

REQUEST FOR PROPOSALS

RFP #2024-8

Parks & Recreation Master Plan



November 6, 2023

Parks & Recreation Department

Development Services Division

I. STRUCTURE

Jasper County Council provides policy direction for County departments through the County Administrator.

The Jasper County Parks and Recreation Department is headquartered in the City of Hardeeville, South Carolina at Sgt. Jasper Park, 1458 Red Dam Road, Hardeeville, South Carolina 29927. The Director of Parks & Recreation and staff conduct the day-to-day business operations, programming and maintenance of the department, and the department is included in the Development Services Division of Jasper County.

II. INTRODUCTION

Jasper County, South Carolina requests proposals from qualified consultants to create a Master Plan for the Parks & Recreation Department.

The selected consultant will create a ten (10) year Parks & Recreation Master Plan for parks, open spaces, trails, facilities, programming, and boat landings. The Consultant will create a parks & recreation update to the Natural Resources Element and Transportation Element of Jasper County Comprehensive Land Use Plan.

The plan shall include research, stakeholder involvement, development and implementation deliverables for acquisitions and development of new facilities, programming and updates for existing facilities and programming.

The selected consultant will have a proven, demonstrated track record with experience and knowledge in park and recreation planning, project management and effective public involvement.

III. BACKGROUND

Jasper County, South Carolina is the southernmost county in South Carolina and was formed in 1912 from portions of Hampton County and Beaufort County. As of the 2020 Census, the population was 28,791. The 2022 estimated Jasper County population is 32,039. From the year 1990 to the year 2020, Jasper County has experienced a 69% population increase. Most of the County growth has occurred within the City of Hardeeville and within unincorporated Okatie.

The Town of Ridgeland is the County Seat, and the City of Hardeeville is the County's largest municipality.

Jasper County is also comprised of 13 unincorporated communities including Coosawhatchie, Gillisonville, Grahamville, Grays, Levy, Limehouse, Okatie, Old House, Pineland, Pocolaligo, Point South, Robertville, Switzerland, Tarboro, Tillman, and Wagon Branch.

BACKGROUND (Continued)

The County is located within the Hilton Head Island – Bluffton – Beaufort Metropolitan Area. The total area of the County is 655 square miles (land) with 44 square miles (water) included at 6.3%.

Natural protected areas include the Savannah National Wildlife Refuge, Tybee National Wildlife Refuge, Kingfisher Pond Recreation Area, Tillman Sand Ridge Heritage Preserve, Turtle Island Wildlife Management Area and the recently designated Slater Tract.

The Slater Tract is a Wildlife Management Area and Heritage Trust program comprised of approximately 3,500 acres and will be managed by the South Carolina Department of Natural Resources.

The Slater Tract is purposed to provide public access for hunting, fishing, hiking and wildlife observation, etc. It will be a South Carolina Conservation and Open Space Institute project moving forward.

IV. SCHEDULE

<u>Action</u>	<u>Completion Date</u>
Issue RFP	November 6, 2023
Deadline for Inquiries	5:00 PM December 1, 2023
Response to Inquiries	5:00 PM December 8, 2023
Deadline for Submitting Proposals	3:00 PM January 3, 2024
Evaluation Committee Review	January 10, 2024
Select Short List for Presentations	January 17, 2024
Presentations	TBD
Final Ranking and Selection	TBD
Contract Negotiation	TBD
County Council Contract Approval	TBD

V. RFP INQUIRIES

All inquiries concerning technical, procedural requirements of this RFP or request for additional information shall be directed by email to:

Danny Lucas
Director, Development Services Division
Jasper County Government
dlucas@jaspercountysc.gov

VI. PLAN OBJECTIVES

The objective is to establish a comprehensive Master Plan that is applicable to the current and projected conditions in Jasper County to guide the County for the next ten (10) years in the acquisition, development, management, staffing, budgeting, and maintenance of the Jasper County Parks and Recreation Department, as well as address funding and the equitable allocation of resources.

The plan should also comport with the objectives of the Jasper County Comprehensive Land Use Plan and meet requirements for grant funding through the Parks and Recreation Development Fund (PARD) and South Carolina Parks, Recreation & Tourism (SCPRT) and others.

VII. SCOPE OF SERVICES

The Master Plan process shall involve a collaborative approach between county staff, stakeholders and the community. Staff will be active participants in the planning and discovery process.

A. Inventory and Analysis of Parks, Recreation Areas, Programming, Open Space, Trails, Facilities, Boat Landings and Amenities.

- ✚ Compile an inventory of existing parks, recreation areas, programming, open space, trails, facilities, boat landings and amenities.
- ✚ Perform an assessment of existing parks, recreation areas, programming, open space, trails, facilities, boat landings and amenities owned, leased, operated and/or maintained by Jasper County. The assessment shall include a comparative analysis to communities of similar size, density, rural/suburban/urban mix and use nationally accepted benchmarks. The analysis should document the functionality, accessibility, capacity, and physical condition of each amenity.
- ✚ Compute and compile an inventory of the Parks and Recreation Department's current level of recreation programs, services, and staffing.
- ✚ Perform an assessment of recreation programs, services, and staffing. The assessment shall include a comparative analysis and consider demographics, past, present and future. The assessment shall also provide recommendations for minimizing duplication and enhancing opportunities for collaborative partnerships.
- ✚ Compile an inventory of existing parks, recreation areas, open space, trails, recreation facilities, and programming in Jasper County owned, leased, operated and/or maintained by other governmental entities, parochial entities who might be willing to allow public use of their facilities for the provision of recreational and social needs of the community.

SCOPE OF SERVICES (Continued)

B. Public Engagement

- ✦ Identify, describe, and implement a comprehensive strategy and methodology for resident involvement in the Master Plan development process.
- ✦ Conduct a minimum of seven (7) focus group meetings and a minimum of fifteen (15) stakeholder interviews.
- ✦ Facilitate the gathering of specific information about services, use, preferences and departmental strengths, weaknesses, opportunities, threats (SWOT).
- ✦ Provide surveys, meeting formats, etc. that will ensure positive, open, and proactive public participation.
- ✦ Provide written records and executive summaries for all public processes and communication strategies.
- ✦ Provide public participation data analysis.
- ✦ Provide information for informed decision making for the Parks and Recreation Department and the Jasper County Council.

C. Maintenance and Operations

- ✦ Perform an analysis of the Parks and Recreation Department's infrastructure, deferred maintenance, and capital needs for the next ten (10) years. This analysis shall include parks, facilities, open spaces owned, leased, operated and/or maintained by Jasper County. The objective should be to provide Parks and Recreation Department staff information to develop a Maintenance Management Plan upon adoption of the Parks and Recreation Master Plan.
- ✦ Develop and prioritize recommendations for maintenance and renovation of park facilities.

D. Land Acquisition and Park Development

- ✦ Develop and prioritize recommendations for acquisition of land for park development, open spaces, trails, and facilities. Recommendations shall consider current and projected future demographics, public input data, the equitable distribution of assets within the county, and nationally accepted benchmarks.
- ✦ Identify opportunities for available funding and acquisition alternatives, such as FEMA, Forfeited Land Trust, municipal and county surplus land.

E. Budget Analysis and Assessment

- ✦ Perform an analysis of the Parks and Recreation Department's operating budget with emphasis on efficiency, cost, cost recovery and proprietary services.
- ✦ Identify opportunities to increase revenue generation within the department.
- ✦ Identify opportunities for alternative funding through partnership, Parks and Recreation Development Fund (PARD), South Carolina Parks, Recreation, Tourism (SCPRT), foundations and other external sources.
- ✦ Develop recommendations for operations, staffing, maintenance, programming, and funding needs.

F. Benchmark and Compare Parks and Recreation Services

- ✦ Benchmark and compare Parks and Recreation Services of similar counties in the state and region relating to their offerings with parks, recreation facilities, programming, open spaces, trails, budget, and staffing levels.

G. Strategic Action Plan

- ✦ Collect and analyze demographic information for the community.
- ✦ Collect and analyze information in participation, needs, desires, operations, programming, and land use trends.
- ✦ Make level of service recommendations
- ✦ Provide definitions and recommendations for designed park and open space with acreages and parameters defined as appropriate.
- ✦ Develop recommendations for operations, staffing, maintenance, programming, and funding needs.
- ✦ Provide a clear, defensible plan for development of programming direction based on standards and demand analysis.
- ✦ Develop priorities for development of existing park land, facilities, open space, trails, and maintenance of facilities.
- ✦ Provide a maintenance and operations analysis.
- ✦ Identify opportunities for available funding and acquisition alternatives.

H. Progress Reporting

- ✦ The consultant, County Administrator, Development Services Division Director, Parks and Recreation Department Director, and others shall hold progress meetings as necessary, but in no case less than once per month until the final Master Plan is adopted by the Jasper County Council. The consultant shall supply the County with an electronic copy of all completed or partially complete reports, studies, forecasts, maps or plans as deemed necessary by the County Administrator at least three (3) business days before each progress meeting.
- ✦ The Development Services Division Director shall schedule the meetings, as necessary, during the development of the Parks and Recreation Master Plan.

I. Deliverables

- ✦ The Parks and Recreation Master Plan shall include written objectives, goals, plans and policy statements that articulate a clear vision and road map for the Parks and Recreation Department development for the next ten (10) years.
- ✦ A summary of existing conditions, inventories, staffing and level of service analysis.
- ✦ A financial analysis and capital improvement plan.
- ✦ A strategic action plan.
- ✦ Appropriate written materials, graphics (charts, maps, diagrams, etc.) to be used for public presentations, to include a current map and a final map plan outlining future park development opportunities.
- ✦ A version of the final Master Plan document consisting of twenty (20) printed and bound color copies.
- ✦ Electronic copies of the final Master Plan document in both Portable Document Format (PDF).

VIII. PROPOSAL INSTRUCTIONS

Please limit proposals to no more than twenty (20) pages, single-sided (minimum 11-point font) including cover letter.

RFP documents nine (9) copies of which must be sealed, delivered via mail or in person, and marked “**Jasper County Parks & Recreation Master Plan RFP #2024-8**” on the outside of the envelope. Proposals must be received by 3:00 PM on January 3, 2024. Mailed documents must be received no later than the date and time of the due date. Proposals received after 3:00 PM, January 3, 2024, will not be considered.

Documents must be complete and include the information requested in these instructions.

Failure to address all requirements may result in the proposal being judged “non-responsive”. *Proposals shall include all of the following:*

A. Project Approach, Content, and Timeline

A letter of submission shall include the name, address, and telephone number of the person(s) authorized to legally represent the consultant. A narrative that presents the services the consultant would provide detailing the approach, methodology, deliverables, and client meeting to be provided. A proposed timeline for preparation and implementation of the Parks and Recreation Master Plan.

B. Past Project Experience and Client References

Consultant’s experience in preparing parks and recreation master plans for public entities; particularly involving communities transitioning from rural to suburban with unequal distributions of growth.

At least five (5) public entity references for projects with similar nature to this project and project description to include client, location, contact person, contact information, and a brief description of the project.

C. Qualifications and Demonstrated Competencies, Specifically County Parks and Recreation Master Planning.

Identification of the personnel to be assigned to the project including resumes of related experience.

D. Staffing Capacity and Availability

Number and identification of staff, and their availability to work on the project weekly and total number of available hours.

E. Project fee Structure and Cost Estimate

Provide the estimated project itemized cost for services.

IX. SUBMITTALS

Please submit Parks and Recreation RFP documents to:

Kimberly Burgess
Director, Administrative Services Division
Jasper County Government
P.O. Box 1149
358 3rd Avenue
Ridgeland, SC 29936

X. SELECTION COMMITTEE AND EVALUATION CRITERIA

The County Administrator, Development Services Director, Parks and Recreation Director, and Administrative Services Director (selection committee) will evaluate the submittals received by the deadline.

EVALUATION CRITERIA

Overall content, project approach and understanding of the project scope. (25%)
Team organization, project lead, availability, work in progress (10%)
Past project experiences, qualifications, specifically related to County Parks and Recreation Master Planning (25%)
Interview/Presentation (25%)
Proposed fees and fee structure (15%)

Jasper County reserves the right to reject any and all proposals submitted.

XI. AWARD

The Selection Committee will select, in its sole discretion, the proposal based upon the above evaluation criteria.

The final recommendation for selection will be made following the review and ranking of proposals by the Selection Committee. The Selection Committee will prepare a recommendation to Jasper County Council for the final selection of a consultant for development of a Parks and Recreation Master Plan.