

**REQUEST FOR QUALIFICATIONS
TO PREPARE A FEASIBILITY STUDY FOR A TRAIL
HUB IN COLBY PARK
WINDSOR HEIGHTS, IOWA**

Qualifications Due Date/Time
July 13, 2015
4:00 p.m. (C.S.T.)



City of Windsor Heights, Iowa
Planning and Development
1145 66th St., Ste 1
Windsor Heights, Iowa 50324
www.windsorheights.org

Request for Qualifications – Consultant Services

I. CLIENT PROFILE

The City of Windsor Heights is a community that was incorporated in 1941. Windsor Heights has the unique distinction as its location is in the center of the Des Moines metropolitan area. It is completely bordered by four communities; Des Moines, Urbandale, Clive and West Des Moines. The Walnut Creek Trail in Colby Park is a part of the regional trail system and is becoming increasingly and widely used. From Windsor Heights, a trail user can access the Clive Greenbelt, Raccoon River Valley, Jordan Creek, Bill Riley, Pat Dorrian, Great Western, and Urbandale trails providing thousands of miles of interconnected trails.

II. PROJECT REQUEST

The City of Windsor Heights is seeking a consulting firm to conduct a comprehensive feasibility study for developing a trail hub at Colby Park in Windsor Heights. The study will include a market analysis and business analysis for the trail hub as well as assist in community input and core program visioning. The study will result in a Business Plan/Pro Forma to guide management of the trail hub and to support financial strategies to continue the future development of the parks and to create financial stability. A feasibility study should be written with analysis of findings, priorities, timeframes and recommendations to include measureable outcomes.

The scope of services/tasks for the consultant includes:

1. Community Input & Data Collection

Formulate project goals and objectives in conjunction with project market and economic factors by working with staff and key committee persons.

- Create a detailed work plan and project schedule.
- The consultant will facilitate discussion and review with staff and committee members the assumptions required to gauge the dynamic variables for the market study and business operational strategies. The base assumptions will be expanded to provide the framework for continued analysis and strategy development.
- Data collection and review

2. Community and Stakeholder Input

- Identify stakeholders and leaders to gather input in order to gain consensus on key strategies.
- Evaluate needs and the vision for the trail hub within the first 30 days of the project with key community leaders, user groups and stakeholders.
- Evaluate community values, strengths and challenges, trends and existing level of services provided will also be evaluated during this time.

3. Market Analysis

- Define the target market and quantify the associated needs of the existing market surrounding the trail hub.
- Define market for additional events/programs at the park.
- Following market need, project potential market capture and define core service offerings at the trail hub.
- Develop core market program plan to guide the trail hub's design.

4. Financial Analysis

- Establish operation standards and costs for the trail hub based on set maintenance standards for the full operations.
- Evaluate the opportunities for expanded programs and services and management alternatives to develop a program and management strategy to support the needs of the users of the park.
- Develop pricing strategy for fees and program services with desired outcome of a revenue sustainable park.
- Identify and evaluate funding options against their potential support and success.

III. TIMELINE FOR FEASIBILITY STUDY REPORT

The report is to be completed within four (4) to six (6) months from the date the consultant is selected.

July 13, 2015- Responses due

July 20, 2015 – Consultant selected

December 2015- Study complete

IV. SELECTION CRITERIA

Proposals will be evaluated based on the following criteria:

- **Experience, Qualifications and Expertise:** Consultant experience and references in providing similar services. Include appropriate resumes for participating staff and their functional roles on the project. Provide the same details for any partnering firms on the project.
- **Capabilities and Resources:** Consultant's ability to perform the requested services and methods used, including implementation, maintenance and customer support.
- **Scope of Work and Timeline:** Consultant understands the services to be provided and is able to work within the desired timeline outlined by the City.
- **Quality, Thoroughness and Responsiveness of Proposal:** How well the proposal is detailed as pertaining to the desired services.
- **References:** Information received from references.

The City reserves the right to accept any or all proposals in whole or in part, to waive any irregularities in any proposal, to accept the proposal which in the judgment of the City is most advantageous to the City and to re-advertise if desired.

The City will review and evaluate all responses. The City may short list the responses to the two or three firms it deems best suited to address the needs of the project. The selected teams will be notified if necessary for an interview/presentation time. Those not selected will be notified by U.S. mail or e-mail.

V. SUBMITTAL REQUIREMENTS

PROPOSALS:

Proposals must be received no later than 4:00 pm on July 13, 2015 and delivered to:

City of Windsor Heights
Attn: Sheena Danzer
1145 66th St., Ste 1
Windsor Heights, IA 50324

Firms may submit the RFQ in person or by mail. All methods of delivery are subject to the proposal deadline date and time. Proposals received after the closing time and date will not be considered. The City of Windsor Heights accepts no responsibility for delays in the receipt of your RFQ to mail delivery, messenger services, or any other method of delivery. The responsibility for timely RFQ delivery rests with the bidder.

Ten hard copies and one electronic copy of the proposal must be submitted bearing the name and address of the consultant, addressed as above, and clearly marked “Colby Park Trail Hub Feasibility Study”.

The submittal shall be limited to 15 pages of material.

SUBMITTAL FORMAT:

To standardize responses and simplify the comparison and evaluation process, all proposals must be organized in the manner below with each section correspondingly titled as per the list below:

- **Introduction:** (2 page maximum) – provide a brief letter of introduction on the consultant/firm’s letterhead.
- **Firm/Consultants approach:** (4 page maximum)- this should include team organization (names and positions) and description of tasks to be performed.
- **Technical Experience:** (4 page maximum) Include an explanation of methods to be used to perform the requested services and a list of past projects completed by the vendor(s) for similar services.
- **References and Work Samples:** (2 page minimum) Consultant(s) should provide a description and contact information for several similar projects. The last three projects completed by the company along with their respective budgets should be included. In addition, three projects (including budgets) that represent the firm’s best work shall also be submitted. Representatives of the City may contact any of the references list or any known references to verify the performance of the consultant (s)

VI. ADDITIONAL INFORMATION

Please direct any questions or requests for further information to:

Sheena Danzer
Planning Director
(515) 645-6826
sdanzer@windsorheights.org

Written answers will be provided by email. No respondent may rely on any verbal response to any question submitted concerning this RFQ.

The City of Windsor Heights reserves the right to formally amend any portion of the Request for Qualifications. All proposals will remain open for acceptance by the City of Windsor Heights for a period of not less than ninety (90) days from the date of proposal opening. Any addendums to the RFQ will be posted on the City's website.

Data contained in the response and all documentation provided therein, become the property of the City of Windsor Heights, without compensation to the respondent, and the data becomes public information upon opening the response. The laws of Iowa require that the contents of all proposals be placed in the public domain and be opened to inspection by interested parties. Trade secrets or proprietary information that are recognized as such and are protected by law may be withheld if clearly identified. The entire proposal cannot be designated as proprietary or a trade secret. If a request is received to examine portions designated as proprietary or a trade secret, the City will notify the vendor to permit the vendor to defend the proprietary nature of the information.

Consultants are solely responsible for all expenses associated with responding to this RFQ. The City accepts no financial responsibility and will not be liable in any way for any costs incurred in the preparation of documents for this RFQ, or any costs associated with onsite presentations or follow-up questions requested by the City, unless previously agreed to by the City in writing. The City of Windsor Heights is not under any obligation to award a contract, and reserves the right to terminate the RFQ process at any time and to withdraw from discussions with any or all of the consultants who have responded. All documents and materials prepared pursuant to this proposal are the property of the City of Windsor Heights. The City shall have unrestricted authority to publish, disclose, distribute and otherwise use, in whole or in part, any reports, data, or other material prepared under this process.

If any provision of this Request for Qualifications is invalid, illegal, or unenforceable under any applicable statute or rule of law, the remaining provisions of this agreement shall remain in force and effect and vendor agrees to substitute for the invalid provision a valid provision which most closely approximated the economic effect and intent of the invalid provision.