

TOWN OF BETHLEHEM

Albany County - New York

PARKS & RECREATION DEPARTMENT

ELM AVENUE PARK

261 ELM AVENUE

DELMAR, NEW YORK 12054

(518) 439-4955 opt 3

Fax: (518) 439-2144

Email: nlanahan@townofbethlehem.org

John Clarkson
Town Supervisor

Nan Lanahan
Administrator



Town of Bethlehem, New York

REQUEST FOR QUALIFICATIONS: PLANNING SERVICES FOR A COMPREHENSIVE PARKS & RECREATION MASTER PLAN

August 6, 2014

The Town of Bethlehem, (the "Town") is seeking professional qualifications from consulting firms to prepare a comprehensive community supported Parks and Recreation Master Plan. Interested firms are asked to respond by **September 5, 2014 at 5pm** with the information requested herein.

Purpose and Goal

The Town of Bethlehem is seeking a qualified consultant to prepare a comprehensive Parks Master Plan for the Town of Bethlehem's parks, recreation programs, waterfront, trails, and facilities. Bethlehem's population is approximately 35,000 residents within a 52 square mile boundary in Albany County. Town owned parks total approximately 325 acres including 7 parks, a Nature Preserve, and a Dog Park. Details are available on the town website...townofbethlehem.org.

The goal of the project is to develop a community supported plan that provides guidance for future development and redevelopment of the town's parks, recreation programming, waterfront, trails, and facilities. The Parks master plan will guide policy development, delivery of town services, prioritize demand and opportunities, and generate a strategic action plan. It will support expansion opportunities through a needs assessment using population growth, public demand, etc. In addition, the project will seek to incorporate energy efficiency and other sustainability strategies, opportunities to collaborate with other entities, accessibility issues, and capital repairs and replacements.

QUALIFICATIONS

The qualified applicant shall possess master planning experience for government parks and recreation departments, experience in community engagement and leading public input forums of various sizes and formats, excellent communication and graphic skills, and an intimate knowledge of the parks and recreation field, and professional certification in the planning and/or landscape architecture profession.

Scope of Services

The selected consultant will provide the Town with professional services to realize the successful creation of a vibrant and innovative Master Plan. This includes but is not limited to:

Inventory all existing parks and recreation facilities town wide and review their policies for use. This also includes entities offering parks and/or facilities not owned by the Town of Bethlehem. Provided is a partial list:

- 1) Town owned parks
- 2) Five Rivers Environmental Education Center
- 3) Mohawk Hudson Land Conservancy properties

- 4) Golf courses
- 5) YMCA
- 6) Schools
- 7) Senior Citizen residence facilities
- 8) Fitness Centers
- 9) Fire Houses
- 10) Apartment complexes
- 11) Churches (e.g. Delmar Reformed Church playground, Bethlehem Lutheran Church)
- 12) Bethlehem Soccer Club
- 13) Tri-Village Little League
- 14) Other?

Inventory of all town recreation/special event/camp opportunities. This also includes recreation opportunities not offered by the Town of Bethlehem. Provided is a partial list:

- 1) Parks and Recreation Dept.
- 2) Senior Services Dept.
- 3) School Continuing Education programs
- 4) YMCA
- 5) Bethlehem Public Library
- 6) Private entities/camps
- 7) School camps
- 8) School's Out, Inc.
- 9) Sports Clubs
- 10) Other?

Review of existing plans and initiatives that are relevant to the future of the department:

- 1) Comprehensive Plan
- 2) Comprehensive Plan Oversight Committee report
- 3) Comprehensive Plan Assessment Committee report
- 4) Henry Hudson Park Master Plan
- 5) Henry Hudson Park Shoreline Stabilization Study
- 6) Moh-He-Con-Nuck Nature Preserve Master Plan
- 7) LWRP draft
- 8) "Friends" survey
- 9) Comptrollers Capital Plan
- 10) Citizens Advisory Committee on Conservation map (and Report on Open Space Needs and Opportunities
- 11) Bicycle/Pedestrian Committee Priority Network Map and reports
- 12) Statewide Comprehensive Outdoor Recreation Plan
- 13) Other?

Manage Public Engagement Sessions

- 1) Analyze results of survey being conducted by Friends of Bethlehem Parks and Recreation
- 2) Conduct public meetings

Analyze Needs and Trends in response to the following questions

- 1) What are the demographic trends in Bethlehem?
- 2) What is needed by groups who use town park facilities (Fields, pavilions, meeting room)?
- 3) How do we attract more visitors to various parks?
- 4) Do we need more parks? If so, what type (pocket, passive, active, etc.) and where?
- 5) Are we fulfilling our recreation programming needs? What are the trends in the next 10 years?
- 6) Are there major unmet needs among park users and youth sports organizations that warrant town investment?
- 7) How do we prioritize such investments?

- 8) Are existing pedestrian sidewalks, multi-use paths, and bicycle routes sufficient for providing access to the Town parks? Would safer pedestrian and bicycle facilities increase park usage?

Develop Vision and Recommendations in response to the following questions:

- 1) Are there opportunities for collaboration with other tax jurisdictions/private entities?
- 2) What are our usage policies? Do they need revising/Town Board action?
- 3) Are there opportunities for generating additional revenue (fee structure analysis)?
- 4) How can we become more energy efficient, more accessible, more connected, and more protective of the environment?
- 5) What are our capital maintenance needs in the next 5-10 years (repair and/or replace)?
- 6) What are the funding options for capital projects?
- 7) Based on the needs and trends analysis identify specific recommendations for each town park (i.e. Elm Ave Town Park, North Bethlehem, etc.)

Implementation Strategy

- 1) Prioritize list of recommendations (short, medium, long term)
- 2) Identify costs
- 3) Identify implementation party/strategy
- 4) Identify funding sources

REQUIRED SUBMITTALS

Responses to RFQ must include, at a minimum, the following:

1. Cover letter
2. Project Understanding Statement: A statement describing the applicant's understanding of the project and the special skills the team would provide.
3. Project Approach: A narrative of the consultants approach to completing the master plan (project scope).
4. Project Timeline: Include a timeline for completion of tasks.
5. Proposed Project Team Members: A description of the applicant's organizational composition, disciplines, and the primary role of each individual/firm on the team. Organizational charts may be included. Clearly indicate the applicant's designated team leader for the project as well as the specific individuals who will be assigned to the work and their respective expertise in such work.
6. Specific Project Experience: Descriptions detailing completed, similar or relevant project experience that the applicant has executed. Links to similar or relevant projects are encouraged. Include total project budget.
7. List of references: Provide a minimum of 4 client references with which the applicant has provided similar planning services within the last five years. Include the name, email address, and phone numbers of the contact person and description of the role and services provided to that contact.
8. Preliminary Cost Proposal: Consider the total cost of services to complete the scope of work as described.
9. Additional Information: Provide other information relevant to indicate the applicant's abilities to successfully complete a parks master plan of this nature.
10. Proposals must be received on time. Late replies will not be considered.

Please send 6 hard copies and 1 electronic copy of the requested information to:

Nan Lanahan, Administrator

Town of Bethlehem Parks and Recreation Dept.

261 Elm Ave.

Delmar, NY 12054

nlanahan@townofbethlehem.org

PRE-SUBMISSION QUESTIONS

All respondents may submit questions related this project or RFQ process via email or telephone. All correspondence may be directed to Ms. Nan Lanahan, Administrator at nlanahan@townofbethlehem.org or 518-439-4955 ext. 1601.

SELECTION PROCESS

Based on its review of the RFQ's, the Town will be selecting firms for follow-up interviews. Interviews will be conducted at Bethlehem Town Hall in Delmar, New York. Selected firms should be prepared to discuss, as a part of the interview process, their qualifications submittal and a potential work plan for the project. Specific information and details regarding this request will be discussed after the interview process. The final selection of a consulting firm shall be at the sole discretion of the Town.