's ability to work with the public to build a community consensus. Several contacts mentioned that both Leon Younger and Brian Trusty are well respected presenters at National level Parks and Recreation Conferences and that both have backgrounds in management of public parks. Clients felt this management and operational experience gives the planning team a real understanding of the types of resources local governments may be able to use in developing their parks, trails, and sports complexes.

Firms that submitted proposals were:

FIRM		Fees (Highest to Lowest)
SDG	Wasilla, AK	75,080
DOWL HKM	Anchorage & Palmer, AK	74,965
MIG Inc	Berkeley, CA	74,959
Greenplay LLC	Broomfield, CO	74,950
Dillion & Associates	Anchorage, AK	74,908
USKH	Anchorage & Wasilla, AK	74,875
Conservation Technix	Portland, OR	74,360
<u>Pros Consulting</u>	<u>Indianapolis, IN</u>	<u>74,210</u>
Alaska Rim	Palmer, AK	73,212
Corvus Design	Anchorage, AK	72,960
SB&A	Seattle, WA	70,480

Council accepted \$49,500 in Mat-Su Heath Foundation grant funds from the Palmer Economic Development Authority for this project by Resolution 10-069. The same Resolution set aside \$25,000 in capital funds as the City's share of the cost of preparing this plan.

**Administration recommendation:** Approve action memorandum 11-003.

## Section Four – Project Planning & Methodology

The City of Palmer is requesting proposals from firms to prepare a master plan for existing future parks, trails and fields. The master plan will enable year round public recreational use of the community park land, recreational fields and trails. The key components of the plan will be defining the role that parks, trails and fields play in the community, creating an inventory of existing recreational facilities, and developing a document that will serve as a guide for future recreation decisions in Palmer. The plan will address design as well as programmatic needs to reflect current uses and future needs of the community.

The foundation of the PROS Team approach is a comprehensive public participation process. We will identify opportunities that engage people through a variety of community input process described below. Also, it is not just the participation by the public in key leadership meetings, focus group meetings, public forums and citizen surveys, but also how the information received from these community input processes is applied to the overall planning process to articulate accurately the true unmet needs, address key issues and provide the greatest recommendations, and strategies to move the Department forward for optimum results as it applies to parks, trails and recreation in the City.

### Objective

Develop a long term strategy that includes short term tactics to align the parks and trails inventory, development, and maintenance of the City of Palmer with the needs and values of the growing community of residents and visitors. Enhance the integrity and value of City lands by updating habitat conservation policies and practices to reflect leading innovations, and best practices throughout the region, state, and nation.



### Strategies

1. Engage the local community leadership and stakeholder groups in meaningful public input opportunities in order to identify the vision and needs of the plan.
2. Research and analyze current parks and lands conditions in the City, including a review of complimentary sites and services.
3. Identify reliable opportunities to enhance and leverage the financial resources of the City parks and trails program.
4. Identify the opportunities to position the City as a leader in both financial and environmental sustainability in the provision of public services and facilities.
5. Coordinate the development of recommendations from multiple areas of research and analysis, community input and priorities, industry best practices, and sustainability principles.
6. Preserve and enhance the value of being a resident, business owner, and/or visitor to the City of Palmer.

### Desired Outcomes

The desired outcomes of the City of Palmer that the PROS Team anticipates for this project includes, but is not limited to the following critical issues:

1. Sustainably grow the best practices and quality of services of the City of Palmer
2. Serve the needs of existing and new residents
3. Tie together all of the quality of life attributes that make Palmer what it is today

4. Position the City to qualify for enhanced partnerships and funding opportunities with organizations and entities in both the public and private sectors
5. Establish the reputation of the City of Palmer regionally and state-wide as a leader in quality parks, trails, and conservation practices

## Proposed Work Plan

### Task 1 – Project Management Plan

It is critical that the project begin strongly with clearly defined expectations and methods to obtain the desired outcomes. The specific tasks that will guide overall project management include:

- A. Project Kick-off/Coordination** – This kick-off meeting will be attended by key City of Palmer staff members, PROS Consulting Team members, and any stakeholders selected by the City to confirm the work plan, project goals, objectives, and expectations of the project. Specifically, the following will be addressed:
- Confirmation – The project goals, objectives, scope, and schedule will be confirmed.
  - Outcome Expectations – Discuss expectations of completed project components
  - Communications – Confirmation on lines of communication, points of contact, level of involvement by City leaders and staff, as well as other related project management details.
  - Detailed Schedule – A schedule will be prepared detailing project milestones and completion.

Most importantly, the PROS Team will be in close and constant contact with your designated project coordinator throughout the project to ensure constant feedback and timeliness of project deliverables.

- B. Data Collection/ Cataloging** – The PROS Team will collect, log and create electronic copies as appropriate (MS Word/Excel and Adobe Acrobat) of key data and information to facilitate dissemination and assimilation of information. Key data and information known to be necessary at this time include, but will not be limited to:
- 2006 Palmer Comprehensive Plan
  - 2005 Pioneering Palmer's Future
  - Current Visitation / Tourism Data
  - Palmer Urban Revitalization Plan
  - Matanuska-Susitna Borough Trails Plan
  - Current Environmental Surveys and GIS Reports

### Task 2 – Community Involvement and Research

The foundation of this project will be based in meaningful involvement by community leadership and identified stakeholders. We will work closely with stakeholders and leaders to gather input in order to gain consensus on key issues and strategies. The basic approach for involvement is detailed below, and can be expanded as needed throughout the project.

- A. Key Leadership and Stakeholder Interviews** – The PROS Consulting Team will perform 10 interviews with key community leaders and stakeholders to evaluate the future vision for City of Palmer parks and trails within the first 60 days of the project. The community values, strengths and challenges of the City, trends, and level of services provided will also be evaluated during this time. It is important to have one-on-one interviews or small groups with these key leaders to ascertain candid input.

Interview targets may include the following stakeholders:

- Various Advisory/Committee Board Members
  - Senior City Staff and Community Leadership
  - Select City Leadership and Elected Officials
  - School Boards and local schools
  - Select Special Interest and User Groups and Special Event Providers
  - Key Partners, Concessionaires, and Regulatory Agencies
  - Volunteer and Friends Groups
  - City Council
  - Planning and Zoning Commission
- B. Focus Groups** – The PROS Consulting Team will organize and facilitate up to eight (8) focus group sessions with user groups, key partners, and/or unique groups within the community that represent a common interest. During these interviews/focus groups, the PROS Team will gain an understanding of the community values, as well as determining the priority for recreation facilities and programming, parks, trails and open space development in the City. Focus groups may include the following stakeholders:
- Palmer Hockey Associations
  - Ma-Su Hockey Associations
  - Palmer Soccer Clubs and Associations
  - Mat Valley Rugby
  - Palmer Little League
  - Palmer Skateboard Association
- C. Public Forums** – The PROS Team will prepare and facilitate four (4) public forums in which the developed operating and management plan will be shared directly with meeting participants. These forums will be utilized and designed to build good will and awareness around the details of the project within both the local community and extended service market. Two (2) forums will be conducted in different regions of the City during the early phases of the project to solicit initial public input, and two (2) forums will be conducted similarly towards the end of the project to review preliminary recommendations.
- D. Community Survey**– The PROS Team, through our strategic partner ETC Institute/Leisure Vision will administer a statistically valid survey with a minimum of 370 completed surveys within the City of Palmer. Overall results will have a 95% level of confidence with a margin of error of +/- 5.0% overall. The PROS Team will guarantee the completion of at least 370 surveys for the entire community. It is anticipated that the survey will be up to 4 to 6 pages in length with 20 questions to be asked, many with multiple components. The final survey questionnaire will be reviewed and approved by the City. Questions on the survey will be developed together with PROS staff, ETC Institute/Leisure Vision and the City of Palmer staff.

The PROS Consulting Team will participate in the planning and preparation of all public and coordination meetings, including development and distribution of press releases prior to public forums, and will be prepared to have relevant team members present, make presentations on the recent progress of the project, discuss prevailing issues and opportunities, answer questions posed before and after, and respond to feedback provided.



## Task 3 – Site, Facilities, and Program Assessments

The framework of this project is founded in a thorough and complete assessment of the existing circumstances of the City of Palmer parks and lands, the configuration of assets and resources, the ecological characteristics of the area, and the immediate and obvious opportunities that can be derived from the status quo. This process involves an extensive review and analysis that incorporates the following specific tasks:

- A. Site and Facilities Inventory** – The PROS Team will collect the existing inventory and base mapping of City sites and facilities as well as other jurisdictions within the planning area. Additional analysis will be performed to identify and document natural and ecologically significant resources. This will be documented in forms created by the PROS Team and inputted into a database for future use by the City and the PROS Team.
- B. Site and Facilities Assessment** – The PROS Team can conduct a detailed site and facilities assessment of the City of Palmer parks and trails. This process will involve gathering applicable background information and documentation pertaining to each site, a review and analysis of all issues and operational constraints facing the maintenance of facilities and delivery of services, and data-gathering meetings with all relevant personnel from the City, regional, state, and federal entities. In summary, these assessments will investigate the following:
  - Existing conditions of sites, facilities and infrastructure
  - Existing environmental issues and constraints
  - Existing operational issues and constraints
  - Connectivity with nearby neighborhoods, communities, and trails
  - Compatibility of amenities
  - Public access
  - Customer/user interface opportunities
  - Customer /user fulfillment capacity
- C. Trail and Open Space Assessment** – The assessment will build on the needs identified within the park classifications and facility standards process. This will help identify the type and location of amenities to be included in new developments, and to ensure green infrastructure, water efficiency, and environmental sustainability. Potential park sites, trail corridors and open space sites will be mapped as options to acquire or develop based on a projected growth patterns, identified policies and community needs. This would include mapping existing and proposed linkages of neighborhoods to parks, open spaces, trails, schools and commercial and business areas.
- D. Programs and Services Assessment** – The PROS Team proposes to perform an inventory and assessment of the parks and recreation programs and services provided by the City of Palmer and/or concessionaires operating on City lands. These services will be organized into a matrix that can be utilized in later analysis. An analysis of programs and services will be performed to assess the strengths and challenges of the major programming areas, opportunities in the market to seek out and build on, and the potential threats to identify and plan for. Focus program areas will include, but not be limited to:
  - Nature education and stewardship program
  - Outdoor recreation programs
  - Recreation amenity management
  - Concessionaire management
  - Volunteer and service learning programs
  - Marketing and communications

- E. Schematic Layout/GIS Mapping** – The PROS Team will develop a composite map or series of maps as overlays which summarize the constraints and opportunities for parks and recreation facilities in Palmer. The PROS Team will provide a schematic layout of park facilities, parking areas, service areas, trails, fields and amenities in an electronic format that can be utilized for further analyses in the planning process. The PROS Team will provide comprehensive GIS and mapping of City of Palmer parks and lands to support the inventory and assessments, as well as to serve as a background for the needs analysis performed later in this project. All GIS data and mapping will be provided to the City to be integrated into the County data management system.
- F. Comprehensive Assessment Report** – The findings and information collected from the assessment of current sites, facilities, programs, and services will be assembled and presented in the *Comprehensive Assessment Report*. This report will serve as a sub-deliverable to the *Master Plan for Parks, Trails and Recreational Fields*, and will be presented to the City of Palmer staff for review.

#### **Task 4 – Needs Analysis**

The intent of this project is centered on the ability to meet the needs of an evolving community. An analysis of the prevailing trends and changes in the community over the last 10 years, as well as projections for the next 10 years is the critical ingredient for determining preliminary and final recommendations. This process involves an extensive review and analysis that incorporates the following tasks:

- A. Demographic and Trends Analysis** – The PROS Team can perform a demographic analysis based on Census 2000/2010 updated data and 2011, 2016, 2020 and build-out projected population. We will utilize any of the City’s base data, or if not available, ESRI census tract and block group data. Specifically, this analysis will work to:
- Understand leading trends in parks, trails, and conservation policies and practices that exhibit best practices for regionally, state-wide, and nationally
  - Understand the market areas served by the park and recreation system and distinguish predominant user groups.
  - Determine changes that are occurring in the City and the region, and assist in making proactive decisions to accommodate those shifts.
  - Provide the basis for Equity Mapping and Service Area Analysis
- B. Park Classifications and Facility Standards** – The PROS Team will work with the City to review and confirm, modify or add to existing park classifications, and preferred facility standards for all park sites, trails, open space amenities and indoor and outdoor facilities. These classifications will consider size, population served, length of stay, and amenity types/services. Facility standards include level of service standards and the population served per recreational facilities and park amenities. Any new or modified classification or standard will be approved as required.
- C. Equity Mapping** – PROS will utilize GIS to perform equity mapping to identify service area analysis for specific facilities and programs. This includes mapping by classification and major amenities by facility standards as applied to population density and geographic areas. A service area is defined as a circular area around a park or amenity whose radius encompasses the population associated with the appropriate facility standard for each park classification and amenity. Using the facility standards and service areas provided by PROS Team for each park and major facility type (amenity), a series of maps by each park classification and major amenities will be prepared.



Major parks and facilities to be mapped through equity mapping could include:

- Neighborhood Parks, Community Parks, and Block/Mini Parks
- Open space
- Greenways
- Trails
- Sports fields/facilities
- Playgrounds
- Picnic Pavilions
- Additional amenities as needed

This mapping identifies gaps and overlaps in service area. It is assumed that the City will provide base GIS information including inventory and general location of park sites and amenities. The PROS Team will provide maps in digital format and hard copy.

- D. Prioritized Site, Facility and Program Needs Analysis** – The PROS Team will synthesize the findings from the community input, demographics analysis, facilities assessment, program assessment and the equity mapping into a quantified priority facility needs analysis. This priority listing will be compared against gaps or surplus in parks, facilities and amenities identified in the Site and Facility Assessment and Equity Mapping tasks to identify proposed needs and improvements for each site. This will list and prioritize facility, infrastructure, amenities, and program needs for the parks and recreation system and provide guidance for the Capital Development Plan. The analysis will include probable future parks, recreation facilities, open spaces and trail needs based on community input, state and national trend data. We will conduct a work session with staff to review the findings and make revisions as necessary.

## Task 5 – Vision and Mission Elements

Over 16 years of successful consulting in the parks and recreation field on over 700 completed projects, the PROS Team has learned that the logical progression of updating strategic and master plans must include revisiting a department’s vision and mission elements. These are the key elements to the strategic direction of any park or park system that will guide the determination of priorities and opportunities. Most of the clients with whom we work have developed vision and mission elements that guide their decision making and management practices. It is helpful, however, in the course of a project such as this to revisit these elements and adjust them if necessary. The following are tasks associated with this aspect of the project:

- A. Work Session** – The PROS Team will conduct a work session with key leaders and staff of the City of Palmer to review the current vision and mission elements of parks, recreation and trails. These elements include:
- Vision
  - Mission
  - Community Values
  - Goals
  - Objectives
- B. Vision and Mission Statement** – Taking the consensus and priorities of the internal work session with the City of Palmer leadership and staff, the PROS Team will provide a summary *Vision and Mission Statement* that will include either the current or enhanced versions of the above listed elements. These elements will set the standard and priorities that will drive the *Parks, Trails and Recreation Fields Master Plan*.

### **Task 6 – Parks, Trails & Recreational Fields Plan**

All the information gathered and analyzed throughout the project will culminate into the Parks and Trails Plan that will include the following tasks and elements:

- A. Capital Improvement and Development Plan** – The culmination of the site and facility assessments and needs analysis tasks will result in a prioritized plan providing guidelines to the City for investing and developing parks and facilities, as well as potentially altering the use of existing parks as needed. This capital improvement plan will reflect community needs, demographics, and physical analysis. The plan will also take into account environmental stewardship and operational sustainability in developing options and cost estimates. The plan will present budgetary capital costs, priorities, and funding strategies including partnership and revenue generation opportunities for capital and operational funding for a 10-year period.
- B. Funding and Revenue Strategies** – Funding strategies will be developed based in part to our review and analysis of the facilities as well as the national experience brought by the PROS Team. The PROS Team has identified numerous funding options that can be applied to the plan based on the community values. The funding strategies to be evaluated for recommendations will include at a minimum:
- Fees and charges options and recommendations
  - Endowments/grant opportunities for supporting operational and capital costs
  - Sponsorships to support programs, events, and facilities
  - Partnerships with public and private sector partners
  - Dedicated funding sources to support land acquisition and capital improvements
  - Development agreements to support park acquisition, open space and park and facility development
  - Earned Income options to support operational costs
  - Land or facility leases to support operational and capital costs
- C. Strategic Action Plan** - The PROS Team will assimilate all data and findings from the previous aspects of this project and develop detailed action plans for the City of Palmer to implement upon completion of this Master Plan. Action plans will be established in the following key areas:
- **Site and Facility Management** – Recommendations that provide for short and long term enhancement of site and facility management practices of the City.
  - **Programs and Services** – Recommendations that provide for short and long term development and maintenance of programs and services provided by the City, including opportunities to improve meeting user needs.
  - **Financial and Budgetary Capacity Development** – Recommendations that provide for short and long term enhancement of the financial and budgetary capacity of the City related to parks and lands.
  - **City Policies and Practices** – Specific policies and practices for the City of Palmer that will support the desired outcomes of this Master Plan will be detailed. This will include, but not be limited to land and habitat management, site and facility management, programs and service management, public finance and funding options, and relevant City and local ordinances.
- D. Draft, Briefings & Final Plan Preparation/Report** – The PROS Team will prepare a draft Master Plan with strategies taking into account all analysis performed and consider the fiscal and operational impacts to the City. The process for completing the final plan will include the completion of a draft report, review and revisions in coordination with the City of Palmer staff, and submission of a final report. The PROS Team can deliver up to two presentations of the final report and will meet with the City Manager prior to presenting the plan to the City Council. Ten (10) hard copies and a digital copy of the final plan will be provided once all editing is completed.

## Section Five – Proposed Project Schedule

A following schedule depicting the time to complete the tasks is presented below, as well as highlighted areas to meet with the City on key meeting dates. Specific dates will be set during the kick-off meeting process. PROS is confident of our ability to meet the deadline and will consider any special requirements by the City of Palmer in regards to scheduling. While this schedule reflects a 9-month process, we are capable of completing this plan in 6-months if needed.

### City of Palmer Parks, Trails and Recreational Fields Master Plan

Months	1	2	3	4	5	6	7	8	9
Task									
Task 1 – Project Management	Orange	Yellow							
Task 2 – Community Involvement and Research	Orange	Blue	Orange	Blue	Orange	Blue	Blue	Orange	Blue
Task 3 - Site, Facilities, and Program Assessments	Orange	Blue	Blue	Blue	Orange				
Task 4 - Needs Analysis			Orange	Blue	Orange	Blue	Blue		
Task 5 - Vision and Mission Elements					Orange				
Task 6 – Parks, Trails and Recreational Fields Master Plan				Orange	Blue	Blue	Orange	Blue	Orange
Key Meeting Dates	Orange								
Ongoing Process	Yellow								
Task Technical Work	Blue								



## Proposal Budget

The following fee breakdown is based on the project approach described in the **Project Planning & Methodology**. The PROS Team has based this fee on our current understanding of the City's goal for the Master Plan and our extensive experience in administering our process while conducting similar studies. We would appreciate the opportunity to meet and discuss the project approach and fees to ensure they are consistent with the expectations of the City of Palmer.

Task	Total
<b>Task 1 – Project Management Plan</b>	
A. Kick-Off Meeting	\$ 1,240
B. Data Collection	\$ 930
<b>Expenses</b>	<b>1,000</b>
<b>Subtotal Dollars</b>	<b>3,170</b>
<b>Task 2 – Community Involvement and Research</b>	
A. Key Leadership/Stakeholder Interviews (10)	\$ 2,480
B. Focus Groups (8)	\$ 3,100
C. Public Forums (4)	\$ 2,480
D. Community Survey	\$ 11,720
<b>Expenses</b>	<b>4,000</b>
<b>Subtotal Dollars</b>	<b>23,780</b>
<b>Task 3 – Site, Facilities and Program Assessments</b>	
A. Site and Facilities Inventory	\$ 1,240
B. Site and Facilities Assessment	\$ 3,720
C. Trails and Open Space Assessment	\$ 3,720
D. Programs and Services Assessment	\$ 2,480
E. Schematic Layout/GIS Mapping	\$ 3,240
F. Comprehensive Assessment Report	\$ 3,720
<b>Expenses</b>	<b>2,000</b>
<b>Subtotal Dollars</b>	<b>20,120</b>
<b>Task 4 – Needs Analysis</b>	
A. Demographics and Trend Analysis	\$ 1,240
B. Park Classifications and Facility Standards	\$ 1,240
C. Equity Mapping	\$ 4,940
D. Prioritized Site, Facility, and Program Needs Analysis	\$ 1,860
<b>Expenses</b>	<b>-</b>
<b>Subtotal Dollars</b>	<b>9,280</b>
<b>Task 5 – Vision and Mission</b>	
A. Vision and Mission Work Session	\$ 620
B. Vision and Mission Statements	\$ 620
<b>Expenses</b>	<b>1,000</b>
<b>Subtotal Dollars</b>	<b>2,240</b>
<b>Task 6 - Parks, Trails and Recreational Fields Master Plan</b>	
A. Capital Improvement and Development Plan	\$ 2,480
B. Funding and Revenue Strategies	\$ 1,860
C. Strategic Action Plan	\$ 2,480
D. Draft and Final Plan Preparation and Report	\$ 6,200
<b>Expenses</b>	<b>2,000</b>
<b>Subtotal Dollars</b>	<b>15,020</b>
<b>TOTAL EXPENSES</b>	<b>\$ 10,000</b>
<b>TOTAL FEES</b>	<b>\$ 64,210</b>
<b>TOTAL DOLLARS</b>	<b>\$ 74,210</b>

	A	B	C	D	Totals	Pts/Fees	Fee Quoted
Alaska Rim	40	48	43	68	199	203	\$ 73,212.40
Conservation Technix	92	42	59	64	257	260	\$ 74,360.00
Corvus	85	39	58	65	247	251	\$ 72,960.00
Dillion & Assoc	87	40	68	65	260	262	\$ 74,908.00
DOWL	84	70	65	75	294	295	\$ 74,965.00
Greenplay	77	35	54	55	221	222	\$ 74,950.00
MIG	88	35	77	70	270	271	\$ 74,959.00
Pros Consulting	93	65	79	83	320	323	\$ 74,210.00
SB&A	79	35	54	56	224	229	\$ 70,480.00
SDG	82	36	56	60	234	234	\$ 75,080.00
USKH	89	40	76	68	273	275	\$ 74,875.00

Date Scored 12/17/10

Garley, Sandra

Jansen, Sara

Johnson, Jeff

Skow, Beth

with the project management team to develop community input into the plan. The successful proposer must be willing and prepared to integrate their work with an open public process.

## **2. BACKGROUND INFORMATION**

Palmer has seven parks, seven ball field sites and several miles of paths and trails. The City also maintains an ice arena, golf course, and skateboard park. City parks are:

- A-moose-ment Park (420 W. Fern Avenue)
- Wilson Park, now under construction (115 S. Felicia Street)
- Bugge Park (220 S. Cobb Street),
- McKechnie Park (643 W. Daron Drive)
- Hagen Park (201 E. Dolphin Drive)
- Meier Park (325 S. Silvertip Drive) and
- Merritt Long Pocket Park.

Other facilities include:

- Ken Soule Ball Field,
- Lions Ball Fields
- Buzby Ball Field
- Sgt. Arcala-Berberich Memorial Soccer Fields
- Junior/Senior Baseball Fields, Sherrod Ball Fields
- Tee Ball Fields and
- Bill Hermann Tennis Courts.

## **3. MINIMUM QUALIFICATIONS REQUIRED TO SUBMIT A PROPOSAL**

A minimum of three (3) years of development of recreational master plans based upon multiple input sources is required to submit a proposal. Particular focus will be given to the successful completion of similar projects, and those individuals/companies who are not experienced in this scope of work are asked not to submit as their proposal will be deemed non-responsive. In addition, a demonstrated ability to meet the required time schedule is required.

## **4. ACRONYMS/DEFINITIONS**

For the purposes of this RFP, the following acronyms/definitions will be used:

<b><i>PMC</i></b>	Palmer Municipal Code
<b><i>Proposer</i></b>	The company submitting a proposal in response to this RFP.
<b><i>May</i></b>	Indicates something that is not mandatory but permissible.
<b><i>Shall/Must</i></b>	Indicates a mandatory requirement. Failure to meet a mandatory requirement will result in the rejection of a proposal as non-responsive.
<b><i>Should</i></b>	Indicates something that is recommended but not mandatory. If the proposer fails to provide recommended information, the City may, at its sole option, ask the proposer to provide the information or evaluate the proposal without the information.
<b><i>Will</i></b>	Expected or required.

## 5. SCOPE OF WORK

The scope of work required for the master plans includes but is not limited to:

- 5.1. Baseline Analysis: Conduct an analysis of the current city parks and trails and documents related to parks and trails including but not limited to the 2006 Palmer Comprehensive Plan, the Palmer Urban Revitalization Plan, the 2005 Pioneering Palmer's Future, and the Matanuska-Susitna Borough Trails Plan to determine the existing features of the property and the potential constraints and opportunities these features may have on the development of year round park sites, trails and fields. Develop a composite map or series of maps as overlays which summarize the constraints and opportunities.
- 5.2. Schematic Layout: Provide a schematic layout of park facilities, parking areas, service areas, trails, fields and amenities. The schematic layout will be provided in an electronic format to be specified prior to completion of the project.
- 5.3. Project Cost Estimate: The successful proposer will provide a preliminary estimate of standard park, trail and field improvement/development costs. This information will be used by the City to apply for development grants.
- 5.4. Meetings and Presentations: Administer and facilitate public meetings, project meetings, and presentations as necessary throughout the development process to inform the public and gather input. Meetings will include Palmer area citizens, and local organizations including, but not limited to, City Council, Planning and Zoning Commission, Palmer Hockey Associations, Mat-Su Hockey Associations, Palmer Soccer Clubs and Associations, Mat Valley Rugby, Palmer Little League, Palmer Skateboard Association, and representatives of local schools.
  - 5.4.1. Meet at least once with the Planning and Zoning Commission;
  - 5.4.2. Conduct at least two public meetings to solicit community input;
  - 5.4.3. Meet with and brief City Manager on Master Plan prior to presenting to City Council.
  - 5.4.4. Presentation of Master Plan to City Council.
- 5.5. Final Product: The final work product will include a written Parks and Trails Plan with accompanying maps and drawings.
  - 5.5.1. The written document will be prepared in MS Word format. All spreadsheets and graphs will be prepared in MS Excel format. All maps and graphics shall be produced in color (where appropriate). Digital copy of interim and final reports will be provided in both MS Word and pdf formats, Digital versions shall include all graphics, tables and appendices in suitable form for publishing on the City website.