



ANCHORAGE PARK FOUNDATION REQUEST FOR PROPOSAL PROFESSIONAL SERVICES



Request for Proposal No. **2012-01**
Park Master Plan: Campbell Creek Estuary

Proposal Deadline

Due by:

Wednesday, February 8, 2012 at 4:00 PM Alaska Standard Time

Deliver to:

Anchorage Park Foundation
715L Street, Suite 200
Anchorage, AK 99501

Subject: Park Master Plan: Campbell Creek Estuary

INTRODUCTION

Purpose

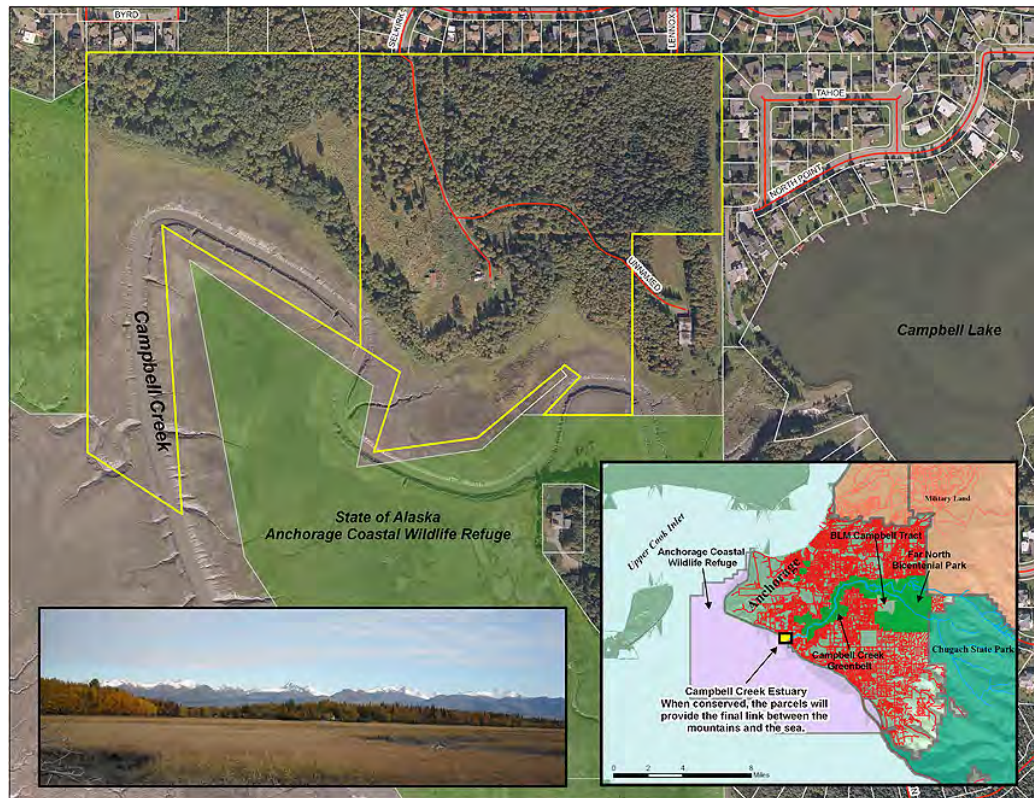
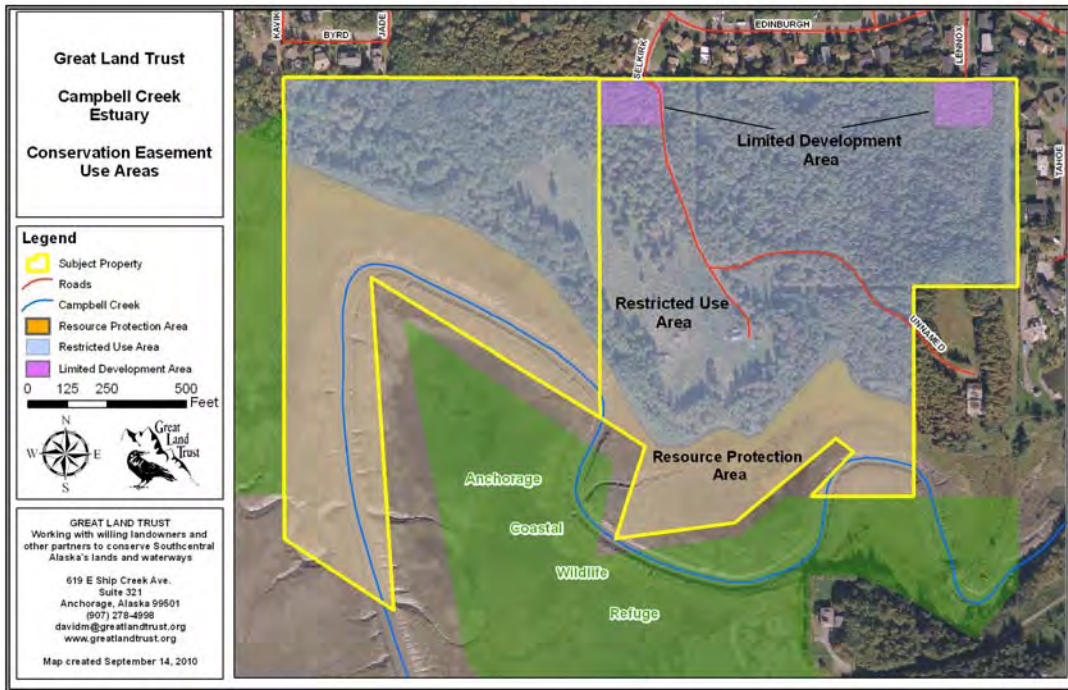
The Anchorage Park Foundation (APF) receives funding from a variety of public and private sources, and partners with the Municipality of Anchorage Department of Parks & Recreation to use that funding to invest in municipal park land and programs. The APF is soliciting proposals to prepare a park master plan for the newly acquired Campbell Creek Estuary. This master plan will guide the development of this park in a manner that is sensitive to its location, valuable natural resources, scenic vistas, wildlife viewing potential and potential for limited trail-oriented recreation.

The successful consultant will provide technical, park, trail and recreation design, and public process expertise for the newly acquired Campbell Creek Estuary.

Background

The 60 acre Campbell Creek Estuary property was acquired in November 2010 through a partnership between Great Land Trust (GLT) and the Municipality of Anchorage (MOA). The property was acquired to conserve valuable wildlife habitat and wetland and forest resources and to provide public access to scenic views of and recreational opportunities within the adjacent Anchorage Coastal Wildlife Refuge. The Municipality holds title to the property and has assigned management responsibilities to the Parks and Recreation Department. Funding for the acquisition was secured by GLT from many entities including the US Fish and Wildlife Service, the AK Sustainable Salmon Fund, National Fish and Wildlife Foundation, the Coastal Impact Assistance Program, ConocoPhillips, Ducks Unlimited, the Rasmuson Foundation, the Army Corps of Engineers and many private individuals and businesses. GLT holds a conservation easement on the property that places permanent restrictions on the improvements and activities that can occur there. The Conservation Easement splits the property into three use areas: 1) Resource Protection Area, 2) the Restricted Use Area, and 3) the Limited Development Area (see map below). The use areas each have separate restrictions on the improvements and activities that can occur within them. The conservation easement document and a 2010 conceptual plan for the property are available on the GLT website, www.greatlandtrust.org.

Project Area



SCOPE OF WORK

The APF is seeking a consultant(s) to create a Master Plan for the Campbell Creek Estuary. Work will be coordinated with the Municipality of Anchorage Parks & Recreation Department (APRD), the Great Land Trust (GLT) and the APF.

Under the Scope of Work, the consultant shall accomplish but may not be limited to the following:

1. Participate in preliminary meeting with APF, APRD and GLT to gather necessary materials, identify additional information and details required. Conduct site visit.
2. Develop a Site Inventory and Analysis memo and map that provides an overview of the Campbell Creek Estuary, including information on:
 - the context of this park within the Anchorage Park system,
 - current access to and use of the area,
 - the natural and scenic resources the Estuary,
 - development suitability of various areas within the project area,
 - adjacent and nearby recreation facilities and their relationship to the Campbell Creek Estuary, and
 - specific site features within the Estuary that provide opportunities for development of recreational facilities.
3. Develop at least two schematic concept alternatives and prepare narrative summarizing these alternatives, cost implications and regulatory criteria for the Campbell Creek Estuary. Hold public workshop(s) to solicit input on alternatives. Prepare a report that summarizes issues and opportunities.
4. Create preferred alternative based upon the preferred elements from the alternative concepts.
5. Describe educational/interpretive opportunities.
6. Provide preliminary cost estimates.
7. Provide implementation schedule.
8. Coordination of Public involvement and public input: It is important that the consultant effectively involves stakeholders and appropriately keeps the relevant Boards, Committees, and Commissions informed throughout the process. A community advisory group (CAG) may be required. It is anticipated that the entire planning process may require up to eight (8) meetings, including staff meetings, which is subject to change as deemed necessary by the Municipality Of Anchorage project manager.

DELIVERABLES

Throughout the process the selected Consultant shall provide periodic updates to project staff. The Consultant shall provide five (5) copies of the alternative schematic designs. The designs shall also be provided electronically in PDF format.

The Consultant shall make available to the APF and APRD at least five (5) copies of the draft Plan, site plans. The Consultant shall make available to the APF and APRD at least five (5) copies of the Final Plan. The Final plans shall be made available to the APF and APRD in digital format for placement on the MOA website.

All digital data and electronic copies of computer generated drawings on AutoCAD, Adobe Creative Suite, ArcView, Geographic Information Systems or an equivalent, shall be provided to the APRD and APF. Two copies shall be submitted on CD-ROM or other digital format.

SELECTION CRITERIA -100 POINTS TOTAL – A total of 100 points are available based on:

- Qualifications (80 points)
- Price (20 points)

The evaluation committee will make a qualitative assessment of each proposal based on the rate schedule proposed for each type of service. See scope of work for more information.

Qualifications – 80 POINTS

A. Firm Qualifications and Experience in Parks, Open Space, Trail and Natural Resource Planning
20 points

- Experience with park projects of similar scope
- Firm's technical and professional qualifications
- Identify your firm's performance on similar projects, especially noting municipal work, public park work, and other work of this type.

B. Firm Resources 20 points

- Qualifications and experience of key project personnel. Identify the lead project park planner or landscape architect and key project staff expected to provide services on behalf of the firm. Resumes and references should be included for each of the individuals identified. A description of the role each of these individuals will play in the project should be included as well as the estimated number of hours each will be available to work on the project.
- Sub-consultants: Qualifications, experience, resumes and description of the roles of sub-consultants. Estimate hours each will be available to work on the project.
- Other staffing, equipment and resources available

D. Project Understanding 20 points

- Understanding of project requirements
- Familiarity with municipal policies and procedures

E. Project Methodology 20 points

- Provide detailed information on the firm's methodology to successfully meet the scope of work requirements. Describe overall approach to include any special considerations, which may be envisioned. **RFP has \$50,000** available to fund this park master plan. The Proposer should describe how the available funds would be allocated.
- Schedule management
- Budget management

Fee Schedule - 20 POINTS

TIME FOR PERFORMANCE

The period of performance under this Contract is one year from the date of Notice-to-Proceed.

Potential consultants should plan to bill the APF on an hourly basis not exceeding the contract amount for the services provided under this contract plus materials (if any).

PROPOSAL CONTENTS

To achieve a uniform review process and obtain the maximum degree of comparability, it is required that the proposals be organized in the manner specified below. Proposals shall consist of the following:

- Title page (1 page maximum)
- Letter of Transmittal (2 pages maximum)
- Table of Contents (1 page maximum)
- Proposal Narrative (15 pages maximum)
- Attached Individual Project Team Member Resumes (no maximum)

Dividers and/or tabs may be included, but text included on these dividers and/or tabs shall be limited to the title of the proposal section following the tab. Additional inserts, photographs, and text not meeting the requirements of this section shall not be evaluated. One page shall be interpreted as one side of a single-spaced, typed, 8 1/2" x 11" sheet of paper.

Title Page

At a minimum, the title page should show the RFP number and the project being proposed on, the firm name, address, telephone number(s), name of contact person, and date.

Letter of Transmittal

Identify the project for which the proposal has been prepared. Briefly state your firm's understanding of the services to be performed and make a positive commitment to provide the services as specified.

Provide the name(s) of the person(s) authorized to make representations for your firm, their title(s), address(es), and telephone number(s).

A corporate officer or other individual who has the authority to bind the firm shall sign the letter.

Table of Contents

Clearly identify the proposal contents by Section and page number.

Proposal Contents

Proposals should contain, but not necessarily be limited to, the following items:

A. Firm Qualifications and Experience

Discuss specific qualifications and experience of the firm on projects of a similar size and nature.

B. Firm Resources

Discuss the firm and personnel resources available to the project, including key individuals to be assigned from within the firm and from subconsultant firms. Address the qualifications and experience of each key individual and subconsultant. Include resumes for all executive and professional personnel and subconsultants to be assigned to the project.

C. Project Understanding

Discuss the firm's previous experience in project management of this type, emphasizing familiarity with local public concerns, environmental constraints, management of design and construction projects, and familiarity with Federal highway funded projects.

E. Project Methodology and Approach

Discuss the firm's understanding of the project requirements, providing the methodology and approach for completing the management of assigned projects in a timely, thorough, and efficient manner.

F. Cost Estimate

Please list the hourly rates to be charged by each member of your staff that may be assigned to this contract. Please list any other costs or expenditures that may be billed to this contract.

Preparation Costs

The APF shall not be responsible for proposal preparation costs, nor for costs including attorney fees associated with any (administrative, judicial, or otherwise) challenge to the determination of the highest ranked proposer and/or award of contract and/or rejection of proposal. By submitting a proposal, each proposer agrees to be bound in this respect and waives all claims to such costs and fees.

Rejection of Proposals

The APF reserves the right to reject any or all proposals if determined to be in the best interest of the APF.

Company Name

Signature

Date: _____

Title