

REQUEST FOR PROPOSALS

For

PARKS AND RECREATION

MASTER PLANNING SERVICES

*Town of Canandaigua*

5440 Routes 5 & 20 West  
Canandaigua, New York 14424

(585) 394-1120

## INTRODUCTION

The Town of Canandaigua, New York, is seeking to hire a consultant to prepare a Parks and Recreation Master Plan. The plan will provide a 5 year vision for parks, recreation, recreation programs and trails. The plan will include research, public involvement and the development of recommendations for all aspects of the Town of Canandaigua's parks and recreation activities. The selected consultant will have proven experience and knowledge in park and recreation planning, project management and effective public involvement processes.

## BACKGROUND

The Town of Canandaigua borders the City of Canandaigua at the north end of Canandaigua Lake and is about 30 miles southeast of Rochester, NY. The Town has a total area of 62.5 square miles. As of the 2010 census, the population was 10,020 with double digit percentage increase every year since. The Town has six parks with one to be developed as a passive park. These parks make up approximately 170 acres.

## GOALS AND OBJECTIVES

In 2007, the Town of Canandaigua had a five year "Town of Canandaigua Parks and Recreation Master Plan" done by Passero Associates. You can find a copy of the plan by going to [www.townofcanandaigua.org](http://www.townofcanandaigua.org) and looking under documents. Since the plan was done in 2007, there have been many changes and an increase in population in the Town. A copy of the Trails Master Plan can also be found on this website. A key component of our Town is its parks and the creation of an updated Parks and Recreation Plan is essential. This plan should achieve the following results:

- Support and/or suggest Town policies regarding parks, recreation and trails
- Provide a framework to evaluate possible future redevelopment proposals
- Evaluate and prioritize the expenditure of public funds for possible land acquisition, development, and maintenance for recreational lands and facilities

- Identify and prioritize potential improvements in existing parks
- Evaluate the potential for new parks and facilities
- Assist in developing recreation programs

The consultant will be expected to review and evaluate existing reports and information.

The Parks and Recreation Master Plan will set the framework for decision makers in the planning, maintenance, staffing and development of the Town of Canandaigua's parks and recreation. The plan is intended as a planning tool that both addresses future needs and establishes parks and facilities standards. In addition, the plan must provide recommendations for a systematic and prioritized approach to implementation of parks and recreation projects.

## SCOPE OF WORK

A key component in creating the Parks and Recreation Master Plan will be a shared process that taps the opinions and ideas of community stakeholders and includes a comprehensive inventory of assets, demographics and current standards. The scope of work will focus on three components:

- Needs Assessment
- Recommendations of modifications, improvements and additions to parks/facilities to meet current and future needs
- A Financial Implementation Component

Needs Assessment: The Needs Assessment will study the parks/recreation facilities, existing demographics, projected demographics and public input to determine how well existing facilities address the Town's current and future needs. It will identify where surpluses and deficiencies exist. The Master Plan will take into account parks, recreation facilities and trails by other entities and how those factor into the recreational needs of the Town of Canandaigua.

Recommended Modifications/Additions: This assessment will provide the data and information necessary to evaluate how the parks, recreation facilities and trails meet current and future needs and whether modification and/or additions

will be required. The consultant will be expected to make recommendations which take into account the current and future needs, condition of existing facilities and cost of modifications in determining how to serve the long range needs of the Town.

Financial Implementation: A review of revenue sources and financing strategies will be completed, in coordination with Town staff, as part of the plan.

## PROPOSAL FORMAT

A brief description of the consultant's philosophy and/or approach to the project should demonstrate the team's understanding of the project, the relevant issues, and the project's relationship to the Town's Comprehensive Plan, the 2007 Parks and Recreation Master Plan and the Town's Trails Master Plan.

**Scope of Work:** Describe the consultant's approach to accomplishing the objectives stated in the Request for Proposals and identify the methodology proposed. The consultant is encouraged to include suggestions or supplemental tasks which may enhance the project or streamline the scope of work and improve cost effectiveness. State your assumptions clearly. Include the decisions, products, data and information that the consultant expects to be provided by Town staff.

**Meetings and Timeline:** The consultant team must be available to participate in meetings with staff, park and recreation and trail committee members, and other stakeholders. The proposal cost estimates should be based on 8 meetings. One of those meetings would be an open public forum.

**Work Program Timeline:** Include a timeline showing the estimated length of time for completion of the Master Plan process. Time estimates should be expressed in number of days/weeks without reference to a specific starting date. The timeline should identify when draft and final products will be submitted to Town staff.

**Statement of Qualifications and Relevant Experience:** Include any related supplemental information concerning key personnel or team experience which may be relevant. Please identify the project manager and principal contact to be

assigned to the project (it is strongly preferred that they are one and the same person).

**Contract Information:** Contract agreements will be finalized between the Town and the consultant following completion of the selection procedure. A payment schedule will be negotiated at that time.

**Conflict of Interest Statement:** Include a statement disclosing any involvement with plan/development projects in the Town by the consultant (and sub-consultants) within the year. The Town has the right to reject any proposals having the potential for conflict of interest.

**Signature:** The proposal shall be signed by the Town Supervisor who is authorized to bind the consulting firm and shall contain a statement which guarantees that the proposal/cost estimate is valid for ninety (90) days.

**References:** List no less than three reference clients for whom similar or comparable services have been performed. Include the name, mailing address and telephone number of the primary contact person.

**Cost Summary:** All costs should reflect “not to exceed” figures. Fee schedules, including hourly rates for the prime consultant and all sub-consultants, meetings and reproduction costs, should accompany the cost summary.

## PROPOSAL SUBMITTAL

Twenty (20) labeled copies of the proposal with a separate sealed and labeled envelope containing the cost estimate and fee schedule, along with a digital copy of the same emailed to Dennis Brewer at [dbrewer@townofcanandaigua.org](mailto:dbrewer@townofcanandaigua.org), must be received in the Town of Canandaigua Town Clerk’s office, 5440 Routes 5 & 20 West, Canandaigua, NY 14424 no later than October 12, 2016 at 4:00 PM.

Postmarks will not be accepted.

The Town will not pay any cost incurred by any consultant resulting from preparation or submittal of a proposal in response to this Request for Proposals. The Town reserves the right to modify or cancel in part, or its entirety. The Town

reserves the right to reject any or all proposals and to waive any defects and/or informalities.

## SUBMITTAL REQUIREMENTS

1. A statement of qualifications, including at least one sample of a recent Parks and Recreation Master Plan. If the sample was not prepared by the team members who will be working on the Town Master Plan, include relevant samples of work by those team members.
2. A brief description of your philosophy and/or approach to the project which demonstrates the team's understanding of the project and the relevant issues.
3. A proposed public input process including expected outcomes of each meeting.
4. A proposed Scope of Work describing your approach to accomplishing the objective stated in the Request for Proposal and identifying the methodology proposed. The consultant is encouraged to include suggestions or supplemental tasks which may enhance the project or streamline the scope of work and improve cost effectiveness. Clearly articulate all assumptions regarding data and information that you expect from the Town. Provide a detailed list of all products/deliverables anticipated as a result of the Master Plan project.
5. Proposed timeline.
6. Cost Proposal.
7. Twenty (20) hard copies plus a digital copy of the proposal including the cost estimate and fee schedule must be received by the Town no later than October 12, 2016 at 4:00 PM.

The Town will not pay any cost incurred by any consultant resulting from preparation or submittal of a proposal in response to this Request for Proposals. The Town reserves the right to reject any or all proposals and to waive any defects and/or informalities.

## SELECTION PROCESS

The Town will use a combination of objective and subjective criteria to determine each consultant's suitability to perform this work. Evaluation criteria for the proposals are as follows:

1. Successful experience with similar types of projects
2. Previous project references
3. Quality of the proposal and understanding of the work to be completed
4. Project team and key personnel qualifications
5. Proposed time schedule and budget

The Town selection committee will review all proposals based upon the above stated criteria and expects to interview 2-3 consultant teams. Following the interview process, it is the intention of the Town to negotiate a contract with one consultant.

The Town reserves the right to reject any late or incomplete submission, and all proposals for whatever reason. Any questions regarding the Request for Proposals should be directed to:

Dennis Brewer  
Director of Parks and Recreation  
Town of Canandaigua  
[dbrewer@townofcanandaigua.org](mailto:dbrewer@townofcanandaigua.org)  
(585) 394-1120