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**Village of Algonquin**  
**Request for Proposals**  
**Comprehensive Parks and Recreation Master Plan**



**Issue Date: July 18, 2019**

**Submission Deadline: August 23, 2019 5:00 P.M. CST**

PROPOSALS RECEIVED AFTER THE SUBMISSION DEADLINE WILL BE RETURNED UNOPENED

RFP Coordinator:

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# General Information

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## Introduction

The Village of Algonquin (hereafter referred to as "Village") is requesting proposals (hereafter referred to as "RFP(s)") from qualified consulting firms (hereafter referred to as "Firm(s)") to provide professional services to the Village to develop a Comprehensive Parks and Recreation Master Plan (hereafter referred to as "Plan"). The selected firm will have proven experience and knowledge in park and recreation planning, project management and effective public involvement processes and work closely with Village staff in preparing the Plan.

The Plan will drive Village long-range planning, direct decision-making, and resources toward a clearly defined vision for its future, including development and redevelopment of the parks, facilities, open space, and recreation system, over the next ten (10) years. The planning process will consist of the following components: needs assessment, visioning, identifying, and evaluating community needs, priorities, and opportunities, and creating a phased implementation and financial plan. The firm will create a document which summarizes the planning process, data collected, the analysis of forecasted needs, and implementation strategies for review and approval by the Village Board following presentation.

## Description of Village

The Village of Algonquin, a home rule community as defined by the Illinois Constitution, was incorporated in 1890 and is located approximately 45 miles northwest of the City of Chicago in McHenry and Kane Counties. Algonquin has a land area of 12 square miles and a population of 30,046 as certified in the 2010 Decennial Census.

Policy making and legislative authority are vested in the Village Board, which consists of the President and six trustees. The Village Board is responsible, among other things, for passing ordinances, adopting the budget, appointing committees and hiring the Village Manager and Village Attorney. The Village Manager is responsible for carrying out the policies and ordinances of the Village Board, for overseeing the day-to-day operations of the Village, and for appointing the heads of the Village's departments.

The Village provides a full range of services including police protection, construction and maintenance of streets and other infrastructure, parks and recreation, community development, general services administration, and the operating of the water and wastewater facilities.

The Village owns and maintains 21 active park sites (155 acres) plus an additional 512 acres of protected natural areas, naturalized storm water basins, and undeveloped park sites. Facilities include one (1) community center (Historic Village Hall) and one (1) outdoor swimming facility/splash pad. Recreation is staffed by 1.5 FTEs (not including seasonal staff at the Lions Armstrong Memorial Pool) in the General Services Administration Department and Parks and Forestry is staffed by 13.5 FTEs in the Public Works Department. The Village also partners with local school districts, library districts, churches, and private businesses to provide recreation and

leisure services to the community (approximately 1,000 courses offered annually).

In addition to being served by the Village of Algonquin for parks and recreation services, portions of the community are served by separate park districts including the Barrington Hills Park District, Dundee Township Park District, and Huntley Park District.

## Background

The Village utilizes long-range planning to define a consistent future vision and strategic priorities as it forces the organization to imagine the desired future of its services, recognizing the realities of the external operating environment and developing an action plan to make the desired future a reality.

To provide the variety of facilities and programs to the Algonquin community and maintain a healthy financial condition, the Village's overall philosophy is to project revenues and expenses conservatively, and to use sound financial planning to achieve the strategic priorities, utilize existing reserves to maintain assets, take steps and allocate resources to address competition, attract and retain customers, and provide a balanced level of services and programs expected by the community. Furthermore, staff recognize that to ensure long-term financial sustainability, the Village must proactively divest in those programs/facilities with declining participation, and those that do not or cannot consistently reach established revenue benchmarks, while putting resources into areas with potential growth. As a result, the Village has had the fiscal agility to use reserves to address capital project needs, maximize and grow revenue, ensure adequate staffing, and undertake key strategic initiatives for long-term success.

To continue maintaining its aging infrastructure and offer the programs, services and new facilities and amenities the community desires, the Village Board and staff must continue to make measured decisions, balancing future community needs against the Village's sound fiscal condition, including implementing the cost recovery models developed during the program planning process, and determining realistic and financially feasible future priorities during the next comprehensive parks and recreation planning process. The key factors to all Village long-range planning process include the following:

- Engage stakeholders in the planning process to build consensus and support for the effective development and implementation of long-range plans;
- Conduct a needs assessment process to analyze community park and recreation needs and interests and identify the gaps to be addressed to meet those needs and interests;
- Assess the future vision of the organization and determine the strategic priorities to achieve that vision;
- Foster an awareness of the organization's presence and impact on the community;
- Develop a "living document," which reflects the outcomes of the process and provides clear direction on actions to be taken to address strategy and provides a foundation for the development of all other planning and operating documents (e.g., budget, capital, community survey, facility, and marketing plans); and

## Village of Algonquin Comprehensive Parks and Recreation Master Plan RFP

- Ensure the most effective use of the organization's resources by focusing decision making and spending on strategic priorities.

### **RFP Coordinator**

Upon release of this RFP, all communications concerning this proposal request should be directed to the RFP Coordinator listed below. Unauthorized contact regarding this RFP may result in disqualification. Any oral communications will be considered unofficial and non-binding to the Village. The respondent should rely only on written statements issued by the RFP Coordinator.

Michael Kumbera  
Assistant Village Manager  
2200 Harnish Drive  
Algonquin, IL 60102-5995  
Telephone: 847-658-2700  
Fax: 847-658-4564  
Email: [michaelkumbera@algonquin.org](mailto:michaelkumbera@algonquin.org)

### **Questions Regarding the RFP**

Requests for clarification or additional information must be made in writing to the RFP Coordinator prior to the date specified in the RFP Schedule. Written responses to all requests will be furnished to all potential proposers as determined by the Village's receipt of a completed RFP Acknowledgement Form (Attachment A). The RFP Coordinator will be unable to respond to requests for additional information or clarification received after 5:00 p.m. CST, August 7, 2019.

### **RFP Amendments**

In the event of a material modification, all potential proposers will be notified of an amendment to the RFP as determined by the Village's receipt of a completed RFP Acknowledgment Form (Attachment A). If deemed necessary by the Village, proposers will be given an opportunity to modify their proposal in the specific areas that are affected by the modification.

# Scope of Services

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The specific work to be undertaken by the successful firm for the comprehensive parks and recreation master planning process is described in this Section, and respondents should include in their proposals how they will assist the Village with completing this work. The work described in this Section is considered to be the minimum required to complete this process. In their submittals, firms should propose additions or edits to this scope that lend to the best process. Following the firm selection process, a meeting will be held with the successful firm to negotiate the final scope of work and a contract for services. Therefore, the Village reserves the right to make revisions to the final scope of work.

## **Project Kick-off**

The first step in the project will be to hold an onsite meeting with Village staff to establish objectives for the project, including confirming roles and responsibilities and finalizing the project methodology, scope of services, timeline and format and content of deliverables.

## **Conduct a Needs Assessment**

A key component in creating the Plan will be a needs assessment process that taps the opinions and ideas of community stakeholders, Village Board and staff, and includes a comprehensive inventory of the current state of the Village, including its financial condition, operations, park system, facilities, programs and services. The needs assessment also entails a review of current and projected demographics, current planning standards, regional and national trends and how facilities owned by other entities factor into the park and recreation needs of the community. It will provide the data and information necessary to evaluate how Village park and recreation facilities meet current and future needs and whether modifications and/or additions will be required. An overview of each facet of the needs assessment is as follows:

## **Develop & Implement Public Involvement Strategy**

The planning process must result in a shared, clearly defined vision for the Village driven by input from the community. Public involvement is extremely important to the Village and informs decision making processes. The successful firm will propose a robust and innovative public outreach strategy that describes how the community, staff and Board will be provided opportunities to participate in the development of the Plan. In their submittals, firms should at a minimum provide the following:

- Identify and describe a comprehensive strategy and methodology for citizen, participant and stakeholder involvement (e.g. proposed outreach process, methods of outreach, outreach tools, and anticipated schedule);
- Ensure the residents, user groups and other stakeholders are provided an opportunity to participate in the development of the Plan;
- Act as professional facilitators to gather specific information about services, use, preferences, and any agency strengths, weaknesses, opportunities and threats;

- Provide well-organized and directed activities, techniques and formats that will ensure that a positive, open and proactive public participation process is achieved;
- Provide written records and summaries of the results of all public process and communication strategies;
- Develop and manage any online public involvement tools and data; and
- Throughout the entire process, help to build consensus and agreement of the plan and if consensus is not possible, provide information for informed decision making for the staff and Village Board.

## **Collect & Analyze Data**

- Review current long-range plans and related documents such as, but not limited to, 2019-2020 Annual Budget; 2017-2018 Comprehensive Annual Financial Report; 2018 Algonquin Community Survey; 2016 Fox River Corridor Plan; 2013 Downtown Planning Study; 2013 Woods Creek Watershed Plan; 2012 Jelkes Creek – Fox River Watershed Plan; 2009 Events and Recreation Evaluation Plan; 2008 Parks, Trails, and Open Space Plan; and 2008 Comprehensive Plan;
- Develop and administer a Village-wide, statistically-valid, community needs assessment survey with a return rate that accurately represents a sampling of the community population to identify community needs and issues on the Village’s facilities, programs and services. This survey will be used as a baseline to determine needs, desires and willingness to pay;
- Compile data on participation, operations, technology, programming, programming space and land use trends and acquisition opportunities;
- Compile an inventory of indoor and outdoor facilities, including capacity of each amenity found within the park system as well as its functionality, accessibility, condition and convenience, etc.;
- Review available funding and financing strategies that are options for funding future improvements;
- Develop Level of Service (LOS) standards to meet community needs (standards should consider geographic distribution of indoor and outdoor facilities and their amenities); and
- Provide usable and workable definitions and recommendations for designated park and open space with acreages and parameters defined as appropriate.

## **Analysis of Forecasted Needs to Determine Village’s Strategic Direction**

The firm will review needs assessment outcomes with Village staff and facilitate a review of the Village’s strategic direction to identify and affirm the long-range vision for the Village. This step of the Plan process is vital for clarifying the Village’s organizational direction for action planning, decision making, and resource allocation. To determine the Village’s strategic direction, the firm will assist the Village with accomplishing the following:

- Review the Village’s purpose, aspiration, and organizational values;
- Conduct a situational analysis and environmental scan utilizing the needs assessment data to determine gaps in what is being provided versus the needs and interests identified; and
- Develop a list of critical issues and opportunities based on the results of the situational analysis and environmental scan.

## **Develop Recommendations & Implementation Strategies**

To ensure that the Plan is implementable upon its adoption by the Village Board, it must include realistic, feasible, and clearly-defined planning scenarios. Based on the outcomes of the needs assessment and the Village’s strategic direction, the firm will be expected to develop the following:

- Prioritized recommendations to meet current and future needs through, but not limited to, land acquisition, construction or redevelopment of indoor and outdoor facilities, development of additional recreational amenities, park maintenance, etc.;
- Estimates of the capital and operational costs for land acquisition, construction, or redevelopment of indoor and outdoor facilities, development of additional recreational amenities, park maintenance, etc. The analysis should be designed to connect with any Village plans of capital improvement;
- Conceptual plans for any facility with recommended improvements in the Plan time horizon.
- Recommendations for addressing operations, staffing, maintenance, technology, programming, services, and funding need to support implementation of this Plan; and
- Evaluation of the feasibility, cost-effectiveness/return on investment of suggested strategies and recommendations.

## **Create Action Plan: Strategic, Capital & Financial**

The firm must develop an action plan which includes strategies, priorities, budget support, and funding mechanisms for the short term, mid-term, and long term, which were developed during the previous stage in the process. The Action Plan must be a phased with prioritized recommendations and a capital projects prioritization process/ranking system for future strategic investments and level-of-service/reoccurring capital needs.

## **Final Report & Presentation**

The selected firm shall submit a draft and final report which summarizes the findings and conclusions and includes a clear demonstration that the firm has fulfilled all of the elements contained in the agreed upon scope of work. The Plan must include written goals, plans, objectives, and policy statements that articulate a clear vision and “road map” for the Village’s future.

The firm will make two (2) on-site presentation to report and summarize findings to the Village Board and staff. The reports must be in an easy-to-understand format with charts, graphs, maps and other data as needed to support the plan and its presentation to the appropriate audiences. The final report must be submitted as follows:



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- A color version of the draft Master Plan document consisting of one (1) printed and bound color copy and an electronic copy in an Adobe Portable Document Format (PDF).
- A color version of the final Master Plan document consisting of fifteen (15) printed and bound color copies, one (1) printed and unbound copy and an electronic copy in an Adobe Portable Document Format (PDF).

# Staff Services & Progress Reporting

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## **Services Provided by Staff**

The Village of Algonquin will assist the firm in managing the operational aspects of the project and coordinating work with the relevant parties. The Village will provide overall support for project tasks and assign the Recreation Superintendent to serve as the lead liaison for the project. The Recreation Superintendent will provide all existing documentation (as requested by the consultant during final scope review) and compile contact information for staff and local organizations. Village staff, primarily the Recreation Superintendent, will also schedule, coordinate the availability of staff based on their work schedules and make all necessary arrangements for meetings and interviews conducted by the consultant during the course of this project.

The firm and the Recreation Superintendent will hold progress meetings in person or over the phone as often as necessary, but in no case less than once per month until a final plan is approved by the Village Board. The Recreation Superintendent shall schedule the progress meetings, as necessary, at key times during the development of the Plan. The firm shall provide the Recreation Superintendent with at least one (1) copy of all completed or partially completed reports, studies, forecasts, maps or plan as deemed necessary by the Recreation Superintendent.

# Proposal Content & Submission Information

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## Submitting Proposal, Proposal Components & Evaluation Criteria

All respondents to the RFP must include the items provided in the following list. All the listed items should be addressed completely and should follow, as closely as possible, the order and format in which it is listed below. These categories and criteria will be major considerations in the evaluation and determination of the most qualified and capable firm(s). The sequence of the listing is not intended to reflect the relative weight of each category.

1. Letter of transmittal
  - a. Statement indicating an understanding of the work to be performed and interest in performing the scope of work;
  - b. Discuss consultants' availability over the next 6-12 months; and
  - c. Identify one (1) key contact person for communicating with the Village on the proposal and all project-related matters.
2. Qualifications/Project Portfolio
  - a. Areas of specialization;
  - b. Practice philosophy;
  - c. Years in the business and history of firm; and
  - d. Examples of three (3) to five (5) projects the firm took a lead role in the preparation of a Comprehensive Master Plan and a community-wide scientific survey. The projects should be comparable in complexity, size, scope, and discipline (as described in the Scope of Work section) and been undertaken during the past five (5) years.
3. Project Management
  - a. Introduction to the team (all firm staff and sub-consultants assigned to complete work on the project), including resumes for all the key personnel, which provide educational background/training, experience and detailed descriptions of roles played on past projects;
  - b. Services/functional roles to be performed by each team member (including all sub-consultants);
  - c. Location of each team member;
  - d. Availability and commitment of assigned professionals who will undertake the scope of work; and
  - e. Technical resources of the firm and any sub-consultants.
4. Methodology and Process to Complete all Phase of Project
  - a. Describe the vision, strategic overview and approach to the project;

- b. Express how the components above reflect your qualifications for this project;
- c. Discuss what parameters you will engage to develop a project that will be creative, logical, and engaging;
- d. Include detailed descriptions of the procedures and methods you propose to use to complete all tasks within the scope of work;
- e. Discuss tasks, timelines and anticipated deliverables for each phase of the project;
- f. Include the proposed process and methods to assure quality, cost, and schedule control; and
- g. Explain in the proposal all supporting studies, models, and assumptions that will be developed or used as part of the study.

5. References

- a. List at least three (3) to five (5) references we may contact (preferably from the projects provided in 2(d) of this section that have been undertaken during the past five (5) years) with client contact information (current email and telephone).
- b. Indicate project names and the personnel assigned to this project (including all sub-consultants) roles and involvement in each project.

6. Schedule

- a. Provide a proposed detailed project work schedule with a start date on or about **OCTOBER 21, 2019** (contingent upon negotiation of a final scope of work); all meetings that need to be scheduled should be built into the timeline (e.g., initial meeting with staff to review project schedule, strategic direction review, presentations of the final report, etc.).
- b. Include time frames for each major component of the scope of work and target dates for completing each phase of the project.

7. Fee Proposal - one (1) copy in a sealed envelope (see also Fee Proposal section following this list)

- a. Include a total “not to exceed” figure for the scope of work (based on the estimated level of effort to be spent on each task);
- b. Include itemized schedule of all expenses by phase (reimbursable expenses listed separately), including a composite schedule of hours estimated for included tasks;
- c. Provide hourly rates for all team members, sub-consultants and staff levels;
- d. Describe the methodology for billing reimbursable expenses (such as travel, production of documents, purchase of data, etc.); and
- e. Describe method for billing additional services beyond the initial scope of work (beyond approved not-to-exceed amount).

## **Fee Proposal and RFP Response**

One (1) copy of the cost of services must be included in a separate, clearly marked, sealed envelope with appropriate detail reflecting all costs. The firm is required to separate cost by the major phases of the process. Do not include any reference to fees in the body of your RFP response. Failure to comply with this provision will result in disqualification of your firm. The Village reserves the right not to fund any portion of the firm's proposal.

RFP responses shall be sent to the RFP Coordinator by email or U.S. Mail (digital copy required, hard copy optional) prior to the submission deadline.

## **Understanding & Approach of Scope of Work**

Proposal shall describe the approach to the scope of work described in the Scope of Work section of this RFP, including process and schedule. Firms are encouraged to make suggestions to amend the scope of work to achieve the project goals. This criterion will be evaluated based on the proposer's understanding of the project objectives and ability to demonstrate a process that efficiently and effectively achieves the desired outcomes. Reasoned creativity is encouraged. The Village anticipates modifying, where appropriate, the objectives and/or scope of work listed in this RFP based on the firm's experience and expertise in completing similar projects.

## **Disclosure**

Proposal will disclose any professional or personal financial interest which could be a possible conflict of interest in contracting with the Village. Consultant shall further disclose arrangements to derive additional compensation from various products or services, including financial. The firm must also list all current and unresolved litigations, arbitrations, or mediations of the firm in its proposal.

# Selection of Consultant

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## Selection Process

The Village will select a firm on the basis of its ability to respond to the RFP requirements, the qualifications and expertise of the team working on this project, past performance on similar projects, the time required to complete project, methodology, firm resources and the firm's willingness to negotiate and execute an acceptable written agreement.

After a thorough review by Village staff of the proposals submitted by respondents to this RFP, a short list will be created of the firms that meet the requirements outlined in this RFP and those firms will be required to make a presentation on their qualifications and proposals to the staff. Based on these interviews, the staff will recommend to the Village Board the firm that are the best fit for the Village and this project.

All proposals will be afforded fair and equal treatment with respect to any opportunity for discussion and revision. Any such revision may be permitted after submission and prior to award for the purpose of obtaining the best and final offer at the discretion of the Village. When conducting negotiations, the Village will not disclose information from proposals submitted by competing firms.

# Timeline of Selection Process & Project

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The timeline for selecting a firm and anticipated project schedule is as follows:

| <b>Item of Action</b>                                 | <b>Date</b>                    |
|---|--------------------------------|
| Request for Proposal Issued                           | <b>JULY 18, 2019</b>           |
| Questions on Request for Proposal Due                 | <b>AUGUST 7, 2019</b>          |
| Responses to Questions Issued                         | <b>AUGUST 14, 2019</b>         |
| Deadline for Proposal Submission:                     | <b>AUGUST 23, 2019</b>         |
| Firm Oral Presentation/Interviews with Village Staff: | <b>SEPTEMBER 12 – 18, 2019</b> |
| Contract Finalized                                    | <b>SEPTEMBER 30, 2019</b>      |
| Potential Approval of Firm by Village Board:          | <b>OCTOBER 15, 2019</b>        |
| Anticipated Project Start:                            | <b>OCTOBER 21, 2019</b>        |
| Anticipated Completion:                               | <b>SUMMER/FALL 2020</b>        |

# Terms and Conditions

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The selected proposing firm must follow the following general requirements to be hired by the Village:

## Reservation of Rights

The Village reserves the right to amend the RFP schedule or issue amendments to the RFP at any time. The Village also reserves the right to cancel or reissue the RFP, to reject any or all proposals, to waive any irregularities or informalities in the selection process, and to accept or reject any item or combination of items. The Village reserves the right to request clarification of information from any proposer or to request supplemental material deemed necessary to assist in the evaluation of the proposal. The Village reserves the right to effect any agreement deemed by the Village to be in its best interest. This RFP does not obligate the Village to accept or contract for any expressed or implied services. The Village reserves the right to award the services, as described in the section titles “Scope of Services,” in total or in part, to any combination of proposers.

## Contract

In the event that the proposer to whom any services are awarded does not execute a contract within thirty (30) calendar days after Village Board approval, the Village may give notice to such proposer of intent to award the contract to the next most qualified proposer or to call for new proposals and may proceed to act accordingly. The executed contract may be terminated by the Village in the event the successful bidder:

- Fails to meet delivery schedules;
- Fails to perform in accordance with this contract; and/or
- Becomes insolvent and/or files for protection under the bankruptcy laws.

The vendor shall be entitled to just and equitable compensation for any satisfactory work completed through the termination date. Under no circumstances will any damages be paid as a result of the termination of this contract. If the Village exercises the right to terminate the contract early, the vendor may be prohibited from submitting future proposals to the Village for a specified period.

This document and the response shall serve as or be referenced in the final agreement between the Village and Firm. Should a conflict arise between the RFP submission and the formal agreement, the RFP submission shall take precedence.



## **Costs of Response**

The Village will not reimburse any proposer for any of the costs involved in the preparation and submission of responses to this RFP or in the preparation for and attendance at subsequent interviews.

## **Proposer Responsibilities**

Proposers shall thoroughly examine and be familiar with these specifications. The failure or omission of any proposer to receive or examine this document shall in no way relieve any proposer of obligations with respect to this proposal or the subsequent contract.

## **Insurance**

Proposers shall submit proof of Professional Liability Insurance coverage in a minimum amount of \$1,000,000 and shall name the Owner as an additional insured on its commercial liability insurance policies, and further provide proof of Worker's Compensation Insurance sufficient to meet statutory requirements. The awarded firm will be required to annually submit proof of insurance coverage of at least \$1,000,000.

## Attachment A – RFP Acknowledgment Form

I hereby acknowledge receipt of the Village of Algonquin Request for Proposal for Comprehensive Parks and Recreation Master Plan and my firm’s intent to submit a proposal in accordance with the RFP. Please send any and all communication regarding the RFP to the following individual:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please Remit Acknowledgment Forms to:

Village of Algonquin  
Attn: Michael J. Kumbera  
2200 Harnish Drive  
Algonquin, IL 60102-5995  
e-mail: [michaelkumbera@algonquin.org](mailto:michaelkumbera@algonquin.org)

**Please Note: Responses to questions received regarding the RFP will be released on AUGUST 14, 2019 to those firms which have submitted an RFP Acknowledgment Form.**