



Upper Moreland Township

Pennsylvania

REQUEST FOR 'CONSULTING SERVICES PROPOSALS'

UPPER MORELAND TOWNSHIP

WOODLAWN PARK MASTER PLAN

Date Released: December 10, 2021

Deadline for Submission: January 21, 2022, 10:00AM

Matthew Candland, Township Manager

117 Park Avenue

Willow Grove, PA 19090

Email or website link (mcandland@uppermoreland.org OR www.uppermoreland.org)

215-659-3100

Upper Moreland Township Woodlawn Park Master Plan

The Township Manager of Upper Moreland Township, Montgomery County, Pennsylvania, is accepting proposals for a one-time contract to perform certain professional (consulting) services work for Upper Moreland Township involving the development of a Master Site Development Plan for Woodlawn Park, a community park in Upper Moreland Township.

Attached is information relating to submitting a proposal including specific requirements, the organization of the proposal, proposal evaluation criteria, and plan timelines. Sealed proposals (three copies, and a digital copy on a thumb drive), must be received by the Parks and Recreation Director, Patrick Stasio, at the Upper Moreland Township building no later than: **Friday, January 21, 2022, at 10:00AM**. If mailed, the proposal should be addressed to: Director of Parks and Recreation c/o Patrick Stasio, 117 Park Avenue, Willow Grove, PA 19090. If additional information is needed, please contact Upper Moreland Township Parks and Recreation Director, Patrick Stasio at (215) 659-3100 x 1039 or pstasio@uppermoreland.org.

If you are interested in submitting a proposal for this work, you may obtain an RFP by contacting: Patrick Stasio, Director of Parks and Recreation, Upper Moreland Township, 117 Park Avenue, Willow Grove, PA 19090, 215-659-3100 x 1039 or pstasio@uppermoreland.org

Matthew Candland, Township Manager

ABOUT WOODLAWN PARK

Woodlawn Park is a 9.5 acre (+/-) community park in Upper Moreland Township, Montgomery County, located at 601 Division Avenue, Willow Grove, PA 19090. The site is owned and maintained by Upper Moreland Township and features a 90-foot baseball field, two tennis courts, age appropriate play equipment for youngsters ages 2-5 and ages 5-12, swing sets, a Gaga court, three outdoor basketball courts, a .34 limestone grit walking trail, and a 4-acre (+/-) area (former site of Woodlawn Elementary School to be demolished early in 2022). The Township recently purchased the former Woodlawn Elementary School immediately adjacent to the existing Woodlawn Park, bringing the total park acreage to 9.5 acres (+/-).

The park is a beloved amenity of the community and the playground and hardcourts receive heavy use from neighborhood families and the community. Additionally, the 90-foot baseball field is used daily by the Upper Moreland Little League, U.M. High School junior varsity baseball team, among other baseball teams and organizations. In the fall, the ballfield is used daily for soccer practice and games by the Upper Moreland Soccer Club. The entire park sits upon, what was once, the Woodlawn Elementary School and grounds.

A Master Plan is needed to identify additional uses for the park and to define possible improvements to the existing features and future locations within the park. Improved or repositioned recreational opportunities, passive sitting and walking areas, and the potential for a small recreation building should all be considered in the master plan, as well as a focus on community ideas for park improvements. Community input is the key to the successful Woodlawn Park Master Plan.

This project is completely funded by Upper Moreland Township. The plan must adhere to all standards for potential granting opportunities for improvements as outlined by the Department of Conservation and Natural Resources.

OBJECTIVE OF THIS PROJECT

The objective of this project is to perform comprehensive design and planning services to develop a Master Plan for Woodlawn Park

PROJECT GOALS

- Upper Moreland Township seeks a comprehensive plan to guide the future development and/or renovation of Woodlawn Park, inclusive of capital and operational costs.
- The Woodlawn Park Master Plan shall be coordinated within the overall parks and recreation system.
- The Master Plan shall identify proposed/new infrastructure at the park including, but not limited to, indoor and outdoor recreational opportunities, parking facilities...
- Appeal to a diverse population and varying economic backgrounds
- Provide recreational experience for people of all ages and abilities with strict adherence to ADA laws

SCOPE

Responding consultants are requested to provide a statement of qualifications that addresses the items identified in the scope of services. This project will include inventory/review of existing facilities and amenities in the park, a review of the parks and recreation system to understand the relation of this park to the overall park system, community needs and preferences, the development of a prioritized plan, and funding/financial options for the development of the plan (capital and operational).

- A. Initial site evaluation and consultation: This task consists of all services necessary to and related to the initial concept and includes:
 - a. Kick-off Meeting. The consultant shall meet with Township staff and Steering Committee to detail the project's concept, program, and scope. The consultant shall prepare an agenda, take minutes, and distribute minutes.
 - b. Review the documents/plans, as provided by Upper Moreland Township.
- B. The current inventory of the Upper Moreland Township Parks and Recreation system and, specifically, Woodlawn Park amenities.
 - a. Upper Moreland Township demographics, economics impact, market, and socioeconomic data.
 - b. Identify existing utilities (water, electricity, gas, sewer) and their capacity.
 - c. Review ingress/egress to the park and parking configuration to ensure they meet the demands of the park and applicable standards.
 - d. Review facility utilization data:
 - i. Sport group uses
 - ii. Neighborhood visitations
 - e. Review of existing Park Plans.
- C. Analyze the existing condition of the facilities, such as infrastructure and infrastructure capacity (water, sewage, gas and electric). This assessment shall include, but is not limited to; a structural and ADA analysis of the park
- D. Analyze the location of park elements (ballfield, play equipment, hardcourts...) to identify if this is the most efficient use of the space
- E. A Steering Committee with diverse backgrounds will be formed and will meet with the consultant on a regular basis (5-7 meetings) to provide guidance and review of the work.
- F. Public Meetings (3 meetings) – At least three public meetings must be held and at least one of which must be with elected officials – all dates to be determined.
- G. Key Person Interviews (8-12 interviews) – A key person interview is a one-on-one discussion with an individual recognized or designated as a community leader. The consultant will be provided a list of key individuals to be interviewed as agreed to by the steering committee and approved by the Township Manager. The steering committee will assist in ensuring the availability of these interviewees in a timely manner.
- H. Focus Group – A focus group provides community input from individuals with common interests. Consider focus groups comprised of neighborhood residents, elected officials, organized sports organizations, etc. It is expected there will be 3-5 focus groups.

- I. Facilitate a public input process consisting of at least one on-line survey of residents.
- J. Plan development:
 - a. The Plan should address the following elements in addition to any other pertinent topics:
 - i. Address the communities needs of indoor and outdoor recreation
 - ii. Development of a site plan(s) for the park with new renovations and remaining areas where parks and other types of recreational facilities should be preserved and/or newly developed, inclusive of parking.
 - iii. Identify existing utilities and any future installation of utilities in order to serve park site(s) with cost estimates.
 - iv. Cost estimates for new or renovated amenities, including operational cost and revenue projections. Funding sources (Township CIP, grant funding,) should be reviewed as part of a funding plans
- K. Project team, meeting, and submittals summary
 - a. Project team members will include:
 - i. The Consultant
 - ii. The Upper Moreland Township Parks and Recreation Department
 - iii. Steering Committee appointed by the Upper Moreland Board of Commissioners President
 - b. Meetings requiring the Consultant's participation will likely include, but may not be limited to, the following:
 - i. Kick-off meeting
 - ii. Township Staff Meetings / phone discussions
 - iii. Steering Committee Meetings (schedule TBA). Plan for 5 to 7 meetings
 - iv. Public Meeting(s). Plan for at least three public meeting.
- L. Submittals include:
 - a. Kick-off meeting – meeting minutes
 - b. Site Plan(s)
 - c. Elevation Plan(s)
 - d. Woodlawn Park Concept Plans (at least three)
 - e. Woodlawn Park Master Plan- Draft
 - f. Woodlawn Park Master Plan - Final
 - g. Provide twelve (12) bound copies of the completed Woodlawn Park Master Plan
 - h. Provide digital copies of all bid documents on CD/Jump drive (example - .doc, .pdf,)

PROJECT TIME LINE (tentative)

- a. Release Request of Proposal - December 10, 2021
- b. Advertisement Request of Proposal - December 13, 2021
- c. Deadline for Proposal Submission – Friday, January 21, 2022, 10AM
- d. Evaluation of Proposals – January 24 – February 18, 2022
- e. Approval and Award of Proposal to Successful Consultant – March 7, 2022

- f. Notice to Proceed - March 11, 2022
- g. Draft Plan Presentation - September 26, 2022
- h. Final Plan Presentation to Township Board of Commissioners - November 14, 2022

SUBMITTAL FORMAT

Submittal shall be typewritten, single spaced, and submitted on 8 ½" x 11" white paper. The proposal submittal must be unbound suitable for photocopying and/or scanning. One electronic copy of the proposal shall be submitted to the email address noted in the RFP/Q.

SUBMITTAL REQUIREMENTS

Submittals shall be firm for a period of 90 days following Submittal Date. Firms will be judged, not only on their past experience for the type of work involved, but also on their ability to address issues critical to the success of the project requirements outlined in the RFP/Q document and Selection Criteria. Any cost or expense incurred by the respondent that is associated in/with the preparation of the proposal, the interview (if needed), or the selection process shall be borne solely by the respondent. All proposals become property of The Upper Moreland Township upon receipt and will not be returned. Submittals shall contain the following information which is further outlined below:

- One page cover letter of interest including the firms understanding of the requirements related to the RFP, a synopsis of the prime firm and sub-consultants, the team's qualifications, the project manager and primary contact. The letter must be brief and formal from the proposer that provides information regarding the firm's interest in and ability to perform the requirements of this RFP.
- A project organization chart. Identify team composition, if a team is proposed. Define key staff member who will be working on the project and explain their roles.
- Profile(s) of firm or team members including the number of employees, location and number of years in business under its current name and relevant experience.
- A description of the proposed approach to the project including a response to the preliminary scope and engagement of the community.
- Resume of the project manager, principle, staff, and sub-consultants identified as having a major role in the project with contact information including phone numbers and email addresses.

A. PROJECT TEAM

- a. Identify the project principal, the project manager, key staff, and sub consultants. Present a brief discussion regarding how the teams' qualifications and experience relate to the specific project. Elements that will be considered by the panel when reviewing your submittal:

- a. Qualifications and relevant individual experience
- b. Unique knowledge of key team members relating to the project
- c. Experience on projects as a team
- d. Key staff involvement in project management and on-site presence.
- e. Time commitment of key staff
- f. Qualifications and relevant sub consultant experience

B. FIRM CAPABILITIES

- a. Elements that will be considered:
 - a. Are the lines of authority and coordination clearly identified?
 - b. Are essential management functions identified?
 - c. Are the functions effectively integrated? e.g., sub consultants' role delineated?
 - d. Current and projected work load
 - e. Ability to meet Township's schedule

C. PRIOR EXPERIENCE

- a. Use the portion of your submittal to describe relevant experience with the project type described in the RFP document and various services to be provided. Elements that will be considered by the panel when reviewing your submittal:
 - a. Experience of the key staff and firm with projects of similar scope and complexity
 - b. Demonstrated success on past projects of similar scope and complexity
 - c. Development of conceptual designs
 - d. Prior experience with The Upper Moreland Township

D. PROJECT APPROACH

- a. For the project and services outlines in the RFP document, describe how you plan to accomplish the following project control and management issues:
 - a. Cost control- Establish and controls costs through the master plan process.
 - b. Schedule
 - c. Manage the required work to meet the established schedule as identified in project timeline
 - d. Communication
 - e. Dedicated person to communicate with The Upper Moreland Township's project lead

E. WORK LOCATION

- a. Describe where the prime and sub consultants will do the key work elements of this project. Elements that will be considered by the panel when reviewing your submittal:
 - a. proximity of firms' office as it may affect coordination with The Township Project Manager and the potential project location. The prime consultant does not have to be local. However, if the firm is outside of the Greater Willow Grove area it will be important that provisions are made to facilitate frequent visits with the Township including site visits. Advise how this will be facilitated.
 - b. Firm's familiarity with the project area and parks and recreation system.
 - c. Knowledge of The Upper Moreland Township.

SELECTION CRITERIA

The Upper Moreland Township will conduct a comprehensive, fair, and impartial evaluation of all Proposals received:

- A- Project Team- 25%- Management, team organization, and skill of experience of key team members;
- B- Firms Capabilities- 20%- Demonstrated ability to meet project schedules;
- C- Prior Experience- 25%- Experience of key staff, experience with developing renovation plans for parks, demonstrated knowledge and/or previous experience;
- D- Project Approach- 25% Project approach and understanding of objectives and constraints;
- F -References -5%

Staff of The Upper Moreland Township will review the proposals based the selection criteria noted above. For the highest scoring firms, staff will then negotiate a not to exceed fee for the items identified in the scope of work. Professional services agreement will be entered into between the selected firm and Upper Moreland Township.

QUESTIONS/ADDENDUM

Respondents may provide responses to questions asked of them by The Upper Moreland Township staff contact person after the responses are received and opened. If significant questions are posed, an addendum will be issued. Candidates should not rely on any oral communication concerning this RFP and oral responses will have no binding effect.

INTERVIEWS

After the written proposals are received and initially evaluated, Upper Moreland Township may require one or more of the Candidates to provide an oral presentation as a supplement to their statements. Any candidates required to interview should be prepared to discuss and substantiate any area of their proposal. Upper Moreland Township is under no obligation to grant interviews to any candidate receiving a copy of this RFP and/or submitting a written statement in response to the RFP. During interviews, if any, verbal questions and explanations will be permitted.

SUBMITTAL DEADLINE

Specific requirements for submittals are outlined in the Request for Proposal. In orders to facilitate review, three written submittals must be provided including one electronic copy (.pdf). Submittals must be delivered to:

Patrick Stasio, Director of Parks and Recreation
Upper Moreland Township
117 Park Avenue
Willow Grove, PA 19090
215-659-3100 x 1039
pstasio@uppermoreland.org

Deadline for receipt at The Upper Moreland Township (mailed or hand delivered) is: Friday, January 21, 2022, 10:00AM

Late submittals will be rejected without consideration.

Upper Moreland assumes no responsibility for costs related to the preparation of submittals. Upper Moreland Township reserves the right to reject any and all proposals received in response to this Request for Proposals. The Township reserves the right to contract with and / or secure other consulting or design services from other consultants or firms as deemed necessary by the Township.