

City of Brooklyn Center

Request for Proposals

Comprehensive Community Center Master Plan



Issue Date: December 4, 2020

Submission Deadline: January 18, 2021 5:00 P.M. CST

PROPOSALS MUST BE SUBMITTED IN ELECTRONIC OR WRITTEN FORM BY THE SUBMISSION DEADLINE TO THE FOLLOWING RFP COORDINATOR:

RFP Coordinator:

Jacob Andersen

Community Center Services Manager

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Brooklyn Center, MN 55430

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PROPOSALS RECEIVED AFTER THE SUBMISSION DEADLINE WILL NOT BE CONSIDERED

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General Information

Introduction

The City of Brooklyn Center (hereafter referred to as “City”) is requesting proposals (hereafter referred to as “RFP(s)”) from qualified consulting firms (hereafter referred to as “Firm(s)”) to provide professional services to the City to develop a Comprehensive Community Center Master Plan (hereafter referred to as “Plan”). The selected firm will have proven experience and knowledge in recreation facility planning, project management and effective inclusive community engagement processes and work closely with City staff in preparing the Plan.

The Plan will drive the City long-range planning, direct decision-making, and resources toward a clearly defined vision for its future, including development and redevelopment of the community center over the next ten (10) years. The plan will need to include an initial phase one (1 to 2 years) expansion of the Community Center Aquatic Area as family attraction and regional competitive swim destination. The planning process will consist of the following components: needs assessment, visioning, identifying, and evaluating community needs, priorities, and opportunities, and creating a phased implementation and financial plan. The firm will create a document which summarizes the planning process, data collected, the analysis of forecasted needs, and implementation strategies for review and approval by the City Council.

Description of Brooklyn Center

The City of Brooklyn Center, Minnesota is a first-ring community that has experienced extraordinary changes. Over the last twenty years, the demographics have changed drastically and the community is embracing the change. Brooklyn Center is now the most diverse city in the region with 54-percent people of color and 21-percent of residents have been born outside of the United States. The City is also younger than other communities within the Twin Cities region, with a growing population of families with young children. Of the population under age five, 74-percent are people of color.

Brooklyn Center is located in the Twin Cities Metropolitan Area. It is a moderately sized community of approximately 31,000 people, 11,300 households, and comprises approximately 5,360-acres. Its neighbors are the Cities of Minneapolis, Brooklyn Park, Robbinsdale and Crystal. The City’s entire eastern edge is boarded by the Mississippi River, while its southern border is shared with the northern edge of Minneapolis. The community is highly accessible by car to Minneapolis and the larger region from I-94/694, Highway 252, and Highway 100 and within the City by an extensive network of County and local roadways.

Background

The Brooklyn Center Community Center is located at 6301 Shingle Creek Parkway in Brooklyn Center, Minnesota, and is a division of the Community Activities, Recreation, and Services Department for the City of Brooklyn Center. The City built the community center in the 1970’s and has operated it since.

Through this process will set the direction for the future operation of this facility and the programs conducted.

The community center has many amenities for the use of the public:

- 50 meter indoor swimming pool
- 150' water slide
- Zero depth wading pool
- Diving boards
- Fitness Room
- All gender locker room
- Locker room
- Sauna
- Meeting Rooms
- Pottery Room

These amenities are greatly used but the current amenities are not representative of the changing needs of the community. The community center also is office to eight fulltime staff and upward of 50 part-time staff (i.e. lifeguards, program instructors, seasonal workers and customer service front counter staff). The City requires a comprehensive plan and community engagement to understand and move forward to better serve the community.

RFP Coordinator

Upon release of this RFP, all communications concerning this proposal request should be directed to the RFP Coordinator, Jacob Andersen, Community Center Services Manager via mail 6301 Shingle Creek Parkway, Brooklyn Center, MN 55430 (phone number 763-569-3317 or email jandersen@ci.brooklyn-center.mn.us). Unauthorized contact regarding this RFP may result in disqualification. Any oral communications will be considered unofficial and non-binding to the City. The respondent should rely only on written statements issued by the RFP Coordinator.

Questions Regarding the RFP

Requests for clarification or additional information must be made in writing to the RFP Coordinator prior to the date specified in the RFP Schedule. If deemed necessary by the City, proposers will be given an opportunity to modify their proposal in the specific areas that are affected by the modification.

Scope of Services

The specific work to be undertaken by the successful firm for the comprehensive community center master planning process is described in this Section, and respondents should include in their proposals how they will assist the City with completing this work. The work described in this Section is considered to be the minimum required to complete this process. In their submittals, firms should propose additions or edits to this scope that lend to the best process. Following the firm selection process, a meeting will be held with the successful firm to negotiate the final scope of work and a contract for services. Therefore, the City reserves the right to make revisions to the final scope of work.

Project Kick-off

The first step in the project will be to hold an onsite meeting with City staff to establish objectives for the project, including confirming roles and responsibilities and finalizing the project methodology, scope of services, timeline and format and content of deliverables.

Conduct a Needs Assessment

A key component in creating the Plan will be a needs assessment process that taps the opinions and ideas of community stakeholders, City Council, Park and Recreation Commission and staff, and includes a comprehensive inventory of the current state of the City, including its financial condition, operations, facilities, programs and services. The needs assessment also entails a review of current and projected demographics, current planning standards, regional and national trends and how facilities owned by other entities factor into the recreation needs of the community. It will provide the data and information necessary to evaluate how the current community center facility and assets meet current and future needs and whether modification and/or additions will be required. An overview of each facet of the needs assessment is as follows:

Develop & Implement Inclusive Public Engagement Strategy

The planning process must result in a shared, clearly defined vision for the City driven by input from the community. Inclusive public engagement is extremely important to the City and informs decision-making processes. The successful firm will propose a robust and innovative inclusive public engagement strategy that describes how the community, staff, Park and Recreation Commission and City Council will be provided opportunities to participate in the development of the Plan. In their submittals, firms should at a minimum provide the following:

- Identify and describe a comprehensive strategy and methodology for citizen, participant and stakeholder involvement (e.g. proposed engagement process, methods of engagement, engagement tools, and anticipated schedule);
- Ensure the residents, user groups and stakeholders are provided an opportunity to participate in the development of the Plan;
- 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 inclusive public engagement process is achieved;
- Provide written records and summaries of the results of all public process and communications strategies;
- Develop and manage any online public involvement tools and data; and
- Throughout the entire process, help to build consensus and agreement of the plan and if consensus is not possible, provide information for informed decision making for the staff and City Council.

Collect & Analyze Data

- Review current long-range plans and related documents such as, but not limited to, City Comprehensive Plan, 2021 Annual Budget, City Beautification and Public Art Master Plan, Opportunity Site Master Plan and 2009, 2012 & 2017 Brooklyn Center Community Surveys.
- Develop and administer a City-wide, statistically-valid, community needs assessment survey with a return rate that accurately represents a sampling of the community population to identify community needs and issues on the City's facilities, programs and services. This survey will be used as a baseline to determine needs, desires and willingness to pay;
- Compile data on participation, operations, technology, programming, programming space, and land use trends and expansion opportunities;
- Review regional recreational offerings and explore possible opportunities
- Review available funding and financing strategies that are options for funding future improvements; and
- Develop Level of Service (LOS) standards to meet community and regional needs (standards should consider geographic distribution of indoor and outdoor facilities and their amenities).

Analysis of Forecasted Needs to Determine City's Strategic Direction

The firm will review needs assessment outcomes with City staff and facilitate a review of the City's strategic direction to identify and affirm the long-range vision for the City. This step of the Plan process is vital for clarifying the City's organizational direction for action planning, decision-making and resource allocation. To determine the City's strategic direction, the firm will assist the City with accomplishing the following:

- Review the City's purpose, aspirations, and organizational values;
- Conduct a situational analysis and environmental scan utilizing the needs assessment data to determine gaps in what is being provided versus the needs and interests identified; and
- Develop a situational Strength, Weakness, Opportunities and Threats (SWOT) analysis
- Develop a list of critical issues and opportunities based on results of the situational and SWOT analyses and environmental scan.

Develop Recommendations & Implementation Strategies

To ensure that the Plan is implementable upon its adoption by the City Council, it must include realistic, feasible, and clearly-defined planning scenarios. This should be a phased approach capitalizing on

outside opportunities as they arise. Currently, one opportunity is that the City has been approached by an outside organization to partner to expand our aquatic offering. We would like to see this opportunity help drive the Master Plan. Based on the outcomes of the needs assessment and the City's strategic direction, the firm will be expected to develop the following:

- Prioritized recommendations to meet current and future needs through, but not limited to, expansion opportunities, construction or redevelopment of the community center and development of additional recreational amenities, etc;
- Estimates of the capital and operational costs for construction or redevelopment of community center, development of additional recreational amenities, etc. The analysis should be designed to connected with any City plans of capital improvement;
- Conceptual plans for the community center with recommended improvements in the Plan time horizon;
- Recommendations for addressing operations, staffing, maintenance, technology, programming, services, and funding need to support implementation of this Plan, and
- Evaluation of the feasibility, cost-effectiveness/return on investment of suggested strategies and recommendations.

Create Action Plan: Strategic, Capital & Financial

The firm must develop an action plan which includes strategies, priorities, budget support, and funding mechanisms for the short term, mid-term, and long term, which were developed during the previous stage in the process. The Action Plan must be phased with prioritized recommendations and a capital projects prioritizations process/ranking system for future strategic investments and level-of-service/reoccurring capital needs.

Final Report & Presentation

The selected firm shall submit a draft and final report which summarizes the findings and conclusions and includes a clear demonstration that the firm has fulfilled all of the elements contained in the agreed upon scope of work. The Plan must include written goals, plans, objectives, and policy statements that articulate a clear vision and "road map" for the City's future.

The firm will make three (3) on-site presentations to report and summarize findings to the Parks and Recreation Commission, City Council and staff. The reports must be in an easy-to-understand format with charts, graphs, maps and other data as needed to support the plan and its presentation to the appropriate audiences. The final report must be submitted as follows:

- A color version of the draft Master Plan document consisting of one (1) printed and bound color copy and an electronic copy in the Adobe Portable Document Format (PDF).
- A color version of the final Master Plan document consisting of fifteen (15) printed and bound color copies, one (1) printed and unbound copy and an electronic copy in an Adobe Portable Document Format (PDF).

Scope of Services

Services Provided by Staff

The City of Brooklyn Center will assist the firm in managing the operational aspect of the project and coordinating work with the relevant parties. The City will provide overall support for the project task and assign the Recreation Program Supervisor to serve as the lead liaison for the project. The Community Center Services Manager will provide all existing documentation (as required by the consultant during final scope review) and compile contact information for staff and local organizations. City staff, primarily the Recreation Program Supervisor, will also schedule and coordinate the availability of staff based on their work schedules and make all necessary arrangements for meetings and interviews conducted by the consultant during the course of this project.

The firm and Recreation Program Supervisor will hold progress meetings in person, over the phone or virtually as often as necessary, but in no case less than once per month until a final plan is approved by the City Council. The Recreation Program Supervisor shall schedule progress meetings, as necessary, at key times during the development of the Plan. The firm shall provide the Recreation Program Supervisor with at least one (1) copy of all completed or partially completed reports, studies, forecasts, maps or plan as deemed necessary by the Recreation Program Supervisor.

Proposal Content & Submission Information

Submitting Proposal, Proposal Components & Evaluation

All respondents to the RFP must include the items provided in the following list. All the listed items should be addressed completely and should follow, as closely as possible, the order and format in which it is listed below. These categories and criteria will be a major considerations in the evaluation and determination of the most qualified and capable firm(s). The sequence of the listing is not intended to reflect the relative weight of each category.

1. Letter of transmittal
 - a. Statement indicating an understanding of the work to be performed and interest in performing the scope of work;
 - b. Discuss experience working and engaging with diverse generations, ethnic groups and populations that reside within our community;
 - c. Discuss consultants' availability over the next 6-12 months; and
 - d. Identity one (1) key contact person for communicating with the City on the proposal and all project-related matters.
2. Qualifications/Project Portfolio
 - a. Area of specialization;
 - b. Practice philosophy;
 - c. Years in the business and history of firm; and
 - d. Examples of three (3) to five (5) projects the firm took a lead role in the preparation of a Community Center Master Plan and a community-wide scientific survey. The projects should be comparable in complexity, size, scope, and discipline (as described in the Scope of Work section) and been undertaken during the past five (5) years.
3. Project Management
 - a. Introduction to the team (all firm staff and sub-consultants assigned to the complete work on the project), including the resumes for all the key personnel, which provide educational background/training, experience and detailed descriptions of roles played on past projects;
 - b. Services/functional roles to be performed by each team member (including all sub-consultants);
 - c. Location of each team member;
 - d. Availability and commitment of assigned professionals who will undertake the scope of work; and
 - e. Technical resources of the firm and any sub-consultants.
4. Methodology and Process to Complete all Phases of Project
 - a. Discuss what parameters you will use to engage diverse generations, ethnic groups and populations that reside within our community to develop a project that will be creative, logical, and engaging;
 - b. Discuss tasks, timeline and anticipated deliverables for each phase of the project;

5. References

- a. List at least three (3) to five (5) references we may contact (preferably from the projects provided in 2(d) of this section that have been undertaken during the past five (5) years) with client contact information (current email and telephone).
- b. Indicate project names and the personnel assigned to this project (including all sub-consultants) roles and involvement in each project.

6. Schedule

- a. Provide a proposed detailed project work schedule with a start date on or about **March 1st, 2021** (contingent upon negotiation of a final scope of work); all meetings that need to be scheduled should be built into the timeline (e.g., initial meeting with staff to review project schedule, strategic direction review, presentations of the final report, etc.).
- b. Include time frames for each major component of the scope of work and target dates for completing each phase of the project.

7. Fee Proposal – one (1) copy (see also Fee Proposal section following this list)

- a. Include a total “not to exceed” figure for the scope of work (based on the estimated level of effort to be spend on each task);
- b. Include itemized schedule of all expenses by phase (reimbursable expenses listed separately), including a composite schedule of hours estimated for included tasks;
- c. Describe the methodology for billing reimbursable expenses (such as travel, production of documents, purchase of data, etc.); and
- d. Describe method for billing additional services beyond the initial scope of work (beyond approved not-to-exceed amount).

Fee Proposal and RFP Response

One (1) copy of the cost of services must be included with appropriate detail reflecting all costs. The firm is required to separate cost by the major phases of the process. The City reserves the right not to fund any portion of the firm’s proposal.

RFP responses shall be sent to the RFP coordinator by email or U.S. Mail (digital copy required, hard copy optional) prior to the submission deadline.

Understanding & Approach of Scope of Work

Proposal will describe the approach to the scope of work described in the Scope of Work section of this RFP, including process and schedule. Firms are encouraged to make suggestions to amend the scope of work to achieve the project goals. This criterion will be evaluated based on the proposer’s understanding of the project objectives and ability to demonstrate a process that efficiently and effectively achieves the desired outcomes. Reasoned creativity is encouraged. The City anticipates modifying, where appropriate, the objectives and/or scope of work listed in this RFP based on the firm’s experience and expertise in completing similar projects.

Disclosure

Proposal will disclose any professional or personal financial interest which could be a possible conflict of interest in contracting with the City. Consultant shall further disclose arrangements to derive additional compensation from various products, or services, including financial. The firm must also list all current and unresolved litigations, arbitrations, or mediations of the firm in its proposal.

Selection of Consultant

Selection Process

The City will select a firm on the basis of its ability to respond to the RFP requirements, the qualifications and expertise of the team working on the project, past performance on similar projects, the time required to complete project, methodology, firm resources and the firm's willingness to negotiate and execute an acceptable written agreement.

After a thorough review by City staff of the proposals submitted by respondents to this RFP, a short list will be created of the firms that meet the requirements outlined in this RFP and those firms will be required to make a presentation on their qualifications and proposals to the staff. Based on these interviews, the staff will recommend to the City Council the firm that is the best fit for the City and this project.

All proposals will be afforded fair and equal treatment with respect to any opportunity for discussion and revision. Any such revision may be permitted after submission and prior to award for the purpose of obtaining the best and final offer at the discretion of the City. When conducting negotiations, the City will not disclose information from proposals submitted by competing firms.

Timeline of Selection Process & Project

The timeline for selecting a firm and anticipated project schedule is as follows:

Item of Action	Date
Request for Proposal Issued:	December 4, 2020
Questions on Request for Proposal Due:	December 18, 2020
Responses to Questions Issued:	January 6, 2021
Deadline for Proposal Submission:	January 18, 2021
Firm Oral Presentations/Interviews with City Staff:	January 27-29, 2021
Contact Finalized:	February 12, 2021
Potential Approval of Firm by City Council:	February 22, 2021
Anticipated Project Start:	March 1, 2021
Anticipated Completion:	Fall/Winter 2021

Terms and Conditions

The selected proposing firm must follow the following general requirements to be hired by the City:

Reservation of Rights

The City reserves the right to amend the RFP schedule or issue amendments to the RFP at any time. The City also reserves the right to cancel or reissue the RFP, to reject any or all proposals, to waive any irregularities or informalities in the selection process, and to accept or reject any item or combination of items. The City reserves the right to request clarification of information from any proposer or to request supplemental material deemed necessary to assist in the evaluation of the proposal. The City reserves the right to effect any agreement deemed by the City to be in its best interest. This RFP does not obligate the City to accept or contract for any expressed or implied services.

Contract

The selected Firm will be required to enter into an agreement with the City, which the City will prepare. If the selected Firm fails to promptly enter into the contract and provide all required submittal, the city may select a different Firm to provide the services. This document and the Firm's proposal will be referenced in the agreement between the City and Firm to help explain the scope of the services and costs.

Equal Opportunity

During the performance of this contract, the Firm must not discriminate against any employee or applicant for employment because of race, color, creed, religion, national origin, sex, marital status, status with regard to public assistance, disability or age.

Cost of Response

The City will not reimburse any proposer for any of the costs involved in the preparation and submission of responses to this RFP or in preparations for and attendance at subsequent interviews.

Proposer Responsibilities

Proposer shall thoroughly examine and be familiar with these requirements. The failure or omission of any proposer to receive or examine this document shall in no way relieve any proposer of obligations with respect to this proposal or the subsequent contract.

Insurance

The selected Firm will be required to submit proof of Professional Liability insurance coverage in a minimum amount of \$1,000,000 commercial general liability insurance in the amount of at least \$1,000,000, workers' compensation insurance, and shall name the City as an additional insured on its commercial liability insurance, and prior to entering into the agreement, submit to the City a certificate of insurance showing the required types and amounts of insurance and the additional insured endorsement.

