Template for Creating Your Own Master Planning Request for Proposal (RFP)

# How to Use This Template

This template is a starting point for creating your own Request for Proposal (RFP) when seeking outside support on a Parks and Recreation Master Plan. Each RFP is unique to the community. Use this document as a guiding resource. Areas that are highlighted need to be personalized based on your own needs and information. “Community” is used to refer to the city, county, town, etc. Please update with the appropriate terminology for your specific agency.

Update this using your knowledge of the community, the process of getting approvals, typical timelines, etc.

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Resource created in 2020 by the National Recreation and Park Association



City, State

Request for Proposals

To Develop a Park and Recreation Master Plan

Due Date: Month XX, 20XX

Agency Name

Address

**Invitation**

[Community Name] is seeking proposals from qualified consulting firms to provide services to the community to develop a Parks and Recreation Master Plan. *[Insert mission statement of Department. If mission statement does not include mention of equity, describe commitment separately].*

The plan should create a roadmap for ensuring just and fair quantity, proximity and connections to quality parks and green space, recreation facilities and programs throughout the community now and into the future. The community is seeking a system-wide approach in order to develop goals, policies and guidelines and prioritize strategies based on current and future funding scenarios.

The Parks and Recreation Master Plan that will be created from this work will be a guiding document for future development and redevelopment of the community’s system of parks and green space, recreation and programs over the next [X years].

**Background**

[Community Name] is located in [insert geographic context]. [*Include information on the surrounding areas, as well as any unincorporated areas*. *Provide descriptions of your community layout/type, including major highways that divide parts of the community, distance from other major cities or any substantial population growth or decline. This section should allow the reader to picture what your community looks like in comparison to the surrounding areas.*]

*[Address what has occurred historically in this area in terms of economic, racial and social contexts. Is it agricultural or business-driven? Do you identify as rural, urban or suburban? What is causing a population growth or decrease?]* Community is approximately XX square miles in size and has a population estimate of XX residents.

**Demographic Data**

*[Use the most updated data (census, school enrollment, health department, etc.) to provide a demographic snapshot of your community, including race/ethnicity, age, income, poverty rates, languages spoken and disability rate. Also include information that you currently have available on the health, social and environmental threats that your community faces, such as rates of chronic disease, social isolation, homelessness, air and water quality, recent history and risk of natural disaster, and any major environmental hazards that exist. Note any difference in rates or exposure of these threats to particular demographic groups.]*

**Park & Recreation Context**

*[Include information on parks, green space, recreation centers and programs in your community, including number of parks, number of acres, percent of population in a 10-minute walk of a park, number and type of indoor recreation facilities and department budget. Refer to* [*Park Metrics*](https://www.nrpa.org/publications-research/ParkMetrics/)*,* [*Facility Market Reports*](https://www.nrpa.org/publications-research/FMR/)*,* [*ParkServe*](https://www.tpl.org/parkserve) *and other resources.]*

**Project Description**

[Community Name] is seeking proposals from qualified consulting firms to provide services to the community to develop a Parks and Recreation Master Plan. The community has a strong commitment to provide fair and just access to high-quality parks, green space, recreation facilities and programs for all members of the community and this master plan will help us achieve our commitment. Specifically, the consultant will collect and analyze data to develop a clear set of goals, policies and standards for the community’s park system, green space, trails, recreation facilities and program development for the next [X years]. The consultant will work closely with community staff, Parks and Recreation Advisory Board, [enter other key stakeholders] in preparing the Parks and Recreation Master Plan. The consultant will create a product for distribution to the public and [*insert other major deliverables, e.g.; comprehensive inventory, analysis of needs, implementation strategies.*]

*[Include who the plan needs to be approved by, such as an advisory board, board of commissions, city departments, mayor, etc. What is that process like in your community? Timeline?]*

**Scope of Work***The following are examples, replace with specific needs and wants.*

**Internal Assessment and Project Administration**

* Provide the Parks and Recreation Advisory Board, Technical Advisory Committee, and/or Steering Committee with a presentation of your approach to the planning process and provide [X number of] progress reports.
* Co-present approach to Master Plan along with community staff to Elected Officials and provide [X number of] progress reports.
* Participate in progress meetings with the community’s Project Manager as often as necessary, but not less than once per month until the final plan is approved.
* Supply the Project Manager with at least one (1) copy of all completed or partially completed products as deemed necessary by the Project Manager at least three (3) working days before each progress meeting. The Project Manager shall schedule the meetings, as necessary, at key times during the development of the Master Plan.

**Community Engagement**

* Identify, describe and implement a comprehensive strategy and methodology for community involvement in this Master Plan development process.
* Review existing engagement documents conducted by the park and recreation department or other departments to compile available information about community needs. Summarize and identify gaps in data.
* Provide well-organized and directed activities, techniques and formats that will ensure an equitable, inclusive, open and proactive public participation process is achieved. These methods should solicit quality input from as many people as possible, including under-resourced populations and users and non-users of the services and facilities.
* Act as professional facilitators to gather specific information about services, use, preferences and any agency strengths, weaknesses, opportunities and threats.
* Provide written records and summaries of the results of all public process and communications strategies that can be shared with the public.
* Help to build consensus and agreement on the plan and if consensus is not possible, provide information for informed and equitable decision making for the Parks and Recreation Advisory Board, Technical Advisory Committee, and/or Steering Committee.

 **Resource and Data Collection**

* Conduct analysis that considers the fair and just quantity, distribution, inclusivity, condition, cultural relevancy, connections and proximity of parks, green space, programs, recreation centers and services. Evaluation criteria should be based on the expressed values of the community and focus on improved health and environmental outcomes.
* Provide an assessment and analysis of the park and recreation department’s current level of programs, services and maintenance in relation to present and future goals, objectives and directives.
* Compile an inventory and assessment of the existing parks, trails, green space and facilities in Geographic Information System (GIS). Compare to national benchmarking tools.
* Provide a community-wide statistically valid community needs assessment survey on recreation and park programs and facilities. The return rate should accurately represent a sampling of the population, including vulnerable populations, so that an analysis can be segmented by race, gender, age and other demographic groups.
* Review and interpret demographic trends and characteristics of the community, using information from the Comprehensive General Plan and other regional and local sources.

**Implementation**

* Develop an action plan that includes strategies, priorities and an analysis of budget support and funding mechanisms for the short-, mid- and long-term for the park system, green space, trails and recreation programs and services. The action plan should prioritize strategies by their level of impact on social, health and environmental outcomes.
* Prioritize recommendations for needs regarding land acquisition, and the development of parks, trails, green space and recreation facilities.
* Prioritize recommendations for maintenance, renovation and operations of parks, trails and recreation facilities.
* Recommend collaborative partnerships and other solutions to minimize duplications or enhance opportunities for collaborative partnerships.
* Identify areas of service shortfalls and projected impact of future trends.
* Provide useable and workable definitions and recommendations for designated park and green space with acreages and parameters defined as appropriate.
* Develop recommendations for operations, staffing, maintenance, programming and funding needs.
* Provide a clear plan for development of programming based on demand analysis.

**Development of Final Plans and Supporting Materials**

* The Master Plan must include written goals, objectives, policy statements, a financial and action plan that articulate a clear vision and “roadmap” and model for the park and recreation department’s future.
* A summary of existing conditions, inventories and system-wide metrics, distribution metrics, and population demographics and outcome metrics. *Refer to “System-Wide Metrics” in the* [*Resource Guide*](https://www.nrpa.org/publications-research/best-practice-resources/equitable-system-wide-park-master-planning/)
* Charts, graphs, maps and other data as needed to support the plan and its presentation to the appropriate audiences.
* [X number of] meetings with [key stakeholders] for required adoption of the Master Plan.

**All proposals should include the following information:**

* A Letter of Submission that includes the name, address and telephone number of the person(s) who is representing the firm.
* Background on the firm and its experience in preparing Master Plans for public agencies, as well as engagements involving communities that have characteristics similar to the community.
* A narrative that presents the services the firm would provide detailing the approach, methodology, deliverables and client meetings.
* Identification of the personnel to be assigned to this engagement, including a résumé of related experience and estimated number of hours per person.
* A timeline for preparation and implementation of the Master Plan and its components.
* A summary of liability, errors and omission insurance coverage the firm maintains.
* At least three (3) public agency references for projects of a similar nature. Include a description of the projects, including (at minimum) client, location, contact person, contact information (telephone/email address) and a brief summary of the project.
* Provide itemized project costs in a separate sealed envelope. The project cost for services should be a “not-to-exceed cost for services.”

**Proposal Response**

The proposal should contain all information requested and any additional information necessary to summarize the overall benefit of the proposal to the community. Proposing firms should submit the proposal no later than XX:XX x.m. on Month XX, 20XX.

Submittals should be directed to:

*[Provide contact information, such as name, title, email, phone number and address.]*

This solicitation does not commit the community to award a contract, to pay any cost incurred with the preparation of a proposal, or to procure or contract for services or supplies. The community reserves the right to accept or reject any or all proposals received in response to this request, to negotiate with any qualified source, or cancel in whole or part of this proposal process if it is in the best interest of the community. Following contract negotiations, prospective consultants may be required to submit revisions to their proposals. All proposers should note that any contract in accordance to this proposal is dependent upon the recommendation of the community staff and the approval of [the City Council].

**Project Budget Range**

A budget of $XX,XXX-XXX,XXX has been established for this project.

**Preliminary Project Schedule**

The following tentative schedule is anticipated for selection, contract negotiations and contract award.

* Proposals due Month XX, 20XX.
* Proposal review and interviews to take place Month XX, 20XX.
* Contract award expected in Month Year
* The Master Plan associated with this proposal will commence on or about Month XX, 20XX.
* The timeline that is projected for the preparation and completion of the Parks and Recreation Master Plan is nine (9) months from the City Council award date. (Note: If no needs assessment survey is required, this timeline may shorten by two (2) months).