

Request for Proposals City of Shakopee, Minnesota

Parks, Trails and Recreation Master Plan



Proposals Due: Monday, April 30, 2018 by 4 p.m. CST

I. PROJECT OVERVIEW

The City of Shakopee, Minnesota is seeking qualified consultants to complete a Master Plan for the city's parks, trails and recreation system. The plan will provide short- and long-term planning and implementation guidance for the city's capital improvements, acquisitions and development to create a parks and recreation system that meets the needs of Shakopee's residents and businesses.

The Master Plan should:

- Guide critical decisions about parks, trails and recreation facilities, infrastructure, programs, and services
- Identify capital improvement goals needed to assess funding needs
- Engage stakeholders and community members in a consensus-focused plan which clarifies the city's future plans for the park system
- Identify opportunities to reduce maintenance and operation costs while preserving a high-quality park system
- Seek balance in the park system to meet the needs of all Shakopee residents, businesses and stakeholders, considering usability, access and differences in physical ability, age, income, language and culture
- Consider the interrelation of the parks and recreation system to transportation, housing, land use, economic development, utilities and infrastructure, natural resources and public safety
- Develop specific recommendations and an implementation strategy

In addition to providing a design blueprint for parks and facilities, the master plan will be used as a promotional document to foster support and community involvement. A successful master planning process will transform a community's vision into tangible plans to create outstanding recreation opportunities, well-maintained facilities and a customer-focused and responsive park system.

The city intends this process to be an inclusive, customer-oriented plan organized around a community-driven set of values and outcomes.

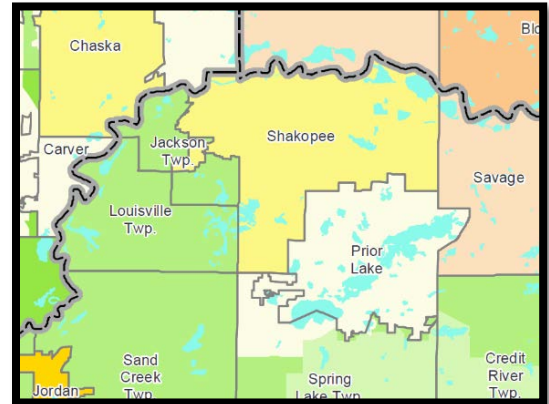
The city intends to incorporate and coordinate the Master Plan with the 2040 Comprehensive Plan. The city's 2040 plan, Envision Shakopee, is currently being prepared, with a draft to be released in mid-June. Envision Shakopee provides a future framework for the parks and recreation system and identifies a number of community-driven concerns, strategies and opportunities. The Master Plan will build off that framework, presenting specific and concrete analysis, recommendations and guidance. A list of strategies identified in the 2040 Comprehensive Plan is listed later in this RFP. The city estimates the Master Plan process should be completed in six months. This allows time to coordinate Envision Shakopee and the Master Plan where necessary. It is anticipated that the Master Plan will be adopted as an appendix to the Comprehensive Plan.

II. COMMUNITY BACKGROUND

Named after Chief Shakpay of the local Dakota tribe, the City of Shakopee is rich in history and culture. Located in the lower Minnesota River Valley, Shakopee has been home to Native Americans for thousands of years. Today the Shakopee Mdewakanton Sioux Community (SMSC) is a federally

recognized sovereign nation with trust land located adjacent to and within the city’s borders. The SMSC is an important stakeholder in the area and a critical coordination partner in the area’s park system.

From a Dakota settlement, to a trading post founded by white settlers, and then a small river town, the city is now a growing suburb to the Twin Cities metropolitan area. The city’s population has seen tremendous growth, nearly doubling since the year 2000 to 39,981, with growing populations of seniors, youth and communities of color.



Continued growth is expected for decades to come. As the city looks to accommodate future growth, it is in the process of exploring annexation of portions of nearby Jackson Township. The city has signed an Orderly Annexation Agreement with the Township and most of the growth for the 2040 Comp Plan is projected in this area, with the city’s population expected to reach 60,000 by 2040.

The city currently has more than 900-acres of parks and facilities. This includes more than 34 parks and more than 80 miles of trails. Shakopee is also a bike-friendly community and many residents and visitors use the trail system for recreation and transportation. The park system includes significant facilities including the recently renovated and expanded Community Center that includes an aquatic center, gym, fitness center, senior and teen facilities. The city also has a shared facility agreement with the Shakopee Public School District that allows the district and the city to share facilities including the two sheets of ice at the community center and a number of recreational fields.

The city is in the process of completing its 2040 comprehensive plan, known as Envision Shakopee. The planning process has included extensive community engagement which has revealed shifting attitudes and perspectives on the existing park system and the desired park system of the future. The community has expressed a desire for a balanced park system that provides active and passive recreation opportunities. This includes trail connections, wayfinding signage, natural settings, gathering spaces, connections to the river and bluffs, community events and facilities for new games and sports. The vision being set forth in the comprehensive plan and its related community engagement should be the basis for the proposed park system plan.

III. PLAN DESIGN & PLANNING PROCESS

A. Goals of the Plan

1. Be consistent with and/or advance the goals of community
2. Be responsive to the interests of citizens and diverse groups of stakeholders

3. Implementable, lead to a shared vision for community livability, and provide recommendations for land-use policy, parks development and rehabilitation, and natural resource conservation
4. Be extremely conscious of initial and on-going expenses with the intent of lowering the overall proportion of the city's budget spent on the park system
5. Be adaptable to future changes in conditions
6. Lead to a shared vision for recreation and conservation among all stakeholders and guide future implementation
7. Address needs based upon the demographics of the community/region, including low-income, minority, and special-needs populations
8. Address the need for ADA accessibility (e.g., facilities, sites, and programs)
9. Create opportunities for citizens to connect to open space, greenways, trails, parks and conservation areas
10. Strengthen connections between recreation, healthy lifestyles and economic benefits in the community
11. Reconnect people to the outdoors and foster environmental stewardship
12. Leverage investment of resources, partnerships and funding
13. Support environmental sustainability, conservation and green practices

B. Plan Design Principles

The Envision Shakopee process has been guided by the following 11 principles. We encourage applicants to consider how the same principles could be incorporated into the park master plan process.

1. Visionary: a plan that reflects our shared concerns and aspirations, guides decision making and anticipates future growth and redevelopment needs;
2. Community-oriented: a plan centered on the people that live, work, play and learn in Shakopee. A plan that addresses our responsibility to future generations—focused on a Shakopee that is healthy, safe, livable, prosperous and sustainable for all.;
3. Consensus-focused: a plan organized around a vision that originated from—and is embraced by—the community. A plan driven by a set of community values/guiding principles;
4. Inclusive: the plan will incorporate disparate viewpoints, specific needs, and opinions of segments of the population with the intent of hearing and acknowledging all voices, especially those that typically may be underrepresented in the planning process;

5. Accessible: plan should be consistent in tone, easy-to-read, easy-to-use, customer service-oriented, one that avoids technical terms when possible, and a strong emphasis on visual interest and the use of photographs, charts, tables and infographs;
6. Action-oriented: the plan will be focused on implementation with specific, measurable outcomes. It will be proactive and visionary plan.;
7. Strategic: the plan will be thoughtful and pragmatic and yet challenge conventional wisdom when needed to achieve an outcome.;
8. Systems-based: The plan will acknowledge and address the interconnectedness of planning elements, the complexities of modern society and the need to address issues in an integrated and cohesive manner.
9. Data-driven: the plan should be an evidence-based strategic framework by which to systematically achieve long-range planning goals and to do so efficiently and effectively;
10. Transparent: the planning process and its related impacts will be consistently communicated, ensuring all stakeholders have clear, accessible information that continues through plan adoption and beyond.; and
11. Accountable: The plan will be viewed as an agreement between the city, stakeholders and the larger community, in which the city will do its best to achieve the vision laid out in the plan.

C. Community Engagement

The 2040 comprehensive planning process has been inclusive and has made many efforts to engage the resident through community workshops, at public events and gatherings, online surveys and discussion forums. Community engagement will be critical to this plan and should complement and build off the engagement work done thus far for Envision Shakopee.

A community survey revealed that less than 20 percent of residents engaged with elected officials or attended a public meeting. This indicates that a one-size-fits-all approach to engagement does not reach the vast majority of residents, heralding the need for a new set of tools. To create a plan that includes the above-mentioned design principles, an authentic community engagement process will be necessary. The city expects proposals to include plans for multiple forms of community engagement including but not limited to:

- Focus groups
- Website
- Community polling
- Social media
- One-on-one discussions
- Public comment tracking tool
- City-sponsored event and meetings (i.e. open house, City Council, Parks and Recreation Advisory Board and Planning Commission meetings etc.)

To be an inclusive process and plan, engagement activities will need to be tailored and adjusted based on the specific needs, history, culture and language of the community or population being engaged. An engagement process designed to meet the needs of those most likely to not engage – high priority populations - is likely to result in a process in which more people of all backgrounds are engaged. Be sure to include you firm’s experience working with diverse populations, including successes and lessons learned.

For purposes of this plan, the city’s high priority populations include:

- The approximately 80 percent of people who do not regularly engage
- Individuals that do not participate in group or team sports
- Low-income
- Youth
- People of color
- Immigrants

D. Trends and Issues

The parks, trails and recreation plan should address the following trends and issues:

- Changing demographics
- Regional and national trends in recreation
- Placemaking
- Community branding for parks, trails, recreation and open space
- Connections to the Minnesota River
- Inclusive public engagement
- Long-term infrastructure maintenance and replacement
- Building community pride
- Celebrating the city’s unique history and culture

IV. SCOPE OF SERVICES

The following is a general description of the tasks to be required of the consultant. A final scope of services will be negotiated and finalized once a consultant is selected. In preparing a proposal, the consultant is free to modify, revise or otherwise amend the list of tasks to best satisfy the requirements of the plan.

1. Initial meeting with city staff to meet project team; review the project scope, schedule, and deliverables; map out timeline and community engagement plan; begin the process of data collection and issues analysis; and clarify any outstanding questions or concerns.
2. Tour park and recreation assets
3. Demographic trends – review information from the 2040 Comp Plan
4. Meet with various stakeholder groups including sports associations, convention and visitor’s bureau, business leaders, community leaders, city staff, school district staff
5. Execute community engagement strategy

6. Facilitate monthly advisory committee meetings. The advisory committee will oversee the planning process and shall include:
 - a. Two City Council members
 - b. Two members from the Parks and Recreation Advisory Board (PRAB)
 - c. Two members from the Planning Commission
 - d. One member from the Bike Advisory Committee
 - e. Convention & Visitors Bureau Director
 - f. Public Works Director or assignee
 - g. Recreation Supervisor (representing various athletic associations and programming)
 - h. Two members from large employers
 - i. One member from small business
 - j. Four residents from various parts of the community
7. Draft plan, completed via iterative process with staff and advisory committee
8. Present draft plan to Parks and Recreation Advisory Committee, Planning Commission and City Council.

V. PROJECT DETAILS

A. Outline of Project Deliverables

It is recommended you consider the following list of project deliverables. This list should be used as a recommendation and guidance, not a list of requirements. The city welcomes additional ideas, revisions or deletions per your firms experience with master plans.

1. Listening and Visioning
 - a. Process and strategies to engage the community in park system master plan and future planning endeavors
2. Community Assessment
 - a. Existing and future demographic analysis
 - a. Park and facilities inventory and analysis
 - b. Park typology classification and identification
 - c. Recreation programming assessment
 - d. Level of service assessment
 - e. Community survey to assess use and need
3. Strategy and Implementation Recommendations
 - a. Engagement strategy
 - b. Communications strategy
 - f. Marketing and branding strategy
 - g. Unifying design elements and wayfinding
 - h. Opportunity identification, concept planning, cost estimations and prioritization for individual parks within the system
 - i. New park and facility concepts and target areas
 - j. Review of funding sources including park dedication, fee revenues and enterprise activities
 - k. Maintenance and operations assessment and strategy
 - l. Recreation programming assessment and strategy

- m. Capital Improvement Plan, 15-year plan
- n. System-wide priorities, actions and cost estimate matrix
- o. Progress evaluation matrix

B. Timeline

The city proposes a six months process with work expected to begin in July. It is anticipated that all work will be completed by the end of December 2018. The city anticipates approval its comprehensive plan in the late spring of 2019.

C. Budget

The total budget available for the project shall not exceed \$150,000.

The city expects a community engagement process in which authentic and lasting relationships between city staff and area stakeholders are built, fostered and maintained. In some instances, it may make more sense for city staff to conduct community engagement activities without the consultant present due to budget constraints, relationship building, or expediency. Feel free to acknowledge such limitations and propose a comprehensive community engagement plan in which your firm/team may not conduct all activities.

City staff is available to assist in completing various plan sections, provide greater detail, context, and history, gather and analyze data, assist in meeting facilitations, and offer technical support. Additionally, city hall and the community center are both equipped with media projection and meeting space if needed.

The proposed budget total should include all expenses and materials to deliver the work product. The city requests a proposed line item budget as part of the submittal package. The city will not be liable for any costs incurred by the consultant in the preparation of a proposal submitted in response to this RFP, in conduct of a presentation, or other activities related to responding to this RFP. No costs chargeable for work under this proposed contract may be incurred before receipt of either a fully executed contract with the city or specific written authorization from the City of Shakopee.

The final contract dollar amount will be negotiated with the selected consultant/team. If the city is unable to negotiate a satisfactory contract with the selected firm, negotiations with that firm will terminate and the city may select another firm.

D. Guiding Documents

In its preparation of this RFP and the planning process, city staff has researched and identified other plans from which it would like to model. The city recommends applicants view these guiding documents for tone, organization, presentation, engagement and implementation. The majority of them are image heavy and have easy to read concept designs.

1. City of Elk River, MN [Parks and Recreation Master Plan](#)
2. City of Edina, MN [Park System Strategic Plan](#)

3. City of St. Cloud, MN [Parks & Recreation Master Plan](#)
4. City of Emeryville, CA [Parks and Recreation Strategic Plan](#)
5. City of Englewood, CO [Parks & Recreation Master Plan](#)

E. Relevant Existing Plans

1. [City of Shakopee Parks and Trails Map](#)
2. [Shakopee 2030 Comprehensive Plan](#)
3. [Shakopee Capital Improvement Program 2017-2021](#)
4. [Community Livability Report \(2016\)](#)
5. [West End Land Use Master Planning Study \(2016\)](#)
6. [2018 Winter Hometown Messenger](#)
7. [2018 Spring-Summer Hometown Messenger](#)

F. Envision Shakopee

The city's draft 2040 Comprehensive Plan outlines and includes the following maps, figures and strategies. These items should be referenced and coordinated in the Parks Master Plan, but efforts should not be duplicated. Please note, the following list is only proposed language and may change in the coming months.

1. Goals and Strategies
 - a. Activate Parks and Facilities
 - i. Conduct a Parks and Recreation Master Plan process to provide detailed parks and recreation strategy and recommendations for park system in accordance with Comp Plan recommendations.
 - ii. Coordinate transportation planning, zoning and subdivision regulations to optimize access to and from all parks.
 - iii. Plan a park system that is accessible to all users regardless of age, culture, mobility level or income
 - iv. Provide park spaces within walkable distance to all Shakopee residents
 - v. Maintain an average of 20 acres of park space per 1,000 residents
 - vi. Establish unifying design elements across all parks
 - vii. Identify target areas for new parks
 - viii. Increase diversity of play experiences
 - b. Provide Passive Parks and Open Space
 - i. Approve passive space and open space planning as a system connected to active park uses, natural resources, regional and county parks
 - ii. Identify and maintain target levels of service for passive and active park space
 - iii. Improve natural setting of all park spaces
 - iv. Require dedicated open space in residential development
 - c. Support and Strengthen Trail System
 - i. Promote trail use, connectivity and construction, including local and regional trail systems
 - ii. Collaborate with public and private groups to ensure consistent, high-quality trail maintenance

- iii. Align parks planning with transportation planning to ensure the implementation of pedestrian and bicycle friendly street design on roadways – especially those connecting neighborhoods to parks and trails
- iv. Require connections to adjacent local and regional trail systems for approval of developments when applicable
- v. Continue to improve and install educational and directional trail system signage
- vi. Collaborate across city departments to ensure broad success of parks and trails system
- vii. Promote unpaved trails in nature areas
- viii. Promote paved shared-use trails in all large-scale residential developments
- ix. Promote on-road improvements to connect trail systems where applicable
- d. Embrace the Riverfront
 - i. Increase access to the riverfront
- e. Enrich Programming
 - i. Include programming in Parks Master Plan process
 - ii. Increase and enrich the programming in all applicable venues of the Shakopee park system
- f. Manage and Govern as a Community Effort
 - i. Embed collaboration into internal organizational structure
 - ii. Encourage wide participation in parks and recreation with diligence in communications
 - iii. Promote coordination, collaboration and partnerships among local and regional public agencies
 - iv. Emphasize use of data and metrics to plan and coordinate parks and recreation
 - v. Maintenance and budget
- 2. Figures and Maps
 - a. Parks and Open Space System Map
 - b. Trail System Map
 - c. Issues & Opportunities Map
 - d. Minnesota River Greenway Map

VI. PROPOSAL SUBMITTAL

The following materials must be received by 4 p.m. (CDT) on Monday, April 30, 2018 for a proposal to be considered. During the evaluation process, however, the City of Shakopee reserves the right to request additional information or seek clarification from a consultant/team, or to allow for corrections of errors and/or omissions.

- A. Project Overview
 - 1. General Information: provide a brief overview of firm, including qualifications to execute the contract, company mission or statement of beliefs
 - 2. Project Understanding: include a summary of the consultant’s understanding of the project as described in this RFP including the desire by the city for an innovative, community-focused plan
- B. Qualifications
 - 1. Personal Qualifications:

- a. Identification of lead project manager and their contact information
 - b. Name, proposed role, hourly rate, anticipated time commitment to the project, and biography of each team member
 2. References: include a list of at least three municipal clients for which consultant has conducted strategic planning for parks and recreation, visioning, community engagement and/or financial analysis
- C. Proposal
- Submitted materials should provide city staff with a clear understanding of the consultant’s proposed approach to the park master plan.
1. Proposal Overview: provide specific approaches, methods and assumptions that will be utilized to accomplish each task
 2. Proposed Work Plan and Schedule: provide a proposed work plan with schedule, divided into distinct phases and including a list of key tasks, milestones, approximate dates, project deliverables and resource needs
 3. Community engagement plan: provide an overview of your approach to community engagement including anticipated activities, approach to collaboration with city staff and efforts to engage high priority populations
 4. Budget: identify cost estimates for each segment of the scope of services/proposed approach and work plan. At minimum, identify costs for the following:
 - i. Community engagement activities
 - ii. Update of existing plans and exhibits
 - iii. Analysis of future impacts and issues
 - iv. Implementation program
 - v. Production of final document – editable and PDF format, including all figures, maps and shapefiles. Website and/or printed copies will be considered.
 - vi. Any other anticipated budgetary needs including incidentals

All responses, questions and correspondence should be directed to Eric Weiss, long-range senior planner, using the contact information below. In the interest of fairness to all respondents, please do not contact other staff or elected or appointed officials unless instructed to do so. A list of questions and pertinent responses will be posted on the city’s website.

Eric Weiss, Senior Planner
 City of Shakopee
 485 Gorman Street
 Shakopee, MN 55379
eweiss@ShakopeeMN.gov
 952-233-9347

One electronic copy of the proposal, in Adobe PDF format, shall be submitted to the email address above. Note the maximum size for email attachments is 32 MB; multiple emails with attachments are permitted.

VII. PROPOSAL REVIEW

A committee of city staff will review all proposals and will consider the following criteria in selecting a consultant/team using the following scoring matrix:

APPROACH	
A strategy is devised to draft a consensus-based vision for the community	10 points
A comprehensive approach is taken that acknowledges the multiple benefits – monetary and non-monetary – of a park and recreation system to the community	5 points
Acknowledgment of future trends and issues included in proposal, experience planning for these issues and clear process to identify strategies	10 points
Planning process is designed to gather and analyze data; data is used to influence decision making and proposed strategy	10 points
Design and language techniques will be engaged to make the plan an accessible, easy to read, and easy to use document	10 points
An approach is taken that ensures the plan will be strategic, pragmatic and action-oriented	15 points
A work plan is submitted that is realistic and identifies specific goals, strategies and timeline	15 points
COMMUNITY ENGAGEMENT	
Community engagement plan includes multiple engagement techniques	10 points
Specific tactics proposed to target high priority populations and create an inclusive planning process	10 points
A process is identified to work with area stakeholders, athletic associations and appointed and elected officials	10 points
BUDGET	
Proposed budget is reasonable and reflective of project needs	10 points
Language is included stating the budget is “not to exceed”	5 points
EXPERIENCE	
Project team has experience creating innovative, accessible and engaging park master plans	5 points
Project team has experience creating strategic, phased implementation plans that includes realistic strategies and tactics	5 points
Project team has experience working with diverse populations	5 points
Project team has experience working in the Midwest and is familiar with climate, culture and economics	5 points
Project team has the comprehensive skills, capacity and technological resources needed to complete the project	5 points
At least three references are provided	5 points
TOTAL	150 points

A committee of city staff will evaluate and rank all submitted proposals. After conclusion of this review, staff will recommend the most qualified consultant/team to the City Council. The decision will be based on a combination of factors including, but not limited to: ranking, presentation of materials and other qualifications. The city administrator may review the recommendations and invite the top candidate to conduct a presentation before council, members of city staff, and representatives of the Planning

Commission. Presentations, should they occur, would take place in early- to mid-May. The council will make the final selection of the consultant/team, with input from city staff and the Planning Commission. Once authorized to proceed, the “most qualified” consultant will be expected to immediately assist in developing a final scope of services and contractual agreement.

The city anticipates the following review and selection schedule:

1. Submission Deadline: April 30, 2018
2. First Review: May 14, 2018
3. Interviews: June 4-6, 2018
4. Selection: June 11, 2018
5. City Council Contract Award: July 3, 2018

IX. RESERVATION OF RIGHTS

The City of Shakopee reserves the right, at its sole discretion, to use without limitation any and all information, concepts, and data submitted in response to this RFP, or derived from further investigation of such proposals. The city further reserves the right at any time and for any reason, to cancel this solicitation, to reject any and all proposals, to supplement, add to, delete from, or otherwise change this RFP as determined in the sole and absolute discretion of the city. The city may seek clarification from a respondent regarding their proposal at any time and failure to respond promptly may be cause for rejection. The city also reserves the right to interview only those respondents it determines shall provide the most advantageous services and to negotiate with one or more respondents to contract terms acceptable to the City of Shakopee.