

# **Request for Qualifications (RFQ) for Long Creek Park Master Plan**



City of Winston-Salem

Date of Issue: 10-4-17

## **Winston-Salem Recreation and Parks**

Through this RFQ the City of Winston-Salem Recreation & Parks Department is soliciting Statements of Qualifications (SOQ) from design firms for the schematic design, design development, construction documents, and construction administration of the Long Creek Park Master Plan.

Private firms are invited to submit letters of interest for providing the requested professional services to the City by **3:00 pm, October 27, 2017**. Proposals submitted after this deadline will not be considered. Proposals must be in PDF format and submitted to Ian Huffman at [ianh@cityofws.org](mailto:ianh@cityofws.org).

### Project Manager Contact Information:

Ian Huffman, Parks Superintendent  
City of Winston-Salem  
Recreation and Parks Department  
336-774-8894  
[ianh@cityofws.org](mailto:ianh@cityofws.org)

Written questions to [ianh@cityofws.org](mailto:ianh@cityofws.org) will be accepted until **3:00 P.M. on October 18, 2017**

## 1.0 DEFINITIONS IN THIS RFQ

- 1.1 “City” means the City of Winston-Salem.
- 1.2 “Statement of Qualifications” or “SOQ” is the response of a person, firm, or corporation proposing to provide the services sought by this RFQ.
- 1.3 “Proposer” is the person, firm, or corporation that submits an SOQ.
- 1.4 “Designer” is the Proposer with which the City enters into a contract to provide the services sought by this RFQ.

## 2.0 PURPOSE OF RFQ AND SCOPE OF SERVICES

### 2.1 Long Creek Park Master Plan Project Overview

The City of Winston-Salem has many parks, recreational facilities, and natural areas for active and passive recreation that help make it a desirable place to live.

Proposals for development or redevelopment of new and existing parks are based on needs analysis. Due to the support of additional park space in the North Ward of Winston-Salem and the acquisition of the former Long Creek Golf Course, Winston-Salem would like to develop Long Creek Park for the needs of the community.

The scope of work for the Long Creek Park Master Plan is as follows. The Long Creek Park Master Plan proposals sought by this RFQ include:

- a. This project would provide for the redevelopment Long Creek Park to better serve area residents. Improvements would include, but are not limited to, installation of benches; parking improvements; new picnic shelters; utility improvements; correction of drainage, erosion, and flooding problems; path improvements; bridge replacements; new playgrounds; a new splashpad; and new restroom facilities/comfort station(s). Signage will also be installed to direct users to the various facilities at the park.
- b. See APPENDIX B, “SITE DETAILS” for specific information on each site the City is seeking services sought by this RFQ.

### 2.2 Deliverables

The Recreation and Parks Department of Winston-Salem seeks qualified firms or teams to further develop the following program information for Long Creek Park by continuing the project from design development through construction documents:

The Designer(s) shall provide:

- a. Park Site Analysis: Conduct a site analysis and site inventory to document the deficiencies and any land development hindrances within the park. The Designer(s) shall also document opportunities and constraints based on its findings during the site analysis and inventory phase of the project.
- b. Schematic/Cost Estimates: A preliminary color schematic-level design will be developed for how to best insert the desired amenities on the property. This design will reflect probable costs of redevelopment. The project will be broken into logical project phases that will reflect potential smaller development opportunities that can be implemented over time as funds are made available. Note that permitting feasibility and permitting costs should be well developed, particularly as it relates to stream remediation.

- c. Public Input/Concepts: Work closely with City staff, take information from the site analysis and the initial planning information/priorities developed by the Public Drop-In Sessions, and present initial conceptual design options (possibly 2 or more) of park improvements. Input from the session will be retained and considered in the next level of design.
- d. Presentations: The preliminary schematic design will be presented to the Recreation and Parks Commission. Input will be retained and considered for a final design effort.
- e. Final Schematic: Working closely with City staff, a final rendered schematic level color design document will be prepared. This document will be supported by details of logical project phases and the cost of development associated with those phases. Cost efficiencies present by combining phased should be noted.
- f. Final Master Plan: Designer will present the final Master Plan to the Recreation and Parks Department for review and approval.

### 2.3 City and Public Participation

The approach suggested by the Designer should include steps designed to ensure that the final product will be developed in close consultation with city staff and can be built with the available funds. The approach should allow the Designer to make revisions based upon those consultations and funding restrictions, as well as upon comments received from the public and appointed or elected bodies as described above.

### 2.4 City of Winston-Salem Responsibilities

The City of Winston-Salem will be responsible for:

- a. Arranging, scheduling, and providing facility space for meetings.
- b. Providing the Designer with copies of relevant City of Winston-Salem plans, ordinances, design guidelines and special plans relating to park and surrounding sites that relate to or impact the park.
- c. Provide the Designer(s) with a summary of the findings of the Public Input Sessions and provide guidance in interpreting these findings.

The City of Winston-Salem, through its Parks Superintendent, Ian Huffman, will work closely with the Designer to answer questions, make decisions, provide guidance and assist with coordination where needed. The City's responsibilities do not include doing research and design tasks for the consultant.

## 3.0 **PROPOSAL REQUIREMENTS AND SELECTION CRITERIA**

The Qualification should be divided and organized into the individual sections listed below. Proposers are urged to include only information that is relevant to this specific project so as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of the RFQ and emphasize the Proposer's demonstrated capability to provide services of this type.

All requirements should be addressed and all requested data should be supplied. The City reserves the right to request additional information which, in its opinion, is necessary to ensure that the Proposer's competence, number of qualified employees, business organization and financial resources are adequate to perform according to contract.

All **Letters of Interest shall be limited to twenty (20) pages including the cover sheet**, but excluding up to 3 pages additional for documenting good faith efforts related to the

MWBE goal. In order to reduce printing costs and to facilitate recycling, only electronic Letters of Interest in PDF format are to be submitted.

### 3.0.1 Section I - Cover/Introductory Letter

The introductory letter should be addressed to Ian Huffman, Parks Superintendent, and signed by a principal in the firm with the authority to submit the proposal on behalf of the firm. The letter should be no more than two (2) pages and should contain the following information:

- Expression of firm's interest in executing the work;
- Statement of any possible conflicts of interest; and
- Summation of information contained within the letter of interest, including an email address and telephone number for the firm's contact person.

### 3.0.2 Section II - Evaluation Factors

This section is limited to seven (7) pages and should contain information regarding the professional and technical experience, background, and qualifications of the firm. The Proposer should show that their firm possesses demonstrated experience in all areas of the project scope by providing the following:

- Identify project personnel to be used on the project, their qualifications, experience. Clearly explain their role and the percentage of involvement;
- Understanding of project (site and structure conditions, traffic and safety concerns, etc.);
- Unique qualifications of key team members;
- Proposed schedule for completion;
- Identify type and location of your most recent 3 to 5 projects of similar scope or scale projects completed by the firm which may include your proposed sub-consultant(s) team.

### 3.0.3 Section III - Supportive Information

This section is limited to eight (8) pages and should contain the following information:

- Professional licenses/certifications of the firm;
- Capacity Chart/Graph (available work force);
- Organizational chart indicating personnel to be assigned by discipline;
- Names, classifications, and location(s) of the firm's North Carolina personnel and resources to be assigned to the work;
- Resumes of key personnel (1-2 pages each); and
- Other relevant information.

### 3.0.4 Section IV – MWBE Affidavit of Minority Participation/Good Faith Efforts

This section is limited to the three (3) page form of Appendix A, unless additional pages (up to 3 more) are required to show good faith efforts:

- Fully-executed Affidavit
- Any additional backup information showing good faith efforts

### 3.1 Submission Procedure

Private firms are invited to submit letters of interest for providing the requested architectural services to the City by the deadline noted above. The submittal, in PDF format, should be submitted to Ian Huffman, Parks Superintendent, to the following email address: [ianh@cityofws.org](mailto:ianh@cityofws.org).

Firms submitting Letters of Interest are encouraged to carefully check them for conformance to the requirements stated above. If Letters of Interest do not meet these requirements, they will be disqualified. No exception will be granted.

All questions concerning this request for Letters of Interest or the scope of this work should be directed to Ian Huffman, Parks Superintendent: [ianh@cityofws.org](mailto:ianh@cityofws.org). If you feel the information provided is inadequate to submit a Letter of Interest, please contact Ian Huffman.

The firm selected will be notified by telephone. Notification will not be given to those firms not selected.

### 3.2 Selection Criteria

Please do **not** submit fee information with your submittal. The City selects firms to provide professional services based on demonstrated competence and qualification. Once a firm is selected, the City will enter into contract negotiations with that firm; and, as part of that negotiation, will determine a fair and reasonable fee for the services to be provided. The City reserves the right to terminate negotiations with the selected firm(s) and proceed to negotiate with other firm(s) should contract/fee negotiations fail. Once a firm is selected, a detailed scope of services (broken down by specific milestone events/deliverables), and associated fee proposal, and implementation schedule will be refined, agreed to and once signed, will be identified and attached to the City's standard professional services agreement form.

Any firm wishing to be considered must be properly registered with the Office of the Secretary of State. The Designer(s) performing the work and in responsible charge of the work must be registered in the State of North Carolina and must have a good ethical and professional standing. It will be the responsibility of the selected private firm to verify the registration of any corporate subsidiary or subcontractor prior to submitting a Letter of Interest. The firm must have the financial ability to undertake the work and assume the liability. The selected firm(s) will be required to furnish proof of Professional Liability insurance coverage in the minimum amount of \$1,000,000.00 per claim. The firm(s) must have an adequate accounting system to identify costs chargeable to the project.

All qualified firms who submit responsive Letters of Interest will be considered. The evaluation of these firms will be based on the firm's overall experience, past performance, knowledge, and familiarity with type of work required, and the experience of proposed staff to perform specific work required, including any sub-consultants.

In the event of a tie following evaluation scoring, priority consideration will be given first to a firm within the City of Winston-Salem corporate limits, then to a firm residing within North Carolina, whose office will conduct the work and is staffed with an adequate number of employees deemed by the City to be capable of performing a majority of the work required.

The City of Winston-Salem in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally-assisted programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively insure that in any contract entered into pursuant to this advertisement, minority business enterprises will be afforded full opportunity to submit bids in

response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

3.3 Evaluation Areas (weighted scoring in parenthesis):

**Proposer's Qualifications and Experience – (35%)**

Verifiable technical capacity, experience on similar projects and an outstanding record of successfully completed projects, meeting the program, delivered on time and within budget. Past performance on City projects may be considered.

**Familiarity With Project Type – (20%)**

Designer(s), principal(s), and key personnel, including any sub-consultants, show direct familiarity with projects of this nature.

**Project Approach and Methodology – (20%)**

Designer(s) understanding of the project and the Designer(s) ability to innovate upon and complete the work as demonstrated in their response to this RFQ. Proposers should detail their methodology for accomplishing the goal of the entire project, including meeting the city's schedule and budget and may call attention to this methodology in a completed project referenced in section 3.0.2.

**Workload/Ability to Meet Schedule – (10%)**

Number, location and experience of personnel assigned to this project; their projected workload and availability in first half of 2018.

**Quality of the SOQ – (10%)**

Overall quality of the SOQ: the requirements of the RFQ were addressed, the content of the SOQ was clear, concise and easily read; there is an absence of typographical errors.

**MWBE Commitment – (5%)**

Designer(s) commitment to meeting the city's adopted M/WBE participation goals or designer is a M/WBE themselves.

**4.0 CONDITIONS**

4.1 Limit on Claims

No Proposer will have any claims or rights against the City for participating in the SOQ process, including without limitation submitting an SOQ. The only rights and claims any Proposer will have against the City arising out of participating in the SOQ process will be in the Contract with the selected Proposer.

4.2 Questions

In an effort to ensure that all potential respondents to this proposal have access to the same information, all questions should be posed via email to Ian Huffman at the following email address: [ianh@cityofws.org](mailto:ianh@cityofws.org)

Questions along with appropriate responses will be distributed via email to all responding firms. **Written questions will be accepted until 3:00 P.M. on October 18, 2017** and typically will be responded to within one business day unless it is part of an addendum issued seven (7) days prior to the deadline.

4.3 Discretion of the City

The City of Winston-Salem reserves the right to reject any and all SOQs. NOTWITHSTANDING anything to the contrary in this document or in any addendums to this document, unless the condition refers specifically to this

provision, the City reserves the right (i) to negotiate changes of any nature with any firm proposing to do the work with respect to any term, condition, or provision in this document and/or in any SOQ, whether or not something is stated to be mandatory and whether or not it is said that an SOQ will be rejected if certain information or documentation is not submitted with it, and (ii) to enter into an agreement for the work with one or more firms that do not submit an SOQ. For example, all deadlines are for the administrative convenience or needs of the City and may be waived by the City in its discretion.

4.4 Compensation

Compensation will be negotiated with the successful Proposer(s).

4.5 Americans with Disabilities Act

The successful bidder must comply with the provision of the Americans with Disabilities Act (ADA) and all rules and regulations promulgated thereunder. By submitting a proposal, the successful bidder agrees to indemnify the City from and against all claims, suits, damages, costs, loses, and expenses in any manner arising out of or connected with the failure of the Company, its subcontractors, agents, successors, assigns, officers, or employees to comply with the provisions of the ADA or the rules and regulations promulgated thereunder.

4.6 Exceptions

Any and all exceptions to the RFQ must be listed on an item-by-item basis and cross-referenced with the RFQ document. If there are no exceptions, Proposer accepts all the conditions herein.

If your firm wishes to submit a proposal that does not comply with the standards as discussed above, it is recommended to also submit one that does comply in addition to the one that does not comply so that your “non-compliant” version can be considered as an alternative if the City is interested in accepting it. This will allow your firm’s compliant version to be considered if the City remains steadfast on applying the standards discussed above.

4.7 Non-Collusion

The City of Winston-Salem prohibits collusion, which is defined as a secret agreement for a deceitful or fraudulent purpose. By signing your Proposal, proposers thereby agree to the following statement:

I affirm that I have not engaged in collusion with any City employee(s), other person, corporations or firms relating to this bid, SOQs or quotations. I understand collusive bidding is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards.

Original Signature: \_\_\_\_\_ (if not included elsewhere)

4.8 Minority/Women Business Enterprise (M/WBE) Program Participation

A **10%** goal for participation by minority/woman-owned businesses has been established for this request for letters of interest. A proposer may meet this goal through the participation of M/WBE sub-consultants and/or through his/her own performance on the project if the proposer is a minority/woman owned firm. **The three (3) page affidavit found in Appendix A must be submitted with your letter of interest. If a properly executed affidavit is not submitted, your proposal will not be considered.**

**APPENDIX A: M/WBE AFFIDAVIT**

**MINORITY PARTICIPATION/GOOD FAITH EFFORTS**

Project: \_\_\_\_\_

A 10% goal for participation by minority/women owned businesses has been established on this proposal. A proposer may meet this goal through the participation of M/WBE sub-consultants and/or through their own performance on the project if the proposer is a minority/woman-owned firm. Please list below all M/WBE firms to be used on this proposal.

Affidavit \_\_\_\_\_  
of \_\_\_\_\_  
(Name of Proposer)

I hereby do certify that this documentation is a true and accurate representation of my MWBE participation and my good faith efforts. (Attach additional sheets if required).

Minority Firm Name City-State	Phone Number	Minority Category*	Type of Work	Percent of Project Work
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

\* Minority Categories: Black, African American (B), Hispanic (H), Asian American (AA), American Indian (AI), Female (WF), Socially and Economically Disadvantaged (SE), and Disabled (D).

If the established 10% goal for participation by minority/women owned businesses is not achieved, the proposer must provide, with the proposal, the following documentation to the Owner of his Good Faith Efforts to meet the goals set forth in these provisions.

Examples of documentation include, but are not limited to, the following evidence.

✓	Description	Points	Awarded Points
_____	(a) Did your firm advertise in general circulation, professional association, or minority focus media concerning subcontracting opportunities? <b>NOTE: A consultant must advertise in all three mediums to receive full value for this item).</b>	15	_____
_____	(b) Did your firm provide written notice to a reasonable number of specific M/WBE firms that their interest in the contract is being solicited, at least 10 days before proposals are due to allow M/WBE firms time to participate? Please provide a copy of the solicitations sent to at least 3 minority firms from the source list provided by the owner for each subcontract to be let under this contract (if 3 or more firms are shown on the source list). Each solicitation shall include a specific description of the work to be subcontracted, location where the RFQ can be reviewed, and name of representative of the lead consultant.	15	_____



**AFFIDAVIT**

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**GOOD FAITH EFFORTS (continued)**

✓	Description	Points	Awarded Points
_____	(c) Did you follow up initial solicitation of interest by contacting M/WBE firms to determine with certainty whether the M/WBE firms are interested? Please include telephone log of follow up calls you made to confirm interest.	10	_____
_____	(d) How did your company identify and select portions of the work to be performed by M/WBE firms in order to increase the likelihood of M/WBE participation? Please provide a copy of documentation where this information was included.	15	_____
_____	(e) What services were used from the City of Winston-Salem's M/WBE office; available minority community organizations; minority contractors' groups; local, state, and federal minority business assistance offices; and other organizations that provide assistance in the recruitment and placement of M/WBE firms? Please <b>provide a copy</b> of this documentation. <b>Note: A proposer must utilize at least two agencies to receive full value.</b>	10	_____
_____	(f) Did your company negotiate a joint venture or partnership arrangement with minority firms to increase opportunities for minority participation when possible? Please provide copy of any documentation (could be included in Solicitation Letter) advising M/WBE firms what type assistance was available or outlining any other steps taken to fulfill this requirement.	10	_____
_____	(g) Did your company provide quick pay agreements and policies to enable minority contractors and suppliers to meet cash flow demands? What procedures were initiated to fulfill this requirement and how were the M/WBE firms informed of this assistance? <b>Note: A proposer can receive up to 5 points for offering; 10 points for implementation.</b>	15	_____
<b>Total Points</b>		<b>90</b>	=====

**NOTE:** A proposer must accumulate at least **55 points** to demonstrate a “**Good Faith Effort**” was made. Partial points may be awarded when the complete requirement of an item is not met.

**AFFIDAVIT**

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**GOOD FAITH EFFORTS (continued)**

Date: \_\_\_\_\_ Name of Officer: \_\_\_\_\_

Signature \_\_\_\_\_

Title \_\_\_\_\_

State of North Carolina, County of \_\_\_\_\_ subscribed and sworn before  
me this \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_\_

Notary Public \_\_\_\_\_ My commission expires \_\_\_\_\_

SEAL

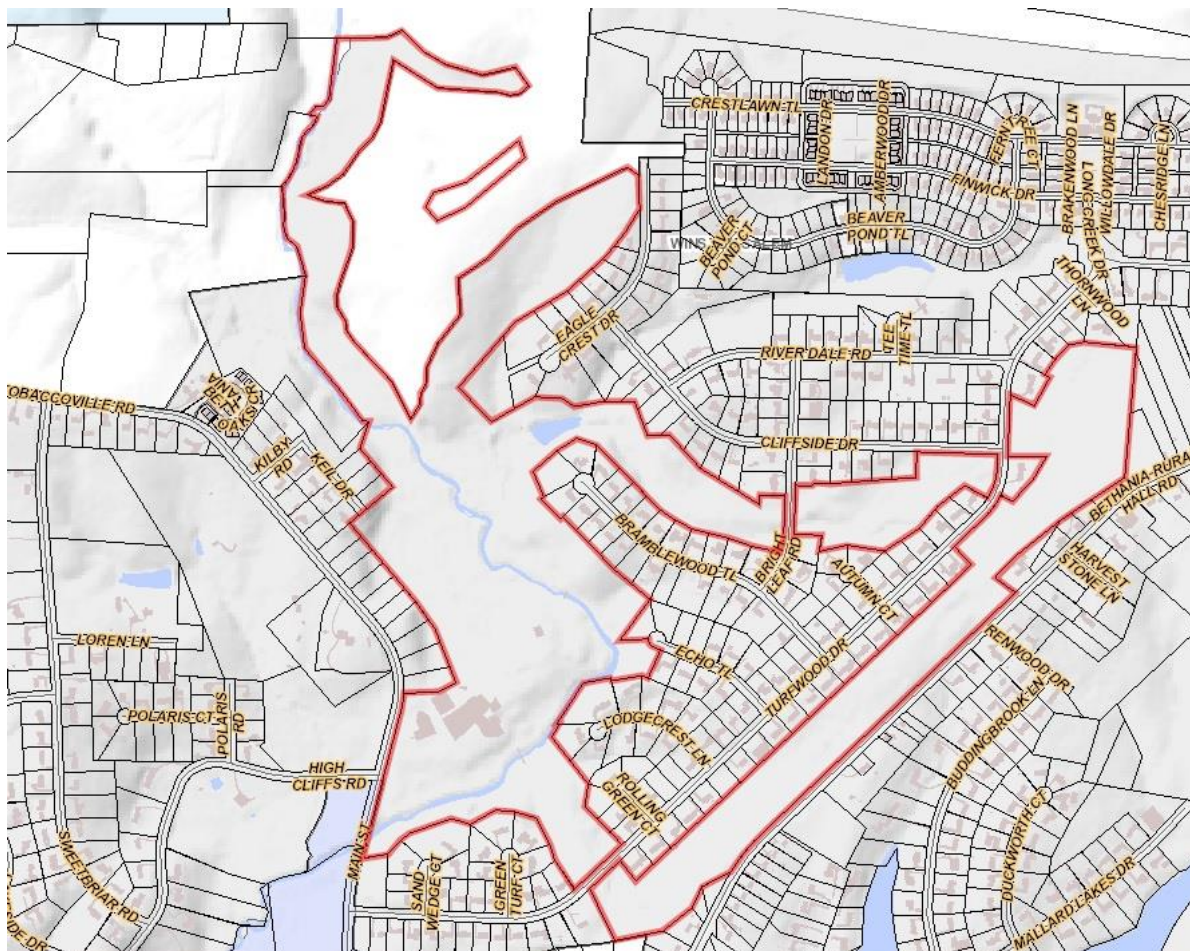
## Appendix B: Site Details

<b>Project Name:</b>	Long Creek Park Master Plan
<b>Project Location:</b>	Follow US-52 N to Bethania Rural Hall Road (Exit 118) Turn Left; Continue on Bethania Rural Hall Road, Turn Right on Main Street. Continue on Bethania Tobaccoville Road. Park is located on the right.
<b>Address:</b>	5801 Bethania Tobaccoville Road, Bethania, NC 27010
<b>Size:</b>	Approx. 159 acres

### Project Description:

This project would provide for the redevelopment of the former Long Creek Golf Course to better serve area residents. Improvements would include, but are not limited to,: correction of drainage, erosion, and flooding problems; utility improvements; path improvements; bridge replacements; new playgrounds, new splash pad; and new restroom(s)/comfort station(s); new picnic shelters; installation of benches; and wayfare signage will also be installed to direct users to the various facilities at the park.

### Property boundary shown in red:



**Locator Map: 5801 Bethania Tobaccoville Road**

