

**CITY OF LA VISTA  
MAYOR AND CITY COUNCIL REPORT  
FEBRUARY 18, 2014 AGENDA**

<b>Subject:</b>	<b>Type:</b>	<b>Submitted By:</b>
AUTHORIZATION TO ADVERTISE REQUEST FOR PROPOSALS — RECREATION PROGRAM MASTER PLAN	◆ RESOLUTION ORDINANCE RECEIVE/FILE	SCOTT STOPAK RECREATION DIRECTOR

**SYNOPSIS**

A resolution has been prepared authorizing the advertisement of request for proposals (RFP) for a Recreation Program Master Plan for the City of La Vista.

**FISCAL IMPACT**

The FY 13/14 General Fund Budget contains funding for the proposed project.

**RECOMMENDATION**

Approval.

**BACKGROUND**

One of the goals in the City's strategic plan for the last several years has been to expand quality of life amenities for residents and visitors. Planning for Recreation programs and services by developing a Recreation Program Master Plan is a component of that goal.

Additionally, in 2013 La Vista residents participated in the National Citizen Survey which collects, analyzes and reports data back to the City regarding its performance in a variety of areas. The survey results indicated that recreation programming is an area that needs some attention.

While internal efforts have been made to initiate new programs, the City needs to better understand the changing recreational needs of our residents as well as overall recreation trends in order to evaluate existing programs and establish direction for future planning and programming.

**RESOLUTION NO. \_\_\_\_\_**

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF LA VISTA, NEBRASKA AUTHORIZING THE ADVERTISEMENT OF THE REQUEST FOR PROPOSALS FOR A RECREATION PROGRAM MASTER PLAN FOR THE CITY OF LA VISTA.

WHEREAS, the Mayor and Council have determined that a Recreation Program Master Plan is necessary, and

WHEREAS, the FY 2013/14 General Fund Budget provides funding for the proposed project; and

WHEREAS, Proposals will be due March 10, 2014 with the approximate contract award date of May 6, 2014;

NOW, THEREFORE BE IT RESOLVED, that the Mayor and City Council hereby authorize the advertisement of the request for proposals for a Recreation Program Master Plan for the City of La Vista.

PASSED AND APPROVED THIS 18TH DAY OF FEBRUARY, 2014.

CITY OF LA VISTA

\_\_\_\_\_  
Douglas Kindig, Mayor

ATTEST:

\_\_\_\_\_  
Pamela A. Buethe, CMC  
City Clerk



# City of La Vista

Nebraska

Request for Proposal

Recreation Program Master Plan

Pamela Buethe  
City Clerk

**PROPOSALS MUST BE RECEIVED BY  
5p.m. (CST), Monday, MARCH 10, 2014**

# **Introduction**

## **Request for Proposals (RFP)**

The City of La Vista, Nebraska is seeking a qualified consultant to develop a Recreation Program Master Plan for the city. The Recreation Program Master Plan will be a comprehensive plan which will provide a basis for the future direction of the Recreation Department.

## **Minimum Qualifications**

To be a qualified consultant, the individual or entity must be able to verify that they have the following minimum qualifications:

- At least three (3) years of master planning experience within the last five (5) years for Parks and Recreation departments;
- Experience in community engagement and leading public input forums of various sizes and formats;
- Demonstrated strengths in community-based planning processes, including the ability to establish and maintain constructive relationships with project stakeholders;
- Knowledge of the Parks and Recreation field and professional certification and registration in the planning profession;
- Successful completion of Recreation Program Master Plans for other municipalities;
- Demonstrated ability to produce and present quality materials in digital and printed formats, written reports, and oral presentations in a timely and responsive manner;

## **Objective**

The objective is to enter into a contract with the selected consultant to provide services that could include some or all of the following: an evaluation of existing recreation services, a community outreach/feedback process, a needs assessment, an analysis of recreational trends and development of a comprehensive Recreation Program Master Plan.

## **General Information**

### **Background**

With a population of approximately 18,000 residents, the City of La Vista provides a full range of municipal services. These services include Public Safety, Code Enforcement, Public Works, Public Building & Grounds, Library Services, Recreation, Finance, Human Resources, Administration and Community Development. The City's 2014 adopted budget of \$22 million for all funds includes a general fund operating budget of \$12 million.

The City of La Vista Recreation Department offers recreation opportunities for people of all ages and abilities. Programs include youth and adult activities, arts, athletics, dance, fitness, golf, swimming, tennis, weight training and yoga. Programs and services are also offered to people

with physical and developmental disabilities and senior citizen populations. The Recreation Department operates a community center, three athletic complexes, an outdoor pool, and a 9-hole executive golf course.

The staffing of the Recreation Department includes 6 full time employees, 17 part-time employees, and 30 seasonal employees. The Recreation budget of \$1.1 million consists of four funds (Recreation, Golf, Swimming Pool and Special Services Bus).

The following information could be utilized for incorporation and/or reference throughout the development of the Recreation Program Plan. You may access this information on the City's web page at [www.cityoflavista.org](http://www.cityoflavista.org)

- 2002 La Vista Park & Recreation Master Plan
- 2008 Municipal Facilities Plan
- 2013 National Citizen's Survey
- 2013-14 Recreation, Parks, Sports Complex, Golf, Pool and Bus Operating Budget
- 2014-2016 La Vista Strategic Plan

## **SCOPE OF SERVICES**

The consultant will be asked to assist the City of La Vista in completing an evaluation of existing recreation programs and facilitating a community outreach/feedback process that results in a needs assessment, providing a recreational trends analysis, developing a comprehensive Recreation Program Master Plan, and providing assistance with implementation of the Plan.

### **Task #1: Evaluation of Existing Recreation Programs and Needs Assessment**

The consultant will conduct a series of on-site interviews with staff from various City departments including the Recreation Department to review, evaluate and document existing recreation programming services. In conjunction with City staff, the consultant will develop and facilitate a process to obtain feedback from citizens and stakeholders regarding recreation programming. The consultant will conduct an inventory of programs, services and facilities in the La Vista service area to determine overlap, inefficiencies, and areas of omission and/or inadequacy. Based on the information compiled, the consultant will determine and document the effectiveness of existing recreational programming and identify the functional requirements necessary to meet the recreation needs of the City. Deficiencies within the current programming will be identified and recommendations made to resolve these deficiencies. The Consultant will then provide the City with a needs assessment based on the findings of their research.

### **Task #2: Trends Analysis**

The consultant will provide a recreation trends analysis that includes information from state and national reports and publications, to help determine base-line standards and measure against La Vista's current program offerings.

### **Task #3: Development of a Recommended Pricing Policy**

The consultant will work with staff to establish a program pricing policy and methodology for the Recreation Department based on the Needs Assessment and feedback from citizens and stakeholders.

### **Task #4: Development of a Recreation Program Master Plan**

The consultant will develop a Recreation Program Master Plan which will provide a framework for decision making that results in goals aligned with the Recreation Department Master Plan and are consistent with community values. Elements of the plan should include, but are not limited to, 1) the purpose and philosophy of Recreation in La Vista; 2) a vision for Recreation programming in La Vista; 3) guiding principles; 4) program objectives; and 5) an implementation strategy. The Plan should outline specific future tasks that would need to be completed in order to address the findings in the Needs Assessment. Topics that should be addressed include but are not limited to the need to expand existing recreation programs to meet current and future demand, including cost projections; the need to establish new recreation programs to serve previously unidentified or underserved populations, including cost projections; any recommended facility upgrades and/or improvements, including cost projections; and a plan for any recommended replacement of existing equipment and/or the purchase of new equipment for expanded and newly established recreations programs, including staffing costs and projections. The plan should include a prioritization of the recommendations, potentials for phasing-in the recommendations, and suggested timeframes.

### **Project Deliverables**

The consultant shall be required to provide the following:

1. A Needs Assessment Report outlining the effectiveness of the City's existing recreation programs as they relate to the needs of the City, as well as an outline of deficiencies in the current programs and recommendations to resolve said deficiencies. The report shall include an analysis of the functional requirements needed for optimization of recreation programming including an analysis of functional areas.
2. A recreation Trends Analysis Report that provides state and national data and determines base-line standards for comparison.
3. A recommended recreation program pricing policy.
4. A Recreation Program Master Plan that provides both short and long term direction for the City's Recreation Department.

### **REQUEST FOR PROPOSAL PROCESS**

The City of La Vista has made every effort to include enough information within this RFP for a vendor to prepare a responsive proposal and statement of qualifications. The City encourages prospective vendors to submit the most comprehensive, responsive, and competitive proposal;

however, each proposal should be prepared in a clear, logical, and concise manner. The City will administer the request for proposal process in accordance with the terms and dates discussed in this document. However, the City reserves the right to modify the proposal process and dates as deemed necessary.

## **SUBMITTAL REQUIREMENTS**

Respondents are required to submit all of the information listed below. Submission of a proposal is certification to the factual truth of all information presented.

### **A. Letter of Interest**

A signed letter of interest must be included summarizing the prospective vendor's understanding of the work to be done, a commitment to perform the work within the time period, and a statement of why the firm believes it to be the best qualified to perform engagement.

### **B. Statement of Qualifications**

The statement of qualifications will summarize the firm's qualifications and experience to meet the specifications and requirements of the project. The following information shall be included:

1. Name of company (including address, phone, email address, etc.)
2. Name of primary contact person along with contact information.
3. Vendor's profile, history, relevant experience for producing a recreation program master plan and a corresponding list of clients for the last five (5) years, including contact information.
4. Résumés for all professionals involved in the project.
5. Minimum of four (4) client references (3 positive and 1 negative) from projects with similar scope and size.
6. Number of recreation program consulting projects which resulted in successful completion in the last five years.

### **C. Detailed Proposal and Approach**

Please provide separate responses to each of the following items:

1. Provide a description of how your firm will achieve the project objectives set forth in this request. Please include a description of the resources and personnel you would use in this project.
2. A project plan must be included with specific tasks to be completed and a project timeline that identifies key milestones and dates.
3. Describe what your firm would require of the City staff to assist you in completing this project, including staff time, technical resources, documents, data, etc.

## D. Cost Proposal

The cost proposal shall provide a description of proposed fees and expenses your firm would charge to provide the services described in your response to this request. **A breakdown of the proposed fees and expenses based on each of the identified tasks is required. (See Exhibit A)** The proposal must be signed by a person who is authorized to legally bind the responding consultant.

Any proposal may be withdrawn or modified prior to the scheduled deadline for submitting proposals. After the submittal deadline, vendors may not modify, withdraw or cancel their proposals for a minimum of 90 days. In the event the award is not made within 90 days, the City will send a written request to all viable responders asking them to hold their price firm for a longer period of time.

## E. City's Timetable

Release Request for Proposal	February 19, 2014
Consultant Proposal Responses Due	<b>Submittals are to be received by Monday, March 10, 2014 at 12:00 p.m. (CST) to:</b> <b>Pam Buethe, City Clerk</b> <b>City of La Vista</b> <b>8116 Park View Blvd.</b> <b>La Vista NE 68128</b>
Finalists Notified	March 21, 2014
Consultant Interviews/Reference Checks Complete	March 31- April 11, 2014
Final Selection	April 18, 2014
Consultant Awarded	May 6, 2014
Consultant Work Begins	May 2014
June 2014	1) Needs Assessment
July 2014	2) Coordinate, develop and complete a comprehensive recreation program plan.



## **F. Submittal**

Each vendor shall submit eight (8) printed copies and one (1) electronic copy (Microsoft Word or Adobe Acrobat format preferred) of the proposal no later than 5p.m., CST, Monday, March 10, 2014. Proposals shall be delivered to:

Pamela Buethe, City Clerk  
City of La Vista  
8116 Park View Blvd.  
La Vista, NE 68128

The outside of the proposal package should be clearly marked **"City of La Vista, NE, Proposal for Recreation Program Master Plan Consultant."**

It will be the sole responsibility of the vendors to have their proposals delivered to the City before the closing deadline. Late proposals will not be considered and will be returned unopened to the sender.

RFP responses must be sealed. No responses will be accepted via facsimile or email.

Joint proposals submitted by more than one consultant or company must designate one consultant as the Primary Consultant. The Primary Consultant will be considered the sole point of contact with regard to contract matters. All others will be considered subcontractors to the Primary. All subcontractors must be identified in the proposal as to their scope in the project and experience with the identified tasks. The Primary Consultant is totally responsible for adherence by the subcontractors to all provisions of the contract including, but not limited to, the security of any data entrusted to their care.

Questions concerning this RFP should be submitted in writing, and may be sent via email to Pamela Buethe at [pbuethe@cityoflavista.org](mailto:pbuethe@cityoflavista.org). Responses to the questions will be provided in writing to all vendors who hold copies of the RFP and posted to the City's website.

### **Clarifications, Exceptions and Special Conditions**

The RFP does not commit the City to procure or award a contract for the scope of work described herein.

The City of La Vista reserves the right to reject any and all proposals, to waive informalities or irregularities, to negotiate contract terms with various proposers when such is deemed by the City to be in its best interest. The right is also reserved to accept or reject any part of the proposal unless otherwise indicated by the vendor.

The City further reserves the right to:

1. Amend, modify, or withdraw this RFP;
2. Revise any requirements under this RFP;