

**Town of Winterville, North Carolina**

**Request for Proposals**

**Comprehensive and Site-Specific Master Plan**

**Winterville Parks and Recreation Department**

**Submission Deadline: 5:00 pm Monday, May 20, 2024**

Introduction

The Winterville Parks and Recreation is seeking proposals from qualified consulting firms to provide services to the town to develop both an updated Parks and Recreation Comprehensive Plan and a new Site-Specific Plan. *The mission of the Town of Winterville Parks and Recreation Department is to effectively and efficiently meet the recreation needs and interests of residents of all ages. Efforts to fulfill our mission focus on the updating of present facilities and playgrounds, planning for the acquisition of future facilities, and the provision of a wide range of year-round recreation activities that utilize traditional and innovative programming ideas.*

The main purpose of the Comprehensive and Site-Specific Master Plan will be to identify the current state of Parks and Recreation in Winterville and to develop a realistic plan of action for the future focusing on staffing, programming, facilities, parks, trails, and agency growth. The Site-Specific Master Plan should thoroughly assess the Town of Winterville's current and future needs for the new multi-purpose center and associated property. The Comprehensive Plan should thoroughly assess the Town of Winterville's current and future needs for the Parks and Recreation Facilities. A practical strategy over the next ten (10) years to help guide the decisions of the Town's leadership and Town Council should also be provided for helping with the continued development of the department, parks, recreation facilities and programs.

The development of both the Comprehensive and Site-Specific Plan is expected to take approximately ten (10) months. The Comprehensive Plan should include a thorough inventory of Winterville's existing parks and facilities, public engagement, including parks and recreation staff, Recreation Advisory Board members, Town Manager and Town Council; any recommendations for future growth; research on current parks and recreation trends and/or standards; a comparison to other towns with recreation departments/organizations; an analysis of current and future staffing levels; maintenance and operations and any other additional items as described in the anticipated scope of work

Both the Parks and Recreation Comprehensive Plan and Site-Specific Master Plan that will be created from this work, will be guiding documents for future development and redevelopment of the Town of Winterville's system of parks and green space, recreation, and programs over the next ten years.

The plans 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 Town of Winterville now and into the future. The Town of Winterville is seeking a system-wide approach in order to develop goals, policies and guidelines and prioritize strategies based on current and future funding scenarios.

## **Background**

The Town of Winterville is located centrally in the eastern portion of North Carolina in Pitt County. Pitt County is bordered by Wilson and Greene County to the west, Beaufort to the east, Edgecombe and Martin to the north and Lenoir and Craven to the south. Winterville is located south of Greenville and is part of the Greenville Metropolitan Statistical Area, which has a population of nearly 200,000 residents. The Town of Winterville is regularly acknowledged as a small town with big city amenities. In recent years, the town has grown both residentially and commercially.

Recently the Town of Winterville acquired two adjoining land parcels with plans for development of a community park, including a multipurpose indoor facility. In total, the site is 12.6 acres with 11.63 acres on Chapman Street .97 acres on Depot Street. This future park is the subject of the Site-Specific Master Plan.

## **Scope of Work Desired**

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

### **Internal Assessment and Project Administration**

- Provide the Parks and Recreation Advisory Board, and Steering Committee with a presentation of your approach to the planning process and provide monthly progress reports.
- Co-present approach to Master Plan along with community staff to Town Council and provide monthly progress reports.
- Participate in progress meetings with the Town of Winterville'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.

### **Town of Winterville Engagement/Community Needs Assessment**

- Identify, describe, and implement a comprehensive strategy and methodology for Town of Winterville involvement in this Comprehensive and Site-Specific Master Plan development process.
- Review existing engagement documents conducted by the park and recreation department or other departments to compile available information about Town of Winterville 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 and/or Steering Committee.

## **Future Parks and Recreation Facilities and Agency Growth**

- Develop recommendations and 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 expected inflation.
- Identify ways in which the Town of Winterville could possibly partner with other surrounding agencies and municipalities, in order to boost and pull together resources for Winterville residents and programs.
- Identify and evaluate any upcoming trends that may affect the delivery of recreation and leisure services in the Town of Winterville and develop suggestions and strategies to address them.
- Identify growth trends related to the Town of Winterville's current and future programming, special events, tourism, and maintenance operations and develop strategic recommendations to enhance and possibly expand these services.
- Evaluate current Parks and Recreation staffing levels and provide recommendations for anticipated staffing needs as the parks, facilities and new programs are developed and current ones are improved in the future.
- Develop an action plan for implementation of the plan. The action plan will include realistic priority recommendations as it was gathered from the public engagement and as directed by town's staff, leadership, and Town Council. 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.

## **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 Town of Winterville 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 Town of Winterville-wide statistically valid Town of Winterville 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 Town of Winterville, using information from the Comprehensive & Site-Specific Master 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.
- Estimated magnitude of cost based on the site master plan for development of the Chapman St./Depot St. park site

### **Development of Final Plans and Supporting Materials**

- The Comprehensive and Site-Specific 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.
- Charts, graphs, maps, and other data as needed to support the plan and its presentation to the appropriate audiences.
- At least one meeting per month with the steering committee picked especially for this project for required adoption of the Site-Specific Master Plan and Comprehensive Plan.

### **Deliverables**

- Coordinate with Town GIS staff to produce map layers/shapefiles in ArcMap 10.8 file format aligned with the Town of Winterville parcel layer.
- Images in .jpeg format
- Acrobat 6.0 (or more recent) .pdf files
- Document in Microsoft Word 2010 (.doc) format
- Original hardcopy materials, with documents sized for portrait letter (8.5x11) or horizontal tabloid (11x17) printing.
- One set of draft handouts, electronic presentations, and sample display materials shall be provided in print or Acrobat .pdf format for staff review at least two weeks prior to scheduled deadline for submitting materials.
- Needed handouts and electronic presentations and display boards shall be provided to assigned Town staff for distribution at the open houses and public meetings no later than 14 days preceding any meeting at which presentations will be made.
- Ten (10) final approved Comprehensive Park and Recreation Plan documents, one print ready original, one digital copy of all Microsoft Office 2010 documents, Acrobat Files, and ArcMap GIS 10.8 files.
- Ten (10) final approved Site-Specific Master Plan documents, one print ready original, one digital copy of all Microsoft Office 2010 documents, Acrobat Files, and ArcMap GIS 10.8 files

## Document Accessibility and Ownership

- All documents printed or electronically produced as part of this project shall be the property of the Town of Winterville.
- The Town of Winterville shall remain free to copy and edit any and all documents and presentation materials, electronic or otherwise.
- Electronic documents shall not be locked, or password protected, and the Town of Winterville shall retain the ability to edit and update documents, including original word processing, spreadsheet, database, and mapping files and the resulting Acrobat files.

## All Proposal Responses

The proposal should contain all information requested and any additional information necessary to summarize the overall benefit of the proposal to the Town of Winterville. **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 Comprehensive and Site-Specific Master Plans for public agencies, as well as engagements involving communities that have characteristics like the Town of Winterville.
- 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 both the Comprehensive and Site-Specific Master Plans and the 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 for both the Comprehensive and Site-Specific Master Plan in a separate sealed envelope. The project cost for services should be a “not-to-exceed cost for services.”

## Submittals should be directed to:

*Diane White, Parks and Recreation Director,*

[diane.white@wintervillenc.com](mailto:diane.white@wintervillenc.com),

252-756-2221 ext. 2436

2936 Church Street Ext., P.O. Box 2419 Winterville, NC 28590

- Proposing firms should submit the proposal no later than 5:00 p.m. on May 20, 2024. and shall include:
  - 1) Cover/Introductory Letter.
    - a) Title of RFP.
    - b) Name and mailing address of firm with physical address.
    - c) Contact person: email and phone number.
    - d) Signed by an official in the firm responsible for contracts.
    - e) Expression of firm’s interest in executing the work.
    - f) Statement that the firm will perform the work.
    - g) Statement of any possible conflicts of interest.

- 2) Firm Qualifications.
- 3) Team Qualifications.
- 4) Relevant Experience-provide at least 3 recent project examples.
- 5) References.

Proposals submitted after the deadline date will not be accepted. All submittals shall become the property of the Town of Winterville once submitted. All cost associated with submittals are the responsibility of the contractor. All proposals shall remain firm for one hundred twenty days following the deadline date.

This solicitation does not commit the Town of Winterville 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 Town of Winterville 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 Town of Winterville. 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 Town of Winterville staff and the approval of Town Council.

### **Preliminary Project Schedule**

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

Questions that the firms may have will need to be submitted no later than Wednesday, May 15, 2024. Questions should be directed to:

*Diane White, Parks and Recreation Director, [diane.white@wintervillenc.com](mailto:diane.white@wintervillenc.com)*

- Proposals due Monday, May 20, 2024.
- Proposal review and interviews to start Wednesday, May 22, 2024.
- Contract award expected on Monday, June 10, 2024.
- The Comprehensive and Site-Specific Master Plan associated with this proposal will commence on or about Monday, July 15, 2024.
- The timeline that is projected for the preparation and completion of the Parks and Recreation Site-Specific Master Plan and Comprehensive Plan is ten (10) months from the Town Council award date.