

**DEPARTMENTAL INPUT**  
**CONTRACT/PROJECT MEASURE ANALYSIS AND RECOMMENDATION**

Rev 1

<input checked="checked" type="checkbox"/> <u>New contract</u>	<input type="checkbox"/> <u>OTR</u>	<input type="checkbox"/> <u>CO</u>	<input type="checkbox"/> <u>SS</u>	<input type="checkbox"/> <u>BW</u>	<input type="checkbox"/> <u>Emergency</u>
<input type="checkbox"/> <u>Re-Bid</u>	<input type="checkbox"/> <u>Other</u>	LIVING WAGE APPLIES: __YES <input checked="checked" type="checkbox"/> NO			

Previous Contract/Project No.  
RFQ786

Requisition/Project No: RQPR1800007/ RFQ-00769

TERM OF CONTRACT: 5 years

Requisition/Project Title: Park Planning Services

Description: Provide various types of park planning services to the County, as may be required, within the following categories:

- A. Market Research and Business Planning for PROS Programs, Facilities and Services
- B. Park, Recreation and Open Space Planning
- C. Pre-Development and Environmental Planning Services
- D. Traffic Impact Studies

User Department(s): Parks, Recreation, and Open Spaces (PROS)

Issuing Department: Procurement Contact Person: Sophia Cunningham Phone: 305-375-2179

Estimated Cost: \$4,500,000.00 Funding Source: Proprietary Funds REVENUE GENERATING: N/A

**ANALYSIS**

Commodity/Service No: 968-89, 906-64, 918-12, 918-43, 918-46, 926-72, 918-92, 956-05 SIC:

**Trade/Commodity/Service Opportunities**

Contract/Project History of Previous Purchases For Previous Three (3) Years  
Check Here ☐ if this is a New Contract/Purchase with no Previous History

EXISTING

2<sup>ND</sup> YEAR

3<sup>RD</sup> YEAR

Contractor:	Pros Consulting, LLC Milian Swain & Associates, Inc Aecom Technical Services, Inc		
Small Business Enterprise:			
Contract Value:	\$4,500,000		
Comments: Similar services (categories A, B and C) are currently obtained under Contract No. RFQ-786 which commenced on January 1, 2013 for a five year period. The contractors that perform the services are listed above.			

Continued on another page (s): \_\_\_\_ Yes ☒ No

**RECOMMENDATIONS**

SBE	Set-Aside	Sub-Contractor Goal	Bid Preference	Selection Factor
		%		
		%		
		%		
		%		

Basis of Recommendation:

Signed: Sophia Cunningham

Date to SBD: 12-14-2017

Date Returned to PM: \_\_\_\_\_

## 2.0 SCOPE OF SERVICES

### 2.1 Introduction/Background

Miami-Dade County Parks, Recreation and Open Spaces (PROS) is one of the busiest and largest leisure service agencies in the United States. Each year, 27 million people use the PROS system to safely recreate, enjoy nature, become more physically fit, and to connect with neighbors, friends and pets.

Miami-Dade County, hereinafter referred to as the "County," as represented by PROS is seeking proposals from interested parties to submit their qualifications to provide various types of park planning services to the County, as may be required, for services within the following categories:

- A. Market Research and Business Planning for PROS Programs, Facilities and Services
- B. Park, Recreation and Open Space Planning
- C. Pre-Development and Environmental Planning Services
- D. Traffic Impact Studies

### 2.2 Services to be Provided

The following are the types of services for the categories.

The selected Proposer(s) shall produce professional quality products, to include reports, plans and presentations, as needed.

#### A. Market Research and Business Planning for PROS Programs, Facilities and Services

The selected Proposer shall conduct:

- 1) Market research to include:
  - Analysis of existing markets; needs assessments; segmental analysis; trends analysis; customer profiles; recommendations for market improvements; and marketing methods.
- 2) Business planning to include:
  - Analysis of current business practices; comparative business practices; feasibility analysis; commercial recreation analysis; tourism development analysis; recommendations for innovations and improvements; preparation of business plans; and revenue and expenditure forecasting.

#### B. Park, Recreation and Open Space Planning

The selected Proposer shall conduct:

- 1) Acquisition analysis and planning;
- 2) Real estate analysis;
- 3) Site and context analysis;
- 4) Land use and zoning analysis;
- 5) Planning programs for park facilities (e.g., conceptual and design, open space and master plans);
- 6) Access and transportation considerations for parks, recreation facilities of all scales, greenway trails and complete streets;
- 7) Planning process guided by public participation, including the solicitation and analysis of public input on park planning through surveys, focus groups, planning and facilitation of public meetings;
- 8) Consensus building, mediation and dispute resolution; and
- 9) Grant application/writing.

**C. Pre-Development and Environmental Planning Services**

The selected Proposer shall conduct:

- 1) Platting and surveys;
- 2) Biological and hydrological site assessments;
- 3) Permitting feasibility studies;
- 4) Wildlife, flora, fauna and marine life surveys and studies;
- 5) Calculation of Green House Gas (GHG) emissions;
- 6) Coordination of environmental permitting;
- 7) Site/Park facility due diligence evaluations; and
- 8) Geographic Information Systems (GIS) services.

**D. Traffic Impact Studies**

The selected Proposer shall conduct:

Traffic impact studies including, but not limited to:

- 1) Analysis of existing and background traffic conditions;
- 2) Analysis of future traffic conditions;
- 3) Levels of service and traffic impacts;
- 4) Review bicycle and pedestrian access and safety issues, including bike paths, sidewalks, ADA compliance, and access ramps;
- 5) Recommendation of mitigation measures for any deficiencies; and
- 6) Provision of reliable costs estimates for recommendations and options.

**2.3 Preferred Qualifications for Categories**

Below are preferred qualifications for each of the applicable categories.

**Category A, Market Research and Business Planning for PROS Programs, Facilities and Services**

The selected Proposer should have:

- A. Relevant experience in park and recreational related projects that include, but are not limited to, golf, marina, aquatic facilities, campgrounds, senior citizen centers, eco-tourism and sports programs.
- B. Key staff members available for assignment to this project with relevant skills and experience in:
  - Marketing and business analysis, including revenue and expense forecasting, business modeling, and feasibility analysis;
  - Commercial and tourism analysis;
  - Sampling (developing sampling criteria and methods);
  - Qualitative and quantitative data collection methods, including telephone surveys, intercept surveys, focus groups, and household surveys;
  - Qualitative analysis methods, such as case study or content analysis; and
  - Presentation and report preparation to include graphic depictions of data and narrative.

**Category B, Park, Recreation and Open Space Planning**

The selected Proposer should have:

- A. Relevant experience on planning projects ranging in scope from small neighborhood parks to large metropolitan parks.

- B. Diverse planning experience with projects that include, but are not limited to, golf facilities, marinas, aquatic facilities, campgrounds, senior citizen centers, nature preserves, interpretive centers, large sports complexes, greenways, blueways and trails, and the integration of such facilities with surrounding neighborhood context.
- C. Key staff members available for assignment to this project with relevant skills and experience in:
- Urban design, regional planning, transit-oriented development and landscape architecture design;
  - Real estate property analysis, including land use and zoning analysis;
  - Park planning, including planning program analysis, analysis of existing site conditions, and master plans; graphic illustration and rendering;
  - Public participation and meeting facilitation, including data collection through focus groups and surveys, facilitating community planning workshops and meetings, and consensus building, mediation and dispute resolution related to park and recreation and environmental issues;
  - Policy analysis and systems planning, including, but not limited to, recreation trends, liability issues in park and recreation, and legislative issues related to park and recreation issues; and
  - Presentation and report preparation to include graphic depictions of data and narrative.

Note: 1) It is highly desirable that the park planners mentioned in Section C above hold certifications from the American Institute of Certified Planners (AICP) or Certified Park and Recreation Professional (CPRP).

#### **Category C, Pre-Development Services and Environmental Planning Services**

The selected Proposer should have:

- A. Relevant experience in obtaining pre-development approvals from local, state and federal regulatory agencies.
- Platting and surveys.
- B. Relevant experience performing site assessments of environmentally and culturally sensitive lands, preparing environmental permit applications and the coordination of such activities with local, state and federal regulatory agencies, and environmental organizations.
- C. Professional biologists, hydrologists environmental engineers, ecologists and/or GIS specialist available for assignment to this category, with relevant skills and experience in:
- Platting and surveys;
  - Biological surveys, including flora, fauna, and wildlife habitat surveys, expertise in various habitats and site conditions including pinelands, hardwood hammocks, coastal and freshwater wetlands, and marine communities;
  - Coordination of surveys, assessments and related reports from archeologist, historians and historic preservation specialists;
  - Preparing and obtaining permits related to sensitive environments;
  - Preparing and evaluating storm water management plans;
  - Mitigation planning;
  - Property file management; and
  - Presentation and report preparation to include graphic depictions of data and narrative.

#### **Category D, Traffic Impact Studies**

The selected Proposer should have:

- A. Relevant experience in traffic impact studies, evaluating existing traffic conditions, modeling future traffic conditions, and providing mitigation strategies.
- B. Key staff members available for assignment to this project with relevant skills and experience in:
  - Researching, reviewing, and updating existing traffic data;
  - Collecting and analyzing new data, and evaluating for reasonableness;
  - Running traffic models, and preparing traffic forecasts;
  - Traffic analysis including trip generation, distribution and assignment;
  - Traffic impact mitigation planning;
  - Cost-benefit analysis; and
  - Presentation and report preparation to include graphic depictions of data and narrative.

#### **2.4 Work Order Process**

When projects arise, the County will issue work orders to the selected Proposer in the applicable category. The work orders will specify in detail the project scope, specific deliverables, desired outcomes and timelines. Pricing will be established in each particular work order based on the agreed upon hourly rates. Additionally, submittal of hourly rates shall in no way preclude the County from negotiating for lower hourly rates for specific work orders. No selected Proposer shall have any rights to a specific work order or against the County as a result of the negotiations. When the services being sought by the County can fall under multiple categories, the County at its sole discretion will determine which category to utilize. In making this determination, the County may choose to consult the selected Proposers in the subject categories.

All costs associated with estimating a project shall be borne by the selected Proposer, and the selected Proposer shall not have any claim, financial or otherwise, against the County, as a result of the County modifying or cancelling a work order.

Selected Proposer(s) shall maintain the qualifications of proposed personnel at a standard consistent and equivalent to the qualification submissions submitted in response to this Solicitation.

#### **2.5 Status Updates**

In addition to any requirements specified in a particular work order, the selected Proposer shall regularly and upon request, provide the following:

- Project status updates to the County's Project Manager throughout the duration of each work order. The County Project Manager will advise the selected Proposer, the required frequency of status updates. Project team meetings may be held on-site or via teleconference, video conference or web conference that require the selected Proposer's attendance.
- Reports, assessments and analysis in draft format to the County's Project Manager for review/comments prior to finalizing any work order.