



**REQUEST FOR PROPOSAL (RFP)**  
Consulting Services for a Comprehensive Parks and Recreation,  
Master Plan

[www.LeClaireIowa.gov](http://www.LeClaireIowa.gov)

Issued by the City of LeClaire, Iowa

Dated:

June 10<sup>th</sup>, 2022

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## 1 Introduction

### 1.1 Overview

The City of LeClaire, Iowa has issued this Request for Proposal (RFP) in order to select and contract with a company (“firm”) to create a Comprehensive Master Plan that will address all park and recreational aspects including current parks, park trails, programs, improvement or reconstruction of facilities, and future expansion of parks,

The City is seeking proposals from highly qualified, experienced advisory firms to assess our current parks, and develop a Comprehensive Master Plan that addresses parks and recreation improvement, with an emphasis on park growth, utilization of open space, and accessibility for all members of The City. The chosen strategic partner must be a firm that has experience in managing local government parks and recreation Master Plans, and expertise with best practices regarding park growth and programming.

This RFP does not obligate the City to award a contract or complete the project and the City of LeClaire, Iowa reserves the right to cancel the solicitation if it is considered to be in its best interest.

### 1.2 About LeClaire, Iowa

The City of LeClaire, Iowa is located along the Mississippi River at the intersection of Interstate 80. We celebrate a history that began as LeClaire was established in 1834 by the brave riverboat pilots that navigated the once treacherous Upper Mississippi and served as the birth place of William F. “Buffalo Bill” Cody.

While our LeClaire Chamber of Commerce boasts over 100 members, LeClaire’s primary industry is Tourism, and we have been voted “Best Place to Take an Our of Town Guest” for 6 years in a row by the Quad City Time Readers’ Choice Awards. We receive visitors to the “American Pickers” Studio and Museum, the Buffalo Bill Museum and Lone Star Steamer, a unique downtown shopping and dining/bar district, the Mississippi River Distilling Company, the Wide River Winery Tasting Room, one of the best locations in the continental United States to view Bald Eagles at Lock & Dam 14. We also host several events, including First Friday in our Downtown District as well as our annual Tug Fest when LeClaire takes on Port Byron, Illinois for a tug-of-war across the mighty Mississippi River that culminates in an amazing firework display over the river. Our levee includes a boat launch, picnic areas and Veteran’s Memorial as well as opportunities to take a Twilight River Boat cruise.

The population is currently around 5000 people, but with new housing developments, continued economic development and one of the best school districts in the state of Iowa, it is one of the fastest growing communities in the Quad City Area, which is a larger metropolitan area that consists of Davenport and Bettendorf, Iowa as well as Moline and Rock Island, Illinois. As such, there is a growing need for accessible, family-friendly parks. The City currently has 3 parks, 2 baseball fields, 1 skate park, and 1 recreation building.

The City’s organizational structure consists of a city government that includes a mayor and 5 city council members as well as a city administrator, chief of police, fire chief, library director, deputy city clerk and public works supervisor, and a director of parks and recreation.

The City hired its first director of parks and recreation on April 4<sup>th</sup>, 2022. Before the hire, all parks and recreation programming, park development, and park improvement was done by the parks and recreation commission, a group of 7 volunteers.

To view more information, visit our parks and recreation website here:  
<https://www.leclaireiowa.gov/149/Parks-Recreation>

**1.3 Project Timeline**

<b>Project Timeline Dates</b>	
RFP Release Date	6/10/22
Written Questions Due	6/17/22
Response to Vendor Questions	6/22/22
Proposal Deadline	7/5/22
Completion of Proposal Evaluations	7/13/22
Presentations by Selected Vendors	Week of 7/18/22
Final Vendor Selection	8/1/22

#### 1.4 City of LeClaire, Iowa Contact Information

This RFP is issued by City of LeClaire, Iowa, 325 Wisconsin, LeClaire, IA 52753, C/O: Director of Parks and Recreation: Greg Ludwig: [gludwig@leclaireiowa.gov](mailto:gludwig@leclaireiowa.gov); phone: 563-289-6056.

The Director of Parks and Recreation shall be the sole point of contact for all questions or requests for additional information.

All contact with elected officials or personnel employed by the City of LeClaire except for the contact person(s) named above with respect to this RFP shall be prohibited. Improper contact may constitute grounds for rejection of your proposal.

#### 1.5 RFP Inquiries

All inquiries regarding this RFP including requests for additional information or clarification and proposed modifications or amendments to the RFP must be submitted in writing in accordance with 1.3 and 1.4 above to the Director of Parks and Recreation. All such RFP inquiries must be received no later than **the close of business (5:00 p.m. local time)** on Friday, June 17th and must be labeled “City of LeClaire, Iowa Parks and Recreation Master Plan” Each inquiry must include the inquirer’s name, firm, telephone number and email address. Each inquiry should begin by referencing the RFP page number and section to which it relates.

The City of LeClaire will attempt to provide any assistance or additional information of a reasonable nature that may be requested by interested vendors.

Inquiries received after **Friday, June 17th, 2022, at 5:00 p.m. (local time)**, the deadline, **will not** be considered. All inquiries received before the deadline will be compiled and answered.

**Responses to inquiries will be posted on the City of LeClaire’s RFP website, located at [www.leclaireiowa.gov](http://www.leclaireiowa.gov) .**

#### 1.6 Terms of Service

The City of LeClaire wishes to engage a vendor for the duration of this project. Specific deliverables related to the scope of work for this project will be included in the final agreement.

## **2 Goals and Background**

### **2.1 Project Objectives and Goals**

The creation of a 10-year Master Plan that prioritizes park growth and accessibility for all members of the community, and provides cost estimates for: park maintenance, park growth, potential programming, and recommended improvements. Park growth also includes opportunities for aquatics facilities. The project will also include an evaluation and assessment of current parks and facilities, to include: evaluation of current safety and maintenance, lifespan of current facilities, recommendations for future facilities based on community need and use trends, and recommendations for trail growth.

### **2.2 Our Current Environment**

The City of LeClaire has not completed a Parks and Recreation Master Plan. Due to the influx of growth in the City, there is a developing need for an increase of leisure opportunities and activities for the families of LeClaire. Included in our parks are pickleball courts, a half-acre trail, and a dog park. The project should recommend ways to maximize our green space usage, and find ways to develop our parks system, keeping in mind the unique geographic opportunities the City has. The City resides on the side of hill, which affects our green space usage, and our programming ability.

## **3 Scope of Work**

### **3.1 Evaluations of Parks**

- 3.1.1 Evaluating current parks and park systems and inventory of parks supplies to determine safety and maintenance needs.
- 3.1.2 Evaluation of current parks to determine compliance with Americans with Disabilities Act.
- 3.1.3 Evaluation of land space to determine suitability for park growth and improvement.
- 3.1.4 Evaluation of both active and passive park features.

### **3.2 Evaluations of Programs**

- 3.2.1 Evaluating current programs, including leagues, continuous programs, single programs (one-offs), and events.
- 3.2.2 Evaluation of land space and facilities to determine suitable programs, leagues, and events for the community.

### **3.3 Public Opinion**

- 3.3.1 Develop a comprehensive, yet efficient system of identifying community needs using town hall meetings, online polls, and whatever the firm sees most effective.
- 3.3.2 These systems should be cost-effective and generate public participation.
- 3.3.3 Firm will work with staff, Parks and Recreation Commission, public officials and agencies, and other interested parties.

### **3.4 Future Development**

- 3.4.1 Develop a strategic plan to develop future parks, park trails, recreation facilities, baseball and softball fields, or other opportunities that take advantage of and maximizes the open space in The City. This will also include any opportunities for an aquatics or winter feature.
- 3.4.2 Strategic plan should also address current parks and facility improvements, expansion at new and existing parks, long-term safety measures to limit vandalism, and new park development.

- 3.4.3 Analyze current park trails, paths, and walking features of parks for development, including additional signage and wayfinding.
- 3.4.4 Use existing mapping, staff interviews, and on-site visits to verify amenities and assess the condition of facilities and surrounding areas
- 3.4.5 Develop a priority list of programming for the City, based on public opinion, land usage, suitability, cost, and impact on the community.

## 4 Evaluation of Proposals

### 4.1 Vendor Experience and Development Criteria

Preference will be given to vendors with experience developing local government parks master plans, with special attention given to vendors' breadth of experience, references, number of years of experience and expertise of staff.

Additional development criteria include:

**Collaborative Effort** – The Master Plan will be developed with extensive community involvement. The firm must also collaborate with City parks and recreation administrators, local parks commission, and other City officials. The firm must also collaborate with other plans that are taking place in the City, in conjunction with the Parks and Recreation Master Plan.

**Skilled Team** –The firm should include staff members skilled in local government, park building, maximizing space, finding public opinion, accessibility, and developing Master Plans.

**Proven Development Process** – Vendor should have a proven development process and flexible timeline structure that favors the availability and time commitment of the City of LeClaire.

**Internal Development Staff** – The City of LeClaire prefers a vendor utilizing its own development staff rather than subcontracting pieces of the project development to additional vendors.

### 4.2 Evaluation of Submitted Proposals

The City of LeClaire intends to conduct a comprehensive, fair and impartial evaluation of proposals received in response to this RFP. All proposals that are properly submitted will be evaluated using the evaluation criteria listed below. All proposals that are properly submitted will be evaluated by the Evaluation Committee that will make recommendations for the award.

### 4.3 Evaluation Criteria

This set of criteria will be used to evaluate each vendor's proposal. A contract will be awarded to the vendor that best satisfies the overall requirements of the RFP. Each proposal will be evaluated based on the level of creativity, differentiation and measurability. Proposals will be distributed to the members of the Evaluation Committee for evaluation utilizing this criteria.

- 4.3.1 Local Government Experience and Capacity (25%)
- 4.3.2 Proposed Work Plan (30%)
- 4.3.3 Success of Similar Projects (15%)
- 4.3.4 Client List and References (15%)
- 4.3.5 Pricing (15%)



#### 4.4 Interviews and Demonstrations

Each interview session shall last for one (1) hour. The interview will include an oral presentation and fee proposal.

#### 4.5 Recommendation for Award

After the interviews have been conducted, the Evaluation Committee shall recommend to the City Council the Successful Vendor, based on the outcome of the interview process. The City Council reserves the right to make an award, not to make an award or to cancel this RFP either before or after the date of the RFP response deadline.

#### 4.6 Contract Discussions

Upon approval by the City Council, the City of LeClaire shall enter into contract discussions with the Successful Vendor. If the terms and conditions of a contract cannot be successfully established within a reasonable amount of time (as determined by the City of LeClaire), then contract discussions will be terminated and contract discussions with the next highest ranking Vendor will commence. Negotiations shall continue at the sole option of the City of LeClaire until a contract is signed and approved or all proposals are rejected and the RFP is withdrawn.

#### 4.7 Notice of Award

All vendors submitting a response to this RFP will be notified in writing of the award of a contract if and when an award is made. If no award is made, all vendors will be notified accordingly. For the purposes of this RFP, an award shall be deemed to have been made upon the completion of contract negotiations.

### 5 Vendor Qualifications and Obligations

All questions contained in this RFP must be answered. Failure by a vendor to answer all questions may result in the proposal being rejected.

#### 5.1 Documents to Be Submitted

Vendor must submit the following information to be considered (include the corresponding item number with each response):

##### 5.1.1 Executive Summary

5.1.1.1
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Summarize on one page or less the services you are proposing. Explain which RFP requirements these services are intended to meet and the benefits if we use these services.
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5.1.2.2
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Summarize your overall strategy and approach for delivering parks and recreation projects.
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##### 5.1.2 Corporate Profile

5.1.2.1
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Provide a brief overview of your firm's history and philosophy.
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5.1.2.2
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State the year the vendor started in the business of developing municipal parks and recreation master plans.
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5.1.2.3
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Where is the vendor company's headquarters located?
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5.1.2.4 Describe the process of how your company works with customers
5.1.2.5 Provide the total number of vendor’s employees and the number of employees with the vendor.
5.1.2.6 List the vendor’s <b>MUNICIPAL</b> projects in the previous four years
5.1.2.8 Indicate whether the business is a parent or subsidiary.
5.1.2.10 Indicate if the company incurred an annual operating loss in the last 5 years.
5.1.2.11 Has the company had a workforce reduction during the past 5 years?

5.1.3 Vendor System Information

5.1.3.1 Describe the process and tools used to develop your master plan.
5.1.3.2 For solutions and recommendations, describe your process of finding cost estimates
5.1.3.3 Describe the necessary City records you would find necessary to complete this plan.
5.1.3.4 Describe a general step-by-step timeline to create the master plan.
5.1.3.5 Provide your plan to find existing inventory and analysis of parks and recreation facilities.

5.1.4 Services and Implementation

5.1.4.1 Provide an in-depth list of your firm’s capabilities.
5.1.4.2 Describe any optional services that could be included with our master plan.

5.1.4.3 Describe your organization’s experience with meeting varying community park needs.
5.1.4.4 Identify what uniquely distinguishes your offering from your competitors.
5.1.4.5 Describe your experience in implementing public sector and local government open space usage solutions.
5.1.4.6 Describe your implementation approach, project management tools and methodologies for the proposed solutions.
5.1.4.7 Explain your firm’s experience in developing parks, recreation, park trails, and programming.

5.1.5 Client Examples

5.1.5.1 Provide three examples of responsive <b>MUNICIPAL</b> master plans your firm has developed. Clearly explain the plan objectives, the outcome, community involvement, and the city implementation.
5.1.5.2 Provide three client references in your proposal, including a current contact name, organization name, phone number and email.

5.1.6 Project Team

5.1.6.1 The success of the design and the project depends on several factors including experienced project management, a planned approach and coordination. The selected vendor must provide an experienced project manager to lead the implementation process.
5.1.6.2 Define the process, project management and team structure that would execute this type of project.
5.1.6.3 Define the interim project reviews you will utilize to gain approval to move to the next phase of the project.
5.1.6.4 Define and describe the team members that would execute a project for the City of LeClaire. Identify their experience, roles and length of time with your organization. Specify the primary point of contact.
5.1.6.5 Define how your process manages or mitigates client changes throughout the life of a project.

### 5.1.7 Documentation

#### 5.1.7.1

Provide a list of the documentation the vendor will provide prior at the conclusion of the project.

### 5.1.8 Costs

The City of LeClaire prefers a firm quote on the full master plan development. Given that statement, we also want to insure a competitive bid from each potential vendor.

If your firm prefers to provide a firm quotation covering only certain phases of this type of project, ensure that each phase is fully and clearly described and is denoted as a firm or budgetary quotation. At minimum, it is required that each vendor provides a budgetary proposal for the full scope of the work described in this RFP. If your firm desires to provide separate quotes for an exclusively programming master plan, parks master plan, and an all-inclusive Master Plan, then that is acceptable.

Provide detailed pricing information for the proposed solution. Include list prices and discounted prices. Break pricing down by project phases if appropriate.

## 5.2 Pending Litigation

Vendors must list and summarize all pending or threatened litigation, administrative or regulatory proceedings or similar matters. The Successful Vendor shall have a continuing obligation to disclose any such actions during the period of this RFP process and any contract resulting from this RFP.

## 6 Submission Format and Delivery Requirements

### 6.1 Proposal Response Delivery

One fully “electronic” version and ten (10) hard copies of the complete proposal shall be delivered to the City by the deadline as noted. All proposals, responses, inquiries, or correspondence relating to or in reference to this RFP, and all reports, charts, and other documentation submitted by the Vendor shall become the property of the City of LeClaire when received. The City further reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the Vendor of the conditions contained in this RFP.

#### 6.1.1. Items to Be Delivered to the City

1. Detailed plan of work
2. Evaluation of existing conditions, inventories, programs, and analysis
3. Ten (10) copies of a draft Master Plan for distribution and review; draft shall include all the information contained in the scope of work.
5. Ten (10) copies of the final Master Plan, including all elements listed in the scope of work.
6. A flash drive with the final Master Plan in a PDF format.
7. Final Master Plan maps with current park trails, open space, and parks, and to include future goals and objectives of the Master Plan.

### 6.2 Date and Hour of Submission

Once again responses must be received on or before the close of business (5:00 p.m. local time) on Tuesday, July 5th, 2022. Any proposal that has not been received at the above address by this date and time shall be disqualified from further consideration.

### **6.3 Acceptance or Rejection of Submissions**

The City of LeClaire reserves the right to reject any or all proposals, to waive technicalities or irregularities and to accept any proposal it determines to be in the City of LeClaire’s best interest. The acceptance of any proposal submission shall not in any way cause the City of LeClaire to incur any liability or obligation to vendor, financial or otherwise. The City of LeClaire may cancel the RFP in whole or part without making any award at its sole discretion, without any liability being incurred by the City of LeClaire to any vendor for any expense, cost, loss or damage incurred or suffered by the vendor as a result of such withdrawal.

### **6.4 Costs for Document Development**

Costs for developing the response to this RFP are entirely the responsibility of the proposing party and shall not be chargeable in any manner to the City of LeClaire. All Vendors agree to provide all such additional information as, and when, requested at their own expense. No vendor in supplying such information shall be allowed to change the pricing or other cost quotations originally submitted.

### **6.5 Proposal Validity**

A proposal submitted in response to this RFP is irrevocable for 90 days from the date of submission. The City of LeClaire reserves the right to withdraw a bid acceptance at any time if in the opinion of the City of LeClaire the vendor is unwilling or unable to enter into a form of contract satisfactory to the City of LeClaire. Acceptance will be defined as the City Council selecting you as our provider of service for the intent of negotiating a contract for services.

### **6.6 Completeness of Proposal Information**

The City is not responsible for locating or securing any information that is not identified in the Vendor’s proposal and reasonable available to the City. To ensure that sufficient information is available, Vendor must furnish as a part of the proposal all descriptive material necessary for the City to (1) determine whether the product offered meets the requirements of the RFP and (2) establish exactly what the Vendor proposes to furnish in terms of supplies, materials, and services.

### **6.7 Contract Evaluation and Award**

The City of LeClaire reserves the right to execute any of the following options:

- Issue no contract award for any of the services described within this RFP.
- Award all services to one vendor.
- Issue contract awards for any combination of services and vendor, either all of part of the business as the City of LeClaire sees fit.
- The City of LeClaire is not obligated to accept the lowest price or most technologically advanced proposal.

All participating vendors will be notified promptly of bid acceptance or rejection.

## **7 Contract Negotiation and Execution**

It is the intent of the City of LeClaire that after the successful vendor has been selected, the City of LeClaire and the selected vendor will enter into contract negotiations containing all terms and conditions of the proposed service. Any acceptance of a proposal is contingent upon the execution of a written contract and the City of LeClaire shall not be contractually bound to any bidder prior to the execution of such written contractual agreement. The contents of the bid submitted shall become part of the contractual obligation and incorporated by reference into the ensuing contract. The contract with a successful vendor will include penalties for non-performance and failure to meet the proposal implementation schedule.

Contract execution is contingent upon approval by the City Council.

### **7.1 Proposal Submission Certification**

By submitting a proposal, vendor certifies that he or she has carefully examined all the documents for the project and has carefully and thoroughly reviewed this RFP, and understands the nature and scope of the work to be done and the terms and conditions

thereof. The vendor further agrees that the performance time specified is a reasonable time.

### **7.1.1 Insurance & Indemnification Requirements**

The Vendor agrees that it shall defend, indemnify, and hold-harmless the City of LeClaire, its officers, and its employees against any and all liability, loss, costs, damages, and expenses, including attorney's fees that the City, its officers, or its employees may hereafter sustain, incur, or be required to pay arising out of the negligent or intentional acts or omissions of the Vendor or its officers or employees.

The acceptance of a bid proposal is contingent on the vendor executing the City's standard "Hold-Harmless, Waiver of Liability, and Indemnification Agreement" and providing the City with a certificate of insurance indicating that the Vendor has at least one million dollars (\$1,000,000) in public liability insurance and further indicating that the City is listed as an added, additional insured on said policy.