



## REQUEST FOR QUALIFICATIONS

# Rhea County Parks & Recreation Master Plan

Statements of Qualifications due by June 22<sup>nd</sup>, 2018

**Paper copies of the proposal should be mailed or delivered to:**

Rhea County Executive Office  
375 Church Street, Suite 215  
Dayton, TN 37321  
ATTN: George Thacker, Rhea County Mayor

**Electronic copies of the proposal should be submitted via email to [btaylor@sedev.org](mailto:btaylor@sedev.org).**

**Questions should be directed to:**

Brian Taylor  
Southeast Tennessee Development District  
(423)424-4218  
[btaylor@sedev.org](mailto:btaylor@sedev.org)

Posted on May 15<sup>th</sup>, 2018

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# I. Introduction

## A. Project Description

Rhea County is seeking a qualified consultant to complete a parks and recreation master plan for the County. The consultant will manage the planning process, facilitate public engagement efforts, and draft the final plan. The consultant will be selected through a competitive process based on their qualifications, experience, and capacity. Required project activities for the consultant include but are not limited to: inventory of existing recreation assets; needs assessment; public involvement; plan development; and project evaluation.

## B. The Plan Area: Rhea County

Rhea County is located approximately 40 miles north of Chattanooga in the valley between the Tennessee River and the Cumberland Plateau. The County had a population of 31,809 as of the 2010 census. The majority of residents live in and around Dayton, the county seat. Other incorporated towns include Graysville and Spring City. These towns and other communities are connected by I-27 which runs north-south for the entire length of the county.

Public recreation areas in Rhea County are shown in the attached map of Rhea County recreation resources. Rhea County does not currently have a recreation department, and there are no parks or recreation areas directly maintained by Rhea County. Existing public parks are maintained by the City of Dayton, the Town of Spring City and the Town of Graysville. Other major areas for public recreation include Watts Bar Lake and Cumberland Trail State Park, which includes Laurel-Snow Pocket Wilderness. Most of the recreation resources provided through local governments, schools, and non-profits are concentrated in and around Dayton. There is a great need for additional access to recreation in the northern and unincorporated areas of Rhea County.

## C. Project Background

In March 2018 the Tennessee Department of Health awarded Rhea County with an Access to Health grant to support the development of a countywide parks and recreation master plan to expand access to recreation across the county and promote healthier active lifestyles.

## D. Project Goals and Objectives

A parks and recreation master plan will enable Rhea County to identify gaps in recreation needs, prioritize improvements to existing facilities, and propose new recreation projects. Public involvement conducted as part of the planning process would also ensure that the plan addresses the actual recreation needs and preferences of Rhea County citizens and stakeholders. This planning process will also be an opportunity to coordinate with state park officials, TVA, non-profits, and other local governments to expand access to recreation. Ultimately, the plan and the projects it recommends will increase physical activity which will lead to improvement in the population's health outcomes.

## E. Organization and Management

Rhea County will function as the contractual client for the project. The Southeast Tennessee Development District (SETD) will administer the project. SETD is a regional council of governments that was created to provide planning and development services to member governments in the greater Chattanooga area.

A Steering Committee will be formed by Rhea County at the outset of the project to formally establish project objectives, release an RFQ, and select a consultant to complete the recreation master plan. The Steering Committee will meet with the consultant for a kick-off meeting and hold subsequent meetings to review progress at important milestones. The Steering Committee will include representatives from Rhea County, the City of Dayton, the Town of Spring City, the City of Graysville, local school systems, Cumberland Trail State Park, TVA, and other local stakeholders.

## II. Scope of Work

The Scope of Work is intended as a guide for consultants preparing Statements of Qualifications. Consultants may use the TDEC Parks and Recreation plan template as a guide for final plan deliverables, and tailor this template to meet the needs of Rhea County. Specific sub-tasks may be modified by the consultant during the planning process to better address the project objectives and goals.

### A. Tasks

#### **Task 1: Coordination with Rhea County and Steering Committee**

- 1.1: Hold a kick-off meeting with the Steering Committee to refine the plan scope and objectives
- 1.2: Meet with Steering Committee periodically to provide updates, present drafts, and address challenges
- 1.3: Monthly email briefings and related correspondence with Rhea County and SETD staff

#### **Task 2: Public Participation**

- 2.1: Advertise community meetings using a variety of outreach methods.
- 2.2: Conduct two community meetings to solicit public input on recreation priorities
- 2.3: Conduct survey to collect input from residents and other stakeholders in the plan area

#### **Task 3: Inventory of Existing Facilities and Programs**

- 3.1: Complete Inventory of Facilities
- 3.2: Complete Inventory of Programs

#### **Task 4: Community Needs Assessment**

- 4.1: Complete Needs Assessment
- 4.2: Conduct Interviews with Rhea County, municipalities, and other stakeholders

#### **Task 5: Draft Recreation Plan Recommendations**

- 5.1: Prepare Draft Plan recommendations
- 5.2: Presentation of Draft Plan recommendations

#### **Task 6: Final Recreation Plan**

- 6.1: Prepare Final Plan
- 6.2: Presentation of Final Plan

## B. Deliverables

The Consultant will be responsible for delivering the following products associated with the Rhea County Parks and Recreation Master Plan:

### **Project Coordination**

- Steering Committee Agendas and Meeting Notes
- Monthly Project Status Updates to Rhea County and SETD

### **Inventory of Existing Facilities and Needs Assessment**

- Inventory of Existing Facilities – Technical Memorandum, Maps
- Needs Assessment – Technical Memorandum, Maps
- Presentation of Findings to Steering Committee

### **Plan**

- Presentation of Draft Plan Recommendations
- Presentation of Final Plan
- Final Plan
  - TDEC Parks and Recreation plan template tailored to Rhea County
  - Action Plan / Recommendations related to Facilities, Acquisition, Programs, Joint-Use Agreements, Financing, Maintenance
  - Recommendations for establishing and financing a County Parks and Recreation Department / staff position
  - Implementation Matrix for Action Plan

### **Public Participation**

- Advertising Materials, News Releases, etc.
- Community Workshop Agendas, Presentations, Displays, Handouts
- List of Stakeholders, Meeting Notes
- Summary of Public Engagement Efforts

### III. Proposal Requirements

#### A. Submittal Instructions

Consultant teams must submit **four printed copies** of the statement of qualifications, along with **one digital copy**, using either email, ftp, Dropbox or like application.

Paper copies of the proposal should be mailed or delivered to:

**Rhea County Executive Office**  
**375 Church Street, Suite 215**  
**Dayton, TN 37321**  
**ATTN: George Thacker, Rhea County Mayor**

Digital copies of the proposal should be submitted via email to **btaylor@sedev.org**.

#### B. Deadline

Statements of Qualifications must be received by no later than **5:00 p.m. on Friday, June 8<sup>th</sup>, 2018**. Statements of Qualifications received after the specified time will not be considered.

#### C. Project Contact

Questions regarding this Request for Qualifications will be received by e-mail or telephone. Written questions should include the individual's name, the name of the firm, address, telephone number, and e-mail address.

Questions should be directed to:

**Brian Taylor**  
**Southeast Tennessee Development District**  
**(423)424-4218**  
**btaylor@sedev.org**

#### D. Statement of Qualifications Format

Statements of Qualifications should be limited to **15 numbered pages**. The following format is encouraged to provide consistency between Statements of Qualifications, aiding in evaluation and comparison.

- 1. Contact Information:** Provide the name, address and phone number of the consulting firm.
- 2. Relevant Project Experience:** Provide a summary of the consultant team's experience with similar projects, including location and client contact information. Specify the services provided, the office location from which the work was performed, and staff members' responsibilities. Web links to recent plans and past work, if available, may be included in addition to project summaries.
- 3. Project Team:** Provide an organizational chart identifying all staff assigned to the project, including any sub-contractors. Define the roles, responsibilities, and task assignments of each member for the duration of the project. Provide specific information on the project manager that will be responsible for the project.
- 4. Qualifications of Personnel:** Provide relevant experience and qualifications of all personnel assigned to the project.

5. **Project Cost:** A total of \$44,000 has been awarded for the completion of the Rhea County Parks and Recreation Master Plan. Statements of Qualifications should include a description of the proposed costs for the services requested. This description should include the hourly rates for personnel or personnel categories and identify the total cost for completing each defined task. The proposal should be signed by the person responsible for the decisions regarding the costs and services being offered.
6. **References:** Provide contact information for at least three references from clients that are familiar with the work experience highlighted in the proposal.

## IV. Consultant Selection Process

### A. Consultant Evaluation

The consultant will be selected through a competitive process based on their qualifications, experience, and capacity. A selection committee will evaluate those statements of qualifications that meet the requirements laid out in the RFQ. The selection committee will include representatives from the Rhea County government, local government partners, non-profit organizations, and employers.

### B. Consultant Selection Criteria

Statements of Qualifications will be evaluated and scored by the selection committee using the following criteria.

| CRITERIA   |
|--|
| Consultant team's experience developing parks and recreation plans for counties and cities |
| Availability and qualifications of staff assigned to the project                           |
| Consultant team's experience facilitating planning workshops and presenting deliverables   |
| Familiarity with local challenges, opportunities, and stakeholders                         |

### C. Contract and Funding

A contract will be negotiated between Rhea County and the consultant determined by the selection committee to be best suited to complete the recreation plan. If a contract cannot be negotiated with the consultant submitting the highest rated proposal, then Rhea County will terminate negotiations with that consultant and commence the negotiation process with the consultant submitting the second highest rated statement of qualifications.

The Rhea County Parks and Recreation Master Plan is a fixed fee project not to exceed the total funding awarded by the Tennessee Department of Health. Funding for this project is provided through the Access to Health grant program. A total of \$44,000 is available for the hiring of a consultant to complete the recreation plan.

### D. Selection Process Schedule

|                              |                                      |                                     |
|------------------------------|--------------------------------------|-------------------------------------|
| Consultant Selection Process | RFQ Available                        | Tuesday, May 15, 2017               |
|                              | Statement of Qualifications Due Date | Friday, June 22, 2017               |
|                              | Notification of Selection            | 3 <sup>rd</sup> week of July 2018   |
|                              | Negotiation of Contract              | 1 <sup>st</sup> week of August 2018 |

## V. General Information

### A. Conditions and Reservations

1. All statements of qualifications become the property of Rhea County upon submission. Any restrictions on the use of the data contained within must be clearly stated in the proposal.
2. The cost of preparing, submitting and presenting a statement of qualifications is the sole expense of the consultant. Rhea County is not liable for any costs prior to issuance of a signed contract.
3. Rhea County reserves the right to reject any and all statements of qualifications, to consider alternatives, to waive irregularities and to re-solicit a Request for Qualifications.
4. Rhea County reserves the right to cancel the RFQ in part or in its entirety. This solicitation of Statements of Qualifications in no way obligates Rhea County to award a contract.
5. Rhea County makes no guarantees to any proposing consultant until such time Rhea County approves the negotiated contract.
6. The recreation plan is a fixed fee project not to exceed the \$44,000 in funding awarded by the Tennessee Department of Health.
7. SETD will provide information and assistance in this project where available. SETD will be the primary point of contact with all county and municipal governments.
8. The lead consultant must have the financial resources and ability to undertake the work in its entirety and must have adequate accounting systems to identify costs chargeable to the project.
9. The lead consultant shall furnish proof of general liability insurance in the amount of \$1,000,000, workers' compensation and employer's liability insurance, and errors and omissions insurance. Each sub-consultant thereof shall provide proof of equivalent coverage.

### B. Tentative Project Schedule

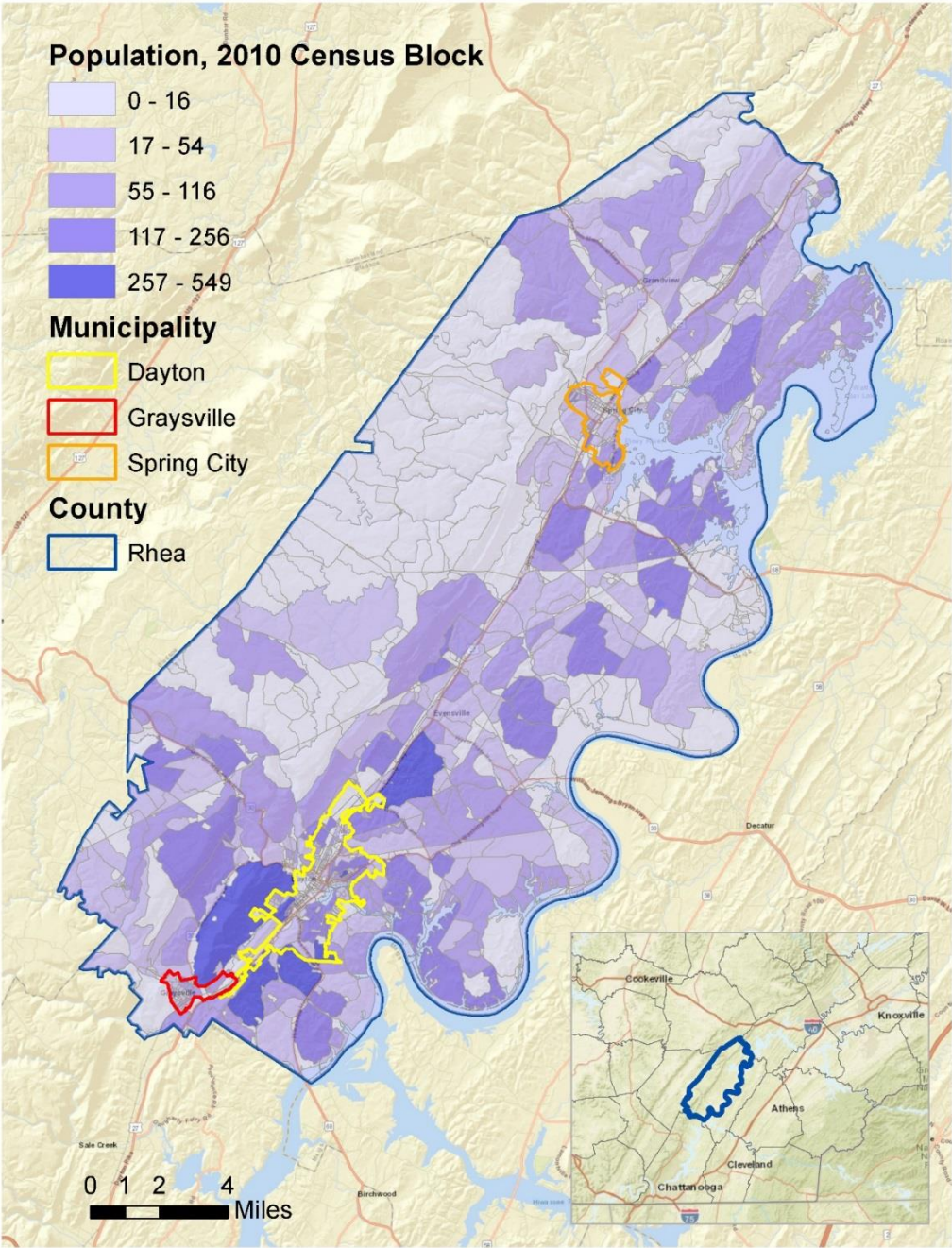
The tentative project schedule below is intended to serve as a guide for consultants. The completion of project phases or tasks is not required to follow this specific timeline, but the project must conclude before January 2020.

|                              |   |                                   |
|------------------------------|---|-----------------------------------|
| Consultant Selection Process | RFQ Available                                 | Tuesday, May 15, 2017             |
|                              | Statement of Qualifications Due Date          | Friday, June 22, 2017             |
|                              | Notification of Selection                     | 3 <sup>rd</sup> week of July 2018 |
|                              | Negotiation of Contract                       | August 2018                       |
| Planning Process             | START Plan Process with Kick-Off              | August 2018                       |
|                              | Recreation Plan Process and Public Engagement | Fall 2018 – Summer 2019           |
|                              | Draft Plan and Open House                     | Summer 2019                       |
|                              | Adoption of Recreation Plan                   | Fall 2019                         |

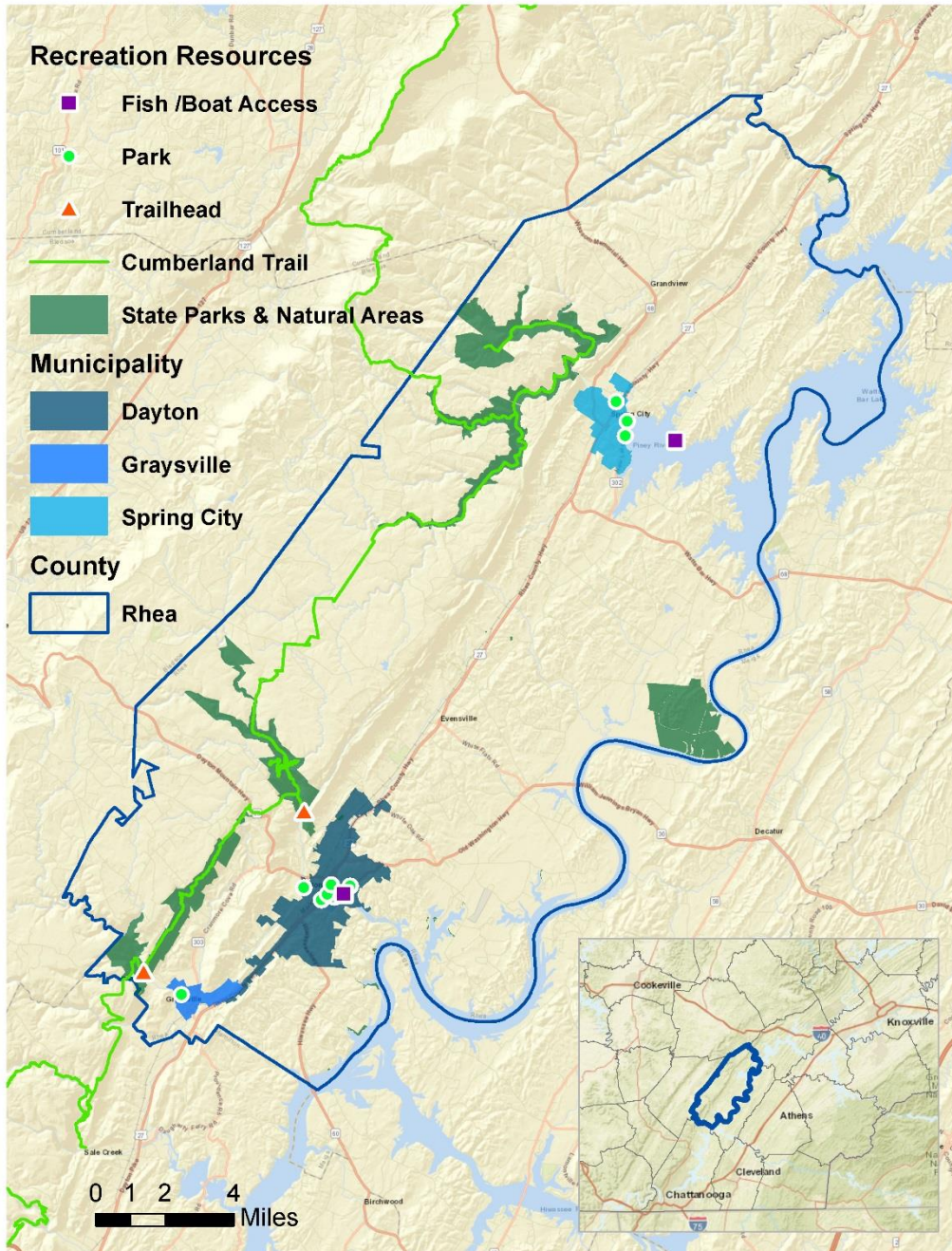


C. Background Information

1. Map: Rhea County Population and Government



## 2. Map: Rhea County Recreation Resources



## 3. Rhea County Website

- <http://rheacountytn.com/>

## 4. Tennessee 2020 Recreation Plan

- <https://www.tn.gov/environment/program-areas/res-recreation-educational-services/res-tennessee-2020-plan.html>

## 5. TDEC Recreation Plan Template

- <https://www.tn.gov/content/dam/tn/environment/documents/plantemp.pdf>