



# City of Hendersonville

Request for Proposals # 230011502001

City of Hendersonville Parks and Greenspace Master Plan Update



**Date Issued: January 6, 2022**

**Bid Opening Date: February 6, 2022**

**Direct all inquiries concerning this RFP to:**

**Mark Stierwalt**

**Superintendent of Properties, Buildings and Cemetery**

**[mstierwalt@hvlnc.gov](mailto:mstierwalt@hvlnc.gov)**

**(828) 230-6508**



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## I. Purpose and Background

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The purpose of this Request for Proposals (RFP) is to contract with one qualified firm to provide a Parks and Greenspace Master Plan as a freestanding document and addendum to the 2045 City of Hendersonville Comprehensive Plan. The Scope of Services is reviewed in detail in Section IV, but will consist of a series of steps, including research and review of existing city planning documents, a robust public engagement process, plan development and content creation and plan adoption. The plan may also include a greenway component. The project timeline is expected to target between 6-9 months between project kick-off and plan presentation and adoption.

The City's current Parks and Greenspace Master Plan was adopted in 2011 and has been partially completed. The City of Hendersonville is seeking proposals from qualified, experienced professional consultants who will assist the city in updating and rebuilding the current Master Plan.

One targeted goal of the revision of the 2011 Master Plan will be to document and revisit unaccomplished goals and strategies to determine which of those are still relevant and which are no longer relevant. The expectation is that this will also reveal additional Goals, Strategies and Actions addressed by the 2011 Parks and Greenspace Master Plan and suggest additional categories and changes for inclusion within the new document.

The primary outcome of this effort will be renewing the City's collective commitment to recreation policy and goals established within the 2030 & 2045 Comprehensive Plans and their relationship with and influence on City Ordinances. The consultant(s) awarded this contract will have the primary responsibility of developing the Parks and Greenspace Master plan document, to include facilitating and supporting public engagement. The city may elect to add a greenway trail component to the contract which may be included in the master plan. The consultant will work most closely with the Parks and Greenspace Master Plan advisory taskforce and the Public Works Department, but will also be interacting with stakeholder groups, City Council and others as the process requires.

Our expectation is that the Parks and Greenspace Master Plan will relate to and meld with the 2045 Comprehensive Plan effort. We are relying on the proposing firm's experience to drive creative solutions to how this will be accomplished." Creative approaches to these projects and their relationship with the 2045 Comprehensive Plan are encouraged.

The contract will be awarded to the vendor deemed to have submitted the best overall proposal on the basis of the factors included in this RFP. This service is intended for use by the city's Public Works Department for the previously described purpose above. The city may cancel this RFP or reject proposals at any time prior to an award and is not required to furnish a statement of the reason why a particular proposal was not deemed to be the most advantageous. The



award document will be a contract incorporating by reference all the requirements, items, and conditions of the RFP. **The City of Hendersonville reserves the right to reject any and all submissions.**

Mark Stierwalt will serve as the point of contact for implementation.

## II. Procurement Process

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### 2.A Timeline/Schedule

- Release of RFP: January 6 , 2022
- Deadline for Vendor Questions: January 15, 2022
- RFP Due Date: February 6, 2022
- Anticipated Award Date: February 22, 2023 (City Council Meeting)

### 2.B Interpretations and Clarifications

Requests for information or clarification of this RFP must be at the email address listed below. RFP Number, Page Number (if applicable), and Topic of Question should be addressed.

Mark Stierwalt  
Public Works Department  
E-mail: mstierwalt@hvlnc.gov

Per Section 2.A, all questions must be received by 4:00 pm EST (Eastern Time) on January 15<sup>th</sup>, 2023. The answers to questions submitted that require a response will be available to all vendors in the form of an addendum posted on the COH website RFP page. There will be no last date of addendum for this solicitation.

### 2.C Submission of RFP

One (1) original bound and three (3) paper copies, and (1) one pdf file on a thumb drive submitted with the proposal. The proposal shall be submitted by 2:00 pm on February 6, 2022, to:

Mark Stierwalt  
Public Works Department  
305 Williams Street  
Hendersonville, NC 28792  
E-mail: mstierwalt@hvlnc.gov

Vendor Name: 

- Proposals should be clearly marked “RFP for COH Parks Master Plan.”
- When received, all proposals and supporting materials, as well as correspondence relating to the RFP, shall become the property of the City of Hendersonville. Proposals sent by fax will not be accepted.
- Proposals will not be made available to inspect or copy until the contract has been awarded.
- In submitting a proposal, it is understood by the vendor that the City of Hendersonville reserves the right to accept any proposal IN WHOLE OR IN PART, to reject any and all proposals as non-responsive, and to waive any irregularities or informalities in proposals when to do so is in the best interest of the city.
- Any proposal may be withdrawn or modified by written request of the vendor, provided such request is received by the city at the designated address prior to the date and time set for receipt of proposals.
- If a proposal includes any propriety data or information, such data or information must be specifically identified as such on every page on which it is found. Data or information so identified will remain confidential to the extent allowed by North Carolina law pursuant to GS 132-1.2 and will be used by city personnel solely for the purposes of evaluating proposals and conducting contract negotiations. The practice of labeling unqualified pages as confidential, including the bid form, may result in a proposal being dismissed from evaluation.
- All proposing firms or individuals shall comply with all conditions, requirements, and specifications contained herein, with any departure constituting sufficient cause for rejection of the proposal. However, the city reserves the right to change the conditions, requirements, and specifications as it deems necessary.
- No proposals will be accepted from any person or organization that is in arrears for any obligation to the city, or that otherwise may be deemed irresponsible or unresponsive by city staff or the City of Hendersonville City Council.
- The cost of preparing a response to the RFP will not be reimbursed by the city.
- All proposals must include all necessary brochures of proposed service, platform, and related software.
- No agreements with any selected vendor shall be binding until a contract is signed and executed by City Council or City Manager and authorized representatives of the vendor.



## 2.D Proposal Content

Proposals should also contain the following information:

- Cover letter presenting the vendor's understanding of the project and a summary of the approach to be undertaken to provide the product/services. It must be signed by an individual authorized to execute binding legal documents on behalf of the vendor and include the name, address, telephone number and fax number of the vendor along with the name, title, address, telephone, and fax numbers of the executive that has the authority to contract.
  - Identification of the dedicated Company Point of Contact that will serve the city.
  - An executive summary, which shall, at a minimum, include an identification of the proposed project team, responsibilities of the project team, and a summary of the proposed services. The summary should also highlight aspects of the proposal which make it superior or unique in addressing the needs of the city.
  - The vendor shall provide a concise description of the company, including origin, state of incorporation, background, and current size. Include information concerning experience with similar projects. In addition, vendors shall describe why their products/services, from a technical and functional perspective, are the best fit for the City.
  - Describe how your organization will fulfill the city's requirements for a program designed to meet the current and future needs as described in this document. The following may be used as a template for this description.
    - Describe the services being proposed.
    - Describe how these services fit within the parameters established by this document.
  - Describe your company's ability to adapt and respond to changes in the scope of services provided that may arise as the process proceeds, from both an administrative and operational standpoint.
  - Please describe how you would meet each of the requirements specified in Section IV below (and numbered 1-6 on the Qualification Sheet). Please also include specific examples of past work to illustrate your firm's ability to successfully meet each specification. Finally, please provide enough detail for the city to be able to evaluate the level of service the city would receive for each service.
  - Section V (Administrative Requirements) The successful vendor will be required to meet the requirements stated in Section V. Documentation referenced in Section V should NOT be submitted with the RFP response but will be required prior to execution of the contract.
  - Section VI (Bid Response Sheet) This must be completed in its entirety.
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## II. Selection Process

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### 3.A Purpose

- The purpose of the RFP is to select a vendor to provide a revision to our Parks Master Plan and associated planning documents for the City of Hendersonville, NC.
- Upon review of proposals, the city will select a single vendor to provide the services sought within the content of this RFP. If awarded, the city will award a contract to the vendor that submits the best overall proposal, as determined by the city. Negotiations will be undertaken with the vendor whose proposal is the best overall and whose understanding, qualifications, experience, technical approach show them to be qualified, responsible, and capable of providing the services.
- The contract awarded as a result of this RFP will be selected based on the most advantageous to the city and best meeting the needs of the city.

### 3.B Selection Criteria

A weighted analysis of the evaluation criteria will be utilized to determine the vendor that represents the best solution for the city.

In the evaluation and score/ranking of vendors, the city will consider the information submitted in the proposal as well as the meetings with respect to the evaluation criteria set forth in the RFP.

The initial evaluation criteria/factors and relative weights listed below will be used to recommend selection of the proposed vendor or for the purpose of selecting Short-Listed Vendors. The city may choose to award without engaging in interview discussion.

Proposals will be evaluated and scored by a committee consisting of city staff and possibly members of the master plan committee based on the following criteria in combination with a scoring matrix.

Evaluation Criteria	Weight
Reputation, Quality and Experience of the Firm	15%
Experience of Proposed Team	15%
Public Outreach Approach	30%
Creative Integration and Visual Representation	20%
Bid Estimates	15%
Proximity to and knowledge of Hendersonville	5%
TOTAL	100%

Vendor Name: 

The scoring will be used as a guide to assist the city in determining which proposal represents the best proposal for the city, is most advantageous to the city and best meets the needs of the city considering proposed methodology and process, and other factors deemed relevant by the city. Therefore, firms are put on notice that the scoring rubric may not be determinative as to the outcome of the evaluation process. The city will make a final selection based on the evaluation committee's recommendation and such other factors as the city deems to be in its best interest, and which factors shall be recorded.

### 3.C Award Procedures

The city reserves the right to make an award without further discussion of the proposals received. Therefore, it is important that the proposal be submitted initially on the most favorable terms. It is understood that any proposal submitted will become part of the public record once opened by the city at the specified date and time.

A proposal may be rejected if it is incomplete. The city may reject any or all proposals and may waive any immaterial deviation in a proposal.

The city may accept that proposal that best serves its needs, as determined by City Officials in their sole discretion.

More than one proposal from an individual, firm, partnership, corporation, or association under the same or different names will not be considered.

At the city's discretion, it will initiate negotiations with the vendor determined to be the preferred vendor based on the factors indicated stated in this document. If the city is unable to execute a contract with the preferred vendor, negotiations with the preferred vendor may be terminated, and provided that such negotiation are terminated in writing, the city may proceed to negotiate with the next-most preferred vendor. The city will continue in accordance with this procedure until a contract agreement is reached or the selection process is terminated. Negotiations are at the city's sole discretion.

The award document will be a Contract, in form and substance acceptable to the city, incorporating, the terms and conditions of the city's solicitation and the vendor's proposal (or portions thereof) as negotiated.





## IV. Preferred Specifications/Requirements

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### 4.A General Information

The minimum service specifications in this(these) section(s) are broken down into the areas in which they relate. Responding vendors must review the "Requirements" portion of each section and select "Yes" or "No" in the fields to the right as an indication of whether the vendor's proposed response meets the requirement. While all specifications are preferred, exceptions may be made in some cases in situations where the intended purpose for a given requirement is met via an alternately acceptable and equally effective vendor proposal. Further details regarding exceptions should be thoroughly detailed in Section 4.C.

### 4.B General Requirements – Scope of Services

4.B.1 – Internal Project Status Meetings: The consultant is expected to meet regularly with staff. When appropriate, these meetings may be via telephone or video conference.

4.B.2 – Public Body Project Status Meetings: The consultant is expected to update the Planning Board and City Council on a quarterly basis over the duration of their engagement with the city. These may be conducted via videoconference; however, it is expected that the consultant will attend in-person, in cases where significant elements of the Comprehensive Plan are discussed and at the point of adoption of the Comprehensive Plan update.



4.B.3 – Public Engagement Process: The robust engagement of our community is an essential component of this effort. Envisioned as a key component of the buy-in process, public engagement will need to be creative and educational, while also providing a strong conduit for the community to identify their vision for the city’s future. We envision a process which includes both an initial phase of engagement before updates are developed and follow-up engagement as the policy recommendations of the plan are developed.

- The consultant’s public participation approach must include methods for reaching geographically, economically, and culturally diverse city residents including minority populations.
- The consultant’s public participation approach must include an intercept survey.
- Experience with ArcGIS Story Maps and other online engagement platforms are preferred.
- Consultants should propose creative ways to engage the public virtually as well as in-person, including working with staff to host neighborhood meetings.
- Consultants will have 4-6 meetings with staff and a steering committee of appointed representatives to receive feedback and provide input to shape the plan.
- City staff will be available to assist in a variety of ways with the planning, logistics and implementation of the public engagement effort, but it is expected that the consultant will play the lead role in meeting facilitation.

4.B.4 – 2023 Plan Development & Content: The consultant will serve as the primary drafter of the plan document and shall perform the necessary research, develop the text formatting and mapping materials for the Master Plan. The Master Plan will include assembling and analyzing data regarding existing conditions within the parks, greenspaces and possibly greenways (both city and county) and utilizing that data to develop policies, strategies, and an implementation action to guide future development and decision making over a 15-year timeframe. This should include recommended strategic timeframes for revisiting the plan and a framework for doing so.



It is anticipated that the plan will include the following elements:

- A baseline review of existing plan and relevant information, including plans and documents, demographic and census data, and other information relevant to the required plan elements, including an overview of relationship between the 2011 Parks and Greenspace Master plan and the 2023 Parks and Greenspace Master Plan and 2045 Comprehensive Plan update.
- Develop an inventory of Parks and greenspaces and provide a detailed assessment of issues and opportunities based on work with staff, stakeholders, and the public participation process.
- Develop strategic goals with milestones which relate to vision for the parks and greenspaces for the City of Hendersonville's future based on an inventory and assessment of facilities and opportunities revealed during the engagement process.
- Develop guidance in the form of strategies and action items, milestones, policy, and strategy decisions. Importantly we would envision this including recommendations for the Parks Master Plan to implement the vision into the Comprehensive Plan.
- Make recommendations for future land purchases for additional parks and greenspaces.
- Locate and make recommendations of new downtown parks with proposed layout, amenities, approximate costs, and funding strategies. In particular, the Dogwood Parking Lot, South Main Street, and the Ecusta Greenway Trailhead.
- Take into account the Henderson County Parks and Rec department Master Plan and facilities.
- Conduct an analysis and determine if each park in our inventory meets the desired goals and objectives of the citizens and develop a master plan for each park in the system.
- Evaluate the Parks Department human resources for current and future needs and make recommendations.
- Develop a new brand the for the Parks System and develop new signage templates.
- Draft the Parks and Greenspace Master Plan and playbook with a schedule, recommended funding amounts and strategies for City Council adoption.



- Provide digital, editable, working, and printable copies of all final documents including reports, maps, and final plan.

4.B.5 Greenway Master Plan - Add on

Please provide a line item for additional review and update of existing Greenway Master Plan with updated maps and schedule.

Number	Requirement	Yes	No
1	Internal Project Status Meetings		
2	Public Body Project Status Meetings		
3	Public Engagement Process		
4	2023 Parks Master Plan Development & Content		
5	Future Community and Development Needs Chapter		

4.C List of Vendor Exceptions and Related Proposals

Exception Number from 1 thru 5	Provide a thorough, clear explanation regarding why your company will be unable to meet this requirement. Additionally, provide an alternative proposal for how your company can effectively meet this requirement via different means.
1	
2	
3	
4	
5	

Vendor Name: 

#### 4.D Other Information

Interested firms or consultant(s) are encouraged to submit a proposal covering all areas listed in the scope of work section of this RFP. However, the City of Hendersonville will consider proposals from vendors for separate segments of the project scope. It is the responsibility of each vendor to clearly state if their proposal is for the full scope or segments (list each) of the scope.

Although there are not currently plans to do so, the city reserves the right to award a contract to more than one firm or consultant.

### V. Additional City Requirements

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#### 5.A Insurances

Vendor shall maintain insurance from companies licensed to write business in North Carolina, with an A.M. Best rating of "A" or higher, and acceptable to city, of the kinds and minimum amounts specified below.

The vendor awarded this contract shall maintain all required insurances listed below the entire contract time.

- Workman's Compensation Insurance
  - The successful vendor shall maintain during the life of the contract all Workmen's compensation insurance as is or may be required by Laws of North Carolina.
- Automobile Liability Insurance
  - Insurance for all vehicles used in the performance of this contract must be in place at minimum in amounts of at least \$300,000.00 per person and \$500,000.00 per occurrence for personal injury and wrongful death; and at least \$100,000 for property damage; and medical payment coverage of at least \$5,000.00 per occurrence.
- Professional Insurance
  - Vendors shall also maintain professional liability insurance with minimum limits of \$1,000,000.00 per occurrence, combined single limit for bodily injury and property damage coverage, and shall include premises and operations, independent contractors, products and completed operations, contractual liability, and broad form property damage. The city shall be named as an additional insured on each of said insurance policies. Vendors shall furnish

Vendor Name: 

copies of all such policies and all renewals, terminations, and alterations to the city on a current basis.

#### 5.B Certificates and Notice of Cancellation

Before commencing work under this contract, vendors shall furnish city with certificates of all insurance required below. Certificates shall indicate the type, amount, class of operations covered, effective date and expiration date of all policies, and shall contain the following statement:

“The insurance covered by this certificate must have a notice endorsement providing that insurance will not be cancelled or materially altered, **except after thirty (30) days written notice** has been received by city”.

#### 5.C Indemnify the City

Vendor agrees to protect, defend, indemnify and hold the city, and its officers, employees and agents free and harmless from and against any and all losses, penalties, damages, settlements, recoveries, costs, charges, and other expenses or liability of every kind and character arising out of or relating to any and all claims, liens, demands, obligations, actions, proceedings or causes of action of every kind and character in connection with or arising directly or indirectly out of this agreement and or the performance hereof. Vendor further agrees to investigate, handle, respond to and provide defense for any such claim at his sole expense.

#### 5.D Termination of the Contract

The city reserves the right to cancel the contract for convenience by giving a sixty-day written notice. This is in addition to a fiscal year end cancellation caused by lack of funding. Any cancellation as described herein will not be considered a breach of contract and will not be subject to penalty payments other than removal charges.



5.E Administrative Requirements

Vendors must provide a single designated account manager to work with the city as a point of contact who will have full authority over the contract, equipment and personnel who will be assigned to the city. This individual should have experience with municipal contracts, project management, public engagement and presentations, master plan creation and approval, mapping software, at a minimum. Also, include the number of additional personnel and their responsibilities who will be assigned to the city.

Designated Account Point of Contact:

- Name: \_\_\_\_\_
- Phone: \_\_\_\_\_
- Email: \_\_\_\_\_

The vendor must provide one invoice emailed to the appointed City Contact. The City prefers to be billed quarterly for all transaction costs and related fees. The invoice shall at minimum include the following info:

1. Invoice number
2. Bill date
3. Department Name and Location

VI. Reference List

References for which you have done business in the last (3) three years. Preferred consideration will be made for City/City entities).

Name of Contact Project	Company Name	Phone #	Email Address	Title of
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____



### VII. Bid Response Sheet

City of Hendersonville Parks and Greenspace Master Plan Update  
City of Hendersonville, North Carolina

Bid furnished by: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Fax# \_\_\_\_\_

Tax ID# \_\_\_\_\_

I (we) have carefully examined the Bid Information, reviewed the Bid Specifications, and all Addenda and therefore furnished the bid proposal as shown below.

**BID PROPOSAL:**

**Include List of Services Provided Below and Proposed Price for providing each service listed below as you have described it in your response to this RFP.** Please note that you are not required to bid on each proposed service; however not bidding on a service may result in a bidder receiving an overall lower evaluation as compared to bidders submitting a bid for all services. If you are not bidding on a particular service, please state "No Bid" in the proposed price column.

Service	Proposed Price
1. Internal Project Status Meetings	
3. Public Engagement Process	
4. Plan Development & Content	
5. Neighborhood Identification & Targeted Consideration for new parks and specific areas to acquire land	
TOTAL (before alternates)	
Additional - Updated Greenway Master Plan with updated maps	

Attach additional sheets as necessary to provide the information requested.





Vendor Name: \_\_\_\_\_

The City will not award this contract based on the location of the vendor; however, every effort will be made to encourage qualified local vendors and suppliers to compete for City business.

Name of Point of Contact dedicated to the City of Hendersonville:

_____	_____	_____	_____
Name	Phone Number	Email Address	Title

Additional personnel and responsibilities who will be dedicated to the City:

_____	_____	_____	_____
Name	Phone Number	Email Address	Responsibility

Date of Bid Proposal: \_\_\_\_\_

By: \_\_\_\_\_  
*Authorized signature*

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

The following signatures acknowledge vendor receipt of all RFP addenda. Failure to sign this portion of the bid will result in an unresponsive bid proposal.

By: \_\_\_\_\_  
*Authorized signature*

Date of Signature: \_\_\_\_\_



## VIII. Qualification Sheet

Firm Name:

**City of Hendersonville Parks Master Plan Revision  
Proposal Review**

### Scoring Sheet 1

Evaluation Criteria	Scoring Weight	Your Score	Notes
<b>1) Reputation, Quality and Experience of the Firm</b> - What work experience, if any, do they have on similar projects? - Was their role in past project comparable to the proposed role for this project? - Does the scale of past experience compare to the scale of this project? - How does their experience compare to others?	15%	(Score 1-15)	<b>Criteria 1</b> - Does the consultant provide a sufficient and detailed explanation of their approach to accomplishing the tasks? Did references give a report.
<b>2) Experience of Proposed Team</b> - Are there multiple firms working together to fulfill the scope of the project? - What education and certifications does the firm have? - How does the experience of this firm compare to others?	15%	(Score 1-15)	<b>Criteria 2</b> - Has the firm displayed sufficient and creative approaches to engaging the public and incorporating public feedback into final products?
<b>3) Public Outreach Approach</b> - Has the firm displayed sufficient and creative approaches to engaging the public and incorporating public feedback into final products?	30%	(Score 1-30)	<b>Criteria 3</b> - Various in-depth forms of engagement?
<b>4) Creative Integration and visual presentation</b> - Has the firm provided a sufficient and creative approach to other facets of the RFP? - How does their project understanding compare to others?	20%	(Score 1-20)	<b>Criteria 4</b> - How do other projects compare?
<b>5) Pricing</b> - Has the firm quoted a price that fairly represents the project approach, firm experience and scope of project?	15%	(Score 1-15)	<b>Criteria 5</b> - Fair and competitive pricing?
<b>6) Does the firm display an understanding of the uniqueness of Hendersonville? Firm's Proximity to Hendersonville?</b> - Has the firm demonstrated they understand the approach City Council has chosen and the demands the community is placing on the Parks Department?	5%	(Score 1-5)	<b>Criteria 6</b> - Does firm truly represent Hendersonville and its community's needs? Is firm close by and available for meetings and questions on short notice?
<b>Total</b>	<b>100%</b>		