

**CITY OF ST. HELENS OREGON**  
**PARKS AND RECREATION MASTER PLAN**  
**REQUEST FOR PROPOSAL**



**Proposal Submittal Date:**

**November 19, 2021 (by 3:00 pm)**

**City of St. Helens  
Attn: Matt Brown  
265 Strand Street  
St. Helens OR 97051**

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## **PROJECT DESCRIPTION**

The City of St. Helens is seeking a qualified firm to produce a Parks and Recreation Master Plan. This Master Plan will drive City long-range planning, direct decision-making, and resources toward a clearly defined vision for its future, including park improvements and expansions, parks and recreation facilities, open space management, city walkability, recreation programming, and staffing needs over the next 10 years. The planning process will consist of the following components:

- Needs Assessment
  - Evaluating current parks, trails, and recreation systems
  - Review existing adopted plans, including Comprehensive Plan (2006), Transportation Systems Plan (2011), Framework Plan (2015), Parks & Trails Master Plan (2015), Riverfront Connector Plan (2019). Recommend any policy or methodology changes if needed.
  - Review of 2020 Census demographics and provide summary statistics and future anticipations related to families, populations and make recommendations based on anticipated future needs.
  - Review overlapping services including County, School District, Pool District, and City Services to provide potential collaboration recommendations and/or elimination of duplicated services.
- Community Outreach & Engagement
  - Plan a community engagement process that should include multiple community events, survey, and stakeholder meetings
  - Use engagement events to identify future needs/wants in our community
  - Plan for up to two meetings with Planning Commission for recommendation to City Council.
  - Plan for up to three meetings with Parks & Recreation Commission for recommendation to City Council.
  - Plan for one meeting with City Council to present the final plan for adoption.
- Project Lists, Priority Setting, Pricing Estimates
  - Establish a list of projects for each area that identify a priority level based on the needs assessment and community engagement. This list should be broken out by specific park and or section (Trail, Recreation Programs, Staffing, Facilities)
  - Establishing what level priority each project should be based on community engagement. Priority setting should be identified as Near (less than 5 years), Mid (5-10 years), and Long (10+ years).
  - Establish any comprehensive plan goals and policy changes if needed.
  - Each project should have an estimated cost for budgeting.
  - Ensure compliance and comparison with the Statewide Comprehensive Outdoor Recreation Plan (SCORP 2019-2023) to ensure priorities align to be competitive with grant applications with Oregon Parks & Recreation grant opportunities.
- Financial Planning
  - Reviewing Parks SDC methodology, recommend revised SDC fees, if necessary, based on needs assessment and levels of service guidelines of the National Parks and Recreation Association.
  - Review/discuss financial planning for project completion that may include items such as suggested fee schedules for current facilities and additional funding opportunities that are used in other communities to fund Parks and Recreation. This could include utility fees, bonds, or other financing methods currently used to fund Parks and Recreation.

- Identify staffing needs for Parks and Recreation based on current best practices
- The firm selected will create a complete package for adoption by the governing body.

**INTRODUCTION & BACKGROUND**

The City of St. Helens is the 40th largest city in Oregon and is located along the Columbia County approximately 28 miles northwest of Portland. The city covers an area roughly 5.9 square miles. The City of St. Helens is considered the entrance to Columbia County and is also home of Spirit of Halloweentown, a month-long celebration of Halloween that takes place all around the City in October as well as multiple annual events throughout the year. Over the last two years, the City has seen quite an expansion growth of residential development along with apartment complexes.

The City completed a Parks & Trails Master Plan back in 2015 that was done internally. The City has since then completed a number of projects from that Master Plan and identified potential new park ideas to be included.

The City began a Recreation Program in 2018 with funding from grants initially. Since 2018, the City has seen a large growth in our Recreation Program and in 2021, combined Parks and Recreation into one department with a new Parks and Recreation Manager. The Parks and Recreation Manager and department have an intergovernmental agreement to work alongside the St. Helens School District for use of facilities and this should be taken into consideration when planning out future projects as we do not want to duplicate services and features that are already offered within our community. This city and community are heavily engaged in both youth and adult sport leagues like softball and basketball. The City of St. Helens has a separate taxing district for a local pool (Eisenschmidt Pool) that operates as its own entity and taxing district.

**TIME PERIOD**

RFP Approval by City Council	10/20/2021
RFP Publicized	10/21/2021
Question Submittals	11/04/2021
Questions – Answers Addendum	11/05/2021 (posted on city website)
Proposals Due to City	11/19/2021 (by 3:00 pm)
Internal Review by Committee	11/23/2021
Recommendation to City Council	12/01/2021
Firm Begins Project	01/10/2022

## **SELECTION PROCESS**

Potential proposers may submit written questions to Matt Brown, Deputy City Administrator, at mbrown@sthelensoregon.gov by 11/04/2021. All questions and answers will be posted as an addendum to the RFP on the city website by 11/05/2021. A Selection Committee will be composed of elected officials, city staff, and commission members.

## **DIRECTIONS FOR SUBMISSION**

Proposers shall submit 5 physical copies and 1 copy via USB stick to 265 Strand Street, St. Helens OR 97051 no later than 3:00 PM on Tuesday, November 19<sup>th</sup>, 2021. All expenses for preparing and delivering project proposals will be borne by the proposer. All questions concerning this project during the solicitation process shall be forwarded to the Assistant City Administrator, Matt Brown, at mbrown@sthelensoregon.gov.

## **SUBMITTAL REQUIREMENTS**

The following information must be provided in the following sequence. Sections and subsections should correspond with the sections and subsections identified below. The ideal firm shall have experience performing master and strategic planning directly related to Parks and Recreation departments/organizations. The qualifications and commitment of key personnel that would be assigned to this community are critically important in the selection of a firm. Please provide the following in your proposal in the following sequence. Proposals should be bound with cover letter on top.

A. **Cover Letter & Introduction**

On the proposer's letterhead, include an introduction with the name, phone number, and email address of the person authorized to represent the company regarding all matters related to the proposal.

B. **Project Team**

- (1) An executive Summary and an organizational chart identifying team members and their areas of responsibility.
- (2) Key personnel qualifications and experience related to Parks and Recreation Master Plans.

C. **Qualifications**

This can include relevant project experiences as outlined project description. Identify examples of hosting community outreach events, surveys, and other forms of engagement. Experience with SCORP. Experience with SDC methodologies and any other pertinent information you feel is necessary for the City to be aware of.

D. **Explanation and Description of Scope and Services**

Using the project description outlined above, please identify a schedule of services you would anticipate for the City and scope of services you anticipate using to complete this project. Each phase

should be identified with an estimated timeline and schedule of events.

E. References

Provide three (3) references. Firms shall provide contact information for at least three municipal, county, or other government or private sector client references specifying entity name, address, services provided, contact person, and telephone number.

F. Examples

Include a link to three examples of previous Parks and Recreation Master Plans that have been adopted by the governing agency. Examples should demonstrate the firm’s ability to develop SDC Methodology, public involvement strategies, and other characteristics the firm would like to showcase as example for the rating committee.

**EVALUTATION CRITERIA**

<b><u>POINTS POSSIBLE</u></b>	<b><u>EVALUATION CRITERIA</u></b>
5	Form of proposal
10	Project Team
10	Qualifications
15	Explanation and Description of Scope and Services
10	References & Examples

**RESERVATION OF RIGHTS**

The City of St. Helens reserves all rights (which may be exercised by the City in its sole discretion) available to it under applicable laws, including without limitation, and with or without cause and with or without notice, the right to:

- A. Cancel this RFP in whole or in part, at any time before the execution of a contract by the City of St. Helens, without incurring any cost, obligations, or liabilities.
- B. Issue addenda, supplements, and modifications to this RFP
- C. Revise and modify, at any time before the RFP submittal due date, the factors and/or weights of factors the City will consider in evaluating RFP submittals and to revise or otherwise expand its evaluation methodology as set forth herein.
- D. Extend the RFP submittal due date.
- E. Investigate the qualification of any firm under consideration and require submittal confirmation of information furnished by a firm.
- F. Require additional information from a firm concerning the contents of its RFP until such time as the City declares, in writing, that a particular stage or phase of its review of the responses has been completed or closed.
- G. Reject at any time, any or all submittals, responses, and RFP submittals received.
- H. Terminate, at any time, evaluations or responses received.
- I. Appoint an evaluation committee to review RFP submittals or responses, make recommendations, and seek the assistance of outside technical experts and consultants in RFP submittal evaluation.
- J. Hold interviews and conduct discussions and correspondence with one or more of the firms responding to this RFP to seek an improved understanding and evaluation of the responses to this RFP.
- K. Seek or obtain data from any source that has the potential to improve the understanding an evaluation of the responses to this RFP.
- L. Disclose information contained in the RFP submittal to the public as required under public records law.
- M. Waive deficiencies in an RFP submittal, accept and review a non-conforming RFP submittal or seek clarifications or supplements to an RFP submittal.