

REQUEST FOR PROPOSALS

FOR

**OPEN SPACE PLANNING CONSULTANT SERVICES:
PLAN FOR OPEN SPACE, PARKS AND RECREATION**

FOR

MEDIA BOROUGH

DELAWARE COUNTY, PENNSYLVANIA



Proposals due: September 6, 2019

**REQUEST FOR PROPOSALS
FOR
OPEN SPACE PLANNING CONSULTANT SERVICES:
PLAN FOR OPEN SPACE, PARKS AND RECREATION
FOR
MEDIA BOROUGH
DELAWARE COUNTY, PENNSYLVANIA**

The Borough of Media will accept proposals until **September 6, 2019** at the Media Municipal Building, 301 N. Jackson Street, Media, PA 19063, from qualified planning consultants to create a Plan for Open Space, Parks and Recreation for the Borough of Media.

Specifications are available upon request at Media Borough Hall between the hours of 8:30 a.m. and 4:30 p.m., Monday through Friday; on the Media Borough website: www.mediaborough.com and on the Delaware Valley Regional Planning Commission website: <https://www.dvrpc.org/Consultant/>. Media Borough reserves the right to reject any or all quotes at its discretion.

Proposals shall be sealed and addressed to: Jeffrey A. Smith, Borough Manager, 301 N. Jackson Street, 2nd Floor, Media, PA 19063. An electronic version of the proposal should also be submitted to: jasmith@mediaborough.com.

The successful Consultant shall enter into an agreement with the Borough of Media further articulating the details of the arrangement between the Consultant and the Borough of Media for Open Space Planning Services.

The successful Consultant shall begin Planning Services once the award is made by Borough Council.

Should any questions arise, please contact Karen Taussig-Lux, Grants Administrator, in writing, at: ktlux@mediaborough.com.

Jeffrey A. Smith
Borough Manager

CONSULTANT SELECTION

The Borough in evaluating quotes will consider the following:

1. Qualifications of the applicant
2. Experience with open space and outdoor recreation planning and recreational programming in developed communities
3. Familiarity with examples of excellent, forward-thinking sustainable environmental planning and recreational programming in other locales
4. Familiarity with the local area and the local and regional open space and park network is a plus
5. Scope of services offered
6. Quality and completeness of proposal, i.e., how well the applicant addresses the project goals and requirements as outlined in this RFP
7. Quality of samples provided
8. References provided

SERVICE CONSIDERATIONS

The Borough of Media wishes to develop a Plan for Open Space, Parks and Recreation for the Borough of Media (the "Plan"). The Plan will be borough-wide in scope.

Project Background:

Media Borough is a densely-developed municipality about three-quarters of a square mile in size with a population of 5,350, located 20 miles from Philadelphia. The seat of Delaware County, Media is a thriving urban community with many positive attributes: it is a walkable town, is ethnically and economically diverse, and has strong neighborhoods.

In the resident survey done for the borough's 2015 Comprehensive Plan, the need for open space and parks emerged as one of the most important issues affecting quality of life in the borough; a large percentage of respondents found the lack of such to be one of the biggest obstacles to the future growth of the borough. The priority of expanding and enhancing green space in the Borough was echoed in the Comprehensive Plan's Focus Groups and Community Meetings. It is clear why the Plan lists 19 recommendations regarding the support, development and rehabilitation of parks and open space in the borough.

Working against residents' desire for more green, recreational areas, Media is a built-up, paved-over town, with little remaining open space and few parks to serve the recreation needs of its residents. Following is a list of our parks and borough-owned open space:

- **Barrall Field** (3.2 acres), owned by the school district and lying adjacent to Media Elementary School, has two tennis courts and two baseball diamonds that are maintained by Borough.
- **Houtman Park** (2.6 acres), owned by the borough (but located immediately outside of the borough's southern boundary), is maintained as a passive wooded park with a viewing station and a walking trail around the circumference of its green.
- **Media Elementary School** (.8 acre) has a playground with traditional playground equipment and a basketball court (c. 1 acre); it is maintained by the Rose Tree Media School District and will soon be renovated.
- **Manchester Park** (.18 acre) is a recently-developed pocket park with benches and plantings.
- **5th and Broomall Park** (.41 acre) is planned as a neighborhood park with a walking trail around the central green, benches, plantings, a rain garden and natural play areas. It was recently funded and will be developed over the next 18 months. Concept plans can be viewed on the borough website.
- **The Tot Lot** (.07 acre), on the grounds of the Borough Hall/Police Station complex (.07 acres) was built 14 years ago and features playground equipment suitable for children under six.
- **Other Open Space:** The Borough also owns some undeveloped semi-wooded lots in various sizes.

Nearby parks not owned by the borough include:

- **Glen Providence Park**, owned by Delaware County and located partially in the borough.
- Outside the borough but close by are: **Cherry Street Field** (Upper Providence Township);
- **Scott Park** and **Mineral Hill**, located along Ridley Creek just west of Media and owned by Upper Providence Township;
- **Memorial Park** owned by Middletown Township. Middletown Township has also developed a system of hiking trails about four miles west.
- **Ridley Creek State Park**, a wooded park popular for hiking, biking and fishing, lies 3 miles north.
- Two miles east is **Smedley Park**, a Delaware County-owned wooded park offering some playground equipment.
- Currently Delaware County is conducting a feasibility study for a **Media-Smedley Connector Trail**, which has the potential to directly link three county parks, multiple local parks, and five municipalities, including Media Borough.

Project Goals:

- To explore the possibility of adding to existing public-owned open space in Media.
- To explore possible trail link locations within the borough to the Media-Smedley Connector Trail
- To maximize the use and enjoyment of existing parks and open space in Media.

Project Objectives:

1. Conduct a recreational needs assessment to include the general citizenry, organized community groups, government and the private sector. Root the planning process in vigorous public involvement.
2. Build upon Media's 2015 Comprehensive Plan and other existing plans. Minimize new data collection by using existing materials. Focus on communication, strategizing and plan formulation.
3. Undertake a level-of-service analysis for open space, parks and recreation facilities that is based on the strengths, challenges and opportunities particular to the Borough. It will include assessment of program offerings for scheduled and self-directed opportunities for people of all ages.
4. Develop a clear community vision for the recreational system. Create a mission statement describing how community organizations will work together to achieve the vision.
5. Provide recommendations on new open space and park locations, sidewalks and bikeways, including configuration, facilities, enhancements, access, etc.
6. Provide recommendations on strengthened or new recreational programming and staff utilizing the recommended physical improvements
7. Provide recommendations for zoning ordinance and SALDO amendments that promote trail systems and open space preservation.
8. Create a prioritized strategy which achieves the recommendations, maximizes limited financial resources and staff, takes advantage of available state implementation funding and complementary municipal regulations and ordinances, and deters duplication of services. The strategy will identify recommended partnerships to establish a strong collaboration for plan implementation. It will also include a financial strategy recommending a mix of public and non-public resources to develop, maintain and manage the system.

Explanation of Work to Be Performed (Scope):

This section outlines the work to be performed during the preparation of the Plan. The work program reflects the standard work items of a Comprehensive Recreation, Park and Open Space Plan funded by the Pennsylvania Department of Conservation and Natural Resources ("DCNR"), making it eligible for DCNR implementation funding.

The work elements are outlined under six headings:

- A. Project Oversight
- B. Public Participation
- C. Mapping
- D. Plan Development
- E. Deliverables
- F. Cost

A. Project Oversight

Media Borough will establish a "Open Space, Parks and Recreation Plan Advisory Committee" to meet at least four times to:

- Acquire information, materials and references
- Prepare for and review input from committee and public meetings
- Review conclusions, options and recommendations
- Review the draft plan prior to and prepare for formal public review

The Advisory Committee will be composed of nine members, led by Media Borough Council member Peter Williamson and assisted by Borough staff. Five members will be drawn from recommendations made by the Planning Commission, Recreation Board, Environmental Advisory Council, Arts Council, Business Authority, Youth Center, School District and Borough Council. The remaining four members will be Media resident volunteers. We aim for a Committee that is balanced demographically and geographically. The optimal composition would balance gender, race, socioeconomic group, age, interests in diverse sports, conservation, the arts, bikeways, community development, and others.

The Committee will assist the Consultant to:

- Identify issues and opportunities
- Arrange the public meetings
- Provide timely review and feedback to plan documents
- Brief their home committees on progress

Borough staff and the Advisory Committee will be responsible for administering the project and overseeing the Consultant's work on the project. Borough staff will provide the Consultant with information on related studies and planning initiatives and will provide available GIS data. Borough staff and the Advisory Committee will be primarily responsible for arranging public meetings and other community outreach related to this planning process. A Council representative will chair the Committee and will assist the Consultant in leading the meetings, providing outreach and coordination with the remainder of the Committee, and reviewing materials prior to wider distribution.

Printing and mailing costs associated with public communications shall be the Borough's responsibility.

B. Public Participation

By orchestrating successful public participation, the planning process will set the stage for implementation.

Open Space, Parks and Recreation Plan Advisory Committee

The Committee will provide input and review of the Consultant's outreach materials and procedures.

Key Person Interviews

Consultant will conduct a minimum of 10 key person interviews to gather information and input. The interviews will determine issues and opportunities, explore partnership potential, and seek out

others who should be interviewed. The interviews will be conducted either in-person or via telephone throughout the planning process. The Advisory Committee will determine the list of interviewees with input from Borough staff. Minutes will be kept.

Focus Groups

The Consultant will conduct up to three focus group meetings/workshops. These focus groups would be organized around common interests and issues, such as sports organizations, age groups, biking, environmental conservation, etc. Focus groups would be conducted after issues and opportunities have been identified and as options and preliminary recommendations are being developed. Consultant will ensure that minutes will be kept.

Public Workshops/Open House

The Consultant will lead two public workshops or forums for the general citizenry will be held. They will present information as a foundation for facilitated discussion, but the emphasis will be on listening to the participants and giving everyone a chance to articulate their priorities and concerns. The first will be held early in the process for the purpose of determining issues, ideas, concerns and suggestions regarding parks, open space, and recreation and may be conducted as an interactive workshop. The second forum will be held after conclusions and options are drawn and when recommendations are being formulated to obtain community feedback about possible actions for the five to ten year plan; it may also be an interactive workshop. Consultant will ensure that minutes will be kept.

Online Public Comment

The Consultant, with the assistance of the Advisory Committee, will develop an online questionnaire to solicit public comment about parks, recreation, open space, level of interest and support. The questionnaire will be placed on the Borough website with links to relevant social media. The Advisory Committee and Borough staff will work together to maximize the number of responses.

C. Mapping

The Consultant will illustrate or visualize the key elements of the Plan through cartography. Every attempt will be made to utilize existing data and to limit maps to those most necessary to explain the recommendations.

The work involves the inventory, analysis and mapping of the project area. At least two overall maps will be prepared: 1) existing resources, including existing public and semi-public facilities and their service areas, and; 2) a composite opportunities map to illustrate the recommendations, such as linkages, management issues and recreation opportunities.

D. Plan Development

Our approach will use a four-phase planning process over 12 to 18 months that includes:

- Phase 1 – Inventory and Assessment of Existing Resources
- Phase 2 – Conclusions, Options, and Direction
- Phase 3 – Plan Development
- Phase 4 – Report Production

Phase 1: Inventory and Assessment of Existing Resources

The inventory process will include seven components:

- a) **Community Background Information** – The Consultant will review existing plans and materials to develop information about demographics, trends and other information that affects planning.
- b) **Existing Resource Mapping** – The Consultant will map existing resources as noted in the previous section on inventory mapping.
- c) **Parkland and Facilities.** – The Consultant will inventory existing open space, parks,

- recreation facilities, non-public facilities and schools, and potential linkages. Service areas for facilities will be determined. Maintenance conditions will be assessed. The inventory map will include the location of open space, parks and recreation facilities, both public and private. A chart will list recreation facilities for each open space, park, and school site.
- d) **Programs and Services** – The Consultant will develop an inventory of programs and services available to the public. A review of the current recreation delivery system will be made that addresses the roles of the Borough, school district, County, non-profit providers and private enterprise. The Consultant will assess the diversity and range of programs to determine how needs are being met and where gaps in service exist.
 - e) **Management and Financing** - This is a crucial part of the planning process. The Consultant will use comparisons with similar jurisdictions to check current outlays. Budget trends, philosophy, and revenue sources will be addressed. Policies and procedures that guide open space, parks and recreation will be evaluated and suggestions made for enhancing and supplementing them.
 - f) **Public Opinion and Information** – The Consultant will collect public opinion and information through the online public comment form, key person interviews, focus groups, the forums, and the Advisory Committee.
 - g) **Existing Plans, Ordinances and Related Planning Efforts** – The Consultant will use existing plans, ordinances and related planning efforts as the foundation for this plan and to develop a coordinated, consistent approach to the Plan.

Phase 2: Conclusions, Options, and Direction

This task will bring together the conclusions of the inventory and assessment, interviews, and public input. This task integrates the issues for a look at the big picture of open space, parks and recreation. In this phase, the Consultant will synthesize the issues and opportunities that have merged as part of the planning process into a clear picture.

The synthesis of information is the most important piece of critical thought for the Plan. Too often, plans contain laundry lists of items and suggestions without an overall strategy much like presenting the “trees but not the forest”. The most important thing a plan can do is synthesize the issues that are unique to the Borough. With issues clarified, the Consultant can establish options for responding. The options will provide a range of actions that meet present and future recreation and open space needs.

This portion of the Plan will present the vision for open space, parks and recreation for the Borough.

Phase 3: Plan Development

With the completion of the assessment and conclusions, the Consultant will establish the Plan’s recommendations.

The Committee will assist the Consultant in developing recommended phasing. It will include a realistic, practical schedule for meeting the Plan’s recommendations through an orderly and coordinated process.

Also included will be actions that could be achieved should the right opportunities emerge. It may list both practical solutions as well as “stretch goals”—items of importance that require more of an effort and additional resources. We have seen many surprising accomplishments happen after plans are developed that communities could only dream about before the planning process.

Parkland

The Consultant will identify land to be considered for acquisition. They will establish criteria for acquisition for open space and park purposes. The Plan's opportunities/recommendations map will present the system graphically.

Programs and Services

The Plan will make recommendations to meet the needs of all ages, interests and abilities, year-round. It is expected to focus on partnerships, coordination with providers of identified services, and facilitating the delivery of services by other organizations. It will provide guidance as to the type of facilities that are needed to support these programs. The Plan will emphasize self-directed recreation opportunities that foster active healthy life-styles for citizens of all ages (e.g., walking, tennis, biking). Program services will target citizens of the twenty-first century with lifestyle factors that warrant special consideration.

Recreation Facilities

The Plan will identify the facilities needed to meet present and future recreation needs. The Plan will address specific concerns to be identified in the field reconnaissance and in the public participation process. Athletic organizations will be an important source of data for projecting field numbers and opportunities. The Plan will incorporate recommendations for enhancing the facilities in accordance with our findings.

Administration, Management, and Maintenance

Administration, management and financing will focus both Borough staffing to best manage open space and park stewardship as well as recreation programming, but also collaborations with the school district, the County, sports leagues and Media Youth Center.

Financing

A financing plan that includes a mix of public and private revenue sources will be suggested. The Plan will include both operations and capital improvements. Partnerships and alternatives to implementing recommendations will be incorporated.

Capital Improvement Program (CIP)

A recreation capital improvement element will be developed for the Borough's Capital Improvement Plan.

Regulatory Improvements

The Consultant will create a set of recommendations to improve recreation outcomes to include such items as:

- zoning changes, e.g., improved cluster regulations or zoning categories
- subdivision ordinance improvements, e.g. required recreational improvements
- payment-in-lieu of recreation ordinance
- official map

Sample Format for the Recommendations

For ease of use the recommendations will be summarized in a chart similar to that shown below:

Implementation Schedule						
GOAL:						
P 1	P 2	P 3	Recommendation	Responsible Party	Potential Cost	Potential Revenue Sources

Phase 4: Report Production

The Consultant will assemble a final report using the reports and pieces that have been drafted throughout the process.

E. Deliverables

- a. Final report, which summarizes the learning gained from project activities described on pages 5-9, and which meets the Project Objectives as outlined on pages 4 and 5.

F. Cost

- a. Consultant will provide a cost estimate for implementing suggested open space initiatives.

PROJECT SCHEDULE

The selected Consultant shall be expected to begin work within two weeks of contract signing.

SUBMITTAL REQUIREMENTS

Proposals shall include the following and shall be organized using each of the elements listed below as section headings:

- 1. Firm Description:** Provide a brief description of the firm including firm size and area of specialization, location of corporate headquarters, and potential satellite office proposed to handle this project.
- 2. Project Team:** Provide names and resumes of key staff who will be assigned to the project. Each team member's education and qualifications shall be listed. The project manager shall be clearly identified. If different consultants will be teaming together, indicate the lead consultant.
- 3. Project Understanding:** Provide a statement summarizing how the Consultant and/or Project Team is particularly qualified for this project.
- 4. Scope of Services:** Describe the Consultant's approach and technical plan for accomplishing the work listed herein. The Consultant is encouraged to elaborate and improve on the tasks listed in the RFP; however, the Consultant shall not delete any requested scope tasks unless specifically noted.
- 5. Project Schedule:** The Consultant shall submit a schedule, itemized by task, for completing the scope of work.
- 6. Project Budget:** The Consultant shall submit a proposed project budget. In addition, please indicate in the proposal the hourly rates that would apply to any additional work beyond the scope of services.
- 7. Comparable Projects:** Description of related, recent project experience and role of key staff.
- 8. Number of Copies of Proposal:** Fifteen copies of the proposal document should be submitted by the appropriate date and time noted above. Please send electronic copies of the proposal to jasmith@mediaborough.com.
- 9. References:** Three (3) references, including current contact name and phone number for similar projects.