

# REQUEST FOR PROPOSALS

## Outdoor Recreation Plan 2021-2025



**City of Wisconsin Rapids**

444 West Grand Avenue, Wisconsin Rapids, WI 54495

October 2020

Revised 10/29/20 – Community Development

## **INTRODUCTION & BACKGROUND**

Wisconsin Rapids is seeking professional planning services for the development of an Outdoor Recreation Plan (Plan) for years 2020-2025. It is the intent of the planning document to provide a clear 5-year plan for the park system within the City of Wisconsin Rapids. Furthermore, the Plan drives City parks long-range and near-term planning and directs decision-making and resources toward a defined vision. This vision includes the development and redevelopment of the parks, facilities, open space, public art and recreation system. At a minimum, the planning process should consist of the following components: needs assessment, visioning, identifying and evaluating community needs, priorities and opportunities, defining level of service standards, and creating a phased implementation and financial plan. A strong public involvement process should be included, as well as realistic goals for implementation and prioritization.

## **PROJECT DESCRIPTION**

The consultant shall collaborate with the City Parks and Recreation Department and Park and Recreation Commission to develop a user-friendly Outdoor Recreation Plan report including maps (GIS), photos, diagrams, charts and narrative text. The Plan shall guide the implementation of the community's vision for a sustainable park and recreation system for the next 5 years. Further, the consultant shall prepare the Plan in accordance with the applicable Wisconsin Department of Natural Resources guidelines of the Wisconsin Administrative Code and the scope of services contained herein.

The City has recently updated its Comprehensive Plan (2018), to outline future development and uses. The park Plan shall be consistent with the Comprehensive Plan. Any inconsistencies with any other City planning documents shall be corrected at the time of adoption of the park Plan.

## **GENERAL**

### **I. General Community Information**

Wisconsin Rapids, the county seat of Wood County, is located in the geographic center of the State of Wisconsin and has a population of just under 19,000, with an immediate regional population of approximately 45,000. The City is 100 miles from Madison, 200 miles from Minneapolis, and 150 miles from Milwaukee. Located on the Wisconsin River, Wisconsin Rapids' riverfront makes it unique. While the City has been primarily known for successful pulp and paper companies, in recent years it is transitioning to a more diverse economy of manufacturing, food processing, and medical and technology companies. The downtown mall has recently been renovated to house the YMCA, Boys & Girls Club and VA Clinic. Adjacent to the YMCA exists a new senior housing apartment complex overlooking the River. A manufacturer of aluminum billet, Matalco, is nearing completion of a new 100-million-dollar plant in the Rapids East Commerce Center. Regarding parks and recreation in the community, the City has recently completed a 12 million-dollar Aquatics Center, part of the Wisconsin Rapids Recreation Center, which includes a new playground and park shelter among other improvements. Further, the City has carried out

several phases of the Riverfront Improvement Plan, including installation of a fishing pier, kayak launch, picnic tables, grills and fitness stations at Demitz Park, the construction of a 76-foot balcony overhanging the River at Veterans Memorial Park, and more. While the recent pandemic has had a negative impact on the community, Wisconsin Rapids is very resilient, and a rebound is anticipated quickly. The City is continuing to invest in community improvements with wayfinding and trail signage to be installed throughout the community in 2021. Wisconsin Rapids' proximity to the Stevens Point/Plover and Marshfield communities has resulted in a growing regional presence where members of the family unit may live in Wisconsin Rapids but work in a neighboring community, or vice-versa.

## **SCOPE OF SERVICES**

### **COMPREHENSIVE OUTDOOR RECREATION PLAN UPDATE**

The City's existing Outdoor Recreation plan was from 2012-2016 and was created by the North Central Regional Plan Commission. Given the lapse in time and recent improvements to City Park facilities, the City is requesting the creation of a new plan rather than an update to the existing plan.

The consultant will be responsible for developing, conducting, analyzing, and providing the results of the Outdoor Recreation Plan according to the following Scope of Services. The Park Commission, Parks Department, and Community Development Department will guide the planning process lead by the consultant and will provide direction, data, logistical and other support, as needed.

- A. Outline Mission, Goals, and Objectives
  - 1. Review, update, and confirm the accomplishments of past plans including:
    - a. Comprehensive Plan,
    - b. Outdoor Recreation Plan(s),
    - c. Downtown Waterfront Plan,
    - d. Riverfront Park Design Development, and
    - e. Other applicable plans, documents, and policy
- B. Park Standards and Inventory
  - 1. Analyze Existing Conditions
    - a. Update inventory of existing parks and open spaces
      - i. Public parks, trails, conservation areas, sports complexes and special use parks
      - ii. Other public facilities open and accessible to the community, including private.
    - b. Develop a map and data base to capture information about the geographic location and physical characteristics of the parks and open space system. (Includes park classifications and list of amenities)
  - 2. Define Service Areas and Population Served

- a. Define appropriate service areas and population served for each park classification.

C. Park Needs Assessment

1. Develop Profile of Prospective Park Users
  - a. Develop profiles of prospective park users based on demographic factors.
  - b. Use current Census data to project population and demographic distribution based on anticipated development patterns.
  - c. Compile the projected population and demographic factors for each park's established service area. Assess the profile of prospective park users within this service area.
2. Assess Needs for Existing and Future Parks
  - a. Survey citizens to determine how they would ideally use and access the parks and recreation system. Gather information about demographic factors including: age group, household income, household size, and ethnicity. Survey questions should include:
    - i. What type of park activities are most popular?
    - ii. What amenities would those parks include to serve citizens' needs?
    - iii. What activity or amenity would bring a citizen to the park?
  - b. Recommend and implement other public engagement strategies to obtain information in non-traditional ways.
  - c. Determine how each park contributes to the needs of the population served based on the profile of prospective park users.
3. Research and identify current and emerging trends in regional communities, and national standards in areas including but not limited to:
  - a. Land & Water
  - b. Trails
  - c. Facilities
  - d. Athletic fields
  - e. Equipment
  - f. Maintenance
  - g. Operations/level of service
  - h. Public art
  - i. Conservation and land stewardship
  - j. Green technologies
  - k. Life-long learning
  - l. Wayfinding
  - m. Community Gardens
  - n. Recreational Programming
  - o. Healthy Living Initiatives
  - p. "Creating Community" Initiatives
4. Map Park Needs
  - a. Develop a mapping and scoring methodology to identify areas of the

City that are:

- i. adequately served now;
- ii. expected to adequately serve the projected population;
- iii. lacking needed specific parks, facilities, and/ or amenities to serve the projected population;
- iv. overserved;
- v. not expected to serve the needs of the current and projected population (functionally obsolete).

D. Identify Priority Projects, Programs, and Areas

1. Based on findings from Park Needs Assessment, identify specific projects, programs or areas where new or enhanced park and recreation services are needed.
2. Develop a rating system to prioritize needs.
3. Compare identified program, facility and project needs identified with Priority Based Budgeting.

E. Determine funding, operations and maintenance feasibility

1. Determine fiscal capacity for public parks
  - a. Identify how parks and recreation maintenance, operations and capital improvements are identified, prioritized and funded. Include budgets for funding the construction of new parks, maintaining existing parks, and operating park facilities and programs.
  - b. Identify deficiencies in resourcing for existing parks and recreations programs and functions, relative to best practices and demand.
  - c. Identify resources needed to support future parks and recreation programs based on the existing and historical trends for funding, operating and maintaining public parks.
2. Determine capacity for public parks
  - a. Identify sources for constructing and maintaining public parks.
  - b. Determine gaps and deficiencies based on projected future needs.
3. Analyze costs to support community's desired level of service
  - a. Using the park needs assessment, determine what funding and resources would be required to meet all park and recreation needs.
  - b. Based on population projections, anticipated development patterns, and project costs over the next 10 - 20 years, determine when existing funding and resources would cease to meet needs in the City.
4. Develop scenarios for different levels of service
  - a. Define levels of service provided for existing parks based on current funding structure. (current conditions)
  - b. Based on the analysis of cost above, determine level of service options to support future growth. Identify where:

- i. current levels of service can and should be supported by current funding structure;
    - ii. levels of service can/should be reduced; and,
    - iii. levels of service can/ should be increased.
- 5. Identify alternative funding options
  - a. Identify best practices for how parks and recreation systems are funded and maintained in other cities and counties. Include breakdown for capital vs. operations costs.
  - b. Determine what methods may be feasible in Wisconsin Rapids, such as:
    - i. Sources of Revenue (tax levy, community development, fees, etc.)
    - ii. Convention and Visitors Bureau
    - iii. Endowments
    - iv. Private Foundations
  - c. Identify options to help mitigate the funding gap and recommend resource alternatives for the different level of service scenarios.
  
- F. Maintain eligibility to apply for and receive federal and state aids for the acquisition and development of needed outdoor recreation and open space sites and facilities.
  - 1. Ensure the plan meets the minimum requirements to maintain the City's eligibility with the Wisconsin Department of Natural Resources Stewardship Fund.
  
- G. Evaluate and recommend positioning strategies for the department to advocate the functions of the department to the residents and elected officials of Wisconsin Rapids
  - 1. Determine a strategy for the parks department to make the biggest economic impact.
  
- H. Provide suggestions on how the City Outdoor Recreation Plan could coordinate and collaborate with surrounding municipal plans and Wood County's Plan.
  
- I. Completion of the plan within 6-12 months.
  
- J. Deliverables**
  - 1. Meetings
    - a. The following are the minimum meeting requirements for the plan. Consultant shall identify any additional anticipated meetings in the proposal.
      - i. Initial Kick-off meeting with City staff
      - ii. Public information/input meeting
      - iii. Information/input meeting with Park Commission
      - iv. A minimum of one work session meeting with City staff at

- preliminary plan development
    - v. Preliminary plan presentation to City staff
    - vi. Final plan presentation to Park Commission
- 2. Preliminary Plan
  - a. Three paper copies and one electronic format of the Preliminary Plan including maps, graphics, public input and survey data and recommendations.
- 3. Final Plan
  - a. Ten paper copies and one electronic format of Final Plan
  - b. Final plan to include executive summary with “dashboard” style assessment of inventory and park needs, including pictographs.
  - c. Final plan shall include a package of original file types for videos, graphics, charts, models, tables, maps (shapefiles, etc.), and any other supporting documents.

## **PROPOSALS**

The proposal should describe your approach to the Scope of Services. The proposal should provide enough detail to enable the selection committee to thoroughly evaluate and compare it with other proposals. It should include the following information and any other information your firm believes is pertinent to this project.

1. Provide a description of your firm's work approach to the tasks and objectives identified in the Scope of Services. Any concepts, techniques and tools which your firm intends to utilize in the project should be included. Describe your firm’s competitive edge.
2. Identify data which will be needed in the project.
3. Describe your firm's intended relationship with City Staff and the Park Commission, including the level of assistance anticipated for completion of the proposed necessary tasks.
4. Provide a description of all additional subcontracts and associations with other firms your firm proposes to utilize in the performance of this work. Explain fully the intended working relationships and responsibilities of each firm, and number of projects worked on together.
5. Provide a cost estimate of professional fees which include direct labor costs, any mark-up for fringe benefits, overhead, profit, and other direct expenses such as transportation, housing, printing, and per diem for the design as indicated in the Scope of Services. The planning project will be under a lump sum contract.
6. Provide a list of references for projects which your firm and firm teams have completed in other communities which are similar in scope. The dates during which the projects occurred should be included, as well as the type of project, budgets and contact information.
7. Provide 1-3 samples of comparable projects undertaken by the Project Manager your firm is proposing for this project. The Project Manager is defined as the person designated as having day-to-day responsibility to perform the work or to very closely supervise the work of others

in the development of this project. Digital samples are acceptable.

8. Provide resumes of all professionals who will be actively working on this project. Resumes should list related project experiences and general project duties.

**PROPOSAL SPECIFICS**

1. Any restrictions on the use of data contained within a proposal must be clearly stated in the proposal itself. Non-disclosure cannot be guaranteed after the selection stage of this procurement due to public records law considerations.
2. The City reserves the right to reject in whole or in part any and all proposals, to waive any informalities, to negotiate directly with proposers, and to accept the proposal determined to be in the best interest of the City. This solicitation may also be canceled in whole or in part if determined to be in the best interest of the City.
3. Submit Seven (7) copies of the proposal within a single sealed envelope or container. The **outside** lower left corner of the envelope should have the following notation: **"PROPOSAL FOR WISCONSIN RAPIDS OUTDOOR RECREATION PLAN"**

4. Proposals shall be received by **4:00 PM December 4, 2020** by:

Kyle Kearns, Director  
Community Development Department  
Wisconsin Rapids City Hall  
444 West Grand Avenue  
Wisconsin Rapids, WI 54495  
(715) 421-8228

An electronic copy of submitted materials must also be emailed to [kkearns@wirapids.org](mailto:kkearns@wirapids.org)

5. Wisconsin Rapids will only accept written questions concerning the project. These questions will be directed to Kyle Kearns, 444 West Grand Avenue, Wisconsin Rapids, WI 54495, (715) 421-8228, [kkearns@wirapids.org](mailto:kkearns@wirapids.org) no later than 4:00pm November 25, 2020. Written answers to all questions will be provided to all firms interested in the project by November 27, 2020.
6. All planning work shall be completed within 6-12 months of issuance of the notice to proceed.
7. All proposals shall become the property of the City.

**PROPOSAL DUE DATE**

Responses to the RFP will be due in the Community Development Department by **4:00 PM December 4, 2020**. Proposals received after that day and time will **NOT** be accepted. Actual receipt by said time is required and deposit in the mail is insufficient.

**SELECTION PROCESS**



**PROPOSAL REVIEW / INTERVIEW**

All proposals will be reviewed. The City at its discretion may elect to schedule interviews with any or all of the firms submitting. Any firms selected for interviews will be contacted to schedule an interview.

**CONSULTANT SELECTION**

The City will consider the following criteria in evaluation of the proposals and interview presentation:

1. Past record of performance of the firm and project team on projects similar to this project, including the status of implementation of these projects.
2. Quality and content of the written proposal.
3. Specialized experience and technical competence of the firm and project team assigned including subcontractors and associate firms as they relate to the specific needs of this project.
4. Familiarity of the firm with the type of problems and potential alternatives applicable to this project.
5. General understanding of, and agreement with, the firm's approach to the project including our confidence in the firm's ability to satisfactorily perform the work.
6. Ability to complete the project within the necessary time frame.
7. Cost.

**HOLD HARMLESS**

Consultant hereby agrees to release, indemnify, defend, and hold harmless the City of Wisconsin Rapids, their elected officials, officers, employees and agents from and against all judgments, damages, penalties, losses, costs, claims, expenses, suits, demands, debts, actions and/or causes of action of any type or nature whatsoever, including actual and reasonable attorney's fees, which may be sustained or to which they may be exposed, directly or indirectly, by reason of personal injury, death, property damage, or other liability, alleged or proven, resulting from or arising out of the performance of Consultant, its officers, officials, employees, agent or assigns. The City of Wisconsin Rapids does not waive, and specifically reserves, its right to assert any and all affirmative defenses and limitations of liability.

## **Appendix A - Links**

Wisconsin Rapids Planning Documents:

1. Outdoor Park Plan  
<https://www.wirapids.org/uploads/1/0/3/3/103347874/outdoorrecplan2012-2016-reviseddraft.pdf>
2. Comprehensive Plan  
[https://www.wirapids.org/uploads/1/0/3/3/103347874/adopted\\_full\\_comp\\_plan\\_-\\_2018\\_-\\_reduced.pdf](https://www.wirapids.org/uploads/1/0/3/3/103347874/adopted_full_comp_plan_-_2018_-_reduced.pdf)
3. Riverfront Park Design Development Plan  
[https://www.wirapids.org/uploads/1/0/3/3/103347874/copy\\_of\\_may\\_2\\_riverfront\\_presentation.pdf](https://www.wirapids.org/uploads/1/0/3/3/103347874/copy_of_may_2_riverfront_presentation.pdf)
4. Downtown Waterfront Plan  
[https://www.wirapids.org/uploads/1/0/3/3/103347874/downtown\\_riverfront\\_plan.pdf](https://www.wirapids.org/uploads/1/0/3/3/103347874/downtown_riverfront_plan.pdf)