



**REQUEST FOR PROPOSALS
PARKS MASTER PLAN
CITY OF MAULDIN
NOVEMBER 27, 2024**

SUMMARY

The City of Mauldin is seeking proposals from qualified consulting firms to develop a Master Plan for parks and recreation facilities and offerings. The Master Plan will be a guiding document for future development and redevelopment of the community's system of parks and green space, recreation and programs, and sports-tourism.

BACKGROUND

The City of Mauldin is approximately 12.1 square miles in size and has a population of more than 29,000 residents. The city is centrally located in Greenville County, South Carolina just south of the City of Greenville.

Mauldin's focus is building the overall wellness of the community through active recreation programs, first-in-class facilities, and active passive greenspaces. The Parks & Recreation Department was established in 1967, when it purchased 16.8 acres on Hyde Circle for the creation of Springfield Park which includes two baseball fields, a playground area, three lighted tennis courts, and one multi-purpose court. Additionally, Mauldin residents enjoy five fantastic parks with a variety of amenities including City Park, Sunset Park, Pineforest Park, and City Center playground. The City also maintains several walking trails, is actively building segments of the Swamp Rabbit Trail, and owns the only pedestrian bridge over an interstate highway in the Upstate. Many of Mauldin's parks offer baseball and softball diamonds, picnic shelters, playgrounds, greenspace, and basketball courts.

The City of Mauldin has traditionally been a cross-roads community until recently. With investments at BridgeWay Station, City Center Village, and more, the City is quickly adding several mixed-use urban developments that will transform the community significantly. As the City continues to grow, a greater emphasis is being placed on the need to increase recreational facilities and services being offered to meet the needs of current and future community members.

PROJECT DESCRIPTION

The City is interested in professionals with experience in collecting and analyzing data to develop a clear set of goals, potential policy changes, and establishing standards for the community's park system, green space, trails, recreation facilities and program development.

The successful consultant will work closely with City of Mauldin staff and other identified stakeholders in preparing the Master Plan. The completed document should include a comprehensive inventory of all facilities, analysis of needs, recommendations and implementation strategy. The final version of the plan will be reviewed and approved by Mauldin City Council.

SCOPE OF WORK



The Scope of Work is designed to guide vendors in preparing their proposals by detailing the critical aspects of the project, as well as the expectations for performance, resources, and reporting. All interested parties are encouraged to review the full scope thoroughly before submitting their proposals, to ensure alignment with the requirements and project goals.

Project Administration

The Consultant will manage the project and coordination of any sub-consultants and all project activities, including meetings with staff and stakeholder groups. The Consultant will identify a project lead to act as the direct point of contact for City staff.

Throughout the project, the Consultant will be responsible for the following:

- Creation of maps necessary for the project, including working maps and maps of future facility locations. (Existing town data layers will be provided to the Consultant as needed.)
- Electronic copies of all flyers, hand-outs, and other materials used to announce events and/or gather input from the community (in both pdf and native formats)
- Materials and partial staffing are needed for community engagement activities. (City staff will also be involved in engagement activities.)
- Creation of, and content for, any on-line engagement tools used for the project.
- A minimum of bi-weekly updates, primarily via e-mail or telephone/video and occasionally in-person, to update City staff on project status, discuss issues, and review drafts.
- Periodic written status reports and limited status update presentations may also be required to the Recreation Committee and Mauldin City Council. (Updates may be handled via Zoom.)

Community Engagement

- Identify, describe and implement a comprehensive strategy and methodology for community involvement in this Master Plan development process.
- Review existing engagement strategies utilized by the park and recreation department or other departments to compile available information about community needs. Summarize and identify gaps in data.
- Provide innovative, well-organized and directed activities, techniques and formats that will ensure an equitable, inclusive, open and proactive public participation process is achieved. These methods should solicit quality input from as many people as possible, including under-resourced populations and users and non-users of the services and facilities.
- Act as professional facilitators to gather specific information about services, use, preferences and any agency strengths, weaknesses, opportunities and threats.
- Provide written records and summaries of the results of all public processes and communication strategies that can be shared with the public.

Resource and Data Collection

- Provide an assessment and analysis of the Mauldin Recreation Department's current level of programs, services and maintenance in relation to present and future goals, objectives and directives.

- Compile an inventory and assessment of the existing parks, trails, green space and facilities in Geographic Information System (GIS). Compare to national benchmarking tools.
- Provide a community-wide statistically valid community needs assessment survey on recreation and park programs and facilities. The return rate should accurately represent a sampling of the population, including vulnerable populations, so that an analysis can be segmented by race, gender, age and other demographic groups.
- An appropriate timeline should be included from beginning to end.

Implementation

- Develop an action plan that includes strategies, priorities and an analysis of budget support and funding mechanisms for the short-, mid- and long-term for the park system, green space, trails and recreation programs and services. The action plan should prioritize strategies by their level of impact on social, health and environmental outcomes.
- Prioritize recommendations for needs regarding land acquisition, and the development of parks, trails, green space and recreation facilities.
- Prioritize recommendations for maintenance, renovation and operations of parks, trails and recreation facilities.
- Recommend collaborative partnerships and other solutions to minimize duplications or enhance opportunities for collaborative partnerships.
- Identify areas of service shortfalls and projected impact of future trends.
- Provide useable and workable definitions and recommendations for designated park and green space with acreages and parameters defined as appropriate.
- Develop recommendations for operations, staffing, maintenance, programming and funding needs.
- Provide a clear plan for the development of programming based on demand analysis.

Development of Final Plans and Supporting Materials

- The Master Plan must include written goals, objectives, policy statements, a financial and action plan that articulate a clear vision and “roadmap” and model for the Mauldin Parks and Recreation Department’s future.
- A summary of existing conditions, inventories and system-wide metrics, distribution metrics, population demographics and outcome metrics.
- Charts, graphs, maps and other data as needed to support the plan and its presentation to the appropriate audiences.
- Project completion should be completed in less than 12 months from initiation.

SUBMITTAL INSTRUCTIONS

All proposals should include the following information and any additional information necessary to summarize the overall qualifications of the consultant:

1. A cover letter that includes the name, address and telephone number of the person(s) representing the consultant.
2. Qualifications: Description of the consulting organization, detailing experience in preparing Master Plan documents for public agencies, as well as engagement involving



communities that have characteristics similar to Mauldin.

3. A list and brief summary of at least (3) recent master planning projects on which the principal staff worked and description of their responsibilities. Include a link to the completed plan document.
4. Other project references, including names, phone numbers and email address of contact persons.
5. Statement of Project Approach, including the following information:
 - a. Methodology and overall approach to the project
 - b. Scope of work
 - c. Project schedule
 - d. Innovative community engagement
 - e. Deliverables
6. Detailed outline of the Consultant's management plan, including proposed staff, availability, roles and responsibilities. Include the following information for key project team members. (Project Manager and Key Project Staff)
 - a. Professional background, experience on similar projects and years of experience
 - b. Primary office location
 - c. Role that each individual will have, as part of the Master Plan document
7. A list of any sub-consultants and detailed explanation of the responsibilities of each consulting team member.
8. A proposed timeline for preparation, execution and delivery of the Master Plan document, including components of each project phase.
9. Consultant's expectations of the City, including a brief description of the services and tasks that the Consultant would expect the City to provide.
10. Proposed cost to complete this project based on the consultant's understanding of the RFP. Include a copy of the consultant's current rate sheet. Total master plan document development cost should include allowable expenses (printing, travel, etc.).
11. Submittals should be limited to a maximum of 20 pages (contextual information), not including resumes, cover pages, and table of contents. Submittals exceeding 20 pages may be removed from consideration. Examples of similar master plan document work completed should be provided via web links.

EVALUATION CRITERIA

Proposals that meet the expressed requirements will be evaluated using the following criteria and will be evaluated using the following criteria:

CRITERIA	Points
Consultants' understanding of master plan goals and principals of engagement.	30
Methodology and process of design, proposed execution of the work plan and timeline.	30
Specific municipal park and recreation master planning experience and knowledge.	30
Clarity and completeness of the proposal	30
Total cost to develop the Master Plan.	10
total	100

Please note that a cost range is not an acceptable listing for project cost. Submittals can include a list of add/alternative tasks with costs for consideration. During the evaluation process, the City reserves the right to request additional information or clarification from proposers, or to allow corrections of errors or omissions.

A committee of City staff will review, score and rank all proposals and make a recommendation to the City Administrator for consideration. The top-ranked proposals may be selected for an interview with the evaluation committee and City Administrator. Final selection will be at the discretion of either City Council. The final selection will represent the best value to the City and not necessarily the lowest bidder.

Upon final selection, the selected consultant must:

- Obtain a City of Mauldin Business License
- Obtain or maintain for the duration of the contract insurance, at levels acceptable to the City, against claims for injuries to persons or damages to property which may arise from, or be in connection with the performance of the work here under by the individual or the firm, his agents, representatives or employees. This includes Workers' Compensation insurance as well.

INITIAL PROJECT TIMELINE

The following tentative schedule is anticipated for selection, contract negotiations and contract award.

RFP Issuance	November 27, 2024
Deadline to submit all questions	December 13, 2024
Last addenda update	December 16, 2024
Proposals due	December 30, 2024, at 4:00PM
Evaluation of proposals	December 31, 2024 – January 17, 2025
Interviews	Late January/Early February 2025



Expected Contract Award	February 2025
Expected Project Kick-off	Late February/Early March 2025

SUBMISSION OF PROPOSALS

To submit a proposal, interested parties should submit to the City three (3) printed copies along with an electronic (pdf) version of the fully responsive proposal. All proposals must be received by **4:00PM on December 30, 2024**. All proposals will be opened at that time and date and recorded by the City Clerk. Proposals will be opened in the Court Room/Council Chambers at Mauldin City Hall (5 E. Butler Road, Mauldin, SC 29662). The proposal opening is open to the public.

Proposals should be addressed and submitted to:

City of Mauldin
Cindy Miller – “Parks Master Plan”
5 East Butler Road
P.O. Box 249
Mauldin, SC 29662

It is the Offeror’s sole responsibility to ensure the revisions are received by the city prior to the closing date and time. Proposals received after the closing date and time may not be accepted or considered.

Questions should be emailed to Bart Cumalander, Recreation Director, at bcumalander@mauldinrecreation.com.