

**REQUEST FOR PROPOSAL # 210713-202**  
**Parks and Recreation**  
**Comprehensive Master Plan Update**



Issued: July 14, 2021  
Questions Due: July 26, 2021 by 12 noon EST  
Proposals Due: August 12, 2021 by 3pm EST

## 1. INTRODUCTION

Pender County, NC is issuing a Request for Proposals (RFP) from qualified vendors for the update of an existing Comprehensive Parks and Recreation Master Plan.

The requested plan will update the current 2010 Parks and Recreation Master Plan, providing a 10-year vision for parks, recreation areas, open space, trails, facilities, programming and addressing recommended action items from the Pender 2.0 Comprehensive Land Use Plan. The plan should include research, public involvement, the development of recommendations and implementation measures for acquisitions and development, as well as the identification of recreation service districts, and assignment of monetary value to recreational amenities/units. The selected vendor will have proven experience and knowledge in parks and recreation planning, project management, and effective public involvement processes.

**Proposals must be submitted by no later than 5:00pm on July 21, 2021, and can be submitted electronically, by mail, or in-person.**

To submit electronically:

Please provide one (1) electronic (PDF) version by email to Vanessa Lacer at [vlacer@pendercountync.gov](mailto:vlacer@pendercountync.gov).

To submit by mail or in-person:

Please provide five (5) copies of the proposals, clearly labeled as "Parks and Recreation Comprehensive Master Plan," and mail or deliver to the following addresses:

Pender County Planning and Community Development

Mailing address: P.O. Box 5, Burgaw, NC, 28425

Physical address: 805 South Walker Street, Burgaw NC, 28425

**Proposals submitted after the deadline of July 21, 2021, will not be considered. Additionally, if submittals do not meet the requirements of this request, or if they are mailed/delivered to any office other than the main office for the Pender County Planning and Community Development Department, they will be disqualified. No exceptions will be granted.**

## **2. BACKGROUND**

Located in southeastern North Carolina, Pender County is approximately 25 miles north of Wilmington, and at 933 square miles, is the 5<sup>th</sup> largest county in the state. 2010 Census data estimated the total population for Pender County at 52,217, and in 2019, American Community Survey data estimated the total population at 63,060. Pender County includes five (5) incorporated towns and one (1) incorporated village. The two fastest growing areas in Pender County, over the last decade, have been the unincorporated areas of Hampstead and Rocky. Pender County includes both urban and rural areas as well as a National Battlefield and State-owned Game Lands.

Pender County currently operates and maintains three (3) parks: the 57-acre Kiwanis Park in Hampstead, the 31-acre Millers Pond Park in Rocky Point, and the 25-acre Pender Memorial Park in Burgaw. Pender County also maintains other properties that provide parks and recreation services and amenities, including the Holly Shelter Shooting Range, Courthouse Square, Hampstead Annex, Pender Land Greenway, and Penderlea Community Park.

## **3. PLAN GOALS**

The goals of the plan update are to establish a comprehensive Master Plan that is applicable to the current and projected conditions in Pender County that will effectively guide the County for the next ten years in the acquisition, development, management, and maintenance of parks and recreation areas, facilities amenities, and programs, as well as address funding and the equitable allocation of resources. The plan should also align with the goals and directives of the Pender 2.0 Comprehensive Land Use Plan and meet requirements for grant funding through the Parks and Recreation Trust Fund, the Land and Water Conservation Fund, and other major funders.

## **4. SCOPE OF SERVICES**

The Comprehensive Master Plan process should be approached collaboratively with the community, stakeholders, and staff. Staff will be active participants in the planning process, and to-date have completed a community survey, public forums, and an asset inventory for the Plan update.

### **A. Inventory and Analysis of Parks, Recreation Areas, Greenways, Open Space, Trails, Facilities, Amenities and Programing**

- Compile an inventory of existing parks, recreation areas, open space, trails, facilities, and amenities owned, operated and/or maintained by Pender County.
- Perform an assessment of existing parks, recreation areas, greenways, open space, trails, facilities, and amenities owned, operated and/or maintained by Pender County. The assessment shall include a comparative analysis to communities of similar size, density and rural/urban make up and use nationally accepted standards. The analysis should consider the capacity, functionality, accessibility, and condition of each amenity and assign monetary values to recreational amenities/units.

- Compile an inventory of the Parks and Recreation Department’s current level of recreation programs, services, and staffing.
- Perform an assessment of recreation programs, services, and staffing. The assessment shall include a comparative analysis to communities of similar size, density and rural/urban make up and using use nationally accepted standards. The analysis should consider County demographics, present and future, as well as assign monetary values to recreational programming, services and staffing and provide recommendations for minimizing duplications or enhancing possibilities for collaborative partnerships where appropriate.
- Compile an inventory of existing parks, recreation areas, open space, trails, recreation facilities, and programing in Pender County owned, operated and/or maintained by other agencies or organizations which allow public use of their facilities.

**B. Public Engagement**

- Identify, describe, and implement a comprehensive strategy and methodology for citizen involvement in the Comprehensive Master Plan development process.
- Conduct a minimum of five (5) focus groups meetings (with target groups) and a minimum of (10) individual stakeholder interviews.
- Act as professional facilitators to gather specific information about services, use, preferences and any agency strengths, weaknesses, opportunities, and threats.
- Provide well-organized and directed activities, techniques and formats that will ensure that a positive, open, and proactive public participation is achieved.
- Provide written records and summaries of the results of all public process and communication strategies.
- Provide public participation data analysis
- Provide information for informed decision making for the Parks and Recreation Advisory Board and the Board of County Commissioners.

**C. Recreation Service Districts**

- Identify recreation service districts within Pender County for the equitable allocation and distribution of parks, recreation areas, open space, trails, facilities, amenities, and programing (county owned and public use facilities). Identify any inequalities between recreation service districts and recommend actions to address, as needed.

**D. Maintenance and Operations**

- Perform an analysis of the Parks and Recreation Department’s infrastructure, deferred maintenance, and capital needs within the next 10years. This analysis should include parks, recreation facilities, greenways and open spaces owned, operated and/or maintained by Pender County. The goal should be to provide enough information for Parks and Recreation Department staff to develop a Maintenance Management Plan following the adoption of the Comprehensive Parks and Recreation Master Plan.
- Develop prioritized recommendations for maintenance and renovation of parks, trails, and recreation facilities.

E. **Land Acquisition and Park Development**

- Develop prioritized recommendations for acquisition of land for development of parks, recreation facilities, trails, greenways, and open spaces. Recommendations should consider current and future demographics, public input data, the equitable distribution of assets within the county, and nationally accepted standards.
- Identify opportunities for available funding and acquisition alternatives, such as FEMA buyout and County surplus property.

F. **Budget Analysis and Assessment**

- Perform an analysis of the Parks and Recreation Department's Operating Budget with emphasis on better efficiency, cost reduction, cost recovery and proprietary services.
- Provide a user fee analysis for facilities, programs, and services.
- Identify opportunities to increase revenue generation within the department.
- Identify opportunities for alternative funding through partnerships, the Parks Foundation, and other external sources (ex: parks bond, fee in lieu).
- Develop recommendations for operations, staffing, maintenance, programming, and funding needs.

G. **Benchmark and Comparison of Parks and Recreation Services**

- Benchmark and compare the Parks and Recreation services of like counties in the region and state as it relates to their offerings with parks, recreation facilities, trails, greenways and open spaces, programming, services, budget, and staffing levels.

H. **Strategic Action Plan**

- Collect and analyze demographic information for the community.
- Collect and analyze information on participation, needs, desires, operations, programming, and land use trends and make level of service recommendations.
- Identify areas of service shortfalls and projected impact of future trends.
- Provide useable and workable definitions and recommendations for designed park and open 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 direction based on standards and demand analysis.
- Develop priorities for development of existing park land, recreation facilities, open space, trails, park maintenance, and administration of facilities for the future.
- Provide a maintenance and operation analysis.
- Identify opportunities for available funding and acquisition alternatives.

I. **Progress Reporting**

- The vendor, Assistant County Manager, Long Range Planner, and Parks and Recreation staff shall hold progress meetings as often as necessary, but in no case less than once per

month until the final plan is approved by the County Commissioners. The vendor shall supply the County with an electronic copy of all completed or partially completed reports, studies, forecasts, maps or plans as deemed necessary by the County at least three (3) working days before each progress meeting. The Long Range Planner shall schedule the meetings, as necessary, at key times during the development of the Comprehensive Parks and Recreation Master Plan.

J. **Final Plan and Supporting Materials**

- The Comprehensive Parks and Recreation Master Plan must include written goals, plans, objectives, and policy statements that articulate a clear vision and “road map” for the Parks and Recreation Department’s next ten (10) years
- A summary of existing conditions, inventories, staffing and level of service analysis
- A financial analysis and capital improvement plan
- A strategic action plan
- Appropriate written materials and graphics (maps, charts, etc.) to be used for public presentations, to include a current map and a final map plan outlining future park development opportunities
- A version of the final Master Plan document consisting of fifteen (15) printed and bound color copies
- Electronic copies of the final Master Plan document in both PDF and Word formats

**5. INSTRUCTIONS FOR PROPOSAL**

Proposals shall include all of the following: failure to address all requirements may result in the proposal being deemed non-responsive.

A. Project Approach, Content, and Timeline

- A letter of submission shall include the name, address, and telephone number of the person(s) who is authorized to legally represent the vendor. A narrative that presents the services the vendor would provide detailing the approach, methodology, deliverables, and client meeting to be provided. A proposed timeline for preparation and implementation of the Comprehensive Parks and Recreation Master Plan and its components.

B. Past Project Experience and Client References

- Background on the vendor and its experience in preparing comprehensive parks and recreation master plans for public agencies. Of particular interest are engagements involving communities with characteristics similar to Pender County.
- At least five (5) public agency references for projects of a similar nature to this project and a description of the projects to minimally include client, location, contact person, contact information, and a brief description of the project.

C. Qualifications and Demonstrated Competencies, Specifically County Parks, Recreation and Open Space Master Planning

- Identification of the personnel to be assigned to the project including resumes of related experience.
- D. Staffing Capacity and Availability
- Identification of the number of staff, and their availability for work on the project in terms of weekly schedule and total number of available hours.
- E. Project Fee Structure and Cost Estimate
- Provide the estimated project cost for services in an itemized work format.

## 6. PRELIMINARY PROJECT SCHEDULE

- Proposals August 12, 2021 by 3pm EST
- Questions on Proposal due by July 26, 2021 at 12noon EST
- Vendor interviews/presentations August 17-19, 2021
- Recommendation for Contract Award to Board of County Commissioners September 7, 2021
- Project Kickoff September 8, 2021
- Draft Comprehensive Master Plan completed December 31, 2021
- Presentation of draft Plan by the vendor to the Board of County Commissioners early January 2022
- Final Plan completed January 31, 2022
- Plan adoption February 2022

## 7. EVALUATION AND AWARD CRITERIA

Proposals will be evaluated by a Selection Committee. The Selection Committee will review proposals and award using the evaluation criteria below:

1. Overall content, project approach and understanding of the project scope including the proposed budget (25%)
2. Team organization, project lead, availability, work in progress and client references (25%)
3. Past project experiences, qualifications and demonstrated competencies, specifically related to County Parks, Recreation and Open Space Master Planning (20%)
4. Project Schedule/Timeline (15%)
5. Interview/Presentation (15%)

The County reserves the right to reject any and all proposals submitted.

Please direct questions regarding the Request for Proposal to:

**Vanessa Lacer, Long Range Planner**  
**910-259-1274**  
[vlacer@pendercountync.gov](mailto:vlacer@pendercountync.gov)