



**REQUEST FOR PROPOSALS**  
**Professional Planning Services**  
**City of Pullman**  
**Parks, Recreation and Open Space Plan**

Proposals Due: 4:00 PM, Friday, April 26, 2024

Requested by:  
City of Pullman  
Parks & Recreation Department  
190 SE Crestview St, Bldg B  
Pullman, WA 99163

Project Administrator  
Kurt Dahmen, Parks & Facilities Director  
Email: [Kurt.Dahmen@Pullman-Wa.gov](mailto:Kurt.Dahmen@Pullman-Wa.gov)  
Phone: (509) 338-3286

## **Introduction**

The City of Pullman (City) Washington, Parks and Recreation Department is seeking Request for Proposals (RFP) from consultants with experience and expertise in the preparation of a Parks, Recreation and Open Space (“PROS”) Plan. The PROS Plan document will update the Parks & Recreation Department most recent Comprehensive Five-Year Plan that was adopted in February 2020. The document must fulfill the planning eligibility requirements for park and recreation plans set by the State of Washington Recreation & Conservation Office.

The purpose of the project is to produce an updated plan and provide guidance to the City in its management and development of park properties and recreation programs for the next twenty years. The PROS Plan will be based on the needs and values of the citizens of Pullman and will include both six-year and twenty-year capital improvements. The planning process will consist of public involvement in various ways to educate and engage the community about the future of the park, recreation, and community services. To prepare the Plan, a public involvement process will be used to gather opinions on needs and requirements from community members, special advocate groups, and other stakeholders.

## **Background**

Pullman Parks and Recreation mission is to provide opportunities for high quality recreation and skill development by focusing on dedicated leadership, program diversity, and responsiveness to demands of our dynamic local community. We strive to preserve, enhance, and protect our open spaces to enrich the quality of life, contribute to the vitality of the local economy, and promote a high quality of life for present and future generations in a safe and secure environment.

The City has 29 developed parks (including school facilities) totaling approximately 225 acres that include a network of playgrounds, picnic shelters, jogging tracks, athletic fields, formal garden, and other recreation amenities across the city. Paths and trails within city limits extend more than 18 miles, including a portion of the seven-mile-long Bill Chipman Palouse Trail connecting Pullman and Moscow, ID. The City opened a new Recreation Center in 2020 that includes a full-sized gymnasium; walking track; fitness, dance, art, and multi-purpose rooms; preschool program; and Senior Center.

## **Scope of Work**

The City is seeking proposals from qualified consulting firms to provide professional services to the City to develop a PROS Plan that updates the current levels of service for the Cities parks, open spaces, trails, recreation facilities, and recreation programs. The department has completed five-year comprehensive planning efforts in 2002, 2008, 2014, and 2020 which the City hopes to bring together and create this PROS Plan that will create a framework for fiscally sound decision-making for the next 5-20 years.

This process is to include developing a comprehensive inventory, an analysis of forecasted needs, and implementation strategies. Specific items to include in the study, but not limited to, are:

- Needs Assessment
- Assets Inventory and Level of Services Analysis
- Management and Operations Analysis
- Services Assessment
- Cost Recovery Policy
- Programming Plan
- Maintenance Standards Plan

#### **A. Public Process**

- Identify, describe, and implement a comprehensive strategy and methodology for citizen involvement in this PROS Plan development process.
- Facilitate a robust community involvement process among City stakeholders, user groups, other service providers, and community members to seek consensus regarding community priorities for:
  - Current park, trail, and open space inventory and uses
  - Facility use and needs
  - Desired system improvements
  - Recreation programs and special events, and
  - Expectations and preferences from various user groups
- Facilitate at least two (2) public community meetings and workshops with focus groups (participants to be determined) as needed.
- A minimum of two (2) meetings with the Parks & Recreation Commission, and two (2) presentations to the City Council.
- Provide written records and summaries of the results of all public process and communications strategies.
- Help to build consensus and agreement on the plan, and if consensus is not possible, provide information for informed decision making for the Council.

#### **B. Statistically Valid Survey**

- Develop and implement a community needs assessment survey with a return rate that statically represents the Cities population and also speaks generally to the community-wide needs for park facilities and recreation programs.
- Provide a professional report in electronic format that establishes a long-range Needs Assessment for parks, recreation, and open spaces. The Needs Assessment should evaluate and consider the availability of existing community recreational facilities (public and private) that may be available for community use over a 20-year planning horizon.

### **C. Demographics and Trends**

- Review and interpret demographic trends and characteristics of the City using information from regional and local sources.
- Assess existing population estimates for the next 20 years, acknowledging adopted area plans, including the City Comprehensive Plan adopted in 2021.
- Develop a report with data analysis and findings backing goals, policies, and implementation recommendations within the PROS Plan.

### **D. Existing and Future Facilities - Analysis of Level of Service**

- Update existing inventory of City assets including facilities, parks, trails, and open spaces.
- Gauge customer interest in City offerings, particularly in “experience-based” areas such as passive recreation, park stewardship, special events, and desired activities.
- Identify barriers to access City services, as well as mitigation strategies, such as cost, location, accessibility, and effective communications.
- Evaluate the existing 6-year Capital Improvement Plan and finalize a new 6-year plan that is consistent and supportive of the long-range Needs Assessment and reflective of PROS Plan goals and policies.
- Examine and incorporate the City Comprehensive Plan in the PROS Plan goals and policies, reflective of a long-range needs assessment.
- Determine current Level of Service (LOS) and assess the desired level of service for parks and recreation programs and make recommendations for best practices.
- With asset inventory, current allocated budget levels, and staff feedback, establish maintenance and operations (M&O) unit costs including, but not limited to trail mile, mowing acre, grass turf acre, open space acre, parks with restrooms.

### **E. Rank and Prioritize Demand and Opportunities**

- Prioritize recommendations for needs regarding land acquisition and the development of parks and recreation facilities.
- Develop a set of prioritized recommendations for maintenance and renovation of parks and recreation facilities.

### **F. Analysis of Programs and Services**

Provide an assessment and analysis of the Cities current level of recreation programs and services in relation to present and future goals, objectives, and directives.

- Incorporate outcomes from the Needs Assessment Survey into long-range program strategies that also reflect public survey data.
- Provide an analysis of the best possible providers for programs and services, and identify and discern any unnecessary duplication of services through public and private program providers.

- Provide recommendations for both minimizing service duplications and enhancing possibilities for collaborative partnerships where appropriate.
- Provide recommendations for recreation program expansions in line with demographics, public process, and regional service plans.

### **G. Action Plan**

- Collect and analyze demographic and market information for the community.
- Collect and analyze information on participation, needs, desires, operations, programming and land use trends that impact levels of service.
- Identify areas of service shortfalls and project and address impacts of potential future trends, to include land use and population growth.
- Provide useable, workable definitions and recommendations for designated park and open space with acreages and parameters defined as appropriate.
- Develop strategies for acquisition and development of parks, open space, trails and recreation facilities, highlighting leverage opportunities.
- Identify means to provide critical operations, staffing, and maintenance for recommended strategies and initiatives.
- Develop cost estimates for parks maintenance and administration for recommended service levels and for any specific recommended improvement.
- For any recommended improvements, provide a cost per unit for maintenance and operations in order to anticipate total costs.
- Identify opportunities for available funding and acquisition means.
- Develop an action plan which includes strategies, priorities and an analysis of implementation mechanisms for the short term, mid-term and long term for the park system, open space, trails, and for recreation programs.

### **H. Progress Reporting**

The consultant and the Cities project administrator shall hold evaluator progress meetings as often as necessary until the final plan, as approved by the city council, is provided with a full public record of the process, kept by the consultant. The project administrator will expect both internal and external reports at milestone times during the development of the plan. Consultant shall supply the City reports, studies, forecasts, maps or plans used in the process ahead of each progress meeting and at the completion of the process. City staff will have these materials at least one week ahead of any public distribution deadline, to include the public meeting materials prepared in advance for City officials.

## **Development of Final Plans and Supporting Materials**

- The PROS Plan must maintain written goals, plans, objectives, and policy statements that articulate a clear vision for Park and Recreation services.
- Adopted PROS Plan must fulfill the planning eligibility requirements for park and recreation plans set by the State of Washington Recreation & Conservation Office.
- Provide an update of the existing conditions, inventories and level of service analysis.
- Create charts, graphs, maps and other data as needed to support the plan and its presentation to the appropriate audiences.
- Evaluate the existing 6-year Capital Improvement Plan and finalize a new 6-year plan that is consistent and supportive of the long-range Needs Assessment and reflective of PROS goals and policies.
- Provide an executive summary within the plan.
- Participate in a minimum of two (2) meetings with the Parks and Recreation Commission to present and solicit feedback.
- Participate in a minimum of one (1) meeting with the Planning Commission to present and solicit feedback on the draft plan.
- Participate in a minimum of two (2) meetings with the City Council to present the recommended plan and the proposed adopted plan (incorporating any changes made by council at previous presentation).
- A PDF color version of the preliminary Parks, Recreation and Open Space Plan document consisting of all graphics, appendices, associated materials and the full public record; and editable (not locked) original source file(s).
- A PDF color version of the adopted Parks, Recreation and Open Space Plan document; and editable (not locked) original source file(s).
- A PDF color version of the adopted executive summary, and editable (not locked) original source file(s).

## **Items to be provided by the City of Pullman**

- A project administrator, as the public contact and responsible for coordination with the city and for access to city information, tools, and public processes.
- Copies of all existing studies, plans, programs, and other data, including the City of Pullman Parks & Recreation 2020 Comprehensive Five Year Plan, City of Pullman Comprehensive and Strategic Plans, and access to all applicable records.
- Assistance with coordination of community resources and meetings.

## **Proposal Submittal and Selection Process**

The selection process will include review of proposals, preparation of a short list and final interviews. Each complete proposal received prior to the submission deadline will be reviewed by city staff and ranked against the other proposals based on the criteria listed below. Consultants from the top proposals will be extended an invitation to be interviewed by a city selection panel, anticipated to be done through RingCentral.

### **A. Proposals**

Proposals must be concise and should be organized to comply with the following sections:

- **Letter of Submission**  
Letter of submission should include the name, address, telephone number and email address of the person(s) who is authorized to represent the team.
- **Executive Summary**  
An executive summary should briefly describe the consultant's approach detailing the methodology, deliverables and client meetings to be provided and clearly indicate any options or alternatives being proposed.
- **Project Team Organization and Qualifications**  
Provide an organization chart that identifies the roles of each key personnel involved in each phase of the project. Describe the proposed responsibilities and involvement and provide a résumé of related experience, professional licenses, certifications and education of each team member. List any sub consultants, contractors or professional services business to be involved in this project. Describe their capabilities, responsibilities, involvement and related experience of each.
- **Experience and References**  
Provide information on three to five public agency references (contact name, telephone and email address) for projects of a similar scope. For each project identified, include community, agency name, brief project description, cost, date completed and any special elements. Include whether or not projects were completed on time and within budget.
- **Proposed Project Schedule**  
Provide a schedule that includes phases as applicable and should include important dates, meetings and submittals.
- **Proposed Approach**  
Outline a plan for completion, including specific tasks and any special approaches for completion of the work. Include services the consultant will provide, detailing the methodology including public participation plan, deliverables and client meetings.

- Cost Proposal

The cost proposal shall include a detailed cost for tasks included in the scope of work as well as a total, “not-to-exceed” cost for services. A narrative describing whether the scope of work can be accomplished within the project budget listed below. If not, suggestions for adjusting the scope of work to match the fee should be included.

The consultant is solely responsible for ensuring that proposals are delivered on time via mail, courier, or in person. Proposals received after the due date and time will not be accepted and discarded. Faxed or emailed proposals will not be accepted.

**Consultants must submit one (1) hard copy, one (1) digital copy on USB drive, and a project cost proposal by 4:00PM on April 26, 2024 to:**

**Kurt Dahmen, Parks & Facilities Director**

City of Pullman

Parks & Recreation Department

190 SE Crestview St, Bldg B

Pullman, WA 99163

## **B. Interviews and Selection**

The City selection panel’s evaluation of each consultant will focus on the strength of their written proposal and presentation of the components. Each interview will be limited to 50 minutes and include a 35-minute presentation from the consultant giving an overview of their approach and relevant experience and focused on the final tasks and deliverables. The remaining 15 minutes will give the City panel an opportunity to ask questions of the consultants. The final selection will be made by the interview panel after ranking each consultant against the other based on the stated criteria. The top ranked consultant will be asked to enter into a contract with the City for this PROS Plan.

This solicitation does not commit the City to award a contract, to pay any cost incurred with the preparation of a proposal, or to procure or contract for services or supplies. The City reserves the right to accept or reject any or all proposals received in response to this request, to negotiate with any qualified source, or cancel in whole or part this proposal process if it is in the best interest of the City to do so.

Subsequent to contract negotiations, prospective consultants may be required to submit revisions to their proposals. All proposers should note that any contract pursuant to this solicitation is dependent upon the recommendation of the City staff and the approval of the Pullman City Council.



### C. Evaluation Criteria

Selection of the successful consultant with whom negotiations shall commence will be made through an evaluation process based on the following criteria:

<b>Component</b>	<b>Percentage</b>
Project Approach	25%
Project team qualifications and availability	25%
Experience, examples, and references	20%
Project schedule and strategies	10%
Presentation and responsiveness	10%
Technical capability (GIS, graphics, document production)	10%

To be evaluated, the proposal must include:

- The firm's proposed approach to the project including all of the aforementioned scope of work and scope of services listings.
- A description of the availability of the firm, its partnering firm(s), and key staff to provide services in a timely manner and showing commitment to the importance of this project.
- 3-5 examples of prior work that demonstrate the ability of the firm to meet the objectives of the project. Emphasize work completed on PROS or similar plans for other municipalities and governmental agencies.
- List of proposed deliverables for each phase of work. Include any proposed deliverables not included in the scope of work above.
- A proposed schedule, demonstrating the firm's ability to meet the Cities deadline for adoption by April 2025.

### D. Terms and Conditions

- The City reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal.
- The City reserves the right to request clarification of information submitted, and to request additional information from any consultant.
- The City shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to the RFP.
- All created documents are public record and subject to disclosure.
- The successful consultant shall be required to enter into a professional services agreement and the City reserves the right to reject any proposed agreement or contract that does not conform to the specifications and terms outlined in this RFP.

### Project Budget and Schedule

#### A. Budget

A budget of Not to Exceed \$132,000 has been established for this project. The final contract amount and scope of work will be negotiated with the selected firm/team as part of the final contract for this update. If the City is unable to

negotiate a satisfactory contract with the selected consultant, negotiation will terminate and the City may select another consultant.

**B. Preliminary Schedule**

The following tentative schedule is anticipated for the project.

<b>Event</b>	<b>Date</b>
RFP Released	March 29, 2024
RFP questions due	April 15, 2024
RFP responses to questions	April 19, 2024
Proposals due	April 26, 2024, 4:00pm
Shortlist and notify finalists for interview	May 6, 2024
Interview finalists	May 14, 2024
Select and notify selected consultant	May 17, 2024
Contract approval by city council	June 2024
Parks & Recreation Commission (Draft)	November 2024
City Council Review (Draft)	November 2024
Parks & Recreation Commission (Final Draft)	February 2025
City Council (Adoption)	March 2025

**Questions**

Questions concerning this RFP should only be submitted, with the subject line “Pullman PROS Plan RFP Question,” and by 5pm on April 15, 2024 to:

**Kurt Dahmen, Parks & Facilities Director**

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