

**KITSAP COUNTY  
REQUEST FOR QUALIFICATIONS  
2020-136  
PARK MASTER PLAN SERVICES  
SUBMISSION DEADLINE: OCTOBER 14, 2020 by 3:00 PM**

**SCOPE OF REQUEST**

Kitsap County's Request for Qualifications (RFQ) invites Statements of Qualifications (SOQ's) from qualified creative design professionals, firms and organizations who can develop a park master plan for the 3500-Acre Port Gamble Forest Heritage Park located near Port Gamble, WA. The project will create an inspiring master plan that assesses the specific economic benefits of existing park and trail improvements, as well as understands the recreational and tourism opportunities that these attractions and other possible park developments could be leveraged for larger opportunities.

The successful consultant is expected to enter into a professional services contract with Kitsap County, and the parties to the contract will negotiate a detailed scope of work and estimated time for completion. The preliminary scope of work consists of site investigation and analysis, conducting community engagement, economic feasibility and analysis, preliminary park program development, master plan development, cost estimating, project implementation sequencing and permitting and environmental review. The plan shall also include an implementation strategy for any, or all, of the opportunities including potential funding sources such as the Kitsap Public Facilities District, private foundations, federal or state granting agencies and private developers.

**I. Background**

Kitsap County ("County") is located on the Kitsap Peninsula in Washington State across the Puget Sound from Seattle. It comprises a total land mass of 393 square miles. The County occupies a unique portion of the State of Washington, directly between the urban areas of Seattle and Tacoma and the wilderness of the Olympic Mountains. It is bounded by the Hood Canal on the west, Puget Sound on the east, and Mason and Pierce Counties to the south.

Over the last decade, Kitsap County, in collaboration with our state legislators, local Tribes, conservation organizations, and Kitsap residents, has successfully acquired more than 4,500 acres of open space in North Kitsap. Of that newly acquired land, known as Port Gamble Forest Heritage Park, 3,500 acres is located south of the town of Port Gamble. This acreage includes over 1.5 miles of natural shoreline, wetlands, streams, trails, and wildlife viewing areas.

In acquiring the property, the County is currently undertaking plans to develop both a mountain bike ride park and the regional Sound to Olympics Trail through the property. A series of other uses may also be possible including campgrounds, adventure parks, and/or environmental learning center. While plans are underway to develop the ride park and regional trail, additional analysis and planning are necessary to discuss other expanded activities.

To learn more about Kitsap County or Port Gamble Forest Heritage Park, visit: [www.kitsapgov.com](http://www.kitsapgov.com).

## II. Scope of Services

The County will secure the services of a consultant team who can work collaboratively with staff to develop a master plan for the Port Gamble Forest Heritage Park. Through visioning, public outreach, research and site analysis, the plan will assess greater uses for the overall property which may include a campground, adventure park, lodge, environmental learning center and/or other opportunities. If, and where, such amenities could be located on the property and the economic benefit of each will be assessed to provide future direction for park long-term development and operations.

Due to the number of Deeds of Right of Way and Easements, as well as other encumbrances on the land making of the Port Gamble Forest Heritage Park, the allowable area for potential development will be very limited. This should be considered while evaluating the scope of services requested as well as during the development of the project approach.

The following is a preliminary scope of work that will be refined during contract negotiations with the selected consultant. Public involvement will be an important component of this project. A twelve to eighteen-month effort is envisioned, but the County may be interested in an accelerated schedule. It is anticipated that the master plan process will consist of four primary elements as described below:

### Element 1: Site Inventory and Assessment

Perform a site inventory and an assessment of the property encumbrances, covenants and grant restrictions, existing conditions, opportunities, and constraints of the park. Develop a base map drawing based on discussions with County staff, existing surveys and maps, purchase agreements, GIS data, aerial photos, and site visits. The base map should identify and locate natural and man-made features including topography, wetlands, streams, vegetation, cultural resources, utilities, structures, boundaries, access roads and other features, as necessary. Deliverables will include a graphic summarizing site opportunities and constraints at an appropriate scale and a report that summarizes the site inventory and assessment.

### Element 2: Park Program and Public Engagement

Develop and implement a community engagement process to ascertain public sentiment regarding needs, desires, opportunities, and constraints. Based upon the results of site analysis and assessment, County staff input, technical input and initial public input, develop a preliminary park design program detailing proposed uses, design character and criteria. Public engagement should include participation from the public at large, Port Gamble Forest Heritage Park Stewardship, Kitsap County Parks staff, Kitsap County Commission, Parks Advisory Board, and stakeholders in the community. Public involvement may include a web-based survey and 3-4 opportunities for public input, adhering to County public health guidance and meeting guidance.

### Element 3: Economic Feasibility and Analysis

An assessment of the specific economic benefits of existing park and trail improvements, as well as other possible park developments will be necessary to determine the viability of each development opportunity considered for the park master plan.

Utilizing the site inventory information, other existing information where available and assembling new research as necessary, the consultant may be asked to perform a market analysis to support the master plan visioning and identify potential development opportunities for the park. Additional economic feasibility review may be necessary for some or all of the potential development opportunities. To support this effort, the consultant may be asked to perform one or more of the following functions:

- Analyze and evaluate market supply/demand factors, including hard asset development strategies to drive long term economic growth.
- Evaluate the location, including surrounding uses, vehicle traffic patterns, parking availability and pedestrian traffic of potential projects and development activity.
- Supply, analyze and benchmark market data for the project, including the uses contained therein, including construction and other development costs, rents, and operating expenses, including trends and cost/value drivers.
- Conduct market and submarket analysis for any given product type (e.g. campground, lodging, adventure park, etc.) indicating market inventory, rents, vacancy, absorption as well as new supply projections of permitted projects.
- Confirm or determine highest and best use.
- Assess attraction and retention opportunities, including identifying strategic moves, financing needs, potential investment risks, and the regulatory environment for specific opportunities.
- Analyze project/investment feasibility.
- Investment analysis including financial projections and cost modeling.
- Estimate current construction and/or replacement costs.
- Evaluate all proposed incentives being requested for any potential project to determine which, if any, incentive is necessary for the project.
- Analyze, evaluate, and recommend a financial structure that optimizes the public investment, including an analysis, evaluation and mitigation strategy of public sector risk in a proposed transaction.
- Identify potential business stakeholders, and necessary attraction and retention-related efforts.

#### Element 4: Master Plan Development

Develop preliminary master plan based on community, stakeholder, and staff input, permitting requirements, and site opportunities and constraints. Incorporate data and analysis into graphic and written formats for presentation and discussion with the public, the Port Gamble Forest Heritage Park Stewardship committee, Parks Advisory Board, County staff, County Commissioners, and other involved entities.

At the onset of the master planning process, the consultant will develop goals, basic themes and programming elements with County staff. These ideas will be carried forward in the public involvement process and further refined. After the initial public involvement process, the consultant will develop at least three alternatives for the site. These alternatives will incorporate the economic feasibility and analysis and be vetted by the various committees, Commissioners, the public, and staff. Then a Draft Master Plan of the preferred alternative will be prepared, and another vetting process will take place, including a County Study Session. Refinements will be made to the master plan and then the Final Master Plan will undergo an approval process by the Board of Commissioners.

Prepare written and graphic materials to assist with presenting the project for up to three reviews by the County staff and Commissioners. Consultant shall assist in the preparation of project updates for up to four County Commissioner Board meetings and three City Council meetings.

The primary objective of the County is to eventually restore the Port Gamble Forest heritage Park to a healthy natural forest. While the intent of this Master Plan will not be the development of a comprehensive stewardship plan, the successful consultant will consider the conservation elements, cultural and historical respects, recreational opportunities, and community accessibility of the park,

while preparing alternatives for consideration and in evaluating the economic feasibility of each opportunity.

The final Port Gamble Forest Heritage Park Master Plan will include:

- Description of the County's vision and priorities for the site
- Summary of public engagement process and feedback
- Review of the site analysis, opportunities, and constraints
- Preferred concept drawing and justification for the final selected design
- A site plan of the final selected master plan that clearly depicts all:
  - Recreation features
  - Structures
  - Any critical areas and associated buffers
  - Vehicular, bike, and pedestrian circulation and access
  - Regional and local trails
  - Parking
  - ADA accessibility
  - Emergency access
  - Utilities and stormwater management
  - Setbacks
  - Site furnishings
  - Architectural themes
  - Opportunities for public art and cultural interpretation
  - Heights and elevation drawings of key features and structures
- Cost estimates for park development, as well as annual operations and maintenance and programming costs. All cost estimates should reflect, as closely as possible, Kitsap County standard salaries, benefits, and preferred practices for operations and maintenance.
- Revenue projections for potential park developments. . All revenue projections should consider comparable rates currently charged by Kitsap County (when practical).
- Implementation Plan including a phasing approach and potential funding sources such as the Kitsap Public Facilities District, private foundations, federal or state granting agencies and private developers.
- General fundraising plan for conservation elements of master plan (e.g. tree preservation, habitat restoration)
- Anticipated permits and processes required for phased park development
- Preparation of public presentation materials, drawings, graphic renderings, reports and other required information
- Utilization of Kitsap County applicable regulations and any other federal, state or local requirements that would apply

Supplemental Task Preliminary Design & Environmental Review

Upon completion of the Final Master Plan, the City will reserve the opportunity to amend the contract with the selected consultant to prepare the preliminary engineering design including specifications, detailed design drawings, cost estimates, environmental review and/or permitting services, as necessary.

**III. Contract Duration**

The duration of the contract shall be for twelve (12) months after the award. The contract will afford the opportunity for a single six (6) month extension upon mutual written agreement before the

expiration of the twelve month term. Any master plan review already underway at the end of the contract date will be completed at the expiring contract's rate of compensation.

#### IV. **SOQ Requirements**

The County requires that the Statement of Qualifications be submitted in the format outlined in this section. The County reserves the right to require additional information or materials after the SOQ's are submitted.

##### **1. Format:**

Statement of Qualifications shall be limited to a total of twelve (12) pages of content (8 ½ by 11 inch) excluding the cover letter, cover sheet, section dividers, team member resumes, and any required forms or appendices. Font size shall be 11 point or larger.

A single (1) hard copy and an electronic PDF file of the Statement of Qualifications shall be submitted.

The cover letter shall be addressed to:

Jim Dunwiddie, Parks Director  
Kitsap County Parks Department  
614 Division St. MS-1  
Port Orchard, WA 98366

##### **2. Provide the Following Information:**

###### **Cover Letter**

The cover letter should demonstrate your team's understanding of the requirements related to the submission and summarize your team's qualifications and relevant experience. The letter should be signed by someone authorized to enter into an agreement with Kitsap County. The cover letter shall include the RFQ title and number, name, title, email address, phone number and current address of the submitting firm's main contact.

###### **Company Background**

Provide a brief history of the submitting firm, as well as a description of the firm's philosophy. Include a description of key sub-consultant firms, and any prior or current working relationship.

###### **Project Approach**

Describe your team's plan for approaching the project, including planning, design, public outreach, and economic analysis based on the scope of services outlined in this RFQ. Assuming a 12-month timeline to complete the work, please also include an outline of the schedule of activities anticipated to complete the master plan.

###### **Qualifications of Consultant Team**

Identify all key members of the team, including all proposed consultants and any sub-consultants. Include management team and qualifications of key staff that would be working with the County. Provide a summary of qualifications of the assembled team and detailed resumes of key personnel who will be assigned to the project. Provide a chart showing the organization of the proposed team.

### **Prior Experience**

Demonstrate your firm's prior experience developing park master plans. Include similar relevant projects which best illustrate your team's qualifications for this project. At a minimum, include at least two (2) examples of a park master plan, and two (2) examples of an economic analysis and feasibility study, within the last five (5) years.

### **References**

Provide a list of at least three (3) public agencies for which you provide similar services as references, that the County may contact.

### **Appendices**

- A. Include a complete list of current clients and those served during the twelve (12) months preceding the submission date and a declaration of any potential incompatibility or conflicts of interest between those clients and the County.
- B. Provide examples of reports and summaries used to relay information to elected officials and government staff regarding master plan activities. This appendix is not required and should be no more than two (2) pages and does not count towards the twelve (12) page limit of the SOQ.

## **V. Special Terms and Conditions**

- A. **Consultant Costs** - The County shall not be liable for any costs incurred by the consultant in preparing or submitting a proposal to the County. Proposals should be prepared simply and economically, providing a straightforward, concise description of consultant's capabilities to satisfy the requirements of the proposal.
- B. **Oral Presentation** - The County, at its sole discretion, may ask the consultant to make an oral presentation at County facilities without charge to the County.
- C. **Addenda to the RFQ** - In the event that it becomes necessary to revise any part of this Request for Qualifications, addenda will be provided.
- D. **Evaluation of SOQ's** – SOQ's will be evaluated based on the factors listed in the following section. The County reserves the right to reject any and all SOQ's and to waive informalities in the SOQ and proposal process. The County may enter into an agreement solely on the basis of a submitted proposal. Noncompliance with any condition of this proposal may result in a recommendation to the Board of Commissioners that the consultant be disqualified.
- E. **Rejection of Proposals** – The County reserves the right to reject any and all proposals and to waive irregularities and informalities in the submittal and evaluation process. The Request for Proposals does not obligate the County to accept or contract for any expressed or implied services.
- F. **County's standard Terms and Conditions** are included as an Attachment A to this RFP and available online at [www.kitsapgov.com/purchasing/bids.htm](http://www.kitsapgov.com/purchasing/bids.htm). By submitting Proposal, the Proposer represents that it has carefully read and agrees to be bound by the County's Standard Terms and conditions.

## **VI. Selection Criteria**

Evaluation and selection will be made by the selection committee using the following criteria:

- **Project Approach – 40 Points**  
Outline the team's recommended approach and methodology for accomplishing tasks required within the scope of services. Describe the team's approach to communicating between the Commissioners, county staff and various stakeholders involved such as other county elected officials. Demonstrate how the proposed team will offer value to the project.

- Qualifications of Consultant Team – **30 Points**  
Identify the proposed team and structure, and demonstrate the teams’ experience in performing the requested services and ability to efficiently deliver the requested services.
- Prior Experience – **30 Points**  
Provide examples of similar work for both master planning efforts as well as economic analysis functions and describe how the team provided value to the project.

**VII. Selection Timeline**

Solicitation will occur during October, 2020, with an anticipated selection date by the end of October and a project start date the middle of November. It is anticipated that the implementation process should take approximately nine months, with a final product delivered by the end of November, 2021.

The anticipated dates for the selection process is listed below:

1 <sup>st</sup> Advertisement of RFQ:	September 30, 2020
2 <sup>nd</sup> Advertisement of RFQ:	October 7, 2020
SOQ Questions Due:	October 9, 2020; 3:00PM
<b>SOQ Submission Due:</b>	<b>October 14, 2020; 3:00PM</b>
Shortlisted Firms Notified:	October 16, 2020
Tentative Interviews:	Week of October 19, 2020 (TBD)
Selected Firm Notified:	October 23, 2020
<b>Target Contract Execution:</b>	<b>November 9, 2020</b>

**VIII. RFP Point of Contact**

Questions concerning this RFP will be accepted until October 9<sup>th</sup>, 2020 by 3:00PM and may be directed in writing by email to:

David McBride (Owner’s Representative)  
[dmcbride@oacsvcs.com](mailto:dmcbride@oacsvcs.com)

Responses to any questions received will be released via Addenda by Noon on October 12<sup>th</sup>, 2020.

**IX. Submission Deadline and Address**

Please submit one (1) hard copy and one (1) digital PDF copy by **3:00PM on October 14<sup>th</sup>, 2020**. **Faxes, emailed and late response will not be accepted.** SOQ’s must be delivered to:

<b>By Mail</b>	<b>OR</b>	<b>Express, Courier, or Hand delivery</b>
Vicki Martin		Vicki Martin
Kitsap County Department of Administrative Services		Kitsap County Department of Administrative Services
Purchasing Office		Purchasing Office – Fourth Floor
614 Division Street MS-7		619 Division Street
Port Orchard, WA 98366		Port Orchard, WA 98366