

# Corporation of the Town of Parry Sound

## Request for Proposals:

### 2021 – 2031 Culture, Parks & Recreation Master Plan

The Town of Parry Sound is accepting proposals for a Culture, Parks & Recreation Master Plan, until **Friday, June 25, 2021, 2:00pm**, local time.

#### **DEADLINE EXTENDED TO FRIDAY AUGUST 13, 2021, 2PM LOCAL TIME**

Please submit one (1) hard copy and one (1) electronic copy of said proposal to:

April McNamara, Manager of Parks & Recreation

Town of Parry Sound

52 Seguin Street

Parry Sound, Ontario

P2A 1B4

[april@townofparrysound.com](mailto:april@townofparrysound.com)

Any proposals received after the above date will be returned unopened.

Faxed proposals will not be accepted.

Any or all proposals may not necessarily be accepted.

For more information, please contact April McNamara, Manager of Parks & Recreation at [april@townofparrysound.com](mailto:april@townofparrysound.com) or call 705-746-2701, ext. 201

# **REQUEST FOR PROPOSALS (RFP)**

## **Town of Parry Sound – 2021 – 2031 Culture, Parks & Recreation Master Plan**

### **Introduction:**

The Town of Parry Sound (the Town) is soliciting proposals from qualified Consultants for an in-depth consultation and planning process that will result in a comprehensive Culture, Parks & Recreation Master Plan (the Plan). The successful proponent will be responsible for undertaking all works related to the investigation, consultation, community engagement and preparation of the Culture, Parks & Recreation Master Plan.

Interested firms must demonstrate their ability to achieve a high standard of quality in the provisions of consulting services and community engagement related to the development of the Culture, Parks & Recreation Master Plans.

### **Project Scope:**

The purpose of the Plan is to help identify culture, recreation, parks and facility service priorities through the provision of a comprehensive review and needs assessment. The Plan will help guide Council and Staff in making decisions that best meet the needs of the community. In addition, the Plan will provide guidance on park planning, facility redevelopment, facility expansion, partnership development and the delivery of programs, events and services.

The following documents will assist proponents in understanding the Town of Parry Sound and the local priorities, additional documents will be made available to the successful proponent.

- Trails Master Plan
- Area Culture, Parks & Recreation Master Plan
- Waterfront Master Plan
- Town Official Plan
- Parks Maintenance & Management Plan
- Pool Feasibility Study

## **Overall Objectives:**

The primary goal of the project is to develop a “Made in, Made for Parry Sound” Culture, Parks and Recreation Master Plan. It is a priority that there is a high level of community engagement that will allow all members of the community to participate in the development of the Plan.

Through a comprehensive review and consultation process the Town requires the following key objectives be met.

1. Create an inspirational vision for the delivery of culture, recreation, parks and facility services that aligns with Council’s priorities and reflects the varied needs, interests and priorities of the community.
2. Complete an inventory of culture, parks and recreation services, programs, facilities and events including utilization levels, capacity and sustainability.
3. Provide a high-level assessment of the current state of existing indoor and outdoor facilities, including life expectancy. Identify gaps and provide recommendations for enhancements to existing facilities.
4. Undertake a needs assessment, current and future, to identify gaps and opportunities with respect to culture, parks, trails, recreation facilities, open spaces, community programs, services and events.
5. Provide a detailed assessment of current programs, activities and events provided by the municipality, volunteer organizations and community organizations and private business.
6. Identify gaps in programs, activity and event delivery, partnership opportunities for the enhancement of and delivery of programs, activities and events.
7. Develop prioritized short, medium and long-term capital improvement plans (10-year period) for investments in existing facilities and new construction. The plan should consider but is not limited to:
  - i. Parks including Sports/Active Parks, Gardens, Memorial & Heritage Parks and Neighbourhood Parks
  - ii. Bobby Orr Community Centre
  - iii. Charles W. Stockey Centre & Bobby Orr Hall of Fame
  - iv. Rotary & Algonquin Regiment Fitness Trail
8. Determine and provide recommendations for investment and provision of services in the community.

## **Consultation and Engagement:**

A key priority for the Town of Parry Sound in the development of the Plan is to ensure there is a high level of community engagement. Proposals must provide a detailed overview of how the community, Council and staff will be engaged. At a minimum, the consultation and engagement shall include:

1. Council and staff to confirm overall project deliverables and engagement strategy.
2. Meetings and/or interviews with each member of Council, C.A.O., Manager of Parks & Recreation, Programming and Events Manager – Charles W. Stockey Centre, Bobby Orr Hall of Fame Curator, Director of Public Works, Manager of Planning and Director of Finance and applicable Community Centre & Performing Arts Centre Staff.
3. Local user groups, community stakeholders, business, youth, service clubs and the public at large.
4. Proponents shall include an outline of methods to be utilized for community outreach and engagement. Options for consideration may include:

Open-houses, interviews, roundtables, community forums, social media forums, surveys, webpage, print advertisement, radio advertisement, presentations to Council, presentations to community.

## **Timeline:**

Proponents should provide a provisional timeline within their submission.

The primary goal of the Plan development process is that the final Plan is fully supported and representative of the community and Council's priorities.

Proposals must include sufficient time to ensure the level of engagement is appropriate to achieve the highest level of engagement possible. Proponents should consider the primary consultation and engagement window of October – November and January – May, within their proposed timelines. The months of December, June, July & August have traditionally seen low levels of engagement in Parry Sound and are not recommended for consultation and engagement work.

## **Deliverables:**

Proponents must include the following key deliverables within the Plan.

### **Existing Facilities**

The Town of Parry Sound requires the successful proponent to provide a general overview of Parry Sound's current culture and recreation facilities (indoor, outdoor, sports fields, parks and trails), condition and community perception of facilities. Areas of review could include:

- General assessment of current culture and recreation facilities, including condition and usage level.
- Review current capacity of recreation infrastructure
- Sustainability assessments of existing facilities
- Gap analysis of current culture & recreation infrastructure
- Enhancement opportunities for existing culture & recreation infrastructure.
- Prioritized short and long-term capital improvements for upgrades to existing facilities
- Recommendations to maximize facility use, lifespan and required investments and partnership opportunities

### **Programs & Events**

The Town of Parry Sound requires the proponent to review and provide recommendation regarding programs, events and activities available. Areas of review could include:

- Environmental scan of existing programs, events, activities and initiatives in the Community
- Assessment of the current mix of programs, services and events (public, private, and not-for-profit) available to residents are balanced, accessible and appropriately addressed in the current and future needs of both residents and visitors to the community
- Availability of private or not-for profit run community leisure programs

- Opportunities for the integration of a healthy, active living model to existing and future programs
- Recommendations for expanding or curtailing events, programming, services in areas such as: children & youth, adults, seniors, community engagement, special needs, direct programming
- Provide recommendations for programming options
- Assess community strengths, weaknesses, opportunities and threats to all identified areas impacting culture and recreation services

#### Community Priorities:

Upon completion of the community engagement and assessment of the current status of the Town of Parry Sound Culture, Parks and Recreation services, Parry Sound requires detailed recommendations related to community priorities. Areas of review should include, but are limited to:

- Programs and events
- Existing facilities
- Parks, trails & community green space (boulevards & town owned property)
- New facilities

#### Promotion and Advertising:

The Town of Parry Sound requires a review and assessment of how we communicate culture and recreation opportunities and events. The proponent shall provide the following:

- An assessment of how the Town of Parry Sound communicates its recreation programs and events to the community.
- Determine opportunities for increasing the effectiveness of our communications.
- Recommendations to increase the Town's reach to the community.

## Other:

In addition to an assessment and recommendations related to programs, events and facilities the Town of Parry Sound requires the proponent to identify:

- The extent to which culture and recreation services (programs and facilities) outside the community are utilized by Town of Parry Sound residents
- The extent to which neighbouring communities utilize Town of Parry Sound recreation services
- How accessible the Town of Parry Sound facilities and programs are for individuals with disabilities
- General strengths and weaknesses of the Town of Parry Sound culture and recreation services

## **Project Budget:**

The Town of Parry Sound has established a maximum budget of \$50,000 exclusive of applicable taxes, to complete the project. The proponents bid shall contain a maximum price for the completion of work. Prices shall be firm and fixed and will not be exceeded unless approved in writing in advance by the municipality.

## **Submission Format and Deliverables:**

Please include descriptions and reference that support the proponent's capabilities in providing consulting services by covering the following categories.

Cover Letter: including company name, contact name, address, phone number and email address are the minimum requirements also provide at which branch of the company the primary contact is located.

General Information: Description of firm and sub-consultants (if any), legal company/organization name, list of applicable licenses

Relevant Experience: Firm's overall reputation, service capabilities and end-product quality, description of the Firm's ability and success at engaging communities, list and describe comparable experience with similar projects, a minimum of three (3)

references from other agencies and owners. The references should be for the above listed assignment.

**Community Consultation:** Description of the proponent's consultation and community engagement approach, systems and processes that will be used in the consultation and engagement process, sample consultation and engagement plan for the development of the Plan including methodology and schedule, duration of days that the consultation team will be in Parry Sound and the teams' composition.

**Core Team Experience & Qualifications:** Describe each team member including roles and responsibilities on the team, professional credentials, and affiliations, etc., identify any sub contractors, if applicable.

### **Evaluation Criteria:**

The proposal will be evaluated per the following criteria:

#### **Technical Proposal:**

i) Creative and innovative approach to community engagement	25 points
ii) Team experience, qualifications and successful completion of similar projects	25 points
iii) Demonstrated understanding of the project, scope of work, goals & objectives	20 points
iv) Completeness/thoroughness of proposal, ability to meet project specifications	20 points
v) Fee Proposal	
Fee structure and timeframe to complete project	10 points
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Total Available Points	100 points

As part of the selection process, the Town may require that consulting firm(s) to attend an interview. The proposal must meet all the requirements outlined in this document. Should none of the proposals be accepted, a re-issuance of the RFP is possible.