



Snyderville Basin
Special Recreation District

Request for Proposals (RFP) for:
Strategic Planning Services

To Include:

- 10 Year District Master Plan
- 5 Year Trails and Open Space Management Plan
- Silver Creek Village Recreation Complex Development Plan

Submit Complete Proposals To:
Snyderville Basin Special Recreation District
Attn: Dana Jones
5715 Trailside Drive
Park City, UT 84098

RFP Contact: Dana Jones, District Director
dana@basinrecreation.org
www.basinrecreation.org

REQUEST FOR PROPOSALS (RFP)

Snyderville Basin Special Recreation District

I. INTRODUCTION

The Snyderville Basin Special Recreation District (the “District”) requests proposals from experienced and well-qualified planning and consulting firms for professional master planning services to compose three (3) planning documents built on a single public engagement process including a Five-Year Trails & Open Space Management Plan, a Silver Creek Village Recreation Complex Development Plan, and a Ten-Year District Master Plan. The plans should be complimentary in nature and the Trails & Open Space and Silver Creek Recreation Complex Development plans should satisfy a portion of the 10-year Master Plan.

II. BACKGROUND

The District is located in the unincorporated Snyderville Basin area near Park City in Summit County, Utah (the “Basin”) and lies thirty (30) miles east of Salt Lake City, Utah. The District has a population of approximately 20,000 people with rapid growth projected over the next decade, particularly in areas adjacent to the District. While the area started as farming and mining communities, the mining industry has subsided and has been replaced with recreation and tourism industries.

Established in 1986, the District’s mission is to “enhance life” with the vision of “connecting the community through recreation.” To that end, the District owns and manages nearly 2,000 acres of open space, has built and/or maintains 175 miles of trails, and works with Summit County and state and local organizations on planning and conservation issues. The District also owns and operates an 87,000-square foot indoor recreation facility which houses an indoor turf field, a multipurpose gymnasium, cardio machines and weight rooms, an indoor running track, and an outdoor pool. Additionally, there are several outdoor park facilities, which include bike parks, playgrounds, groomed cross-country trails, sports facilities, ponds, community areas, and dog parks. Finally, the District manages popular recreation programs, fitness classes, camps, and community events that have grown without pause over the last decade to serve the residents in the Snyderville Basin and surrounding area.

III. SCOPE OF SERVICES

This request for proposals will focus on the experience, process, development, and execution of the following project components (together, the “Project”):

1. **Public Engagement & District Assessment**

Public participation is required to help identify and prioritize community needs. Community involvement and engagement must prioritize diversity, equity, and inclusion (including bilingual engagement) to ensure feedback and recommendations are comprehensive, appropriate, and accountable. All plans and final reports must include a comprehensive summary of the public participation methods, results, and conclusions (i.e., areas of consensus and/or contention). Raw data should be organized and submitted along with the final reports.

- a. Project Kickoff:
 - Onsite meeting with District staff and Strategic Plan Committee to define objectives for the project and confirm roles and responsibilities, scope, timing, and content of deliverables.
- b. Public Engagement (minimum requirements):
 - Strategic Planning Committee: a representative committee will meet with the consultant on a regular basis to provide guidance and review work.
 - Public Meetings: to allow for in-person public input.
 - Key Stakeholder Interviews: should include partners, key individuals, and groups.
 - Resident Survey: random sample citizen survey to provide feedback on specific topics for plans.
 - Focus Groups: community input from individuals with common interest (ex: neighborhood residents, elected officials, organized sports organizations, etc.).
 - County and Board Interviews: should include County officials & District Administrative Control Board engagement.
 - Project Webpage
- c. District Assessment (minimum requirements):
 - Purpose Review: identify district purpose, aspirations, and organization values.
 - Facility & Amenity Assessment: Current facilities and programs, etc.
- d. Trails Assessment:
 - Assessment of trail system usage using data collected by District over the last 18 months.
 - Evaluate specific trail needs relating to user groups, use cases, and user experiences.
- e. Recreational Use Assessment:
 - Analyze current park, open space, trails, and recreation usage in the District.
 - Consider interest, access and usage based on anticipated demographic, economic and sociological changes, and recreational trends.
- f. Competing / Complementary Facility Inventory:
 - Map and assessment of other facilities and programs (quality, size, fees, attendance numbers, etc.).
- g. Demand Analysis:
 - Growth rate forecasts for the District along with proposed developments and recreational

needs.

The District is seeking the following comprehensive planning documents through this procurement:

2. Ten-Year District Master Plan

The selected provider shall deliver a 10-year Master Plan as a functional high-level document to help guide District planning for the coming decade. The Master Plan should help the District meet current and future needs through, but not limited to, land acquisition, construction or development of indoor and outdoor facilities, development of additional recreational amenities, trails, etc. The Master Plan shall include, at a minimum, the following areas of focus:

- a. Situation Analysis: produce a situation analysis using needs assessment data to determine gaps in what is being provided versus needs and interests identified and develop a list of critical issues and opportunities based on the results of the situation analysis.
- b. Purpose Planning: Establish clarity of purpose, mission, values, & who we serve.
- c. Guiding Principles: develop a list of high-level principles to guide the District's decision-making process.
- d. Decision Making Criteria: Develop criteria for the District to evaluate land acquisition and / or recreation programing. This should include a ranking system for future strategic investments and level-of-service/reoccurring capital needs.
- e. Assessment of Existing Interlocal Agreements: evaluate existing interlocal agreements and analyze their role and suitability for the future.
- f. Long-term Vision and Goals: develop a vision and goals for the District to positively impact the community through recreation and foster awareness of the District's impact on the community.
- g. Strategic Plan: Develop a strategic action plan that is phased into short, mid, and long-term initiatives and prioritize recommendations and capital projects.
- h. Financial Planning: Develop financial planning including impact fee analysis, truth-in-taxation, and other financing tools that allow the District to meet strategic priorities.
- i. Connection to Community: Master Plan should be based on input from Public Engagement and come full circle to present to the public after planning is complete.
- j. A 5-year Assessment / Evaluation process: The Master Plan should develop 5-year assessment benchmarks and an outline for re-evaluating the District's needs.
- k. Deliverable: The Master Plan will be a living document that reflects the outcomes of the process and provides clear direction on actions to be taken to address strategy needs and provides a foundation for the development of all other planning and operating documents.

3. Five-Year Trails and Open Space Management Plan

The District is seeking a 5-year Trails and Open Space Management Plan to continue developing and supporting a balanced and integrated open space and trail system for the community. The plan shall include, at a minimum, the following components:

- a. Trail and Open Space Needs Assessment: Create an assessment and analysis of the

current trail and open space amenities and the future needs based on the public input process, growth forecasts, and needs assessment.

- b. **Open Space Considerations:** Summarize best practices for environmental sustainability in recreational open space and apply best practices to the strategic plan. Analysis of the value of open space with recreational restrictions (i.e., conservation easements, hazardous materials issues) and whether such ownership aligns with the District's statutory mission.
- c. **Current & Future Needs:** Recommend specific trail needs relating to user groups, use cases, and user experiences. Trails and Open Space Management Plan should analyze recreational use of space by all user groups including hikers, runners, cyclists, dog owners, wildlife watchers, etc. This plan should, at a minimum, consider transportation trail system needs including vital connections, new extensions, projected costs, trailhead location, capacity, and amenities analysis with recommendations for future trailhead design and development; trail network including relational access additions, and redundancy; trail connectivity to adjacent city, county, or other public trails.
- d. **Trails Management Plan:** Analysis and recommendations of trail management strategies, including single use vs multi-use, directional vs multi-directional, etc. Comprehensive management strategy relating to e-bikes and other non-traditional use cases, include potential budgets related to ongoing maintenance and management, as well as evaluation of recent Utah laws and their impact upon e-bikes and disability users.
- e. **Financial Operations:** The financial operations portion of the Trails and Open Space Management Plan should take into consideration ongoing and future maintenance of open space and trails, acquisition costs of new open space, and the funding mechanisms required to deliver identified plans to the community.
- f. **Deliverable:** The Trails and Open Space Management Plan will be expected to include an executive summary, purpose, goals and objectives, public participation and input results, existing trails assessment, Trails Management Plan, Financial Operations Plan, and Summary of findings and recommendations.

4. Silver Creek Village Recreation Complex (SCRC) Development Plan

Silver Creek Village is a new specially planned area offering a combination of 1,500 residential units along with a mix of commercial and retail spaces. The District owns a 95-acre parcel that it plans to develop with Parks, Trails, and Recreation components. The 5-year SCRC Development Plan will serve as a feasibility and development plan for the District. The SCRC Development Plan shall include the following elements:

- a. **Feasibility Study:** Determine the need, amenities, cost, and operational viability of developing a multi-use recreation complex at the project site adjacent to Silver Creek Village in Summit County, UT. Study should include a market analysis, community needs assessment, operational/financial analysis, building project assessment, final report, and deliverables.
- b. **Site Analysis:** In developing concepts, consultants should consider acreage, boundaries, geological and soil features, slopes, topography, surrounding property and uses, as well as other impacts including water table, subsurface, wetlands, geographic impacts, utilities, access/traffic/parking, environmental impact, and impacts to neighboring Silver Creek Village community.

- c. Green Design Considerations: Evaluate renewable energy sources and best green technology solutions. SCRC Development Plan should provide analysis of green elements and cost comparison for green vs. traditional development. Site planning should provide for optimized water usage and stormwater management as well as provide cost-benefit analysis for technology and design elements.
- d. Layout and Design: Provide conceptual design plans / perspectives and preliminary architectural renderings for use in public engagement and bond planning, including spatial relationship of components.
- e. Site Plan: Provide a detailed site plan meeting the minimum site plan requirements of the Summit County Planning Department for project planning approval.
- f. Programing Analysis: General description of anticipated programs. Program recommendations should be prioritized based on needs assessment and size/space allocation.
- g. Facility Management: Facility management will be above and beyond existing District facilities, although the District expects some shared operational efficiencies. SCRC Development Plan shall include:
 - i. Operations and maintenance costs: projections by major budget categories out to five years, including administration, personnel, utilities, supplies, services, materials, etc.
 - ii. Personnel by position, salaries, wages, and benefits.
 - iii. Revenue projections (five years) to include daily entrance fees, memberships, facility rental, program services, sales, municipal fund support, fundraising and other income.
- h. Financial Analysis: shall include estimated:
 - i. Planning, design, and engineering costs.
 - ii. Complete construction and development cost estimates to include site prep, infrastructure, indoor and outdoor recreation components, buildings, support facilities, etc.
 - iii. Initial capital and debt service.
 - iv. Cost benefit analysis for proposed capital improvements.
- i. Financing Options:
Based on projected costs for design, development, and operations along with projected revenues, provide various financing options for obtaining the necessary funds to build, operate, and maintain the SCRC. Project for five years and include the dollar amount from each suggested financial source. Include this in public discussion. Options include general funds, bond sales, capital campaigns, grants, facility revenues, etc.
- j. Timeline: A realistic schedule and timeline for complex build-out.
- k. Roadmap: A comprehensive complex development roadmap.
- l. Deliverables: The SCRC Development Plan shall include an executive summary, purpose, goals, objectives, public participation/input, existing facility assessment, market analysis, site analysis, green build recommendations, layout and design, programing analysis, facility management, financing analysis, project costs, financial options, timeline, roadmap, and summary of findings and recommendations.

5. Final Presentation and Deliverables

To deliver the final plan you will be expected to:

- A. Conduct a thorough review of each plan with District Staff and Strategic Plan Committee
- B. Present a summary of the plans to Public Form, Board, and County Council
- C. Deliver all research, plans, and presentations to the District

IV. SUBMITTAL FORMAT AND REQUIREMENTS

Respondents shall submit proposals containing the following information in the order listed:

- **Cover Letter:** Provide a one-page cover letter including the RFP title, the firm's name, address, phone number, a primary contact name and contact information (phone, address, and email), as well as a certification that the firm has sufficient resources in personnel, equipment, software, and time to commit to this project and its successful completion.
- **Description of Firm:** Detail areas of expertise, length of time in business, and number of employees.
Relevant Experience and References: List all prior work product performed by your firm that demonstrate relevant experience. List all public sector clients for whom you have performed similar work in the past five years. For each work product mentioned, include the name, physical address, email address, and phone number of a person who can be contacted regarding your performance on the work product. Samples of relevant work product completed for similar sized districts or municipalities should be provided.
- **Project Team and Qualifications:** Provide an organizational chart identifying team members and their areas of responsibility along with a professional resume for the key people proposed to be assigned to the Project, including any subconsultants. Identify a proposed project manager who would be responsible for the day-to-day management of project tasks and would be the primary point of contact with your firm.
- **Approach to Project:** Provide a detailed list of the tasks to be performed within the scope of services indicated above, including the key personnel who would be assigned to each task in addition to the proposed methodology and a descriptive narrative of how the firm proposes to execute each of the three planning documents.
- **Project Schedule:** Provide a schedule of general project components indicating the duration of each component and of the total project. The schedule should reflect realistic activity durations.
- **Project Cost:** **Cost information must be submitted in a separate sealed envelope clearly labeled with "Pricing Information".**
- **Appendices:** any additional appendices which the respondent believes is relevant to describing their proposal.

V. MINIMUM QUALIFICATIONS

Firms should demonstrate the following minimum qualifications:

- Demonstrated knowledge and recent experience in completing similar work successfully for public sector clients within scope and schedule.
- Demonstrated ability to accurately assess current and future community needs of Parks and Recreation agencies.
- Proven ability to assemble a complete and competent team capable of delivering all aspects of Strategic and Master Planning needs as identified in the Scope of Services above.
- Proven ability to create strong public engagement and participation while incorporating community feedback and data into the process.

VI. EVALUATION CRITERIA

Proposals will be evaluated, scored, and ranked on the following factors:

- 35%: Approach to Project
- 25%: Project Team and Qualifications
- 15%: Relevant Experience and References
- 15%: Project Schedule
- 10%: Project Cost

VII. SCORING EVALUATION

Proposals will be scored by an evaluation committee, and each will be scored on a 0 – 100 scale. As part of the evaluation and scoring process, the evaluation committee may schedule interviews with individual firms for the purpose of clarifying information contained within the RFP. Interviews should include the proposed Project team members identified in the proposal.

VIII. SUBMITTAL PROCEDURE

Four (4) printed copies and one electronic copy (in PDF format) of the proposal should be submitted to Snyderville Basin Special Recreation District, attention of Dana Jones, 5715 Trailside Drive, Park City, UT 84098 and must be received **no later than 12:00pm (noon) MST on Friday, June 17, 2022.**

The District reserves the right, after opening the proposals, to reject any or all proposals if it determines that, in its sole judgement, it is in the best interest of the District to do so.

IX. SCHEDULE

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| May 16, 2022: | Issue Date of RFP for Strategic and Master Planning Services |
| May 27, 2022: | Deadline for Submittal of Questions or Requests for Clarification |
| June 3, 2022: | Responses to Questions or Requests for Clarification Posted |
| June 17, 2022: | Proposals Due |
| June 20, 2022: | Evaluation of Proposals |
| June 24, 2022: | Notification of Interviews for Proposal Clarification |

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| July 7, 2022: | Interviews |
| July 14, 2022: | Anticipated Award of Contract by District Board |
| August 1, 2022: | Anticipated Project Start Date |
| July 31, 2023: | Anticipated Project Completion Date |

X. GENERAL INFORMATION

1. **Submittal Deadline:** THE DEADLINE FOR SUBMITTALS IS FRIDAY JUNE 17, 2022, at 12:00 NOON (the “Deadline”). Any proposals not physically received before the Deadline shall not be accepted. Faxes of proposals will not be accepted. All respondents must deliver (in person or by mail with physical delivery by the Deadline) four (4) printed copies of the proposal along with one (1) electronic copy in pdf format to the District Office located at 5715 Trailside Drive, Park City, Utah 84098.
2. **Primary Contact:** Dana Jones will be the primary contact for firms interested in this RFP. Ms. Jones can be reached at: 5715 Trailside Drive, Park City, Utah 84098; Email: dana@basinrecreation.org. Except as authorized by the District, communication during the selection process shall be directed to Ms. Jones. In order to maintain the fair and equitable treatment of everyone, respondents shall not unduly contact or offer gifts or gratuities to the District, any Board member, employee or agent of the District, or selection committee members in an effort to influence the selection process or in a manner that gives the appearance of influencing the selection process. This prohibition applies before the RFP is issued, as the Project is developed, and extends through the award of a contract. Failure to comply with this requirement may result in a disqualification in the selection process. Respondents should be aware that selection committee members will be required to certify that they have not been contacted by any of the respondents in an attempt to influence the selection process.
3. **Questions and Addenda:** Questions and or Requests for Clarification regarding this RFP must be submitted via email to dana@basinrecreation.org no later than 4:00pm MST on May 27, 2022. Responses to requests for clarification and questions shall be made in the form of an addendum and posted to the District’s procurement website on June 3, 2022 and can be found here: <https://www.basinrecreation.org/about/District-information/procurement/> .

Any other information and/or supplemental instructions shall be in the form of a written addendum and posted on the same site. Addenda issued to respondents shall become part of the contract and all proposals shall include the work described in the addenda. The District will not notify respondents of addendum posting; therefore, it is the responsibility of respondents to check the website periodically for all issued addenda.

4. **District Rights:** The District reserves the right at any time during the RFP process to reject any proposal if it determines that the firm submitting the proposal is not responsible or the proposal is not responsive or does not meet mandatory minimum requirements in this RFP.

This RFP does not commit the District to award a contract, to pay any costs incurred in the preparation of proposals to this RFP, or to procure or contract services. The District reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with any qualified respondent, or to cancel in part or in its entirety the RFP, if it is in the best interest of the District. The District also reserves the right to amend or modify the Project scope as necessity may dictate.

Proposals become the property of the District. All information submitted in the proposals becomes public record upon completion of the procurement process. If any proprietary information is contained in or attached to the proposal, it must be clearly identified by the respondent. However, the District reserves the right to release the entirety of any proposal submitted, in accordance with state law.