



Bid# 15114

## Request for Qualifications

A Prospectus for Commissioning a Consulting Team for

The Assessment, Evaluation and Update of the

2001 Little Rock Parks and Recreation Master Plan

February 23, 2015

### Project Intent

Little Rock Parks and Recreation seeks to commission a consulting team to review and update the 2001 Little Rock Parks and Recreation Master Plan. Interested parties who desire consideration for this commission shall prepare and submit a single document containing qualifications of consulting firm/team. This request for qualifications, contained herein, shall be grounds for selection and recommendation to Little Rock Board of Directors.

### Criteria for Selection

The consultants shall:

- Demonstrate overall firm's capability for handling a project of similar type and complexity
- Provide credentials and experience of professionals assigned to manage the project
- Discuss philosophy and overall approach to the proposed work
- Note firm's ability to complete project in required time frame and within budget

### Desired services include preparing a plan that reflects the following:

1. Review all areas of the existing 2001 Little Rock Parks and Recreation Master Plan's visions, goals, objectives, principles, grand design, recommendations, framework, and action plan.
2. Provide future goals, objections, and direction of department based on needs assessment, national accreditation certification standards, and input from meetings with citizens, the project team of community users, the Little Rock Parks and Recreation staff, and the Little Rock Parks and Recreation Commission, culminating in the updated Master Plan for 2016.
3. Identify gap measures between the current status of the 2001 Little Rock Parks and Recreation Master Plan and the updated Master Plan for 2016, providing strategies to attain the goals and objectives of the updated Master Plan for 2016. Strategies shall include but shall not be limited to recommendations to utilize existing partnerships with the Little Rock Parks Conservancy and other groups as well as acquire and manage new partnerships between Little Rock Parks and Recreation and community organizations, companies, user and volunteer groups. Strategies should also include accomplishing the goals and objectives of the updated Master Plan for 2016 in the event that appropriate funding is not provided by the City of Little Rock.



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4. Provide a land and facility preservation framework that incorporates principles of sustainability, low impact development, and green infrastructure and utilizes all aspects of these principles in both the public and private sector. Develop strategies working directly with the City of Little Rock's Planning and Public Works Departments as critical parties in realizing and maintaining this vision for the long term.

5. Provide a fee study of current fees and charges of the Parks and Recreation facilities and programs and compare these fees and charges to those implemented by cities of similar size and composition as Little Rock and provide strategies for creating or supplementing new fees and charges.

6. Provide a foundation in planning the department's capital improvements program with a line item for endowments. Program shall incorporate marketing/branding strategy recommendations to build foundation for future support.

### Eligibility

The project is open to all properly licensed and insured designers and planners, regardless of race, color, religion, national origin, gender, age, military status, sexual orientation, marital status, or physical or mental disability. Consultant teams are eligible to apply, including teams of designers from multiple disciplines.

**The City of Little Rock encourages participation of small, minority, and woman own business enterprises in the procurement of goods, services, professional services, and construction, either as a general contractor or sub-contractor. It is further requested that whenever possible, majority contractors who require sub-contractors, seek qualified small, minority, and woman businesses to partner with them.**

### Budget

The budget includes all cost associated with the project including, but not limited to: consultant fees, travel, materials, fabrication costs, documentation, and transportation. Do not provide any budget information, costs or estimates of cost for work on this project. Doing so will cause disqualifications of your submission.

### Time Line

The committee reserves the right to change the project time line.

March 16, 2015	Request for Qualifications (RFQ) due and accepted prior to 2:00 p.m.; RFQ opened after this time
March 23, 2015	Selection Committee meets to review RFQs and choose finalists
March 31, 2015	Finalists interviewed if appropriate and selected
April 21, 2015	Contract prepared and submitted for Board approval
April 22, 2015	Notice to Proceed issued
February 19, 2016	Mandatory completion of program



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## How to Apply

Consulting/Design firms interested in this project shall prepare and submit the following requests for qualifications:

1. **Firm.** List the name, address, and phone number of the primary firm submitting the proposal. State whether or not the proposal is a joint venture. List all other consulting firms that are a part of the proposal.
2. **Current Work.** Provide a list of all work currently under contract with the City of Little Rock by any member of the project team.
3. **Project Leader and Team.** List the name, title, telephone number, and primary qualifications of team leader. This person will be the primary contact person and shall be directly involved in all phases of the work. Provide resumes of all participants.
4. **Reference Projects.** Provide a brief synopsis for three similar studies or completed projects. Include scope of work, extent of involvement, cost of primary firm and/or project for each and describe similarities to requested work. Also include location of job, name of client, contact person, and phone numbers.
5. **Approach.** Outline the approach to be taken in the project. Discuss in outline format, the approach to be taken for providing services for the project. Discuss any additional concerns that occur in reviewing the existing conditions and project site.
6. **Schedule.** Develop a schedule for this project study from acceptance through completion. Include Owner review and approval time. Discuss your capacity to schedule this contract within your existing commitments.
7. **Additional Information.** Up to three selections of support materials such as reviews, news articles and other related information which you feel supports your firm's qualification for this project may be included. These shall be bound and contained within the prospectus.

Consulting firm interested in being considered for commission shall submit the noted materials before 2:00 pm, March 23, 2015 to:

Abdoul Kabaou, Purchasing Manager

City of Little Rock

500 West Markham, Room 300

Little Rock, Arkansas 72201

501-371-4560

To be considered, six copies of the prospectus shall be received by the date and time set and noted herein by the Purchasing Agent. It shall be packaged in such a manner that the sealed, opaque envelope clearly reflects the project name (see title of prospectus), bid number (see upper right corner of RFQ) and the applicant's name and address.



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All materials submitted become the property of the City of Little Rock and will not be returned unless a self-addressed and stamped envelope, with sufficient postage, is provided. The City of Little Rock will make every effort to protect submitted materials; however, it will not be responsible for any loss or damage. The City of Little Rock reserves the right to reject any and all applications.

### Selection Process

As approved by the City Manager, a consultant selection committee will review all applicable submissions and select designers to be interviewed and recommended in accordance with provisions of Little Rock Ordinance No. 15, 221 for competitive selection of professional service providers.

Committee members will score each proposal according to criteria for selection noted at the beginning of this prospectus and record their scores on a selection-rating sheet (see attached sample sheet). After scoring and ranking all proposals, the committee may elect to conduct interviews with the top ranked firms in order to make its final selection.

Following a final committee ranking of proposals, a fee negotiation will begin with the top ranked firm. If a negotiation of a fee amount, schedule or contract is not successful within the limits set by the selection committee, other respondents will be contacted in order of their proposal ranking to secure a contract for recommendation to Little Rock Board of Directors.

### Additional Information

If you have any other questions or need any additional information, please call Truman Tolefree, at 501-371-4770, or e-mail [ttolefree@littlerock.org](mailto:ttolefree@littlerock.org)



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**Example of  
Selection Rating for  
Providers of Professional Services**

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Firm's name submitting prospectus

<u>Criteria</u>	<u>Weight</u>	<u>Score</u> 1 low – 10 high	<u>Weighted Score</u>
<b>Experience</b> Demonstrate overall firm's capability for handling a project of similar type and complexity	<b>30%</b>	_____	_____
<b>Team</b> Provide credentials and experience of professionals assigned to manage the project	<b>25%</b>	_____	_____
<b>Approach</b> Discuss philosophy and overall approach to the proposed work	<b>25%</b>	_____	_____
<b>Schedule</b> Note firm's ability to complete project in required time frame	<b>20%</b>	_____	_____
<b>Total</b>	<b>100%</b>		_____
			10.0 max

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Score each criterion using a 10.0 to the top firm of your choice. Other firms shall then be scored 0.0 to 9.9 relative to top firm.