REQUEST FOR QUALIFICATIONS (RFQ)

PITT COUNTY, NORTH CAROLINA
COMPREHENSIVE PARKS AND RECREATION
MASTER PLAN

Issue Date: July 17, 2023
Submission Deadline: August 21, 2023

1.0 INTRODUCTION

Pitt County is requesting qualifications from qualified and experienced consultants to develop a new Comprehensive Parks and Recreation Master Plan. The essential purpose of the plan will be to identify the current state of Parks and Recreation in Pitt County and to develop a realistic plan of action for the future focusing on staffing, programming, facilities, parks, trails, and agency growth. The master plan should systematically assess the County’s current and future needs for Parks and Recreation facilities. It should also provide a practical strategy to guide the decisions of County leadership and the Board of County Commissioners over the next ten (10) years with regards to the continued development of the department, parks, recreation facilities, and programs. Development of the new Comprehensive Parks and Recreation Master Plan is expected to take approximately twelve (12) months and should include a thorough inventory of existing parks and facilities; public engagement, including input from Parks and Recreation staff and County officials; recommendations for future growth; research on current parks and recreation trends/standards; a comparison with comparable counties; an analysis of current and future staffing levels; and other items as described in the desired scope of work.

2.0 COUNTY

Pitt County, North Carolina, established in 1760, is located approximately 78 miles east of Raleigh. The County functions under the Commissioner/Manager form of government with nine commissioners elected countywide with an appointed County Manager.

Pitt County Community Schools and Recreation represents the strong cooperative support and ownership of the two largest governmental agencies in Pitt County, the Pitt County Board of Commissioners and the Pitt County Board of Education. For more than 40 years, Community Schools and Recreation has provided the leadership for parks and recreation in Pitt County. Through strong collaborative efforts with other County departments including Planning, Public Health, Engineering, Building and Grounds, Soil and Water Conservation, and Pitt County Schools, facilities and programs have been developed across the county. When joined by community partners, resourceful volunteers, and
funding agencies, development of the Community Schools and Recreation Center and the Alice F. Keene District Park became realities.

3.0 SCOPE OF WORK DESIRED

Pitt County is seeking a qualified firm to develop a new Comprehensive Parks and Recreation Master Plan that incorporates all of the items listed in the scope of work below. At a minimum, the scope of work should address the following:

3.1 Analysis of Existing Parks, Recreation Facilities, and Open Space

- Research current and projected demographic, sociological, and equity factors pertinent to Pitt County, including population composition, population growth projections and trends, economic factors, and land use patterns.
- Prepare an inventory and analysis of existing public and non-public park and recreation facilities within the County. The inventory and analysis should consider the capacity of each amenity (playgrounds, ball fields, trails, open space, natural areas, etc.) as well as functionality, accessibility, condition, comfort, and convenience.
- Prepare various maps and data sets of existing public and non-public parks and recreation facilities within the County. Maps should be developed using ArcGIS software. Data sets used to generate maps within the master plan will be transferred to Pitt County for future mapping needs.
- Identify and evaluate current undeveloped or underutilized facilities and/or open spaces owned by the County and/or Board of Education.
- Prepare a user fee analysis of current and future facilities, programs, and services.

3.2 Public Engagement/Community Needs Assessment

- Develop a public engagement plan to receive input from interested residents, property owners, stakeholders, community groups, and County officials in order to help establish and prioritize plan goals and recommendations. Engagement efforts should utilize a variety of formats such as large group workshops, focus groups, surveys, individual interviews, community meetings, etc. A minimum of four public input sessions are anticipated to be held in various locations throughout the County.
- Conduct a Community Needs Assessment utilizing a statistically-valid survey or a subcontracted firm. Identify strategies for achieving County-wide representation for the survey.
- Develop a project website to provide resources and plan updates to the public.
- Facilitate meetings and coordination calls with County staff and a steering committee to provide updates on progress and solicit input. Meetings are expected to be held at an average of one meeting per month throughout the plan development process.
- Formally present the draft plan to the Board of Commissioners at the mid-point of plan development.
3.3 Future Parks and Recreation Facilities and Agency Growth

- Develop recommendations and priorities for the improvement and expansion of existing parks and recreation facilities within the County, including undeveloped or underutilized facilities or property owned by the County and Board of Education. Provide a detailed outline of recommended improvements along with cost estimates for each priority.

- Develop recommendations for future priorities for new land acquisition and park/facility construction. Recommendations should include objective criteria for prioritization of both land acquisition and facility construction. Both traditional and non-traditional, active and passive recreation facilities must be considered for all future parks in the system. Provide preliminary cost estimates both cumulatively and individually based on current conditions and anticipated inflation.

- Identify and prioritize locations for additions to the County’s greenway system, including potential connections to existing and future parks and recreation facilities (both County and municipal). Provide general cost estimates for such greenways.

- Identify ways to develop and improve access to the Tar River as a recreational resource, including boat launches, fishing, trails, and camping sites that are accessible to the public. Provide general cost estimates for such improvements.

- Identify ways in which Pitt County might partner with other agencies and municipalities, in order to maximize and leverage resources for County residents and programs.

- Identify and evaluate any forthcoming trends that might affect the delivery of recreation and leisure services in the County and develop recommendations and strategies to address them.

- Identify growth trends related to the County’s current and future programming, events, tourism, and maintenance operations and develop strategic recommendations to enhance or expand these services. Particular emphasis should be placed on sports tourism and economic development opportunities.

- Evaluate current Parks and Recreation staffing levels and provide recommendations for anticipated staffing needs as facilities are developed and improved in the future.

- Develop an action plan for implementation of the overall plan. The action plan will include realistic priority recommendations as gathered from public engagement and as directed by County staff, leadership, and the Board of Commissioners. Additionally, the action plan will include strategies for identifying funding sources, partnership opportunities, and land acquisition. The action plan will include each recommendation and its anticipated phase for completion.

3.4 Completed Comprehensive Master Plan Document

- Formally present the plan to the Community Schools and Recreation Advisory Council and Board of County Commissioners for public input, plan consideration and final adoption.

- The completed Comprehensive Parks and Recreation Master Plan should include an executive summary, and shall incorporate all the aforementioned items in a document that is illustrative and actionable.
4.0 SELECTION CRITERIA

Please do not submit fee information with your submittal. The County selects firms to provide professional services based on demonstrated competence and qualification. Once a firm is selected, the County will enter into contract negotiations with that firm; and, as part of that negotiation, will determine a fair and reasonable fee for the services to be provided. The County reserves the right to terminate negotiations with the selected firm(s) and proceed to negotiate with other firm(s) should contract/fee negotiations fail. Once a firm is selected, a detailed scope of services (broken down by specific milestone events/deliverables), and associated fee proposal, and implementation schedule will be refined, agreed to and once signed, will be identified and attached to the County’s standard contract agreement form.

Any firm wishing to be considered must be properly registered with the Office of the Secretary of State of North Carolina and must have a good ethical and professional standing. It will be the responsibility of the selected private firm to verify the registration of any corporate subsidiary or subcontractor prior to submitting a Letter of Interest. The firm must have the financial ability to undertake the work and assume the liability. The selected firm(s) will be required to furnish proof of Professional Liability insurance coverage.

All qualified firms that submit responsive RFQs will be considered. The evaluation of these firms will be based on the firm’s overall experience, past performance, knowledge, and familiarity with type of work required, the experience of proposed staff to perform specific work required, including any sub consultants, and the firms distance from the project site.

All proposals received by the deadline will be opened and evaluated by the selection committee. The selection committee will identify qualified firms based on the above criteria and will reserve the right to hold in-person presentations by the firm(s) at Pitt County in the event it is necessary.

The County reserves the right to request clarification of information submitted and request additional information from one or more applicants. Failure to provide additional information, if requested within a reasonable amount of time, shall be reason for the firm’s offer to be considered non-responsive.

The County may cancel or reject proposals at any time prior to an award, and is not required to furnish a statement of reason as to why a particular firm was not deemed to be qualified or selected.

The right is reserved, as the interest of the County may require, to revise or amend the specifications prior to the date set for acceptance of statements of qualification and the acceptance date may be postponed if deemed necessary by the County. Such revisions and amendments, if any, will be announced by an addendum to the specifications.

The County reserves the right to reject any or all proposals, to waive any technicalities in statements received, to negotiate, and to accept the proposal that shall be in the County’s best interest.
5.0 FORMAT FOR RESPONSES TO RFQ

All responses to RFQ should be limited to twenty-five (25) pages, including the cover sheet. Please submit seven (7) original hardcopies and one (1) electronic copy in PDF format. The electronic copy may be emailed to Alice Keene at alice.keene@pittcountync.gov or saved on a flash drive and submitted with the hardcopies.

The response must also include the information outlined below:

- **Section I - Cover/Introductory Letter**
  The introductory letter should contain the following information:
  - Expression of firm’s interest in executing the work;
  - Statement that the firm will perform the work;
  - Statement of any possible conflicts of interest; and
  - Summation of information contained within the RFQ, including an email address and telephone number for the firm’s contact person along with the business street address.

- **Section II – Team Qualifications**
  This section should contain information establishing the credentials and experience of the consultant to undertake this project:
  - Identify project personnel/subconsultant’s qualifications and experience;
  - State the number of years the firm has been in business;
  - Understanding of project;
  - Unique qualifications of key team members;
  - Proposed schedule for completion; and
  - Identify type and location of similar work performed within the last five (5) years

- **Section III – Team Experience**
  This section should contain the following information:
  - Capacity Chart/Graph (available work force);
  - Organizational chart indicating personnel to be assigned by discipline;
  - Resumes of key personnel;
  - Names, classifications, and location(s) of the firm’s North Carolina personnel and resources to be assigned to the work; and
  - Other relevant information
6.0 SUBMITTAL PROCESS

6.1 SUBMITTAL DEADLINE

Submittals are due on or before 5:00pm on Monday, August 21, 2023. The submittal package should be clearly marked “Request for Qualifications – Pitt County Comprehensive Parks and Recreation Master Plan” and clearly identify the firm submitting the proposal. Proposals submitted after this deadline will not be considered. The proposal may be mailed or hand-delivered to the following address:

Physical Address:
Pitt County Community Schools and Recreation
Attn: Alice F. Keene, Recreation Projects Coordinator
4561 County Home Road
Greenville, NC 27858

Firms submitting RFQs are encouraged to carefully check them for conformance to the requirements stated above. If RFQs do not meet these requirements, they will be disqualified. No exception will be granted.

6.2 QUESTIONS AND ADDENDA

All questions regarding this Request for Qualifications (RFQ) must be emailed to Alice Keene at alice.keene@pittcountync.gov no later than 5:00pm on Monday, July 31, 2023. Questions along with appropriate responses will be distributed via email to all responding firms. Any addenda to the RFQ will be provided to all firms no later than 5:00pm on Monday, August 7, 2023.

6.3 SUBMISSION SCHEDULE AND KEY DATES

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<tr>
<th>RFQ Issue Date:</th>
<th>July 17, 2023</th>
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<tr>
<td>Deadline for Questions:</td>
<td>July 31, 2023</td>
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<tr>
<td>Issue Final Addendum:</td>
<td>August 7, 2023</td>
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<td>Submittal Deadline:</td>
<td>August 21, 2023</td>
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<td>Interviews the week of:</td>
<td>September 4, 2023</td>
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<td>Firm Selection and Notification:</td>
<td>September 11, 2023</td>
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The selected firm will be notified by telephone. Notification will be given to those firms not selected by e-mail.

6.4 EVALUATION CRITERIA

Evaluation of the submitted proposals will be based upon the following factors and their respective weights:

- Responsiveness and completeness of the proposal with regards to the RFQ specifications and requirements (overall quality of submittal). (30 Points)
- Qualifications and relevant experience of professional personnel, and the commitment of the firm to provide requested services. (30 Points)
• Approach and methodology of how the firm will meet the objectives described in the project scope. (20 points)

• Demonstrated and successful experience in developing similar plans within allotted budgets and time frames. (20 Points)

The relative merits of all proposals will be determined at the sole discretion of the selection committee.

7.0 SUBMITTALS AND NORTH CAROLINA PUBLIC RECORDS LAW

All proposals or responses submitted in response to this Request for Qualifications shall become the property of the County and shall become a matter of public record and subject to disclosure pursuant to Chapter 132 of the North Carolina General Statutes when opened, except for portions which qualify “trade secret” information under Chapter 66 – Article 24 (Trade Secrets Protection Act) of the North Carolina General Statutes. However, proposals or responses which are marked as confidential or trade secrets in their entirety may be disqualified by the County. To properly designate material as trade secret under these circumstances, each person or entity providing a proposal or response must do the following: (a) any trade secrets submitted by a service provider should be submitted in a separate, sealed envelope marked “Trade Secret—Confidential and Proprietary Information—Do Not Disclose Except for the Purpose of Evaluating this Proposal,” and (b) the same trade secret/confidentiality designation should be stamped on each page of the trade secret materials contained in the envelope. Responders to this Request for Qualifications must return and include in their proposal or response a signed version of the Public Records Addendum and Indemnification Agreement.
Public Records Addendum and Indemnification Agreement

Once received by the County, your proposal is considered a public record and subject to disclosure, except for material which qualifies as “trade secret” information under N.C. Gen. Stat. 66-152 et. seq. After the proposal opening, the County’s selection committee, as well as other County staff and members of the general public who submit public records requests will review the proposal.

The public disclosure of the contents of each proposal submitted in response to this Request for Proposals is governed by Chapter 132 and 66-152 et. seq. of the General Statutes of North Carolina. If any proposal contains trade secret information as defined by Chapter 66-152 et. seq. of the General Statutes of North Carolina, such trade secret information should be specifically and clearly identified as follows:

To properly designate material as trade secret under these circumstances, each person or entity providing a proposal must do the following: (a) any trade secrets submitted by a service provider should be submitted in a separate, sealed envelope marked “Trade Secret—Confidential and Proprietary Information—Do Not Disclose Except for the Purpose of Evaluating this Proposal,” and (b) the same trade secret/confidentiality designation should be stamped on each page of the trade secret materials contained in the envelope. Any service provider that designates its entire proposal as a trade secret may be disqualified.

In submitting a proposal each person or entity agrees that the County may reveal any trade secret materials contained in such response to all County staff and County officials involved in the selection process, and to any outside consultant or other third parties who serve on the selection committee or who are hired by the County to assist in the selection process.

Furthermore, by submitting a proposal and by signing this Public Records Addendum and Indemnification Agreement, you agree to indemnify and hold harmless the County and each of its officers, employees, and agents from any and all costs, damages, and expenses incurred in connection with refusing to disclose any material, which has been designated as a trade secret as described above. Service provider signs this agreement under seal and also acknowledges that this agreement between the parties is supported by sufficient consideration. The signatory below represents and warrants that he or she is authorized to act on behalf of and bind the entity below.

____________________________________________________________________________
Name of Entity Submitting Proposal

_______________________________  ________________________________
Signature of Authorized Official (SEAL)  Date

______________________________
Printed Name of Authorized Official