Request for Proposal
Facility Needs Assessment
and Feasibility Study

Chico Area Recreation & Park District
545 Vallombrosa Ave.
Chico, CA. 95926
(530) 895-4711

Proposals must be received by 5:00 p.m., Monday, January 29, 2018, and shall be clearly marked “Proposal for Facility Needs Assessment and Feasibility Study.”
PURPOSE AND BACKGROUND
The purpose of this Request for Proposal ("RFP") is to obtain proposals from qualified firms to conduct and prepare a needs assessment and feasibility study so the Chico Area Recreation & Park District (CARD) can determine how to prioritize planning, funding, and the feasibility of creating new recreation facilities, including, but not limited to, a new aquatics center, gymnasium, community center and multi-use fields. In addition, this feasibility study should evaluate the viability of developing and operating shared recreational facilities with public/private partners.

CARD acknowledges that there is a deficit of community recreation facilities within the District boundaries. CARD currently has 14 acres of undeveloped community parkland attached to an existing park. The property has been master planned, and Phases 1 & 2 have been constructed. This is the only property currently owned by CARD designated as a community park. Once complete, additional land will need to be secured for future development.

In addition to facility development by CARD, there is a local non-profit organization, Everybody Healthy Body (EBHB) that is working towards the purchase of 264 acres in South Chico. The property is outside of the Chico city limits, but within the District boundaries. EBHB has conducted their own feasibility study of the project and has expressed interest in CARD being a future facility partner. This would involve a formal public/private partnership between CARD and EBHB.

OBJECTIVES
Engaging the community through public meetings and conducting the necessary research the following objectives should be achieved. Existing reports and surveys should be reviewed as to limit duplication of work.

1. Identify and outline facility priorities based on current and future anticipated needs. Including, but not limited to, a new aquatics center, gymnasium, community center and multi-use fields
2. Identify and outline potential public/private partnership structures, including roles and responsibilities of both CARD and EBHB. Identify how such partnerships impact the funding of construction and maintenance of facilities, and the benefits to CARD and EBHB.
3. Prepare a concept plan including estimated cost of construction for each facility at both CARD owned properties at the EBHB site. Facilities should include scope, size, features and amenities.
4. Prepare an operating pro forma detailing anticipated programming and costs for several programming options, considering viable partnership opportunities.
5. Prepare an operating pro forma detailing anticipated operational and maintenance issues and costs for several operations and maintenance options, considering viable partnership opportunities.
6. Evaluate potential sites and provide recommendations and options regarding a suitable site for future recreation facilities, including both the CARD owned site and EBHB site. Identify other possible future land should the EBHB site not be viable.
7. Recommend and detail possible funding mechanisms and partnerships to facilitate building, operating, and maintaining new facilities, including, but not limited to, utilization of a Special Tax.

8. A final report to the District, including a formal presentation to the CARD Board of Directors.

The scope of services for this project is limited to determining facility priorities, estimating cost of construction, identifying programming and operations models, identifying recommended location for new facilities, and determining the viability of a public/private partnership with EBHB. There is no request for architectural renderings or other information beyond a feasibility study as detailed herein.

PROJECT TIMELINE

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>RFP Due to CARD</td>
<td>5:00 PM Monday, January 29, 2018</td>
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<tr>
<td>Review of Proposals &amp; Recommendation to Board</td>
<td>January 30-February 14, 2018</td>
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<tr>
<td>Award Contract</td>
<td>February 15, 2018</td>
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<tr>
<td>Project Completion</td>
<td>May – June 2018</td>
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</tbody>
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Note: This schedule is subject to change

SUBMITTAL REQUIREMENTS

The proposal shall include:

1. A description of your understanding of the scope and nature of the project and services to be provided to achieve the objectives described above.

2. A detailed description of your approach and the methodology proposed for the project, including a preliminary list of potential, public, private and not for profit sector partners to be engaged as part of the assessment.

3. A company profile and background information for the project manager and key consultants on the project team.

4. A project schedule and name of personnel assigned to each step in the project.

5. A description of previous experience with preparation of feasibility studies for recreation facilities, including: community engagement, facility needs assessment and feasibility analysis, facility cost estimating, program planning, economic forecasting for usage and program revenues, and funding of operations and maintenance.
   - Descriptions should include whether the facilities were developed and should also highlight feasibility studies performed and/or recreation and community centers developed in communities similar to Chico. Experience in conducting feasibility studies and/or development of recreation centers that were developed, financed and/or operated through a collaboration of public, private and not-for-profit organizations should be highlighted.

6. A description of previous experience in recommending and developing funding models requiring a collaboration of public, private and not-for-profit funds and/or organizations.

7. A minimum of three current references (no later than 2015).
SELECTION PROCESS
Proposals shall be evaluated to determine the best value offered to the Chico Area Recreation and Park District against conformance, but not limited to, the following criteria:

- Quality of the Proposal
- Responsiveness to the requirements of the RFP
- Experience and Qualifications of Applicants
- Understanding of the project objectives/outcomes and vision
- Creativity in preparing the deliverables
- Proposed budget and the ability to complete the work in accordance with the schedule
- References
- Interviews (if required)

SUBMITTAL INSTRUCTIONS
To reply to this RFP, please submit four copies of the proposal in one packet to:
Ann Willmann, General Manager
Chico Area Recreation & Park District
545 Vallombrosa Ave.
Chico, CA. 95926
(530) 895-4711
An e-mail copy of the proposal shall also be emailed to annw@chicorec.com
Proposals must be received by 5:00 p.m., Monday, January 29, 2018, and shall be clearly marked “Proposal for Facility Needs Assessment and Feasibility Study.”

MAIN CONTACT
Ann Willmann, General Manager
Email: annw@chicorec.com
Phone: 530-895-4711
Fax: 530-895-4721

Please note, the CARD office is closed 12/25/17-1/7/18. Questions during that time should be emailed and will be responded to via email. All other times, email or phone are both available for questions.

The District reserves the right to waive technicalities or irregularities, accept the proposals and award a contract, to postpone acceptance of the proposals and the award of the contract, to reject any and all proposals received and re-advertise the project, to negotiate for a partial work scope, or to negotiate separately with any source whatsoever in any manner necessary to serve the best interests of the District.
REFERENCE DOCUMENTS
The following reference documents are available to assist in the preparation of the feasibility study. Additional information may be made available as electronic files by sending a request to annw@chicorec.com or by clicking the links below.

CARD Website: www.chicorec.com
CARD 2008 Master Plan: www.chicorec.com/completed-studies-reports
CARD Draft Master Plan: www.chicorec.com/completed-studies-reports
CARD Aquatics Feasibility Study: www.chicorec.com/completed-studies-reports
2017 Voter Survey: www.chicorec.com/completed-studies-reports
City of Chico General Plan:
http://www.chico.ca.us/document_library/general_plan/GeneralPlan.asp
Everybody Healthy Body Website: https://everybodyhealthybody.org/