



Town of Harrisburg, NC

**Request For Qualifications (RFQ) – Comprehensive Parks & Recreation
Master Plan**

Harrisburg Parks and Recreation Department



**Date Issued: June 7, 2023
Responses Due: July 12, 2023**

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I. INTRODUCTION

The Town of Harrisburg is seeking a qualified consultant to provide the necessary planning services to update the Town's Comprehensive Parks and Recreation Master Plan. The current Plan was developed in 2010 and is considered out of date for appropriate planning purposes and potential grant opportunities. The plan update should provide guidance for both short and long-range planning purposes with the goal of ensuring an appropriate balance of recreation programs, facilities, and amenities.

Harrisburg, NC is a suburban community in of 20,550 residents (July 1 estimate) in Cabarrus County bordering the City of Charlotte to the west and the City of Concord to the north. The Town is in the heart of NASCAR country with Charlotte Motor Speedway situated less than three miles from Harrisburg Town Center. The Rocky River flows through a large portion of the Town and offers potential recreational benefits. NC State Highway 49 acts as a thoroughfare to both Charlotte and Concord and brings numerous visitors through the Town daily. The Town has grown dramatically over the past decade and that growth is expected to continue over the same period going forward. Much of the residential growth experienced by the Town during the past decade has been the result of young families moving into Harrisburg. This demographic includes a significant youth population. As an example, the yearly tally for youth sports registration in Harrisburg in 2022 exceeded well over 5,500 participants.

The Town's Parks and Recreation Department was established in 2006. Harrisburg Parks and Recreation actively operates and maintains five community parks in addition to two outdoor sports facilities and two small greenways. The Town's facilities include the following: modern splash pad, multi-use amphitheater, disc golf course, pump track bicycle facility, walking track, three tennis courts, seven multi-use athletics fields, six baseball/softball fields, seven rentable outdoor event shelters, and other recreational amenities. It should be noted that four of the baseball/softball fields, as well as eight basketball gymnasiums, are operated by the Department under a joint use agreement with Cabarrus County Schools.

II. PROJECT OVERVIEW

The Town is seeking proposals from qualified consulting firms to provide professional services to update the Plan. The Town has a strong commitment to provide high quality parks and recreation facilities and programs to the citizens of Harrisburg. The consultant will be responsible for collecting and analyzing data to develop a clear set of goals, policies, and standards for the Town's park system, open space, recreation facilities, greenways, and program development. The Town expects this process to include involvement and input from Town Staff, elected officials, Parks and Recreation Advisory Board members, residents, and other appropriate members of the community.

The Plan will focus on recreation facilities, parks, and programs, but will also include greenways, bicycle trails/paths, waterways, and pedestrian routes. The completed document should include an illustrative and usable plan to guide the Town's actions over the next ten years regarding the development of its parks,

facilities, programs, and land acquisition needs and be prepared in a manner that will meet the requirements of various funding agencies. It should be noted that formal adoption of the Plan will require approval of the Town's Parks and Recreation Advisory Board as well as Harrisburg Town Council.

III. SCOPE OF SERVICES

- 1) Review and assessment of past and related planning efforts.
 - a. 2010 Town of Harrisburg Parks and Recreation Master Plan
 - b. 2015 Town of Harrisburg Comprehensive Bicycle, Pedestrian and Greenway Plan
- 2) Community Needs Assessment
 - a. A community needs assessment shall be conducted to determine the needs and wants of citizens through a variety of public input gathering events such as community meetings, workshops, surveys, focus groups, individual interviews, large group workshops and other appropriate activities. Please be specific about the proposed types of outreaches to be conducted. Note that both facilities and programs should be included in the data collection. In addition to public input gathering events, the needs assessment should also include, but not be limited to:
 - i. Review of current and projected demographics, current planning standards, and changes in both adult and youth populations.
 - ii. Identify potential land and easements for parks, facilities, greenways, and open space development.
 - iii. Identify connectivity opportunities for existing neighborhoods and expected growth.
 - iv. Identify major issues, concerns, and challenges that will affect parks, trails, open space, and programming decisions now and in the future.
- 3) Inventory and analysis of parks, open space, and recreational facilities.
 - a. Inventory all recreation facilities, parks, existing and proposed greenways, waterways, and open space areas within town limits.
 - b. Evaluate community access to existing facilities, parks, greenways, and open spaces.
 - c. Examine the needs in the existing parks as well as the need for additional parks and amenities including updating the recommended greenways network to reflect future needs.
 - d. Prioritize park improvements, development, potential land acquisitions, and review funding and financial strategies available.
- 4) Analysis of recreation programs and services.
 - a. Provide an assessment and analysis of current recreation programs, services, and maintenance in relation to present and future goals, objectives, and directives.
 - b. Provide a user fee analysis for facilities, programs, and services.

- c. Inventory all programs and services currently offered to demonstrate current or anticipated future gaps in target markets/age groups.
 - d. Analyze data collected from staff and citizens regarding future options in programming to demonstrate anticipated future facility needs for accommodation.
 - e. Uncover trends and conditions and identify new uses, new users, and demands that will set the context for plan recommendations.
 - f. Provide recommendations for minimizing duplications or enhancing possibilities for collaborative partnerships where appropriate.
- 5) Identify staffing and funding needs with strategies.
- a. Assess the Town's Parks and Recreation organizational structure, staffing, and funding levels in relation to national averages and compare to towns/cities of similar size and stature.
 - b. Provide a budget and staffing analysis needed for current level of service, adequate level of service, and a desirable level of service. Analysis should include funding and staffing requirements for future growth and operation and in consideration of future priority recommendations.
- 6) Public involvement
- a. The Town believes it is important that citizens are provided the opportunity to participate in identifying parks, recreation programs, and facility needs.
 - b. The consultant should develop a robust and innovative public outreach strategy that describes how the community, staff, and other stakeholders will be provided opportunities to participate in the development of the plan.

IV. RECOMMENDATIONS AND IMPLEMENTATION STRATEGIES

- 1) Prioritize recommendations to meet current and future needs through, but not limited to, land acquisition, trails, greenways and waterways, construction or redevelopment of indoor and outdoor facilities, development of additional recreational amenities, improving existing parks, park maintenance, and potential partnership opportunities that provide community needs.
- 2) Provide a clear plan for development of programming direction based on standards and demand analysis.
- 3) Recommendations for addressing operations, staffing, maintenance, technology, programming, services, and funding needs to support implementation of the Plan.
- 4) Recommendations for connectivity of parks and recreation facilities including pedestrian trails, greenways, waterways, and other connections to community facilities such as schools, neighborhoods, commercial areas, and employment centers.
- 5) Identify opportunities for available funding and acquisition alternatives.

V. DEVELOPMENT OF FINAL PLAN AND SUPPORTING MATERIALS

- 1) The Plan must include goals, objectives, and policy statements that articulate a clear vision and “road map” to guide the Town’s Parks and Recreation Department’s operational, programming, staffing, and capital facilities function for the next ten years.
- 2) Identification of any new and obtainable goals for programming, facility development and operations based on the values and priorities determined from citizen engagement.
- 3) Incorporate maps, charts, photographs, tables, and other data as needed to support the Plan and its presentation to the appropriate audiences. Include an appropriate timeline for the consideration of potential phase-in opportunities associated with the Plan.
- 4) Address creation of recreational opportunities, both indoors and outdoors, to better engage all ages, including inclusive play and adaptive recreation (following ADA standards).
- 5) Consideration of how to develop new and improved partnerships to strengthen offerings in the community.
- 6) Strategies for stretching into new and innovative places through acquisition recommendations, programming, and facility upgrade possibilities.

VI. STAFF SERVICES AND PROGRESS REPORTING

The Town will provide overall support for project tasks and assign the Director of Parks and Recreation to serve as the lead liaison for the project. The Director or his designee will provide all existing documentation (as requested) and compile contact information for staff and local organizations. The Parks and Recreation Department will also schedule and coordinate the availability of staff based on their work schedules and make all necessary arrangements for meetings and interviews conducted during the scope of this project.

The Company and Director of Parks and Recreation will hold progress meetings via phone, zoom or in-person meetings as often as necessary, but in no case less than once per month until a final plan is approved by Harrisburg Town Council.

VII. PROPOSAL SUBMISSION REQUIREMENTS

To evaluate responses to this Request for Qualifications (RFQ) efficiently and equitably, responses must be submitted as identified below. Failure to submit this information may render the submittal non-responsive. Each respondent shall provide the following information:

- 1) Introduction: Company Information
 - a. Provide company name and business address, including telephone, email address, website address.
 - b. The type of company (individual, partnership, corporation, etc.) listing the names of all partners, principals, etc. Please include any subsidiaries, if applicable.
 - c. Provide year established. Include former company name(s) and year(s) established and identify the state in which the firm was organized or incorporated.
 - d. List name, title, address, and telephone number of the company's authorized negotiator. The person identified must be empowered to make binding commitments for the company.
- 2) Experience
 - a. Describe the company's experience in preparing municipal comprehensive parks and recreation plans. Include strategies for citizen participation and public engagement.
- 3) Description of Consulting Team
 - a. Include a list of key personnel who would be assigned to this project. Include their project roles, relevant qualifications and experience, and any other information applicable to the proposal. Part-time employees and/or sub-consultants routinely engaged by the company for this proposal should also be included and clearly identified as such.
- 4) Project Approach
 - a. Include a description of how your company plans to address the scope of work outlined in this RFQ to prepare the Parks and Recreation Plan. This plan should include any customization or innovative ideas for the proposed course and sequence of actions or tasks including methodologies, the time needed to complete the sequences, and a schedule of project milestones to plan adoption. Please include scope of work intended for sub-consultants, if applicable.
- 5) Current Workload
 - a. Provide a listing of ongoing projects (workload of the company) and your commitment to provide adequate personnel resources to our project.
- 6) References
 - a. Provide at least three (3) references for similar plans; include a summary of the plan, date completed, if completed on time, original proposed cost, final cost, and entity name, point of contact, address, and verified telephone number of each to contact.

- 7) Exceptions
 - a. All exceptions/deviations to the required Scope of Services shall be documented on a separate page and submitted. Please note any parts of the scope of services that are beyond the expertise of the consultant or would be better handled by the Town's Staff.
- 8) Litigation
 - a. Please provide pending, ongoing, or prior litigation within the last ten years.

VIII. SUBMISSION OF PROPOSALS

If submittal does not meet all requirements, it will be disqualified. Two (2) hard copies and one digital copy on a USB flash drive of the proposal should be received on or before 4:30pm on April 14, 2023, and should be submitted to:

- **Brian Lee, CPA, CLGFO**
Finance Director
Town of Harrisburg
4100 Main St.
PO Box 100
Harrisburg, NC 28075

IX. SELECTION INFORMATION

Proposals will be reviewed by a team of Town staff and Parks and Recreation Advisory Board members. All proposals will be afforded fair and equal treatment with respect to any opportunity for discussion and revision. Any such revision may be permitted after submission and prior to award for the purpose of obtaining the best and final offer at the discretion of the Town. When conducting negotiations, the Town will not disclose information from proposals submitted by competing companies.

X. PROCESS

- 1) The selection of a company to provide the desired services will be handled in accordance with the following process:
 - a. Review of the RFQ by the Town.
 - b. The Town will rank the three (3) top companies selected.
 - c. If there are not three (3) qualified firms, the Town will rank the number of qualified companies selected.

- d. The Town may, at its discretion, conduct interviews with the companies selected.
- e. The companies will be contacted in order of ranking.
- f. If the Town and the first-ranked company cannot agree on a contract, the next ranked company will be contacted and so forth.

XI. EVALUATION CRITERIA

- 1) The Following considerations will be utilized to select a company from those submitting a qualified RFQ:
 - a. The experience of the company's proposed staff to perform work required.
 - b. The company's experience, knowledge, familiarity, and past performance with similar projects.
 - c. The availability of the company's staff to adhere to the timeline and complete the project accordingly.
 - d. Total cost of the project as well as hourly rates for any additional work.

XII. NOTIFICATION OF INTEREST AND INQUIRIES

- 1) Upon receipt of this RFQ, companies interested in submitting the RFQ must immediately notify Jim Spina, Harrisburg Director of Parks and Recreation, by mail or email (jspina@harrisburgnc.org) in order to place the company on a Notification of Interest list for distribution of possible addenda to this RFQ.
- 2) All questions regarding this RFQ should be directed to Jim Spina in writing or by email and must be received at least fourteen days prior to submittal due date to be considered for response. In addition, to maintain fair consideration and equal access to information for all companies, all questions and answers will be sent via email to each company who has submitted a Notification of Interest. Any other contact referring to this RFQ, prior to the time an award has been made, may result in the disqualification of the company. Oral answers will not be authoritative.

XIII. ADVERTISEMENT

- 1) An advertisement for the RFQ will be posted as follows:
 - a. The Town's website – www.harrisburgnc.org
- 2) In addition, a copy of the RFQ and any addendum may be obtained by sending an email to:
 - a. Jim Spina, Harrisburg Director of Parks and Recreation, at jspina@harrisburgnc.org.

XIV. ANTICIPATED SCHEDULE

RFQ Advertised	June 7, 2023
Questions due from Companies	June 7-21, 2023
Response to Questions from Companies	June 22-30, 2023
RFQ Proposals Due	July 12, 2023
RFQ Reviews	July 13-14, 2023
Company Interviews	July 17-21, 2023
Company Selection	July 24-26, 2023
Contract Negotiations	July 27-August 2, 2023
Contract Award by Town Council	August 14, 2023
Signed Contracts and COI	August 21, 2023
Project Kick-off Meeting	August 28, 2023
Plan Development	September 2023 - March 2024
Plan Completion and Submittal	April 30, 2024
Plan Adoption by Town Council	June 11, 2024

XV. TERMS AND CONDITIONS

- 1) The Town reserves the right to award this contract in whole or part, in the best interest of the Town and further reserves the right to accept or reject any or all submittals.
- 2) The Town reserves the right to request clarification or supplemental material it feels necessary to make a qualified judgment of the company's ability to perform the work.
- 3) The Town reserves the right to amend the RFQ schedule or issue amendments to the RFQ at any time; to modify or incorporate additional steps to the evaluation process in the interest of having a thorough and comprehensive body of information from which to select.
- 4) The Town also reserves the right to cancel or reissue the RFQ, to reject any or all proposals, to waive any irregularities or informalities in the selection process, and to accept or reject any item or combination of items.
- 5) The awarded company shall not commence work under this contract until all insurance required under this paragraph and such insurance has been approved by the Town. The company must maintain insurance coverage for the duration of the contract period.
- 6) This RFQ does not oblige the Town to accept or contract for any expressed or implied services.
- 7) The Town will not reimburse the company for any of the costs involved in the preparation and submission of responses to this RFQ or in the preparation for and attendance at subsequent interviews.
- 8) Ten percent (10%) of total contract cost will be withheld as retainage pending successful project completion to Town's satisfaction.
- 9) All data, databases, reports, designs, and materials in digital and hard copy format created under this project shall be transferred to the Town upon completion of the project and become the property of the Town.

XVI. CONTACT INFORMATION

HARRISBURG, NORTH CAROLINA INFORMATION AVAILABLE AS FOLLOWS:

- ➔ Town's website: www.harrisburgnc.org
- ➔ Map of Harrisburg Parks:

