



**REQUEST FOR PROPOSAL
RPF: 2024-013**

PARKS AND RECREATION MASTER PLAN

**Issued for:
Parks and Recreation**

Visit us on the web at: www.lauderhill-fl.gov

Opens: March 4, 2024

Date Issued

January 21, 2024

REQUEST FOR PROPOSALS

NOTICE IS HEREBY GIVEN that the Parks and Recreation is seeking sealed proposals for the following work as specified:

RFP NUMBER #2024-013

PARKS AND RECREATION MASTER PLAN

The City of Lauderhill will be accepting sealed proposals until 10:45 AM on **March 4, 2024** and will open such proposals at 11:00 A.M. All proposal shall be submitted via IonWave <https://lauderhill.ionwave.net/>. ***Proposals received after 10:45 A.M. EST will not be considered and will be returned to the proposer unopened.***

The City of Lauderhill is seeking Parks and Recreation Master Planning services in executing the following project phases to establish a Parks and Recreation Master Plan as needed for accreditation.

All proposers must register with the City online. The direct link is www.colvender.com

The statement of the work may be obtained on and after **January 21, 2024** at the IonWave <https://lauderhill.ionwave.net>. Vendors who obtain solicitation documents from other sources than IonWave are cautioned that the solicitation package may be incomplete. Furthermore, all addendums will be posted and disseminated by the Finance/Purchasing Department via IonWave.

Questions regarding the technical requirements of this RFQ should be directed to Purchasing via IonWave. Questions must be submitted later than ten (10) days or before the closing date.

A non- mandatory pre-bid conference has been scheduled for February 15, 2024 at 11:00 AM which may be immediately followed by a site visit.

The City of Lauderhill has determined that this RFP shall be reserved for SBE participation and shall comply with City Code of Ordinance Chapter 2, Article III. Section 2-139.(f)(3) – Local Vendors.

A liquidated damages clause outlining the extent and outcomes of non-compliance will be included and **rigorously enforced** on this project.

The City Commission of the City of Lauderhill reserves the right to reject any and all proposals, to waive any and all informalities or irregularities and to accept or reject all or any part of any proposal as they may deem to be in the best interest of the citizens of the City of Lauderhill. **The winning firm is required to enter into a contract with the City of Lauderhill.**

CITY OF LAUDERHILL

A handwritten signature in black ink that reads "Kentrea White". The signature is written in a cursive style with a vertical line to the right of the text.

Kentrea White

CITY OF LAUDERHILL
5581 W. Oakland Park Blvd
LAUDERHILL, FL, 33313

Advertised dates: January 21, 2024 and January 28, 2024

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**STATEMENT OF NON- PARTICIPATION
RFP NO.: 2024-013**

PARKS AND RECREATION MASTER PLAN

Note: If you do not intend to submit a bid /proposal on this item/service, complete this form and mail to:
Purchasing Division
City of Lauderhill
5581 W. Oakland Park Blvd. Suite 230
Lauderhill, FL. 33313

Please indicate the Proposal number and title of the Proposal on the outside of the envelope.

We/I do not wish to participate in this proposal for the following reason:

- Specifications proprietary
- Cannot supply at this time
- We do not carry this item
- We do not provide this service
- Unable to meet specifications
- Unable to meet Bond requirements
- Other

Please keep us on your bid list for future projects _____yes _____no

Signature: _____

Name of Company: _____

Address: _____

SECTION 1 – DEFINITIONS

Whenever the following terms appear in the Proposal, the intent and meaning shall be interpreted as follows:

- 1.1 City:** The City of Lauderhill, Florida.
- 1.2 Contract:** The written agreement for performance of the Scope of Work entered into between the City and the successful Proposer.
- 1.3 Contract Administrator:** The Purchasing and Contracts Manager, or some other employee expressly designated as Contract Administrator in writing by the City Manager, who is the representative of the CITY concerning the Contract Documents.
- 1.4 Evaluation/Selection committee:** City staff and/ or outside consultants assigned to evaluate the submitted proposals.
- 1.5 Proposer:** Any individual, firm, or corporation submitting a proposal for this project, acting directly or through a duly authorized representative. For the purpose of this Agreement, Proposer shall mean the same thing as the Bidder.
- 1.6 Proposal:** shall refer to any term used interchangeably with Bid while retaining the same meaning.
- 1.7 Purchasing Office:** The Purchasing Division-Department of Finance of the City of Lauderhill.
- 1.8 "Provider", "Bidder", "Contractor", "Successful Proposer" "Vendor" or "Consultant":** The Proposer receiving an award as a result of this Request for Proposal. Said terms may be used interchangeably while retaining the same meaning.
- 1.9 Qualifications/Proposal, Proposals,** shall refer to any Offer(s) submitted in response to this Request for Proposal.
- 1.10 Request for Proposal, RFP", or Proposal:** This Request for Proposal including all Exhibits and Attachments as approved by the City, and addendums or change orders issued by the Purchasing Division.
- 1.11 Request For Proposal, or Proposal:** Terms used interchangeably in this Request for Proposal while retaining the same meaning.
- 1.12 Subcontractor/ Sub consultant:** Any person, firm, entity, or organization, other than the employees of the successful Proposer, who contract with the Successful Proposer to furnish labor, or labor and materials, in connection with the Work or Services to the City, whether directly or indirectly, on behalf of the Successful Proposer.

1.13 Work, Services, Program, Project, or Engagement: All matters that will be required to be done by the successful Proposer in accordance with the Scope of Work, and the Terms and Conditions of this RFP.

SECTION 2 – SCOPE OF SERVICES

Scope of Work

The City of Lauderhill is seeking Parks and Recreation Master Planning services in executing the following project phases to establish a Parks and Recreation Master Plan as needed for accreditation.

Phase 1 – Context Analyses

Phase I is designed to integrate with the City's other planning efforts and establish a strong foundation for the master planning process.

1.1 Project Management + Coordination: The Consultant and/or their sub consultants ("Consultant(s)") will coordinate its work with the City's Project Manager. Consultant shall also monitor the project schedule as it relates to the scope and provide timely invoicing and monthly, electronic interim project status reports describing project progress. Consultant will hold regular bi-weekly or weekly meetings with City staff depending on the phase of the project to review progress, present information, and discuss the direction of remaining portions of the project. The Consultant shall work with the City and provide content to upload on an informative internet site to keep members informed on the status and development of the Parks and Recreation Master Plan.

Additionally, the Consultant will provide meeting minutes for all meetings related to the plan. In an effort to keep the project on schedule, we have found that pre-scheduling project milestone dates such as deliverable submittal dates, City review periods, public engagements, presentations, etc., is key to the project remaining on schedule. We will work with the City to develop this schedule and will review it during each review meeting to maintain momentum and/or make any revisions deemed necessary.

1.2 Project Branding: Consultant shall work with City Administration to develop three project brand options for the City including logos, fonts, and colors to ensure consistency with the City's ongoing rebranding and submit them to the City for review. Consultant will revise one of the selected options per the City's comments and develop a final brand for the project. Consultant should then use the logo to develop business cards for the project that can be distributed to encourage participation in the planning process. Additionally, the project brand will be included in all project document.

1.3 City Staff Project Kick-Off Meeting: The Consultant must attend a Kick-Off Meeting with the City. The purpose of the kick-off meeting will be to introduce the project to City personnel, review the project schedule, and review project goal, objectives, and expectations. Consultant shall develop a meeting summary and submit to the City for review.

1.4 Parks and Recreation Steering Committee Kick-Off Meeting: We have found that establishing a project Steering Committee with knowledgeable and influential members of the community is important to creating buy-in and facilitating the implementation of the Parks and Recreation System Master Plan. On the same day

as the Staff Kick-Off Meeting, the Consultant will facilitate a Kick-Off Meeting to introduce the project to the Steering Committee.

The purpose of the kick-off meeting will be to introduce the project to the project Steering Committee, identify and discuss their role in the project, and develop a shared understanding of the critical issues, concerns, and opportunities for the development of a shared vision for the plan. While we will work with the City's Project Manager to establish an agenda, a tentative agenda for the kick-off meeting might include:

- Introductions
- Ice-Breaker (Interactive Exercise)
- Review scope of work and schedule
- Review project objectives, expectations, and outcomes
- Next Steps

Consultant shall develop a meeting summary and submit to the City for review.

1.5 Review of Existing Conditions: Consultant will complete an existing plan and context review task of the project by obtaining and reviewing all relevant surveys, studies, and planning documents from the City that may influence the plan. The City will provide Consultant with all available City data (hard copy and digital format).

Consultant will be responsible for reviewing the documents and providing a brief summary of the documents to identify relevant data that may include but may not be limited to existing and proposed goals, objectives, policies, initiatives, standards, and projects. Most importantly, we will also preliminarily identify the complex social, economic, and environmental issues that the community may be facing.

1.6 Inventory + Base Map: Consultant shall compile an inventory of the existing and planned public, private, and non-profit parks, trails, open spaces and facilities. Consultant must also develop a GIS-based map that will identify and illustrate all the existing and planned public, private, and non-profit recreation sites as well as other natural and greenspace resources including trail networks. Depending on available GIS data, Consultant shall map the following elements for their relevance to the plan:

- Existing and Future Land Use Map
- Water Bodies, Canals, River, Streams, and Creeks
- County Water Rise Studies + GIS Files
- Streets
- Transit
- Bikeways + Trails
- Rights-of-Way
- Parcel Data (preferably linked to land and building value data)
- Environmentally Sensitive/Conservation Areas
- Flooding Areas
- Areas of High Crime
- Tree Canopy
- Utility Corridors

- Current Inventory of City Parks and Recreation Facilities
- Current Inventory of Schools, Churches and Non-Profits (Boys and Girls Club, YMCA, etc.)
- Current Inventory of Private Recreation Facilities
- Current Inventory of Vacant/Derelict Sites
- Historic/Cultural Resources

Consultant will submit the base maps and inventory for the City's review to ensure accuracy and consistency and will revise the maps and inventory per the City's written comments.

1.7 Park Site Evaluation: Visiting the City's parks and recreation facilities is a critical step in laying a strong foundation for the parks and recreation master plan. Consultant is required to spend three (3) days with City staff visiting parks, trails, open spaces, and facilities using our custom Parks Evaluation Form as a starting point. Prior to these visits, we will work with the City to modify our Parks Evaluation Form to analyze the City's parks, trails, open spaces, and recreation facilities, based on the expressed values of the community. This evaluation will help the Consultant develop a "baseline" understanding of how well the current system functions and meets the community's need from both a resident and visitor perspective.

1.8 Park Operations, Management, Staffing, and Programming Assessment: Consultant shall provide an assessment and analysis of the Park and Recreation Department's current level of programs, services, maintenance, and staffing in relation to present goals, objectives, and directives. Findings from this analysis will be used in the Visioning Phase to provide recommendations related to level of programs, services, maintenance, and staffing for future goals, objectives, and directives. Additionally, Consultant shall also provide a user fee analysis for facilities, programs, and services.

1.9 Demographic Analysis and Trends: Consultant shall review demographic data for the City. This data is important for providing the City with a data-driven, analytical framework that helps inform the need, enhancement, and transition of facilities and social, recreational, and cultural programs throughout the City. This framework is particularly important for understanding implications associated with existing and future park land, recreational facilities, program needs, operations, and maintenance. Additionally, Consultant must complete GIS based existing demographic analysis charts and maps of key demographic indicators including, but not limited to:

- Population
- Population projections (if available)
- Population density
- Population by age
- Educational Attainment
- Income + Poverty
- Ethnicity and race
- Housing characteristics
- Social Vulnerability

Consultant shall provide a summary of findings and their relevance to the recreation and parks master plan.

Consultant will identify local, regional, and national trends that may influence parks and recreation master plan recommendations.

1.10 CAPRA Review: Consultant will integrate Commission for Accreditation of Park and Recreation Agencies (CAPRA) objectives, methods, and standards into the Master Plan where applicable, and make recommendations on actions with the intent of Consultant facilitating CAPRA certification for the Parks and Recreation Department.

1.11 Context Analyses Summary Document: Consultant will compile all the information and data completed for Phase I and will develop a summary document of the Context Analyses. The Summary will identify major issues, concerns, and challenges specific to the City that will affect decisions now and in the future. The Consultant will submit the summary document to the City for review and will make revisions per the City's written comments.

Deliverables:

- Existing Conditions Summary Document
- Meeting Agendas + Meeting Minutes

Phase 1 – Context Analyses

Phase I is designed to integrate with the City's other planning efforts and establish a strong foundation for the master planning process.

Phase 2 Needs Priorities Assessment

2.1 Community Meetings: Consultants shall conduct two (2) community meetings at different locations throughout the City. Consultants will work with the City to determine the appropriate exercises to conduct during the neighborhood workshops. We have found that including a multitude of exercises in various stations positioned throughout the room keeps attendees engaged while allowing the City to collect important information. Consultant will be responsible for developing a meeting summary for submission to the City for review.

One-on-One Interviews + Focus Group Meetings: Consultant should spend up to two (2) days conducting one-on-one interviews with key stakeholders including elected officials, the City Manager, Assistant City Manager, and other key stakeholders. We have found that one-on-one meetings are invaluable for obtaining candid information and insights that help inform and address the priority parks and recreation needs and opportunities within the community, as well as identify the difficult and complex social, economic, and environmental issues that the community is facing.

During those two days, Consultant would also meet with Focus Groups and Stakeholders to address special interest group needs. Consultant will develop a meeting summary and submit it to the City for review.

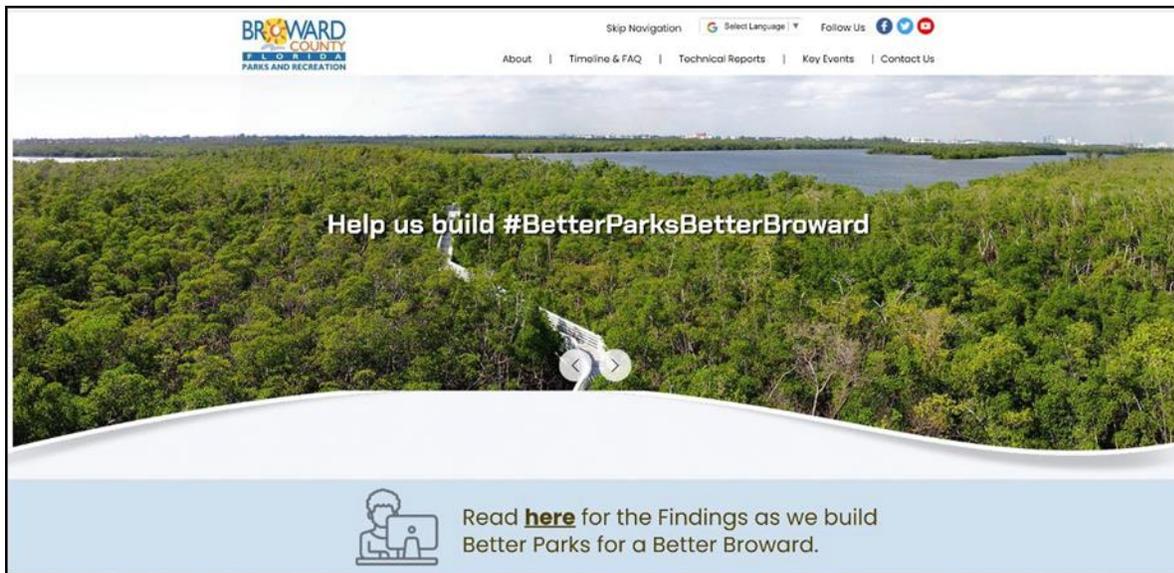
2.2 Statistically Valid Survey: Consultant will work to create a statistically valid mail-in and telephone survey. Consultant is encouraged to work with a firm experienced in leisure surveys such as ETC Institute. ETC Institute is considered an industry leader in leisure surveys.

Consultant shall work with the City to develop a questionnaire that is appropriate for the City. Once approved by the City, Consultant will conduct a statistically valid community-wide needs assessment to determine current levels of participation and public satisfaction with existing programs, recreation facilities, and services. The survey will determine public interests, desires, expectations, and priorities for the future including the public's willingness to fund expanded programs and services.

2.3 Online Survey: Consultant shall complete an online survey via "Survey Monkey" or a similar on-line survey platform that the City is comfortable with, to expand the reach of public engagement. Consultant shall compile the findings from the online survey into a summary report of findings, and provide the City both with the summary as well as the raw survey results.

2.4 ADA Accessible Multilingual Crowd-Sourcing Project Website: Consultant shall develop a customized, mobile friendly ad multi-lingual project website that will provide on-going project updates and will serve as the avenue to crowd-source information throughout the project for the entire community. This website should be branded in conjunction with the City's brand and the project branding that will be developed and could be combined with input through Social Media and could also host videos through a dedicated YouTube Channel and utilize the City's website. E.g. www.betterparksbetterbroward.com.

It has proven to be a very effective tool in engaging the community on an on-going basis as well as maximize outreach to a millennial / multilingual audience that may not traditionally show up at public meetings or choose to respond to a phone or mail survey.



2.5 Existing Level of Service Analysis: Unlike other planning disciplines such as transportation, waste water, potable water, etc., there are no standards or guidelines for the level of service (LOS) that parks and recreation departments should provide their residents. Each city must determine the appropriate LOS – including park land, facilities, amenities, programs, staffing, operations, and maintenance – required to meet the specific needs of its residents. In order to assist the City in developing appropriate LOS standards, Consultant will analyze existing LOS for the following elements to establish a baseline understanding of the City's current LOS:

- Acreage LOS – Measures acreage in a ratio to the community's population (acres per 1,000).
- Indoor Recreation Center and Aquatics Space LOS – Measures quantity of square footage of indoor recreation center and aquatics facilities space per capita.
- Facilities/Amenities LOS – Measures facility/amenity capacity in a ratio to the community's population, and comparing against a standard or guideline. MP DATA VENDOR2 proposes to conduct Facilities/Amenities LOS for key facilities/amenities in the system based on the priorities identified in the Statistically-Valid Survey.
- Access LOS – Measures travel distances to parks. The best Access LOS analysis uses the exiting roadway and pedestrian network to determine access, rather than "as the crow flies" radii around facilities. Additionally, we identify physical barriers, both man-made and natural, to provide a realistic access level service area. These barriers may include roads that while containing sidewalks, may not be safe to cross due to a variety of factors that, through our experience, we have identified to be important in determining a streets' cross ability.
- Quality LOS – Measures the quality of facilities across the community.
- Funding LOS – Measures parks and recreation spending per capita.

Consultant will produce a series of maps and tables that illustrate this data and analysis. Findings will be particularly important for tasks outlined in the Phase 3 – Visioning and Phase 4 – Implementation.

2.6 Benchmarking: Consultant should benchmark LOS findings to available standards such as National Recreation and Parks Association (NRPA) Park Metrics standards. Additionally, Consultant shall work with the City to identify five (5) comparably sized city parks systems locally and from NRPA's Park Metrics database and benchmark them to the City.

2.7 Needs + Priorities Assessment Summary Document + Executive Summary + Power Point Presentation: Consultant must compile all the information and data completed for Phase 2 and develop a needs and priorities assessment summary document, executive summary, and PowerPoint Presentation. The Consultant shall submit the summary document and Power Point Presentation to the City for review and will make revisions per the City's written comments.

2.8 Steering Committee and Needs + Priorities Assessment Findings Presentation: The Consultant shall present the existing conditions and needs and priorities assessment findings to the Steering Committee. Consultant shall develop a meeting summary and submit to the City for review. Consultant must collect input and make revisions as deemed appropriate by the City.

2.9 City Council Needs + Priorities Assessment Findings Presentation: After updating the Summary Document and Power Point Presentation based on the one-on-one interviews with the elected officials, Consultant shall present the existing conditions and needs and priorities assessment findings to the City Council. Consultant will be responsible for developing a meeting summary and submitting it to the City for review.

Deliverables:

- Needs + Priorities Assessment Summary Document + Executive Summary + Power Point Presentation
- Meeting Agendas + Meeting Minutes

Phase 3 Visioning

Following are the tasks that Consultant should complete for the Visioning Phase.

3.1 City-wide Parks System Visioning Workshop: Consultant must complete a one (1) day Visioning Workshop to develop appropriate responses, goals, plans, and objectives that articulate a clear vision and "road map" and model for the Parks and Recreation Department's future. Additionally, during the Workshop Consultant should facilitate discussions with relevant case studies on how the City-wide Parks and Recreation System Vision can help address the difficult and complex social, economic, and environmental challenges that the City may be facing. Consultant shall work with the City to determine the appropriate scale of the Visioning Workshop. Consultant will be responsible for developing a meeting summary and submitting it to the City for review.

3.2 City-wide Parks and Recreation System Vision Summary Document: Based on the findings from Phase 1- Context Analyses, Phase 2 - Needs + Priorities Assessment, and Task 3.1: Visioning Workshop, Consultant shall develop recommendations for the City-wide Parks and Recreation System Vision. Recommendations will include, but may not be limited to:

- Written goals, plans, and objectives and policy statements that articulate a clear vision and "road map" and model for the Parks and Recreation Department's future
- Usable and workable definitions and recommendations for designated parks and open spaces with acreages and parameters defined as appropriate
- Clear plan for development of programming direction based on standards and demand analysis
- Definitive program for acquisition and development of parkland, recreational facilities, open space, trails, and parks maintenance and administration of facilities for the future

Consultant must submit the summary document to the City for review and will make revisions per the City's written comments.

3.3 Recreation Programming Plan: Based on the findings from Phase 1- Context Analyses, Phase 2 - Needs + Priorities Assessment, and Task 3.1: Visioning Workshop, Consultant should develop a Program Plan as required by CAPRA for agency accreditation. Consultant shall submit the Recreation Programming Plan to the City for review and make revisions per City's written comments.

3.4 Capital and Operations Costs: Consultant shall prepare a cost estimate for the City- wide Parks System Vision. Costs will include order of magnitude, planning level capital and operations costs. The Consultant will be responsible for submitting the costs estimate to the City for review and will revise per the City's written comments.

3.5 Steering Committee Vision Presentation: Consultant shall present the City-wide Parks and Recreation System Vision to the Steering Committee. Consultant will be responsible for developing a meeting summary for submission to the City for review. Consultant shall collect input and will make revisions as deemed appropriate by the City.

Deliverables:

- Parks and Recreation System Vision Summary Document + Power Point Presentation
- Individual Conceptual Park Master Plans
- Capital, Operations, Staffing, Maintenance, and Programming Costs Estimate
- Meeting Agendas + Meeting Minutes

Phase 4 – Implementation

Consultant is expected to establish a thoughtful implementation strategy. Different from the vision, the implementation strategy should take elements from the vision and based on the findings from the need's assessment, suggest a phased, multi-year approach to implementing the vision. This will comprise the Financial and

Action Plan for the project. Following are the tasks that Consultant should complete for the Implementation Phase.

4.1 Funding Options: Consultant will coordinate with the City's Finance Department to determine realistic future funding opportunities and amounts. Additionally, Consultant shall identify a variety of different alternative funding sources, programs, and strategies that have been used by park systems across the U.S. to leverage and stretch the City's available funding.

4.2 Implementation Strategies Summary Document based on findings from Phase - 1 Context Analyses, Phase 2 - Needs + Priorities Assessment, Phase 3 - Visioning, and Task 4.1: Funding Options, Consultant shall develop an implementation summary document that will include, but may not be limited to:

- Identified opportunities for available funding and acquisition alternatives
- Recommendations for funding operations, staffing, maintenance, and programming
- Strategies, priorities, and budget support and funding mechanisms for the short-term, mid-term, and long-term for the park system, open space, trails, and recreation program and services

Consultant shall submit the summary document to the City for review and will make revisions per the City's written comments.

Deliverables:

- Implementation Strategy Summary Document

Phase 5 – Final Report + Adoption

Phase 5 gathers all the information developed during the project and compiles it into one holistic and comprehensive document. Consultant will also develop an executive summary. Following are the tasks that Consultant proposes to complete for the Final Report + Adoption Phase.

5.1 Draft Final Report + Executive Summary + Power Point Presentation: Consultant will compile the summary documents from Phases 1 through 4 into a draft final document for the City to review. Consultant shall complete a standalone executive summary and PowerPoint Presentation that summarizes key findings from the plan.

Consultant will submit the draft report, executive summary, and PowerPoint presentation to the City for review make revisions per the City's written comments.

5.2 Steering Committee Draft Final Master Plan Presentation: Consultant will present the Draft Final Master Plan to the Steering Committee. Consultant will be responsible for developing a meeting summary for submission to the City for review. Consultant shall collect input and make revisions as deemed appropriate by the City.

5.3 City Council Draft Final Master Plan Presentation: After updating the Draft Final Master Plan based on the one- on-one interviews with the elected officials, Consultant will present the Final Master Plan to the City Commission for Adoption.]

5.4 CAPRA Accreditation: Consultant will facilitate CAPRA Accreditation process to ensure all CAPRA tasks are met, including City readiness for self-assessment and visitor phase.”

Deliverables:

- PowerPoint Presentation and a color version of the Draft Master Plan document consisting of three (3) printed and bound color copies and an electronic copy in a format compatible with the City's software
- PowerPoint Presentation and a color version of the Final Master Plan document consisting of three (3) printed and bound color copies and an electronic copy in a format compatible with the City's software
- A color version of the Executive Summary document consisting of three (3) printed and bound color copies and an electronic copy in a format compatible with the City's software

SECTION 3 – QUALIFICATIONS

3.1 Proposals will be considered from qualified firms or individuals whose experience includes successful work on similar projects. In addition, the firm must have a sufficient number of qualified staff in the applicable disciplines to complete the work in the time required and in accordance with State of Florida statutes and standards, if applicable.

SECTION 4 - TERM OF CONTRACT

4.1 The City anticipates awarding a contract(s) for one (1) year with two (2) additional one (1) year options, contingent on funding availability. Failure to complete work or satisfy deadline requirements shall result in termination of any future obligations of the City of Lauderhill to the company.

SECTION 5 – INQUIRIES/AVAILABILITY

Inquiries concerning Proposal Submittals should be made in writing in IonWave question tab.

Solicitation documents shall be obtained from IonWave
<https://lauderhill.ionwave.net/> .

CONTACT WITH PERSONNEL OF THE CITY OF LAUDERHILL OTHER THAN THE PURCHASING MANAGER OR DESIGNATED REPRESENTATIVE REGARDING THIS REQUEST FOR QUALIFICATIONS MAY BE GROUNDS FOR ELIMINATION FROM THE SELECTION PROCESS.

SECTION 6 – SUBMITTAL INFORMATION: How, When & Where

6.1 Proposer should submit (in a sealed envelope indicating Proposer’s name and Request For Proposal (RFP) number) copies of the Proposal, each identified as follows:

RFP No.: RFP 2024-013
RFP Name: PARKS AND RECREATION MASTER PLAN
Due Date/ Time: March 4, 2024 @ 10:45 A.M.

6.2 All (RFP’s), must be submitted via IonWave <https://lauderhill.ionwave.net/>

6.3 Responses to the RFP must be signed by an authorized officer of the proposing firm who is legally authorized to enter into a contractual relationship in the name of the Proposer. The submittal of a Statement of Proposal by the Proposer will be considered by the city as constituting an Offer by the Proposer to perform the required services.

SECTION 7 - EVALUATION METHODOLOGY

Evaluation Criteria

A contract will be awarded to the consultant whose proposal is judged by the City of Lauderhill to be in its best interests, and whose proposal most closely satisfies the overall project specifications as well as other factors including, but not limited, to:

CRITERIA	MAXIMUM POINTS
A. Project Understanding	20
B. Project Approach	25
C. Ability to Perform/Staffing of Project	20
D. Experience	25
F. Local Lauderhill Business Preference	10
Total	100

SECTION 8 - SELECTION PROCEDURE

8.1 An Evaluation Committee appointed by the City Manager or designee will be responsible for selecting the most qualified firms. The Evaluation Committee may also, at its sole discretion, request additional or clarifying information from any responder. The Evaluation Committee may expressly request such

information to remedy any incomplete response, but will not be obligated to do so. The occurrence or absence of such a request shall not be cause for objection by any responder. Proprietary information from competing responders shall not be disclosed to the public or to competitors prior to any award subject to Public Records Law, Chapter 119, Florida Statutes.

- 8.2 The firms may be asked to make a presentation of its qualifications and methodology to staff and /or the City Commission.
- 8.3 The City reserves the right to award to one proposer, to split the award among multiple proposers or to not award.
- 8.4 NO AWARD WITH RESPECT HERETO SHALL BE DEEMED FINAL AND ALL SUCH AWARDS SHALL BE DEEMED CONDITIONAL, UNLESS AND UNTIL THE PARTIES SHALL HAVE FULLY EXECUTED THE AGREEMENT(S) CONTEMPLATED HEREIN, AND A FULLY EXECUTED AGREEMENT HAS BEEN RETURNED TO THE BIDDER BY THE CITY. THE CITY RESERVES THE RIGHT TO REVOKE ANY AWARD MADE HEREUNDER, WITHOUT PENALTY, PREMIUM, OR OBLIGATION, AT ANY TIME PRIOR TO THE DELIVERY OF THE FULLY EXECUTED AGREEMENT(S) TO THE BIDDER, NOTWITHSTANDING THAT AN AWARD MAY HAVE BEEN PUBLISHED. NO BIDDER SHALL BE ENTITLED TO RELY ON ANY ANNOUNCEMENT OF AWARDS, AND THE CITY SHALL IN NO WAY BE ESTOPED IN THE REVOCATION OF AN AWARD PREVIOUSLY GRANTED.

SECTION 9– REJECTION CRITERIA

- 9.1 Your proposal shall be considered non-responsive if any of the following criteria exist, (this list is not all-inclusive):
- 9.2 All questions and instructions, including the questions in the Qualifications Package, have not been properly completed.
- 9.3 The instructions, order, and matrixes in the Proposal Package have not been properly followed.
- 9.4 The RFP response Package is found to have concealed or contained false and/or misleading information.
- 9.5 The City did not receive the RFP Package prior to the submittal deadline.
- 9.6 Your firm is not licensed with the Florida Secretary of State to do business in Florida. **You must submit a State of Florida Certificate of Status for your firm.**
- 9.7 Executed Non-Collusive/and or Drug Free Workplace Affidavits are not submitted with the response.
- 9.8 The Proposal signature page and certification is not properly executed.

SECTION 10 - WAIVERS

The City in its sole discretion, reserves the right to reject any and all proposals, accept any proposal or any combination of proposals or waive any minor irregularity or technicality in proposals received and may, at its sole discretion, request a re-proposal, when in its sole judgment, it will best serve public interest.

SECTION 11 - INSURANCE REQUIREMENTS

- 11.1 The Contractor shall furnish proof of insurance requirements as indicated below. The coverage is to remain in force at all times during the contract period. The following minimum insurance coverage is required. The City is to be added as an "additional insured" with relation to General Liability Insurance. This MUST be written in the description section of the insurance certificate, even if you have a check-off box on your insurance certificate. Any costs for adding the City as "additional insured" will be at the contractor's expense.
- 11.2 The City of Lauderhill shall be given notice 30 days prior to cancellation or modification of any stipulated insurance. The insurance provided will give 10 days' notice for non-payment of premium. The insurance provided shall be endorsed or amended to comply with this notice requirement. In the event that the insurer is unable to accommodate, it shall be the responsibility of the Contractor to provide the proper notice. Such notification will be in writing by registered mail, return receipt requested and addressed to the Purchasing Division.
- 11.3 The Contractor's insurance must be provided by an A.M. Best's "A-" rated or better insurance company authorized to issue insurance policies in the State of Florida, subject to approval by the City's Risk Manager. Any exclusions or provisions in the insurance maintained by the contractor that precludes coverage for work contemplated in this RFP shall be deemed unacceptable, and shall be considered breach of contract.
- 11.4 Any firm performing work on behalf of the City of Lauderhill must provide Workers' Compensation insurance. Exceptions and exemptions can only be made if they are in accordance with Florida Statute. For additional information, contact the Department of Financial Services, Worker's Compensation Division at (850) 413-1601 or on the web at <http://www.fldfs.com>
- 11.5 Commercial General Liability Insurance
Covering premises-operations, products-completed operations, independent contractors and contractual liability.

Limits: Combined single limit bodily injury/property damage \$1,000,000.

This coverage should include, but not limited to:

- a. Coverage for the liability assumed by the contractor under the indemnity provision of the contract.

- b. Coverage for Premises/Operations
- c. Personal and Advertising Injury Liability
- d. Products/Completed Operations
- e. Broad Form Contractual Liability

Covering all owned, hired, and non-owned automobile equipment, and other vehicles used by the successful bidder in the performance of the work with the following limits of liability:

Limits: Combined single limit bodily injury/property damage \$1,000,000

Professional Liability (Errors & Omissions)

Limits: \$2,000,000 per occurrence

This coverage should include, but not limited to:

- a. Coverage for the liability assumed by the contractor under the indemnity provision of the contract.
- b. Coverage for Premises/Operations
- c. Products/Completed Operations
- d. Broad Form Contractual Liability

11.6 Automobile Liability Insurance

Covering all owned, hired, and non-owned automobile equipment, and other vehicles used by the successful bidder in the performance of the work with the following limits of liability:

Limits: Bodily injury \$500,000 each person,
\$500,000 each occurrence
Property damage \$100,000 each occurrence

Professional Liability (Errors & Omissions)

Limits: \$2,000,000 per occurrence

11.7 A copy of ANY current Certificate of Insurance should be included with your proposal.

11.8 In the event that you are the successful bidder, you will be required to provide a certificate naming the City as an "additional insured" for General Liability.

11.9 Certificate holder should be addressed as follows:

City of Lauderhill
Finance Department
5581 West Oakland Park Blvd.
Lauderhill, FL 33311

SECTION 12 - SUBMITTAL PACKAGE

Submit this portion of the Request for Proposal as your firm's Qualifications Package. Complete the following information exactly as shown including numbering and tabbing sections. This information is vital for the City to rate your firm, as your evaluation and ranking will be based on the information supplied below along with any other information required by the City.

TAB #1 Insert Proposer's Qualification Statement (Attachment "A")

TAB #2 **Statement of Capabilities:**

Provide a statement that addresses why the specific Proposer would be in the best posture to deliver the required services. (Limit to one (1) page.)

TAB #3 **Proposal:**

1. Submit an outline of the elements and organizational structure of the team established to manage the project. This is to include the administrative operation and key personnel and their area of responsibility.
2. Describe the Proposer's approach to the management of this contract; describe the methodology employed to ensure prompt service, customer satisfaction, prompt complaint resolution, effective employee performance and training. Please explain any differences or challenges you may have encountered with any client, and the method(s) you employed to overcome them.

TAB #4 **Specific Related Experience of the Firm**

List the last five (5) contracts held comparable to this specific project and related experience accomplished by the proposer firms. Indicate:

- Client Name, address, and telephone number
- Principal/ Project Manager in Charge, licensing/ certifications, various team positions
- Whether your firm was the primary or subcontractor
- Description of the contract including;
- Contract Objective (s)/ accomplishments
- Challenges encountered, resolutions
- Contract Starting and Ending Dates

Tab #5 **Scope of Work**

Proposer should prove the consultant's capability; describing strategies to be used and quality controls. The scope of work should demonstrate knowledge and understanding of branding and the shifting dynamics of how consumers receive and use information today.

TAB #6 **Cost Schedule**

Submit your cost schedule here.

TAB #7 **Personnel/Management**

- Identify those individuals on the proposer's account team who will manage the contract work. Identify specific individuals who will be conducting the day-to-day activities. Identify all personnel assigned to this account by position title. Include a description of the duties of each position title.
- Note who will be the contract manager and primary contact.
- For all individuals, please document overall experience on tourism and hospitality accounts and include current resumes and/or biographies. Provide education, experience and expertise with pertinent information demonstrating qualifications for this RFP. Include length of time with agency and length of time in any previous related positions.
- **Subcontractors:** Identify all proposed subcontractors and document which portions of service will be performed by subcontractors and their ability to perform the work. Include current resumes and/or biographies.

TAB #8 **Attachments:**

Insert:

Non-Collusive Affidavit (Attachment "B")
Cost Schedule (Attachment "C")
Confirmation of Drug-Free Workplace (Attachment "D")
Signature Page (Attachment "E")
List of Subcontractors (Attachment "F")
References (Attachment "G")
Acknowledgement of Addendums (Attachment "H")
Certificate of Insurance, and Licenses

**ATTACHMENT A
PROPOSER'S QUALIFICATIONS STATEMENT**

PROPOSER shall furnish the following information. Failure to comply with this requirement will render Bid non-responsive and shall cause its rejection. Additional sheets shall be attached as required.

PROPOSER'S Name and Principal Address:

Contact Person's Name and Title:

PROPOSER'S Telephone and Fax Number:

PROPOSER'S

Email: _____

PROPOSER'S

License Number: _____

(Please attach certificate of competency and/or state registration.)

PROPOSER'S Federal Identification Number: _____

Number of years your organization has been in business, in this type of work: _____

Names and titles of all officers, partners or individuals doing business under trade name:

The business is a: Sole Proprietorship Partnership
 Corporation

Name, address, and telephone number of surety company and agent who will provide the required bonds on this contract:

Have you ever failed to complete work awarded to you. If so, when, where and why?

Have you personally inspected the proposed WORK and do you have a complete plan for its performance?

Will you subcontract any part of this WORK? If so, give details including a list of each sub-contractor(s) that will perform work in excess of ten percent (10%) of the contract amount and the work that will be performed by each subcontractor(s).

The foregoing list of subcontractor(s) may not be amended after award of the contract without the prior written approval of the Contract Administrator, whose approval shall not be reasonably withheld.

List and describe all bankruptcy petitions (voluntary or involuntary) which have been filed by or against the Proposer, its parent or subsidiaries or predecessor organizations during the past five (5) years. Include in the description the disposition of each such petition.

List and describe all successful Bond claims made to your surety (ies) during the last five (5) years. The list and descriptions should include claims against the bond of the Proposer and its predecessor organization(s).

List all claims, arbitrations, administrative hearings and lawsuits brought by or against the Proposer or its predecessor organizations(s) during the last (5) years. The list shall include all case names; case, arbitration or hearing identification numbers; the name of the project over which the dispute arose; and a description of the subject matter of the dispute.

List and describe all criminal proceedings or hearings concerning business related offenses in which the Proposer, its principals or officers or predecessor organization(s) were defendants.

Has the Proposer, its principals, officers or predecessor organization(s) been CONVICTED OF a Public Entity Crime, debarred or suspended from bidding by any government during the last five (5) years? If so, provide details.

The PROPOSER acknowledges and understands that the information contained in response to this Qualification Statement shall be relied upon by CITY in awarding the contract and such information is warranted by PROPOSER to be true. The discovery of any omission or misstatement that materially affects the PROPOSER'S qualifications to perform under the contract shall cause the CITY to reject the Bid, and if after the award, to cancel and terminate the award and/or contract.

By _____

(Signature)

**ATTACHMENT B
NON-COLLUSIVE AFFIDAVIT**

STATE OF _____

COUNTY OF _____

_____ being first duly sworn
deposes and says that:

BIDDER is the

(Owner, Partner, Officer, Representative or Agent)

BIDDER is fully informed respecting the preparation and contents of the attached Bid and of all pertinent circumstances respecting such Bid;

Such Bid is genuine and is not a collusive or sham Bid;

Neither the said BIDDER nor any of its officers, partners, owners, agents, representative, employees or parties in interest, including this affidavit, have in any way colluded, conspired, connived or agreed, directly or indirectly, with any other BIDDER, firm or person to submit a collusive or sham Bid in connection with the Contract for which the attached Bid has been submitted; or to refrain from bidding in connection with such Contract; or have in any manner, directly or indirectly, sought by agreement or collusion, or communications, or conference with any BIDDER, firm, or person to fix the price or prices in the attached Bid or any other BIDDER, or to fix any overhead, profit, or cost element of the Bid Price or the Bid Price of any other BIDDER, or to secure through any collusion conspiracy, connivance, or unlawful agreement any advantage against (Recipient), or any person interested in the proposed Contract;

The price of items quoted in the attached Bid are fair and proper and are not tainted by collusion, conspiracy, connivance, or unlawful agreement on the part of the BIDDER or any other of its agents, representatives, owners, employees or parties in interest, including this affidavit.

By _____

Subscribed and sworn to before me this _____ day of _____, 20____.

Notary Public (Signature)

My Commission Expires:

**ATTACHMENT C
COST SCHEDULE**

Cost Proposal

ATTACHMENT D
CONFIRMATION OF DRUG-FREE WORKPLACE

In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibitions.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or Contractual services that are under Bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employee that, as a condition of working on the commodities or Contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any State, for a violation occurring in the workplace no later than five (5) days after the conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community by, any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

A signed copy of your Drug-Free Workplace Policy must be attached to this signed copy and submitted with the Bid Documents.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

Vendor's Signature

**ATTACHMENT E
SIGNATURE PAGE**

The undersigned attests to his (her, their) authority to submit this Submittal and to bind the firm(s) herein named to perform as per agreement. Further, by signature, the undersigned attests to the following:

1. The Proposer is financially solvent and sufficiently experienced and competent to perform all of the work required of the Proposer in the Contract;
2. The facts stated in the Proposer's response pursuant to Request for Submittals, instructions to Proposer and Specifications are true and correct in all respects;
3. The Proposer has read and complied with, and submits their proposal agreeing to all of the requirements, terms and conditions as set forth in the Request for Proposals.
4. The Proposer warrants all materials supplied by it are delivered to the CITY of Lauderhill, Florida, free from any security interest, and other lien, and that the Proposer is a lawful owner having the right to supply the same and will defend the conveyance to the CITY of Lauderhill, Florida, against all persons claiming the whole or any part thereof.
5. **Proposer understands that if a team is short listed and selected to make oral presentations to the selection committee and/or CITY, only the team members evaluated in the written submissions may present at the oral presentations. Any changes to the team at the oral presentations will result in that team's disqualification.**
6. The undersigned certifies that if the firm is selected by the City the firm will negotiate in good faith to establish an agreement.
7. Proposer understands that all information listed above may be checked by the City of Lauderhill and Proposer authorizes all entities or persons listed above to answer all questions. Proposer hereby indemnifies the City of Lauderhill and the persons and entitles listed above and holds them harmless from any claim arising from such authorization or the exercise thereof, including the dissemination of information pursuant thereto.

Submitted on this _____ day of _____, 20__.
(If an individual, partnership, or non-incorporated organization)

Witness

Company

Printed

By

Title

Printed Name, Title

(If a corporation, affix seal)

Company

Attested by Secretary

By

Printed Name, Title

Incorporated under the laws of the State of _____.

CERTIFICATE

(For Partnership)

I HEREBY CERTIFY that a meeting of the partners of _____, a Partnership under the laws of the State of _____ held on _____, 20____, the following resolution was duly passed and adopted:

"RESOLVED, that _____ as _____ of the Partnership, is hereby authorized to execute the Bid Form dated _____, 20____, between the City of Lauderhill, Florida, and this Partnership, and that the execution thereof, attested by the _____ of the Partnership be the official act and deed of this Partnership."

I further certify that said resolution is now in full force and effect.

IN WITNESS WHEREOF, I have hereunto set my hand this ___ day of _____, 20____.

(Signature)

(Title)

STATE OF FLORIDA

COUNTY OF _____

Sworn to and subscribed before me on this _____ day of _____, 20____ by _____ who is personally

known to me or who has presented the following type of identification: _____
_____.

Signature of Notary Public, State of
Florida

Notary seal (stamped in black ink)
OR
Printed, typed or stamped name of
Notary and Commission Number

CERTIFICATE
(For Corporation)

I HEREBY CERTIFY that a meeting of the Board of Directors of
_____, a corporation under the laws of the State of
_____ held on _____, 20 ____, the following resolution
was duly passed and adopted:

"RESOLVED, that _____, as
_____ of the Corporation, is hereby authorized to
execute the Bid Form dated _____, 20____,
between the City of Lauderhill, Florida, and this Corporation, and that
the execution thereof, attested by the Secretary of the Corporation
and with corporate seal affixed, shall be the official act and deed of
this Corporation".

I further certify that said resolution is now in full force and effect.

IN WITNESS WHEREOF, I have hereunto set my hand this ____ day of
_____, 20____.

Secretary

STATE OF FLORIDA

COUNTY OF _____

Sworn to and subscribed before me on this _____ day of _____, 20____ by _____ who is personally known to me or who has presented the following type of identification: _____.

Signature of Notary Public, State of Florida

Notary seal (stamped in black ink)
OR
Printed, typed or stamped name of Notary and Commission Number

**PERFORMANCE REFERENCE
VERIFICATION SURVEY FORM**

RFP # _____

Vendors Name:
Agency Providing Reference:
Agency Contract:
Contact E-mail:
Contact Phone #:
Solicitation Name:

Please rate your experience with the vendor. The completed questionnaire form must be attached with your response. Thank you.

Please use the following rating scale to answer the questions:

Ratings: 1 Poor 2 Good 3 Exceptional 4 Not Applicable

1. Rate the level of commitment of the Contractor when performing the work. ____
2. Rate the competency and accessibility of the personnel performing the work. ____
3. Rate the vendor's success at keeping you updated and informed of problems and issues.

4. Rate the vendor's knowledge of procedures required by regulatory agencies. ____
5. Rate the vendor's ability to meet deadlines. ____
6. Rate the vendor's ability to complete punch list items. ____
7. Rate the vendor's commitment to safety. ____
8. Rate the level of comfort and confidence you had in the contractor during the project.

9. Rate the overall performance of the vendor. ____

Additional comments:

Vendor Name: _____ Title: _____
(Please print – Person completing survey)

Signature: _____ Date: _____
(Person completing survey)

Reference verified by City Employee: _____ Date: _____

**ATTACHMENT H
ACKNOWLEDGEMENT OF ADDENDUM**

TITLE _____
RFP _____

Acknowledgement is hereby made of the following Addenda received since issuance of Specifications:

Addendum No. _____ -Dated _____

Addendum No. _____ -Dated _____

Addendum No. _____ -Dated _____

Name of Vendor's Service Contact: _____

Address: _____

Signature _____ Date _____

This page must be submitted with RFP. Failure to provide the requested documents may result in your proposal being deemed Non-Responsive.