



November 2, 2011

The Glencoe Park District is interested in developing a Comprehensive Master Plan. Please find attached a Request for Proposal for this work. For additional information regarding the District I encourage you to visit our web site at [www.glencoe park district.com](http://www.glencoe park district.com).

If you have any questions regarding the RFP, please contact me at 847-835-7530 (direct line) or at [dvanarsdale@glencoe park district.com](mailto:dvanarsdale@glencoe park district.com).

We look forward to your proposal.

Regards,

A handwritten signature in black ink that reads "Don Van Arsdale". The signature is written in a cursive style.

Don Van Arsdale  
Executive Director

Enclosure



## Glencoe Park District Request for Proposal for the Development of a Comprehensive Master Plan

**Project Overview:** The Glencoe Park District is soliciting proposals from qualified firms for the development of a Comprehensive Master Plan. The plan will serve as a tool to guide the District regarding community needs, finances, personnel, parks, land acquisition and development, facilities and programs, as well as strategies for implementation of the plan over the course of a ten year period.

**Contact Person:** Don Van Arsdale, Executive Director  
Glencoe Park District  
999 Green Bay Road  
Glencoe, IL 60022  
(847) 835-7530 (direct)  
[dvanarsdale@glencoe parkdistrict.com](mailto:dvanarsdale@glencoe parkdistrict.com)  
[www.glencoe parkdistrict.com](http://www.glencoe parkdistrict.com)

**Submission Deadline:** Request for Proposals are due to the District no later than 5:00 PM, November 23, 2011. Any proposals received after the submission deadline will be rejected and returned unopened to the sender. A total of eight copies of the RFP are required. All proposals shall be 8.5" x 11" and in a spiral comb binding. A compact disc containing an electronic version of the proposal is also required.

The District will review and evaluate written proposals received. Firms will be selected to be interviewed by staff in December 2011. Criteria for the review and evaluation process include but not are limited to:

- Experience in developing Comprehensive Master Plans through a public process for a variety of public agencies.
- Technical competency of the personnel assigned to the project.
- Samples of Comprehensive Master Plans completed for other public agencies.
- Past records of performance as determined from all available information including contacting former clients. Factors to be considered include, but may not be limited to: experience and familiarity with similar types of projects, cost control, work quality and meeting deadlines.
- Ability to perform the work within the proposed schedule.
- Experience with engaging the public in the planning process.
- Communication skills with Board and Staff presentations.
- Quality of the proposal.
- Cost of the proposal.

**Selection Process:** The selection process will be as follows.

- All proposals will be reviewed by a panel consisting of a Commissioner, Executive Director, Director of Parks, Director of Recreation, Director of Operations and Director of Finance/Human Relations.
- Firms with the highest ranking will participate in an interview with the panel.
- If a suitable firm emerges from the interview, the qualified firm will be recommended to the Special Projects and Facilities Committee and the Board of Park Commissioners.
- Successful firm will be required to enter into a contract drafted by the District and will be required to make all statutory representations and certifications.

**Statement of Qualifications:** Firms interested in submitting a proposal must also submit a statement of qualifications using the criteria detailed below. Additional information about your firm that may benefit the District in its selection process may be included as an appendix.

- Firm Profile – Contact information, history, services provided to public sector.
- Team Assigned – narrative descriptions of personnel assigned to this project, backgrounds and roles each would serve on the team. Be specific regarding similar experiences staff has acquired relative to this project.
- Related Project Experience – provide no more than seven (7) examples of completed Comprehensive Master Plans completed in last five years.
- Project Approach – describe your approach to conducting a Comprehensive Master Plan including examples of tools your firm uses to create the plan. Provide specific examples for community, Board and staff engagement in the planning process.
- Provide five references on recent similar projects (completed in the last five years) including name of the project, and contact information.

**Project Goals:** The Comprehensive Master Plan will chart the course for the District for a ten year period. The goals for this plan include:

- Create open, transparent process with significant public input.
- Develop Mission, Vision and Core Values
- Perform an inventory and analysis of physical assets of the District for parks, facilities and buildings including usage and useful life and provide recommendations for improvements, changes or additions with an in-depth emphasis on the Parks Maintenance Garages and yard.
- Analyze and revise District Capital Asset Replacement Program (CARP) to incorporate recommendations from Plan.

- Identify recreation programming trends in the community as well as other recreational trends. Benchmark against local and regional recreation providers. Develop recommendations for future recreation program direction.
- Create a Sustainability Plan. The District is looking to formulate a sustainability plan whereby we will be positioned as a leading agency for “green initiatives” for the community.
- Develop program of projects and improvements for private fundraising and grant opportunities.
- Develop operational strategies that encompass customer service, marketing, staffing, program evaluation and policy.
- Develop Implementation of Comprehensive Master Plan recommendations including budget. Provide short term planning objectives (less than three years), intermediate objectives (three to eight years) and long range objectives (longer than eight years) which should be prioritized based on safety, ADA requirements, community input, etc.

**Scope of Services:** The following are the services to be included in the Comprehensive Master Plan. Consultant shall meet with key District staff to review the scope of services, expectations of the consultant and the District, identify resources available for project implementation and finally to gain an understanding of the District and the policies and programs which would impact the master planning process.

#### Data Inventory

1. Conduct an administrative kick-off meeting with District personnel to introduce team, discuss goals and timelines, confirm stakeholders list and protocol for staff, stakeholder, board and public input
2. Conduct planning tour to observe, photograph and gather first hand opinions about readily apparent conditions and patterns of use.
3. Collect and assimilate District information including history, organizational chart, program brochure, referendum history, staff roster, Board roster and committee appointments, board meeting schedule, Board Policy Manual.
4. Review District operations including historical and current recreation program enrollment records, sustainability programs, marketing efforts and pertinent policies.
5. Review District Strategic Plan, Strategic Road Map, and results of community needs assessment survey all which were completed in 2010-11.
6. Collect contextual information including current and projected demographics, cultural trends, diversity and age analysis.
7. Assemble local, regional and national trends in parks and recreation including benchmarking against a District defined group of agencies.

8. Review existing planning documents including Open Space Master Plan of 2001.
9. Review District's Capital Asset Replacement Program (CARP).
10. Compile existing mapping documents including District boundaries, zoning, publicly owned properties including District, Village of Glencoe, Cook County Forest Preserve and School District #35, privately owned lands including golf courses, utility easements, existing and planned trails, floodplains, and wetlands.

#### Data Analysis

1. Develop comprehensive digital base maps of the planning area overlaying the community data, district data, and physical and regulatory data (all inclusive base + zoning + land-use).
2. Prepare a park land Level of Service Analysis (table) based on park classifications including classify property infrastructure, tally acreage per classification and compare to national standards by classification.
3. Prepare a park land Service Area (mapping) of each park classification to include mini-parks, neighborhood parks, community parks special use/community parks and greenbelt/open space parks.
4. Conduct park, open space and facilities inventory including visit to each site, prepare photographic documentation, amenity inventory, character inventory and programming inventory.
5. Develop a recreation program analysis of services offered compared to community needs assessment and benchmarked against list of comparable agencies provided by District.

#### Needs Assessment

Solicit input into the planning process from Board, community, stakeholders and staff. The process will include:

1. Conduct a community workshop with the public (invited by consultant) to share information assembled through the data inventory and data analysis exercises and gain insight into the communities' thoughts about the Districts' direction and priorities.
2. Develop and conduct a telephone survey to a statistically valid sample of the community (approximately 3,200 residences in the community) to gain insight into the residents' thoughts about the Districts' direction and priorities.
3. Develop and conduct an on-line survey through District web site and e-mail blast methods to gain insight into the community's thoughts about the Districts' direction and priorities.
4. Develop a project web page with a dedicated email address that can be linked to District web site so interested parties can provide ongoing feedback and input.

5. Conduct Focus group meetings with key constituencies including Watts Ice Center, Glencoe Beach and Lakefront Advisory Group, Early Childhood Parents Group, Takiff Center users, Parks supporters (Friends, Lakefront, Shelton, Central, West, Kalk and Watts Parks).
6. Conduct stakeholder interviews with community leaders, elected officials, business leaders, NSSRA staff, neighboring agencies and districts.
7. Prepare and conduct a Board workshop to inform group about the progress to date, identify objectives, preferences and priorities.

#### Planning Objectives

Develop strategies and categorize as short term planning objectives (less than three years), intermediate objectives (three to eight years) and long range objectives (longer than eight years). Create a report of these objectives:

1. Recreation programming and the amenities needed to support them. Objectives should include existing programs, new initiatives, and modifications/expansions to existing program spaces in the Takiff Center and/or Watts Center.
2. Year-round use of Watts Ice Center with an emphasis on the “non-ice” season.
3. Glencoe Beach and Lakefront including: access to beach, access to Perlman Boating beach, Boathouse infrastructure, pier, creation of dog beach facility and improved water test methods.
4. Existing Parks, Open Spaces and Facilities including modifications to existing facilities, new amenities, features and infrastructure, adaptive re-use of existing facilities, new land-use or land-use changes, natural resource management and accessibility features.
5. New Parks, Facilities and Open Space including responses to acreage deficiencies based on recognized standards and park classifications, responses to park classification distribution equality, additions to owned property, valuable natural resources and needed future land-uses.
6. Trail Corridors including links to existing and future park trails and proposed regional trails, access to passive open space, routes to schools, neighborhoods, and business district.
7. Park Maintenance Garage and yard to include replacement of facilities on site, renovation of existing facilities on site and proposed joint building with Village of Glencoe on Village property.
8. Fund Raising strategies including; giving targets, projects for funder consideration and program development.

#### Deliverables

1. Consultant will document information from scope of service areas and general recommendations into a spiral booklet format (and on a CD-ROM) including text, photographs, maps, tables and appropriate methods to convey the information gathered analyzed and recommended for the District. Rank recommendations as short term planning objectives (less than three years), intermediate objectives (three to eight years) and long range objectives (longer than eight years).

2. Prepare recommendations by category for:
  - a. Recreation Programs and Services
  - b. Operations including Marketing, Staffing, Customer Service and Sustainability
  - c. Facilities including Glencoe Beach, Watts Ice Center, Takiff Center
  - d. Existing Parks and Open Spaces
  - e. New Parks and Open Spaces
  - f. Parks Maintenance Garage and Yard
  - g. Fund Raising Opportunities
3. Create a Ten-Year Comprehensive Plan detailing:
  - a. Year
  - b. Action
  - c. Data Needed
  - d. Cost and Priority recommendations
  - e. Funding Strategy
  - f. Critical Schedule Path
4. Present final Comprehensive Master Plan to Board of Park Commissioners

**Anticipated Meetings for Consultant**

- Administrative (3)
- Needs Assessment – Meetings with the Public (8)
- Board Committee (3)
- Board of Park Commissioners (3)

**Project Timeline**

<u>Date</u>	<u>Action</u>
November 2, 2011	RFP Released
November 10, 2011	Pre-Proposal Meeting for Q&A at 2:00 PM (optional)
November 23, 2011	Proposals Due by 5:00 PM
December 14/15, 2011	Oral Interviews
January 3, 2012	Recommend Firm Selection to Special Projects and Facilities Committee
January 17, 2012	Recommend Firm Selection to Board of Park Commissioners
February 10, 2012	Legal Review and Contract
March 5, 2012	Project Kick Off

NOTE:

Consultant will provide a Project Timeline including milestones and will work with District to establish a final schedule for each of the component areas (data inventory, data analysis, needs assessment, planning objectives and final report) included in this project.

## **Notice to Candidates**

This Request for Proposal for a Comprehensive Master Plan does not constitute a contract, or an offer of employment. The cost of preparation of proposals shall be the sole obligation of the consultant. All proposals, whether accepted or rejected, shall become the property of the Glencoe Park District.

The Glencoe Park District reserves the right to reject any and all proposals. Elements and or tasks may be added or deleted at the discretion of the Glencoe Park District pending, negotiation of the scope of work and compensation.

All completed work including surveys, workshop documents, ancillary reports, and the final report, whether in written, video or electronic formats, becomes the property of the Glencoe Park District as payment made at the completion of each phase and deliverables are received by the Glencoe Park District.

The consultant selected to perform the work shall be considered an independent contractor and shall provide applicable insurance and indemnification. The consultant shall certify that no official or employee of the Glencoe Park District or any business entity, in which an official or employee of the Glencoe Park District has an interest, has been employed or retained to solicit or aid in the procuring of the Agreement for the Glencoe Park District's Comprehensive Master Plan Development. No such person shall be employed in the performance of the Agreement. The consultant will comply with all laws applying to the provision of its services.

The Glencoe Park District assumes no responsibility for "late proposals" and it is the sole responsibility of the consultant to ensure that the proposal is received at the Glencoe Park District Administrative Office, 999 Green Bay Road, Glencoe, IL 60022 prior to 5:00 p.m. on November 23, 2011. No fax or email copies of the proposal will be accepted. Late responses will not be accepted and will be returned unopened to the applicant. Proposal must have a minimum 120-day price guarantee period.

Contractor shall comply with all applicable laws, regulations, and rules promulgated by any Federal, State, County, Municipal and or other governmental unit or regulatory body now in effect during the performance of the work. By way of example, the following are included within the scope of the laws, regulations and rules referred to in this paragraph, but in no way to operate as a limitation on the laws, regulations and rules with which Contractor must comply, are all forms of Workers Compensation Laws, all terms of the Equal Employment Opportunity Clause of the Illinois Fair Employment Practices Commission, the Illinois Preference Act, the Social Security Act, Statutes relating to contracts let by units of government, all applicable Civil Rights and Anti-Discrimination Laws and Regulations, and municipal ordinances.

Contractor shall, to the fullest extent permitted by law, to waive any and all rights of contribution against the District and shall indemnify and hold harmless the District and its officers, officials, employees, volunteers and agents from and against all claims, damages, losses and expenses, including, but not limited to, legal fees (attorney's and paralegal's fees, expert fees and court costs) arising out of or resulting from the performance of Contractor's work, provided that any such claim, damage, loss or expense is attributable to bodily injury, sickness, disease or death, or injury to or destruction of property, including the loss of use resulting therefrom, or is attributable to misuse or improper use of trademark or copyright protected material or otherwise protected intellectual property, to the extent it is caused in whole or in part by any wrongful or negligent act or omission of Contractor, any Subcontractor to Contractor, anyone directly or indirectly employed by any of them or anyone for whose acts any of them

may be liable. Such obligation shall not be construed to negate, abridge or otherwise reduce any other right to indemnity which the District would otherwise have.

Contractor shall furnish any affidavit or Certificate in connection with the work covered by this agreement as required by law.

Contractor grants to District, in perpetuity, an unrestricted and unlimited and nonexclusive license to use the plans, instruments of service, drawings, illustrations, graphs, specifications and other work products of Contractor and its consultants for its own purposes.

Contractor agrees to maintain, without charge to the District, all records and documents for this project in compliance with the Freedom of Information Act, 5 ILCS 140/1 *et seq.* In addition, Contractor shall produce records which are responsive to a request received by the District under the Freedom of Information Act so that the District may provide records to those requesting them within the time frames required. If additional time is necessary to compile records in response to a request, then Contractor shall so notify the District and if possible, the District shall request an extension so as to comply with the Act. In the event that the District is found to have not complied with the Freedom of Information Act due to Contractor's failure to produce documents or otherwise appropriately respond to a request under the Act, then Contractor shall indemnify and hold the District harmless, and pay all amounts determined to be due including but not limited to fines, costs, attorneys' fees and penalties

**District Staff Involvement**

District staff will provide information as reasonably requested by consultant. The Board of Park Commissioners, who is committed to completing this project within the given time frame and budget parameters, approves all final decisions regarding award of contract, policy decisions, and adoption of final Comprehensive Master Plan.

## Cost or Fee Associated with Creating a Comprehensive Master Plan

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NAME OF COMPANY

We propose to complete and deliver a Comprehensive Master Plan as outlined above to the Glencoe Park District.

Fee for Data Inventory	\$ _____
Fee for Data Analysis	\$ _____
Fee for Needs Assessment*	\$ _____
Fee for Planning Objectives (Report)	\$ _____
<b>Total for Comprehensive Master Plan</b>	\$ _____
Expenses (copying, supplies, etc.)	\$ _____

Upon successful completion of each phase, the Glencoe Park District will pay consultant for services rendered. The Glencoe Park District reserves the right to increase/modify/reject the Needs Assessment components (per the breakdown listed below) on an individual basis. Final needs assessment components will be mutually agreed upon prior to contract execution.

The Glencoe Park District expects to receive a flat fee from the Consultant. Expenses may be charged in addition to the fee, but may not exceed 5% of the fee.

\*Needs Assessment Cost Breakdown:

Fee per Community Workshop	\$ _____
Fee for Telephone Survey	\$ _____
Fee to Develop/Administer On-Line Survey	\$ _____
Fee to Develop Project Website	\$ _____
Fee per Focus Group Meeting	\$ _____
Fee per Stakeholder Interview	\$ _____

Note:

District reserves the right to accept/reject/modify the elements of the Needs Assessment to determine final scope of this area of the project. District will work with firm to finalize budget proposal.

Signed: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Cell: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Web Add. \_\_\_\_\_

Date: \_\_\_\_\_