



# City of Yamhill

A small taste of Oregon

## Request for Proposals City of Yamhill Parks Master Plan Update

SCHEDULE OF EVENTS	
RFP Released	November 6, 2024
RFP Closing	December 6, 2024
Review of RFPs	December 8-11, 2024
Interviews (if scheduled)	December 12-13, 2024
Intent to Award	December 16, 2024
Contract Award	December 20, 2024
Final Completion Date	June 30, 2025

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Project Contact: Walt Wendolowski, Contract City Planner  
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Proposal Address: City of Yamhill  
Attn: City Recorder, Angela Fowler  
205 South Maple Street  
Yamhill, OR 97148

### **SECTION 1: PROPOSE AND GENERAL INFORMATION**

#### **1.1. OVERVIEW, OBJECTIVES, AND BACKGROUND**

The City of Yamhill is seeking proposals from qualified consultants to conduct a comprehensive update of the City's 2004 Parks Master Plan (Plan). The goal of the Plan update is to align the development of the City with needed parks facilities and priorities. The City anticipates the update and development of the Plan will take approximately 6 months from initiation.

Yamhill, a small farming town located halfway between Portland and the Coast, is in the heart of Willamette Valley's Wine Country. This is a small community of 1105 citizens who are proud to call it home. Parks maintenance is the responsibility of the Department of Public Works. The Department employs four full-time employees and maintains two parks consisting of eight developed acres. In addition, the Parks Division maintains 0.5 miles of multiuse pathways, incorporating a portion of the Yamhill-Carlton School District property. Upon completion and adoption, the new Plan will become an element within the current Yamhill Comprehensive Plan. Staff, with assistance from the consultants, will provide the City Council, the Planning Commission, and a Citizen Advisory Committee with regular updates throughout the duration of

the project. All policy topics will be overviewed by the Citizen Advisory Committee with directions provided at key milestones.

### **1.1.2 Project Term**

The City's Goal is to initiate the project in December 2024 and complete it by June 2025. Project start and completion dates will be subject to negotiations with the selected consultant team and depend upon the final agreed scope of work, contract award, and issuance of notice to proceed.

### **1.1.3 Budget**

The City has included \$30,000 for this project in the budget for the fiscal year 2024/2025.

## **1.2 SCHEDULE & POINTS OF CONTACT**

The anticipated schedule and City contacts are located on the first page of this document.

### **1.2.1. Availability of Documents**

The RFP, including all addenda, attachments, and notifications of results for this RFP, are available at the Yamhill City Hall.

## **1.3 GENERAL TERMS & CONDITIONS**

- The City reserves the right to reject any or all Proposals, to waive any informality or irregularity in any Proposal received, and to be the sole judge of the merits of the respective Proposal received.
- Final award will be subject to the execution of the contract. The City reserves the right to negotiate a final contract that is in the best interest of the City.
- The City reserves the right to modify or incorporate additional steps in the evaluation process in the interest of having sufficient information to make a recommendation.
- Qualifications, performance history, expertise, knowledge, and the ability to exercise sound professional judgment are primary considerations in the selection process. The City reserves the sole right to determine the best Proposal for the City's needs.

## **1.4 SUBMITTAL INSTRUCTIONS**

Submit proposals in a sealed envelope and clearly marked "2024 Parks Master Plan Update". Provide one (1) digital copy, one (1) original and six (6) copies of the Proposal. Mark the original proposal document "Original," signed in ink by an individual authorized to represent the Consultant. Submit proposals to:

City of Yamhill  
Attn: City Recorder, Angela Fowler  
205 South Maple Street  
Yamhill, OR 97148

**Submission Date and Time: December 6, 2024 @ 2:00 PM. Local Oregon time**

**LATE SUBMISSIONS WILL NOT BE ACCEPTED**

### **1.4.1. Withdrawal of Proposals**

If a Proposer wishes to withdraw a submitted Proposal, it shall do so prior to the Closing date and time. The Proposer shall submit a written request to withdraw, signed by the Proposer, on the Proposer's letterhead, to the City Recorder at the address listed on the Invitation to Submit.

## **SECTION 2: PROPOSAL REQUIREMENTS**

- Proposals shall address the submission requirements set forth in the RFP.
- Proposals shall respond to all elements of information requested without exception.
- Proposals that do not meet the RFP requirements shall not be considered.

### **2.1 PROPOSAL REQUIREMENTS**

The Proposal shall describe how the Proposer meets each of the technical requirements described in the Scope of Work in Section 3. Section 4 describes the Proposal evaluation methodology.

#### **2.1.1 Company Overview, Statement of Qualifications, Team Description**

##### **2.1.1.1 Prime Consultant Staff**

Identify lead staff assigned to project, describing their specific roles, qualifications, and experience with similar project types. The successful proposer will include a professional team experienced in all aspects of park comprehensive planning, including needs assessment, public process, level of service analysis, trends, demographics, financial and funding analysis, core services identification, operations, and maintenance.

##### **2.1.1.2. Sub-Consultant Staff**

Identify lead staff for sub-consultants assigned to project, including their role, qualifications and experience working together on projects of similar nature.

#### **2.1.2 Approach and Process**

Provide a narrative that conveys your understanding of the project's goals, and how the team will meet these goals. The narrative should demonstrate the consultant team's capabilities, approaches, and problem-solving abilities to complete this project. The description should at a minimum include:

- A critical review of proposed scope of work explained in Section 3.
- A systematic and methodical description of public outreach efforts.
- Anticipated project schedule.
- An explanation of efficiencies and savings available from alternative work scopes that could reduce scope, fee, or project duration.

#### **2.1.3 Experience and References**

This section shall demonstrate the consultant team's experience developing Park Comprehensive Plans of a similar scale and nature within the past five years. Please provide the following information for a minimum of three, but no more than five park comprehensive planning projects:

- The names and scope of work performed for the referencing agency/organization.
- Names, titles, agency/organizations, phone numbers, addresses, and e-mail addresses of people to contact for reference.
- Sub-consultants utilized and their roles.

#### **2.1.4. Familiarity with Local Community**

Proposals shall demonstrate the consulting team's experience and familiarity with communities of similar population, demographics and specific populations affected by proposed scope of work.

## **SECTION 3: SCOPE OF WORK**

The City anticipates the project to include the following items:

- Comprehensive public outreach campaign addressing key issues shaping the community.
- Review and assessment of previous planning efforts and community demographics.
- Update the existing inventory, including conditions report for each park and facilities.
- Identify unmet current and future needs in the parks system.
- Prioritize park improvements, development, and potential future park acquisitions.
- Prepare final document.

The topics listed below are the minimum required to complete the Parks Master Plan. In submittals, consultants should propose additions or edits to the scope that lend to the best process and document possible.

### 3.1.1 Task 1: Review and Assessment of Existing Plans

- 2004 Parks Master Plan
- Yamhill Comprehensive Plan and Development Code
- Oregon Statewide Comprehensive Outdoor Recreation Plan (SCORP)

### 3.1.2 Task 2: Develop and Implement a Public Involvement Strategy

At a minimum, the consultant is expected to conduct the following public outreach tasks:

- Develop a schedule for public outreach strategies.
- Develop and manage online public involvement tools and data.
- Provide content to be posted on the City's website.
- Develop materials to inform, engage, and solicit input from citizens, staff, and the City Council. Materials should be suitable for the City's website and paper distribution.
- Act as meeting facilitator to gather information from citizens, staff, and City Council.
- Maintain and provide written records and summaries for each public outreach strategy.

### 3.1.3 Task 3: Evaluate Policy Issues

The following policy/strategic planning issues are pertinent to the City. The City seeks guidance on how to address these issues in the Plan Update. Potential issues for evaluation include, but not limited to:

- Sustainable, environmental and resiliency practices.
- Water conservancy.
- Accessibility and compliance with ADA requirements
- Design and renovations in alignment with Public Works Standards and Specifications

### 3.1.4 Task 4. Inventory and Conditions Report

The key objective of the Plan Update is to evaluate the needs of the community, growth of Yamhill, and identify strategies and priorities to connect initiatives:

- A City-wide Needs Assessment Survey.
- Data supporting the Needs Assessment gathered through public outreach efforts.
- Work with City staff to compile an inventory of outdoor facilities including functionality, accessibility, condition, and accessibility.
- Work with City staff to compile an inventory of public and private development across the City and within the Urban Growth Boundary.

Based upon the outcome of the Needs Assessment, develop the following:

- Level of Service (LOS) standards to meet community needs.

- Prioritized recommendations to meet needs through land acquisition, rehabilitation to current facilities, and construction of additional facilities.
- Estimates of the capital and operational costs for land acquisition, enhancements to current facilities, and construction of outdoor facilities.

### 3.1.5 Task 5. Develop Recommendations, Policies, and Performance Metrics

- Prioritized strategy to evaluate land acquisitions, facility rehabilitation, and development of additional facilities to guide the City on executing the Capital Improvement Plan.
- Establish key policy directions to meet community needs.
- Recommended performance measures and method for tracking progress.

### 3.1.6 Task 6. Preparing a Final Document

The Plan should be in a reader-friendly document with an emphasis on maps, charts, photos, graphics, and tables to convey information rather than using lengthy text. The updated Plan should be formatted in such a way that it is easy to update on a routine basis.

- Provide a complete color version of the final Plan and ten (10) color printed and bound color copies along with three (3) flash drives with the final Plan and all project files.

## **SECTION 4: EVALUATION PROCESS**

### **4.1 EVALUATION OVERVIEW**

A panel of City staff will review the submitted qualifications based on the evaluation factors listed below:

- The evaluation committee shall score all Proposals using the quantity and quality of information described in this Section. Evaluation committee members will score each proposal, and the City shall compute an average score for the evaluation questions. Fee proposal information shall not be available to the evaluation committee during this evaluation of technical proposals.
- The scoring system shall be based on the following Maximum Point Value
  - Project team’s company over, statement of qualification, and team description – 20 points.
  - Project team’s experience and references – 30 points.
  - Project process and approach – 40 points.
  - Project team’s familiarity with local community – 10 points.

**Total Points Possible: 100**

- The evaluation committee may request additional clarification from Proposers for any portion of the Proposals if the Proposals are unclear. New information or documentation shall not be submitted however, and clarifications may not be used to rehabilitate a non-responsive Proposal. Proposers shall remain available during the evaluation period to respond to requests for additional clarification and submit signed, written clarification(s) within 24 hours (Monday-Friday) following receipt of the request. Failure to provide clarification may result in a lower score.

#### **4.1.1 Optional Interviews**

The selection committee reserves the right to select a short list of the highest scoring respondents for interviews. Interviews, tentatively scheduled for December 12-13, 2024, with scoring based upon the method of evaluation criteria scores.

## **4.2 NOTICE OF AWARD AND APPEAL PROCESS**

The City intends to select a single Consultant. The Evaluation Committee will select a Consultant, and a notification letter will be sent to all respondents. Any respondent wishing to appeal the recommendation must do so in writing and within seven business days of the date the City sent the notice.

### **4.2.1 Contract Negotiations**

The City will negotiate with the highest-ranked respondent to finalize a contract for the project. If a contract cannot be successfully negotiated with the highest ranked respondent, then negotiations will be terminated with that respondent and the City will enter negotiations with the next highest ranked respondent until an agreement is either reached or an impasse is declared.