

Town of Westford RFP for Consulting Service for a Recreation Master Plan

Addendum #1 December 19, 2014

This addendum is to answer questions received regarding the RFP for Consulting Service for a Recreation Master Plan. All other items in the RFP remain unchanged

QUESTIONS RECEIVED

Question 1: I have reviewed the RFP for Recreation Master Plan services and I wanted to enquire as to the budget that the Town of Westford has allocated for this project?

Answer 1: The Town approved \$35,000 from Community Preservation Funds at its 2014 Annual Town Meeting.

Question 2: The highlighted portion of Section A (copied below) of the *RFP for Recreation Master Plan* pertains to JUST the PRICE PROPOSAL, correct?

“Bidders are required to make their proposals on the forms that are part of these documents and each said Proposal Form shall carry the signature of the bidder.”

Answer 2: Yes the form included in the RFP is for the pricing proposal only and is to be submitted in a separate marked envelope.

Question 3: The highlighted port of Section A (copied below) of the *RFP for Recreation Master Plan* should be in separate envelopes-correct?

“Bidders are required to submit one (1) original and eight (8) copies of their Non-Price Proposal. Only one (1) copy of the Price Proposal is required.”

Answer 3: Yes separate marked envelopes for the Non-Price and Price proposals.

One (1) original and eight (8) copies of Non-Price proposal should be submitted in a marked sealed envelope.

One (1) single original copy of the Price Proposal should be submitted in its own marked sealed envelope.

TOWN OF WESTFORD



REQUEST FOR PROPOSAL CONSULTING SERVICES FOR RECREATION MASTER PLAN

The Town of Westford Parks and Recreation Commission, acting through its Town Manager, is seeking proposals from qualified consultants for “Consulting Services for Recreation Master Plan” Request for Proposal (RFP) as outlined in these specifications.

Separately sealed Price and Non-Price Proposals, in accordance with Massachusetts General Law c. 30B s. 6 will be required and must be delivered to the Town Manager’s Office, 55 Main St. Westford, MA 01886 by Tuesday, December 30, 2014 at 2:00 p.m.

The Contract will be awarded to a responsive and responsible proposer capable of performing the services contemplated and meets the minimum criteria as set forth in the specifications in accordance with Massachusetts General Law (M.G.L.) c 30B s. 6.

The Town of Westford reserves the right to waive any minor informality and to accept or reject, in part or in whole, any and all proposals or to take whatever action may be deemed to be in the best interest of the Town of Westford.

For information and specifications pertaining to this Request for Proposal, please contact Patricia Savage, Director of Parks, Recreation, and Cemetery. Westford is an equal opportunity employer and supports Women and Minority owned Business Enterprises.

A. Invitation to Submit Proposal

Bidders may obtain a copy of the proposal forms, specifications, and other contract documents at the Town Manager’s Office, 55 Main St. Westford, MA, 01886. The term “bidder” herein shall refer to each entity submitting proposal forms in accordance with the Contract Documents.

Sealed proposal for the RFP – Consulting Services for Recreation Master Plan will be received by the Town of Westford, Town Manager’s Office , until 2:00 p.m. on Tuesday, December 30, 2014. Each bidder must submit separate price and non-price proposals.

The proposals shall be in sealed envelopes bearing on the outside the name and address of the bidder, and the inscription “**Proposal for RFP – Consulting Services Recreation Master**

Plan” (Price Proposal) and “Proposal for RFP – Consulting Services Recreation Master Plan” (Non Price Proposal), respectively. Bidders are required to make their proposals on the forms that are part of these documents and each said Proposal Form shall carry the signature of the bidder. Bidders are required to submit one (1) original and eight (8) copies of their Non-Price Proposal. Only one (1) copy of the Price Proposal is required.

B. Bidders Examination of Documents

Each bidder shall satisfy him/herself, by personal examination of the location of the contemplated services, and by any other preferred means, as to the requirements of the contemplated services to enable him/her to prepare the proposal intelligently. The bidder shall be familiar with all the Contract Documents before submitting the proposal, in order that no misunderstanding shall exist in regard to the nature and character of the contemplated services to be performed. No allowance will be made for any claim that the proposal is based on incomplete information as to the nature and character of the area or contemplated services.

C. Submission of Proposal

- a. **Non Price Proposal:** You must submit, in a sealed envelope, appropriately marked, your response to all these specifications. References from any other municipality you may have serviced in a similar capacity. Qualifications of the person/persons that will be responsible for fulfilling these duties.
- b. **Price Proposal:** You must submit, in a sealed envelope, appropriately marked, your cost, plus expenses, for services outlined in these specifications.

The bidder shall submit the proposal upon the blank forms provided by the Town. The bidders specify prices in both words and figures and shall also fully describe the service being proposed. In case of a discrepancy between words and figures, the written words shall govern.

All proposals shall be signed correctly, in ink, in the following manner:

- If the proposal is made by an individual, that individual’s signature, name, and address shall be given.
- If the proposal is made by a partnership or corporation, it shall be signed by a duly authorized person, who shall give his/her name and title as well as the name and address of the partnership or corporation.
- If the proposal is made by a partnership, the signatures, names, and addresses of the individual members shall be given.
- If the proposal is made by a corporation, the name and the State under the laws of which said corporation is chartered and the signatures, names, titles, and business addresses of the President, Treasurer, and Managers shall be given.
- The Proposer agrees that its proposal shall remain firm and may not be withdrawn for forty-five days (45) after the opening of the proposals on Tuesday, December 30, 2014 at 2:00 p.m.

D. Review of Bidders and Contract Execution

Proposals that are incomplete or obscure may be rejected, and proposals that contain erasures, alternations, or other irregularities of any kind, or in which errors occur, may be rejected as informal or improper, all as provided for pursuant to M.G. L. c. 30B s. 6

Any or all proposals will be rejected if there is a reason for the Town to believe that there is collusion among the bidders. Any proposal so rejected will disqualify those bidders from consideration in future proposals for the same work and those bidders may be disqualified from bidding on future work.

All proposals will be reviewed in accordance with M.G.L. c 30B s. 6 by the Chief Procurement Officer - the Town Manager and final selection will be based on an evaluation and analysis, by the RFP evaluation committee, of the information and materials required under this RFP. The contract will be awarded to a proposer who meets the minimum evaluation criteria, submits the required documents, has the demonstrated experience and resources to fulfill the contract and best meets the comparative evaluation criteria. The price proposal will be considered as part of the overall evaluation of the proposers.

A bidder may withdraw his/her proposal provided the request is in writing and in the hands of the Chief Procurement Officer - the Town Manager **before the time of the opening of the proposals**. Such proposals shall be returned unread.

The Town of Westford is an Equal Opportunity Employer and supports Women and Minority Owned Business Enterprises.

Any question regarding these specifications or this bid document in general shall be directed in writing **no later than the close of business (4PM) on Thursday, December 18, 2014** to Patricia Savage, Director of Westford Parks, Recreation, and Cemetery Department, P.O. 2444 35 Town Farm Road, Westford, MA. 01886. Fax (978) 392- 4471 email: psavage@westfordma.gov

The Town of Westford reserves the right to reject any or all proposals, in part or in whole, if it is deemed to be in the best interest of the Town of Westford.

REQUEST FOR PROPOSALS
CONSULTING SERVICE – RECREATION MASTER PLAN

1. Introduction

The Town of Westford Parks & Recreation Commission, acting through its Town Manager, is seeking proposal from qualified Recreation Planning Consulting firms to prepare a comprehensive town-wide Recreation Master Plan. The Town currently operates an active recreation department offering a wide range of programs and activities for residents. The Town lacks a comprehensive recreation planning document that assesses current infrastructure and projected recreational needs to guide the future programmatic decisions and capital improvement planning. The Town of Westford Recreation Master Plan would create a roadmap for the Town to establish goals and priorities for the next five to ten years.

The main objectives are:

- identify the recreation values of the community
- provide a Town-wide vision for recreation services, and
- establish strategic direction for delivery of the recreation services
- estimate cost breakdown for any recommended capital improvement planning and possible sources of funding

The Recreation Master Plan is a working document that will give direction for future decisions with regard to programs, areas, and facilities.

The Town seeks a recreation planning document that is clear, concise and visionary. Attached to this Request for Proposal are:

- Appendix A: list of current playing fields and facilities under the control of Westford Parks, Recreation, & Cemetery Department.
- Appendix B: list of classes and programs offered by the department.

Background

Westford, incorporated in 1729, is located in northern Middlesex County approximately 25 miles northwest of Boston. The town is approximately 31 square miles in size and has a residential population of roughly 22,000. The majority of the town is residentially zoned with most business and commercial type properties located along the Route 110 and Route 40 corridors with neighborhood businesses scattered throughout the town.

The population is approximately evenly divided between males and females. Percentage of population ages, based on 2010 data, is as follows;

<u>Age Range</u>	<u>Percent of Population</u>
0-5	11.67%

6-11	11.16%
12-17	9.43%
18-24	4.31%
25-34	9.35%
35-44	19.95%
45-54	16.53%
55-64	10.47%
65-74	3.83%
75-84	2.16%
85+	1.13%

The Recreation Department has operated as an Enterprise Fund whereby program fees cover the cost of operations. As such, the Recreation Enterprise operating budget may increase or decrease year to year to meet the changes in enrollment. The Recreation Enterprise operating budget supports staff, including benefits, who manage and deliver recreation programs along with supplies needed to operate those programs. The enterprise fund also contributes, through indirect cost, to other Town department budgets for support of the recreation department.

2. **Project Scope:**

The Town of Westford is seeking an experienced, professional consultant and facilitator to engage stake holders and residents in a Master Planning process that will perform several distinct tasks:

Task 1. Initial Meetings and Start-Up

The Consultant shall meet with officials of the Town of Westford including the Parks and Recreation Commission to discuss the Contract terms, detailed Scope of the Work, project timeline, and any concerns either party may have before work begins under the following tasks.
Deliverable: The Consultant shall attend meetings and develop a timeline for the project tasks.

Task 2. Area and Facility Inventory

The Consultant, using existing Town documents, shall update the inventory for recreation properties, parks, ball fields, and recreational facilities under the control and/or use by the Town indicating the parcel or facility name, locations (street address, parcel ID) and approximate size (sq. ft and acres), written description of the sites and existing recreation facilities. Such sites shall include, but not be limited to those listed in Appendix A
Deliverable: The Consultant shall provide a brief outline/report to be included in the draft Recreation Master Plan.

Task 3. Recreation Programs and Services

The Consultant shall examine and evaluate the current recreation programs and services, identify opportunities and deficiencies for future recreation programs and services.
Deliverable: The Consultant shall include its findings in the draft Recreation Master Plan.

Task 4. Community Needs Assessment- Public Input

Engaging the public and gathering public input is the critical element of the Master Plan Process. The Consultant shall identify the proposed method(s) for soliciting public input on the various aspects and issues identified. The Consultant will work with the department and organizations to gather feedback for an assessment of the future needs relative to parks and recreation.

Including but not limited to:

- Parks and Recreation Commission
- Youth Sports Organizations
- Adult Sports Organizations
- Board of Selectmen
- Community Members
- Westford Friends of Recreation

The Consultant shall incorporate feedback and results from the above meetings and community wide surveys into a comprehensive written Community Needs Assessment for recreational opportunities and facilities in Westford. The needs assessment shall indicate gaps in the current parks and recreational resources provided for residents and recommended areas for improvement and additions.

Deliverables: The consultant shall provide a Community Needs Assessment for recreation programs and services to be included in the draft Recreation Master Plan.

Task 5 Recommendations

The Consultant shall develop a draft Recreation Master Plan for meeting the needs identified in the above tasks; utilizing or redeveloping existing facilities as well as developing new facilities. The consultant shall incorporate all information gathered in the above tasks when developing the draft plan and recommendations, including what can physically be built on each property, based on physical and environmental constraints.

Deliverables: The consultant shall provide a draft plan for review.

Task 6 Prioritize Recommendations/Project and Provide Cost Estimates

The Consultant shall provide a ranking of high, medium, and low priority for parks and recreation projects to be undertaken by the Commission and supported by the Town. The Consultant shall provide a conservative cost estimate for acquisition and/or construction as applicable to all such projects, facility changes or improvements. The recommendations will be used in securing project approval and funding from various sources including Community Preservation funds, Town meeting appropriation, grants, capital planning and other sources for proper implementation. This portion of the draft Recreation Master Plan shall indicate the timeline for phased implementation of all recommendations, identifying the applicable year, cost estimate and funding source.

Deliverable: The consultant shall provide the recommendations and cost estimates in the draft plan for review.

Task 7 Presentation of Initial Findings

The Consultant shall meet with Westford Officials to present and discuss any and all findings under the above tasks, to discuss the Scope of the Work, remaining project timeline, and any concerns either party may have before the work begins under the following (remaining) tasks. Upon such review and feedback, the consultant shall revise all of the deliverables identified under tasks 1-6 above and submit revisions accordingly.

Deliverable: The consultant shall meet with Town Officials prior to review draft plan and provide an electronic copy for review prior to the meeting.

Task 8 Presentation of Final Plan

The Consultant shall meet with Town Officials to present the final Recreation Master Plan, and discuss any and all findings. The consultant will submit the final copy of the Recreation Master Plan in an electronic editable Microsoft Office Word format and fifteen (15) bound copies of the final plan

Deliverable: The consultant shall provide the required number of digital (one) and hard copies (15) for the final Recreation Master Plan.

Task 9 Presentation at Town Meeting

The Consultant will prepare a cost estimate for presentation of the plan at a Town Meeting.

Deliverable: The consultant shall be available to present Recreation Master Plan to Town Meeting.

3. Proposal Submittal - Minimum Criteria

Expressions of interest from qualified firms and individuals are welcomed and must include the following:

- A cover letter describing the consultant's qualifications and relevant past experience. If a firm, please include the name and a bio of the person who will be doing the work.
- A work plan that included the methodology, timeline, and deliverables for the project.
- Proposals must include signed "Certificate of Non-Collusion" as a statement that the bid was developed and submitted in good faith without collusion or fraud, in accordance with Massachusetts General Law c 30B s 10 and signed "Statement of Tax Compliance" in accordance with Massachusetts General Law c. 62 s. 49A(b).
- References including contact information for a least five projects for which the consultant has provided recreation master plan services or similar within the past four (4) years. At least two of these references must be municipal recreation departments.
- A project budget must be included in the sealed price proposal only.

4. Evaluation Criteria

The Parks and Recreation Commission, Director and Assistant Director of Parks, Recreation, and Cemetery Department, serving as the selection committee, will evaluate the proposals and recommend a consultant or firm for selection subject to approval by the Town Manager the Chief Procurement Officer. A contract will be executed between the successful bidder

and Town of Westford acting through the office of Town Manger with final approval by the Board of Selectmen. Criteria for evaluation are shown on pages 9-10

The Commission may request applicants to attend a meeting, make a brief presentation, and answer questions regarding their proposal in accordance with M.G.L. c. 30B. The Town of Westford reserves the right to reject any and all proposals. The Town of Westford reserves the right to cancel the award of the contract at any time prior to the execution of the contract by both parties.

EVALUATION CRITERIA

The following evaluative criteria will apply to this Request for Proposals:

Unacceptable: A proposal will be considered unacceptable if this ENTIRE document, with all the attached forms completed and properly signed, is not submitted in accordance with the General Instructions To Bidders, and M.G.L. c. 30B

Criteria #1, Understanding of Project Scope

Highly Advantageous: A proposal will be considered highly advantageous if it includes a comprehensive response detailing how it will provide the services outlined in this RFP

Advantageous: A proposal will be considered advantageous if it includes a satisfactory explanation of how it will provide the services outlined in this RFP.

Not Advantageous: A proposal will be considered non advantageous if it does not include a satisfactory explanation of how it will provide the services outlined in this RFP

Criteria #2, Relevant Experience

Highly Advantageous: A proposal will be considered highly advantageous if proof can be provided showing that the key person for this project has ten (≥ 10) or more years of experience with a project similar in scope, to these specifications.

Advantageous: A proposal will be considered advantageous if proof can be provided showing that the key person for this project has five and up to ten ($5 < 10$) years of experience with a project similar in scope of these specifications.

Not Advantageous: A proposal will be considered non advantageous if proof can be provided showing that the key person for this project has fewer than five (< 5) years of experience with a project similar in scope to these specifications.

Criteria #3, Professional Qualifications:

Highly Advantageous: A proposal will be considered highly advantageous if proof can be provided showing that the key person for this project has a demonstrated record of achievement in the areas of comprehensive master planning in local government or related organizations. Demonstrates detailed knowledge, skills, and experience in conducting master planning for municipal recreation departments. Has completed five (5) or more master plans for local government or related organizations.

Advantageous: A proposal will be considered advantageous if proof can be provided showing that the key person for this project has some record of achievement in the areas of comprehensive master planning in local government or related organizations. Demonstrates some knowledge, skills, and experience in conducting master planning for municipal recreation departments. Has completed three to four (3-4) or more master plans for local government or related organizations.

Not Advantageous: A proposal will be considered not advantageous if the key person for this project can only show proof that he/she has little record of achievement in the areas of comprehensive master planning in local government or related organizations. Has little knowledge, skills, and experience in conducting master planning for municipal recreation departments. Has completed fewer than three (3) master plans for local government or related organizations.

Criteria #4, Understanding Current Municipal Recreation Operations

Highly Advantageous: A proposal will be considered highly advantageous if the proposer can demonstrate a thorough understanding of current municipal recreation operations and expertise in how an enterprise fund is used to deliver recreation services as demonstrated in the proposal.

Advantageous: A proposal will be considered advantageous if the proposer can demonstrate familiarity with current municipal recreation operations and some knowledge of how an enterprise fund is used to deliver recreation services as demonstrated in the proposal

Not Advantageous: A proposal will be considered not advantageous if the proposer is unable to demonstrate any familiarity with current municipal recreation operations or how an enterprise fund is used to deliver recreation services as demonstrated in the proposal.

Price: The best price under this Request for Proposal shall be the lowest price received in the Proposal Forms from the bidder. A bidder may withdraw a proposal provided the request is in writing and in the hands of the Chief Procurement Officer –the Town Manager before the time of the opening of bids. Such proposals will be returned unread.

TOWN OF WESTFORD



**REQUEST FOR PROPOSAL
CONSULTING SERVICES FOR RECREATION MASTER PLAN**

PRICE PROPOSAL BID FORM
(provide in separately sealed envelope per RFP instructions)

_____, doing business at
Name of Firm or Individual

Street Address City/Town State Zip Code

Telephone number Contact Person email address

Total Bid Price: \$ _____ written amount: _____

Total price shall be a lump sum and shall be all-inclusive including travel, printing, telephone and any other outside expense.

Signature

Date

INSURANCE REQUIRMENTS

WORKER'S COMPENSATION: As required by the laws of The Commonwealth of Massachusetts

GENERAL LIABILITY: \$1,000,000 minimum

UMBRELLA - \$1,000,000 minimum

AUTOMOBILES & TRUCKS: Trucks including hired and non-owned vehicles. Bodily injury liability \$500,000 each person and \$500,000 each accident

PROPERTY DAMAGE LIABILITY \$100,000

Certificates of Insurance Acceptable to the Town, naming the Town of Westford as an additional insured, shall be submitted to the Town simultaneously with the execution of the Contract



Town of Westford 55 Main St. Westford, MA. 01886

CERTIFICATIONS

IN WITNESS WHEREOF, the undersigned certifies, under the pains and penalties of perjury that:

1. It is in compliance with all the provisions, and shall remain in compliance with the provisions for the life of any Contract resulting from this solicitation. That the bidder is qualified to perform any such Contract and possess, or shall obtain, all requisite licenses and permits to complete performance; shall maintain all unemployment, workers' compensation, professional and personal liability insurance policies sufficient to cover its performance under any such Contract; and shall comply with relevant prevailing wage rates and unemployment laws.
2. To the best of its knowledge and belief has paid all local taxes, tax titles, utilities, motor vehicle excise taxes, and water and wastewater bills to the Town of Westford as required by law.
3. To the best of its knowledge and belief has filed all State tax returns and paid all State taxes required by law, and has complied with reporting of employees and contractors, and withholding and remitting child support (M.G.L. c. 62C, s 49A)
4. Pursuant to M.G.L. c. 30B s. 10 (or c.30 s39M), this bid or proposal has been made in good faith and without collusion or fraud with any other person. As used in this paragraph, "person" shall mean any natural person, business, partnership, corporation, union, committee, club or other organization, entity or group of individuals.

Signature of Person Signing Bid or Proposal

BY: Corporate Officer (Type or Print)

Corporate Name (Full Business Name)

BY: Corporate Officer (Signature)

Social Security or Federal Tax ID#

State of Incorporation/City of Business (DBA)
Registration

Approval of contract, or other agreement, will not be granted unless the applicant signs this certification form. Your Social Security number or Federal Tax Identification number will be furnished to the Massachusetts Department of Revenue (DOR) to determine whether you have met tax filings or tax payment obligations. The Town of Westford is required to furnish a list to the DOR as the end of its fiscal year, showing vendors to whom more than \$5,000 is paid during a twelve month period ending June 30. Providers, who fail to correct their non-filing of delinquency, will not have a contract or other agreement issued or extended. This request is made under the authority of Massachusetts General Laws, c. 62 C, s 49A

APPENDIX A

RECREATION PROPERTIES – maintained by Parks Department

<u>Common Name</u>	<u>Map Parcel ID</u>
Edwards Beach Parcel	074 0002 0000
Jack Walsh Recreation Area	007 0009 0000
Stepinski Recreation Land	031 0035 0101
Community Fields at Nutting Road	036 0008 0000
Recreation Offices – Town Farm	024 0023 0000
American Legion Fields	062 0102 0000
VFW Fields	056 0055 0000
Frost Field/Whitney Playground	059 0042 0000
Captain Stephen Hamilton Field	074 0108 0000
Greystone Field	046 0011 0244
Forge Pond – Town Beach	053 0012 0000
Cameron Field (Cameron Sr. Ctr.)	

SCHOOL PROPERTIES – maintained by School Department

<u>Common Name</u>	<u>Map Parcel ID</u>
Westford Academy	020 0082 0000
Crisafulli/Robinson Schools	020 0102 0000
Day School	024 0005 0000
Abbot School	026 0086 0000
Blanchard School	029 0002 0000
Veterans Memorial Complex/	035 0108 0000
Stony Brook School	035 0112 0000
Rita Miller School	048 0011 0232
Nabnasset School	069 0253 0000

APPENDIX B

RECREATION DEPARTMENT PROGRAMS – ACTIVITIES

www.westfordrec.com

Listed by general activity categories; each activity may have various class levels (i. e. beginner, advanced beginner, novice, master) and varies class sessions.

Archery	Fitness	Peak Adventure	Track – Nite Hawks
Badminton	Flag Football	Pre K & K Soccer	Track – On the Run
Basketball	Golf	Pre K & K Tee ball	Volleyball
CPR/FAS	Kids Club	Ready, Set, Go	Wrestling
Crew/Rowing	Lacrosse	Special Programs	Westford Partnership for
Destination Exploration	Leadership	Tai Chi	Children Afterschool
Field Hockey	Legos/Thundercats	Tennis	Enrichment Program (WPC)
	Middle School Rec Club		