

RFQ'S For Feasibility Study For A Trail Hub In Colby Park

Snyder & Associates, Inc.

1. **Experience, Qualifications and Expertise:** Snyder & Associates have worked on a variety of planning projects with several cities and counties. Urban/trail planners, landscape architects and engineers, along with a number of support staff make up the services that Snyder & Associates provide. Consulting team on this project:
 - **Mindy Moore**, AICP, Project Manager (Lead project manager)
 - 15 years of experience as a planner and project manager.
 - Available for approximately 35% for the duration of the project.
 - **Richard Voelker**, P.E. Transportation Group Director (Quality control)
 - Trail Design Practice Leader for Snyder & Associates.
 - Available for approximately 15% for the duration of the project.
 - **Christy Ortmann**, Marketing & Communications Manager (Marketing)
 - 13 years of experience in all phases of marketing and communications.
 - Available for approximately 20% for the duration of the project.
2. **Capabilities and Resources:** No sub-consultants will be needed on to help complete this project. Work will be done by the firm in the Ankeny office.
3. **Scope of Work and Timeline:** Snyder & Associates have laid out a detailed schedule that lays out what tasks will be done at what time in a calendar format that's easy to read.
4. **Quality, Thoroughness and Responsiveness of Proposal:** They have done a good job detailing the outline for the feasibility project for what the City of Windsor Heights is looking for.
5. **References:**
 - **Loren Lown:** Parks & Natural Areas Planning Administrator, Polk County Conservation. loren.lown@polkcountyiowa.gov
 - **Mark Arentsen:** City Administrator, City of Bondurant. marentsen@cityofbondurant.com
 - **Mike Wallace:** Director, Dallas County Conservation Board. mike.wallace@co.dallas.ia.us
6. **Summary of Similar Projects:**
 - **Bicycle and Trail Master Plan (Mindy Moore);** The plan introduced new types of bicycle facilities for use throughout the city and prioritized missing links in the overall system that would complete important connections.

- **Iowa DOT Bicycle and Pedestrian Long Range Plan (Richard Voelker)**; This project provides recommendations for changes in State policy toward the accommodation of bicycle and pedestrian traffic on Iowa DOT improvement projects and priorities for trail development and updates on design guidance.
- **Bondurant Regional Trailhead (Don Marner & Diane Goering, 2011)**; Located in the heart of Bondurant. Designed the trailhead to celebrate the operation of the Chicago Great Western rail line and the history of Bondurant. **Budget: \$4,700 (Master Plan)**

Their Scope of work will be broken down as the following:

A. Community Input and Data Collection.

- i. Prepare detailed work plan/schedule.
- ii. Identify assumptions and variables.
- iii. Data collection and review.
 - Gather & review existing plans.
 - Review existing recreation program information.
 - Population and demographic data.

B. Community and Stakeholder Input.

- i. Identify stakeholders.
- ii. Evaluate needs and vision for trail hub.
- iii. Evaluate values, strengths, challenges, trends, level of service.
 - Public open houses.
 - Events.
 - Social media.

C. Market Analysis.

- i. Define target market & needs.
- ii. Define expanded market.
- iii. Project market capture and define core service offerings.
- iv. Develop core market program.

D. Financial Analysis.

- i. Establish operation standards and costs.
- ii. Evaluate expanded programs and management alternatives.
- iii. Develop pricing strategy for fees and programs.
- iv. Evaluate funding options.

E. Document.

- i. Draft feasibility study.
 - Description of study process, goals for the trail hub, funding options, etc.
- ii. Final feasibility study.

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PROS Consulting & Confluence

1. **Experience, Qualifications and Expertise:** 1,000 projects in 47 states and 7 countries. Over 200 completed feasibility studies and business plans. They have worked on over 250 park and recreation needs assessment projects. Consulting team on this project:
 - **Jeffrey Bransford**, PMP, PROS Senior Project Manager (Lead)
 - Contributed to over 250 planning docs.
 - **Leon Younger**, PROS Consulting President (Strategic oversight)
 - More than 40 years' experience in parks & rec services.
 - **Michael Svez**, PROS Senior Project Manager
 - 25 years of experience in parks & rec services.
 - **Seth Gray**, ASLA, LEED AP, Confluence Landscape Architect
 - Has worked on several Windsor Heights Projects.
2. **Capabilities and Resources:** Confluence will be a Sub-Consultant with PROS Consulting for this project in capital development planning. PROS Consulting has an understanding of the project and has the resources to complete this project in Windsor Heights based on previous work in Iowa Cities.
3. **Scope of Work and Timeline:** PROS Consulting has laid out the scope of the services they will provide for this project, but there is no specific timeline mentioned in the RFQ (as in they don't say they will have the community and stakeholder input done by September for example).
4. **Quality, Thoroughness and Responsiveness of Proposal:** They have done a good job detailing the outline for the feasibility project. As mentioned above, Confluence has worked with the City of Windsor Heights on several projects including projects in Colby Park.
5. **References:**
 - **Edgewater Park Feasibility Study & Business Plan (2012)** Cleveland, Ohio. Mr. Brian Zimmerman, Executive Director Cleveland Metroparks. bmz@clevelandmetroparks.com
 - **Cedar Rapids Business Plans (2014)** Cedar Rapids, Iowa. Mr. Sven Leff, Parks and Recreation Director. S.leff@cedar-rapids.org
 - **Railroad Park Business Plan (2013)** Birmingham, Alabama. Ms. Camille Spratling, Executive Director; Railroad Park Foundation. cspratling@railroadpark.org
6. **Summary of Similar Projects:**
 - **Edgewater Park Feasibility Study & Business Plan (2012);** 117-acre park system. The intent of the plan was to evaluate all aspects of the potential management of Edgewater

Park and to determine ways to operate the park in a more efficient manner as well as evaluate ways to generate more operational revenue. **Budget: \$35,000**

- **Cedar Rapids Business Plans (2014)**; Re-envisionment of Time Check Park, Riverfront Park and Czech Village Park. Management strategy, revenue schemes and business plans were developed for this particular project. **Budget: \$27,500**
- **Railroad Park Business Plan (2013)**; Situated in downtown Birmingham. Developed a business plan to help manage Railroad Park, identify short & long term strategies (5 years) and a business model to provide Railroad Park with the greatest opportunity to gain self-supporting operations. **Budget: \$25,000**

Their Scope of work will be broken down as the following:

A. Kick-Off, Data Collection and Project management.

- i. Outcome Expectations Confirmation.
- ii. Review of Assumptions and Limiting Factors.
- iii. Communications.
- iv. Data Collection and Review.

B. Community and Stakeholder Input.

- i. Key Leadership and Focus Group Interviews.

C. Market Analysis.

- i. Service Provider Analysis.
- ii. Market Definition.
- iii. Visioning and Core Program.

D. Financial Analysis.

- i. Operational Standards.
- ii. Program Strategy.
- iii. Pricing Strategy and Pro Forma.

E. Feasibility Study Report.

- i. Report Development & Briefings.