



**REQUEST FOR PROPOSALS (RFP)
PARKS AND RECREATION MASTER PLAN
VILLAGE OF ARDSLEY, NEW YORK**

DUE: 10 AM on March 1, 2022

Responses must be submitted in a sealed package to:

Village Clerk
RE: Parks and Recreation Master Plan RFP
507 Ashford Avenue
Ardsley, NY 10502

OVERVIEW

The Village of Ardsley is soliciting qualified professional consulting services in Park and Recreation Master Planning and community engagement. The Master Plan will serve as a guiding document for park system infrastructure and programming.

Ardsley is one of six incorporated villages within the Town of Greenburgh, along with the villages of Dobbs Ferry, Elmsford, Hastings-on-Hudson, Irvington and Tarrytown. Ardsley is approximately 1.3 square miles in size with a population of 5,079 (2020). The Village of Ardsley is part of the Ardsley School District but the School District is much larger, and includes areas and students from nearby communities including Dobbs Ferry, Hastings, White Plains and portions of unincorporated Greenburgh which has a Scarsdale, Hartsdale, or other local postal address.

Current Mission Statement:

To promote the health and well-being of our community, environment and economy by facilitating recreational opportunities and coordinating the enhancement of our parks, facilities and natural resources now and into the future.

Current Vision Statement:

To be the central driving force in strengthening the heritage of a healthy, active community for future generations by continuing on the path of improving and enhancing our parks and facilities; protecting our natural resources; and developing partnerships to deliver recreation programs and services.

Ardsley residents and visitors alike value the importance of parks and recreational opportunities as an essential public service. Ardsley's Parks and Recreation system currently consists of:

- Pascone Park includes four tennis courts, basketball court, softball fields, soccer fields, a skate park, playground area, gazebo, picnic tables, restrooms and a snack bar (seasonal).
- McDowell Park includes four baseball fields, a T-ball area, basketball court, pavilion, snack bar and restrooms (seasonal)
- Various "pocket" parks are scattered throughout the Village
- Thelma Zimmer-William Van Dorn Youth and Community Center which host activities and programs and is available for rental.

The Village of Ardsley Comprehensive Plan was passed in Spring 2021, click [here](#) to access the plan. The Comprehensive Plan will guide the future planning, investment and development of many projects. A major focus during this time period will be the implementation of parks and recreation master plan.

The Village is now embarking on a new Parks and Recreation Master Planning process to guide decision making and investment in accordance with the Village of Ardsley Comprehensive Plan.

PROPOSAL REQUIREMENTS

Submittal of the Request for Proposals should include the following criteria and be structured accordingly:

1. Cover Letter
2. Firm Information
 - A. Name of Firm/Discipline
 - B. Contact Information
 - C. Staff Size
3. A description of your firm's experience in completing work of this type including three (3) specific examples and project references (include reference name, phone number and email).
4. Provide an overview and description of the firm's total qualifications including any special or unique services it may provide.
5. Specific name and qualifications of the lead member of the project team who will be the primary contact and have full responsibility for the project. Also, complete qualifications must be submitted for other members of the project team.
6. List whether or not your agency is the sole consultant for the entire project. Include any sub-contractors who will be working with your firm on this project, what their responsibilities will be, and a summary of applicable experience and qualifications.
7. A summary of your firm's understanding of the project including your firm's scope of services necessary to perform and fulfill the objectives and methods of how your firm plans to fulfill those objectives.
8. Cost of your services, in detail, including hours dedicated to each area defined within the scope of services. Technical proposals will be evaluated first. Cost will be a factor after the technical evaluation process is completed.
9. Detail meetings and community outreach with Village of Ardsley Administration, Parks and Recreation staff, Parks and Recreation Commission, Village officials, stakeholder interviews and public forums.
10. Proposed schedule for the project.
11. Please indicate if your company has a Diversity and Inclusion policy or program. If so, briefly describe the policy or program and how your company directly integrates this into your services.
12. Please answer the following questions in a narrative format:
 - A. How will you design and implement planning process that ensures a dissemination and gathering of information from a broad community spectrum, and how will you develop a Master Plan and plan fully recommendations (programs, services, facilities, amenities, partnerships) that is inclusive of the entire Village community?
 - B. Protection from climate change and resiliency are a priority of the Village. How will that priority be identified throughout the planning process and be incorporated into the plan and recommendations?

- C. Village of Ardsley has operates parks system with limited staffing and financial capacity. How will you incorporate those factors into the planning process and recommendations while still striving for the highest quality parks system and programming possible?
- D. When looking at the varied condition of our park and trail facilities how will you develop a sustainable model for the ongoing maintenance and renewal of our built assets?

CRITERIA FOR SELECTION

The proposals will be reviewed by Village staff, officials and affiliated stakeholders. The intent of the selection process is to review proposals submitted by at least three qualified consultants and make an award based upon qualifications as described therein. A 100-point scale will be used to create the final evaluation recommendations. The factors and weighting on which proposals will be judged are:

1. Qualifications and Similar Project Experience, Including References (20%)
2. Effectiveness of Proposed Work Plan and Project Understanding (20%)
3. Innovative Engagement Strategy (20%)
4. Strength of Consultant's Team (20%)
5. Timeline and previous demonstrated ability to stay on schedule (5%)
6. Cost to complete the project (15%)

The consultant team should have expertise in comprehensive long-range park system planning of communities of similar size and scope. Each proposal will be evaluated based on qualifications. The Village has the right to refuse any and all RFP's in whole or in part and select the proposal deemed by the governing body to be in the best interest of the Village. Firms that are not selected will be notified in writing.

PROJECT DETAIL

Guiding Principles.

The Parks and Recreation Master Plan and Planning process will be guided by a set of Guiding Principles that set the stage for planning process design, citizen engagement, prioritization of plan elements/programming and implementation/decision making. The following Guiding Principles will help guide the Mission and Vision of Ardsley Parks and Recreation:

1. *Inclusion and Equity:*
 - A. Provide multi-generational opportunities
 - B. Implement community outreach and participation to ensure multi-cultural opportunities
 - C. Ensure equitable access to park facilities, programs, and events
 - D. Design and implement park projects and programming to include access by people with disabilities.
 - E. Geographic diversity of projects and programs
 - F. Respond to changing recreational needs and priorities
2. *Quality over Quantity:* A necessary balance between the quality of parks and community recreation facilities with the overall quantity of facilities.
3. *Resiliency and Sustainability:* Adhere to climate change adaptation strategies and approaches for recreation. Ensure long-term adaptability and provide recreational opportunities that will not compromise environmental quality over time. Other considerations include:
 - A. Cost reasonableness
 - B. Operational and maintenance costs, including energy efficiency and energy reduction strategies

- C. Use durable, low-maintenance, and natural/native materials
 - D. Balance of naturalized and maintained landscapes from a user, ecological, and maintenance perspective
 - E. Place-appropriate use of the land
 - F. Create high quality, timeless design
 - G. Follow best practices in the management and maintenance of our built assets
4. *Natural Resource Management*: Protect, restore and preserve natural resources and ecological systems.
 - A. Incorporate the findings from any Natural Resource Inventory Analysis to protect sensitive ecosystems present throughout the Village.
 - B. Native and Invasive Species – promote the removal of invasive species and incorporate the use of native plantings.
 - a. Phase out the use of non-native nursery species that are not appropriate for our region.
 - C. Follow pollinator policies and procedures promoted by the Village.
 5. *Community Partnerships*: Cultivate strategic use of volunteers and community groups to perform mission critical work that would otherwise go undone due to staffing and funding limitations.
 6. *Healthy Community*: Supporting health and well-being is a priority. The Village will actively promote access for all to recreation in a clean, safe environment. Investments and policies will advance and maximize health and healthy equity.
 7. *Safety*: Provide a safe, secure and welcoming park and recreational experience.
 - A. Ensure adequate and appropriate lighting when applicable
 - B. Signage and wayfinding placement is done in collaboration with emergency response teams
 - C. Apply crime prevention principles in planning and design of individual parks, trails and facilities
 8. *Cost Recovery*: Apply a cost recovery and financial performance model to sustain programs, built assets/facilities and lands over a 10 year period.
 9. *Land Management*: Designate land that requires protection as open space, including ecologically valuable areas or natural areas.

GENERAL PROJECT SCOPE

Deliverables

The Village of Ardsley is soliciting qualified professional consulting services in Parks and Recreation Master Planning and community engagement. The Master Plan will serve as a guiding document for park system infrastructure and programming for the next decade. Deliverables of the Master Planning process must include:

1. A **professional team** of staff that adheres to the guiding principles in the previous section.
2. Community and stakeholder **engagement plan**. Develop and conduct a public engagement strategy to gather public opinion regarding the adequacy of existing parks, recreation, and facilities and future/proposed investments. To include in-person and virtual meetings, surveys, and open houses. Strategy should address disparities and engage a diversity of people including (but not limited to) geographic, generational, racial, socio-economic and accessibility.
3. Regular **communication** with Village Manager and internal staff steering committee. Provide presentations to policy makers, including: Parks and Recreation Commission, Village officials, and other committees, boards or stakeholder groups as needed.
4. Internal **steering committee meetings**: develop agendas, materials, and lead or assist with meeting facilitation.
5. **Maintain documentation** from all meetings, correspondences, site visits and workshops.
6. **Conduct research** pertaining to plan components.
7. Submit **Draft Plan** for Parks and Recreation Commission review

8. **Develop, propose, and present plan amendments** to achieve project purpose. Use illustrations and figures to convey design concepts for final product and required presentations.
9. Submit **Final Plan** to include executive summary, introduction, planning process, appendices, recommendations, implementation plan, probable cost estimate, funding source recommendations.
 - A. All parent files of graphics, tables, maps and illustrations shall be provided to the Village in digital format for future use.
 - B. Final Plan in PDF and editable formats.
 - C. All workshop related exhibits and documents compiled and delivered in editable format, to include format(s) that are sharable to the public and web-friendly.
10. **Implementation** tools and schedules.

ANTICIPATED PLAN COMPONENTS

The Parks and Recreation Master Plan should incorporate/highlight the Village of Ardsley Comprehensive Plan. Click [here to access the Adopted Comprehensive Plan](#).

Components of the Parks and Recreation Master Plan may include, but are not limited to:

1. Background Information Collection

- A. Review and affirm or revise mission and vision statements
- B. Review demographic information and projected community needs

2. Asset Quality and Management

- A. Inventory and analysis of existing facilities, parks, trails, open space.
Village will provide detailed condition assessments of individual assets.

Consultant will:

- a. Assess the quality and significance of assets, regardless of current condition
- b. Assess the functionality of assets compared to community needs and the Parks and Recreation Mission and Vision
- c. Prioritize future investment based on qualitative assessment and Village-provided conditions of park assets, including:
 - i. Park-specific buildings and community centers
 - ii. Parks and pocket parks
 - iii. Trail systems (if applicable)
 - iv. Waterways
 - v. Park/Trail/Natural Area/Open Space categories and priority levels
 - vi. Athletic facilities – Indoors and Outdoors
 - vii. Natural Areas and management
- d. Review existing built infrastructure and make recommend for improved accessibility and universal access measured against national park and trail standards.
- e. Review our maintenance standards and schedule of identified and unidentified deferred infrastructure maintenance and provide recommendations on what to prioritize.

3. Governance and Funding Systems

- A. Review current and recommend future funding strategies related to the staffing, operations, programming, enhancement, and maintenance of the parks and recreation system:
 - a. Levies
 - b. General fund
 - c. Grant funding

- d. Fees (permits, reservations, commercial users, program fees, etc.)
- B. Benchmark Village of Ardsley Parks and Recreation finances against other comparable park agencies
- C. What strategic actions must the Village of Ardsley take in order to meet the financial needs of the Parks and Recreation system in the future as defined in this new Master Plan?

4. Administrative and Operations Systems

- A. How are major priorities set and performance and progress toward goals tracked?
- B. Review and analyze current and historic staffing models
 - a. Benchmark against comparable park agencies
 - b. Review and analyze volunteer initiatives and partnerships with user groups for strategic programming, facilities management, operations, and maintenance opportunities. *Because of historically limited staffing levels and financial capacity, Village of Ardsley Parks and Recreation has relied on user and community groups to assist in operating and maintaining built assets, and delivering programs and services.*
- C. Evaluate current marketing and public information efforts.
- D. Review and analyze effectiveness of applicable parks-related ordinances, rules, and policies
 - a. Evaluate effectiveness of and make recommendation for enforcement
 - b. Recommend best practices from peer communities and organizations
 - c. Propose policies for resource-conscious foraging and gathering on public lands

5. Parks Programming and Operations Review and Analysis

- A. Review of Parks and Recreation-delivered programming
- B. Identify strategic opportunities to leverage community and non-profit organizations to deliver operational and programming services
- C. Review of Parks and Recreation Permitting
 - a. Types: Commercial uses of parks, fields and facilities
 - b. Process and Policies
 - c. Locations
 - d. Benchmark against similar park agencies

6. Prioritization of Park Development and Capital Investment

- A. Prioritize existing parks, trails, facilities, and natural areas for improvement by neighborhood, region, natural area, etc.
- B. Prioritize of new or expanded parks, trails, facilities, and natural areas for development by neighborhood, region, natural area, etc.
 - a. Fill in neighborhood or geographical gaps

7. Goals, Objectives, and Evaluation

- A. Establish goals and objectives of the Master Plan based upon the Guiding Principles included in this RFP
- B. Develop and propose a strategic financial plan to achieve the recommendations for system improvements
- C. Develop an implementation plan and evaluation mechanism to monitor plan progress.

The Village of Ardsley reserves all rights (which may be exercised by the Village in its sole discretion) available to it under applicable laws, including without limitation, and with or without cause and with or without notice, the right to:

- A. Cancel this RFP in whole or in part, at any time before the execution of a contract by the Village of Ardsley, without incurring any cost, obligations, or liabilities.
- B. Issue addenda, supplements, and modifications to this RFP.
- C. Revise and modify, at any time before the RFP submittal due date, the factors and/or weights of factors the Village will consider in evaluating RFP submittals and to revise or otherwise expand its evaluation methodology as set forth herein.
- D. Extend the RFP submittal due date.
- E. Investigate the qualification of any firm under consideration and require submittal confirmation of information furnished by a firm.
- F. Require additional information from a firm concerning the contents of its RFP until such time as the Village declares, in writing, that a particular stage or phase of its review of the responses has been completed or closed.
- G. Reject at any time, any or all submittals, responses, and RFP submittals received.
- H. Terminate, at any time, evaluations or responses received.
- I. Appoint an evaluation committee to review RFP submittals or responses, make recommendations, and seek the assistance of outside technical experts and consultants in RFP submittal evaluation.
- J. Hold interviews and conduct discussions and correspondence with one or more of the firms responding to this RFP to seek an improved understanding and evaluation of the responses to this RFP.
- K. Seek or obtain data from any source that has the potential to improve the understanding an evaluation of the responses to this RFP.
- L. Disclose information contained in the RFP submittal to the public as required under public records law.
- M. Waive deficiencies in an RFP submittal, accept and review a non-conforming RFP submittal or seek clarifications or supplements to an RFP submittal.

8. Insurance

Respondents will provide the following insurance requirements listed below.

1. Commercial General Liability including contractual liability - \$1,000,000 per occurrence and \$2,000,000 policy aggregate
2. Automobile Liability (if applicable)- \$1,000,000 combined single limit
3. Umbrella/Excess Liability - \$2,000,000 per occurrence/policy aggregate
4. Workers' Compensation - Statutory
5. Employers Liability - Minimum \$500,000 (not required for an individual)
6. Professional Liability (Errors and Omission) - \$2,000,000

Further, the insurance certificates must include the following provisions:

- The Village of Ardsley and related agencies and affiliates are named as additional insured under coverages Numbers 1 and 2 above (if applicable).
- A waiver of subrogation provision is included in Workers' Compensation (if applicable)
- The consultant's insurance would apply as primary and non-contributory of certificate holder's insurance.

9. Expenses Incurred by Responder

The Village of Ardsley is not responsible for any expenses or costs incurred by any responding firm, individual or organization(s) at any time in preparing and submitting a proposal or requested supplemental information in response to this RFP.

10. Additional Conditions

- In order to be valid, all bids must be properly signed and received by the Village by the time and date specified. **DO NOT REMOVE ANY SHEETS FROM THIS BID DOCUMENT.**
- The Village reserves the right to consider all bids submitted for a period of thirty (30) days and no bidder will be permitted to withdraw his/her bid during this period. The bid will be awarded to the best value or lowest responsible bidder whose bid complies with the conditions of the bid, provided his bid is reasonable and it is to the best interest of the Village to accept it. The successful bidder will be notified at the earliest possible date. The Village reserves the right to reject any and all bids or any portion thereof and to waive any informalities in bids received whenever such rejection or waiver is in the best interest of the Village. The Village also reserves the right to reject the bid of any bidder who has previously failed to perform properly or complete on time work of a similar nature, who is not in a position to perform the work or who has habitually and without just cause neglected the payment of bills or otherwise disregarded his obligations to subcontractors, employees, or other business associates.
- Purchases by the Village of Ardsley are not subject to any Federal, State or local taxes. Do not include any of these taxes when bidding or invoicing. Exemption letter will be furnished upon request.
- All items delivered must be guaranteed against faulty materials and workmanship. Deliveries of incorrect or faulty items will be rejected and returned at vendor's expense.
- If the bidder is a corporation, the bid shall be signed in its correct corporate name by a duly authorized officer. If the bidder is a partnership, the bid shall be signed in the full name of the partnership by a duly authorized partner. If the bidder is an unincorporated business firm other than a partnership and a trade name is used, the bid shall be signed in the full trade name of the person(s) conducting the business.
- Payment will be made within thirty (30) – FORTY FIVE (45) days after receipt of each invoice by the Village, and payment shall not be paid in advance of services being rendered.
- ADDENDA AND INTERPRETATION. No interpretation of the meaning of the specifications or other contract documents will be made to any bidder orally. Every request for such

interpretation should be in writing addressed to the Village Manager, Village of Ardsley, 507 Ashford Avenue, Ardsley, NY 10502, and to be given consideration must be received at least five days prior to the date fixed for the opening of the bids. No bid shall be amended by telegraphic or telephonic communication. Any and all such interpretations and any supplemental instructions will be in the form of written addenda to the specifications which, if issued, will be posted on the Village of Ardsley website. Failure of any bidder to amend bid based upon posted supplemental addenda or interpretation by the deadline shall have their bid reviewed as it has been submitted. All addenda so issued shall become part of the contract documents.

- Bidder agrees to pay staff and provide prevailing wages as set by the NY State Department of Labor and provide documentation to that effect.

11. Additional information

For questions about this RFP, please contact Charles Hessler at (914)-231-0727 or ardsley@ardsleyvillage.com.

CONTRACTOR'S ACKNOWLEDGMENT

(If Corporation)

STATE OF NEW YORK (COUNTY OF WESTCHESTER)

SS:

On this _____ day of _____, 20____, before me personally came _____,
to me known, and known to me to be the _____ of
_____, the corporation described in and which executed the within
instrument, who being by me duly sworn, did depose and say that he resides at
and that he is _____ of said corporation and knows the corporate seal of the said
corporation; that the seal affixed to the within instrument is such corporate seal and that it was so affixed
by order of the Board of Directors of said corporation and that he signed his name theretoby like order.

Notary Public

CONTRACTOR'S ACKNOWLEDGMENT
(If Individual)

STATE OF NEW YORK (COUNTY OF WESTCHESTER)

SS:

On this _____ day of _____, 20__, before me personally came _____, to me known and known to me to be the same person described in and who executed the within instrument and he duly acknowledged to me that he executed the same for the purpose herein mentioned and, if operating under any trade name, that the certificate required by the New York State Penal Law, Sections 440 and 440-b has been filed with the County Clerk of Westchester County.

Notary Public

CONTRACTOR'S ACKNOWLEDGMENT
(If Partnership)

STATE OF NEW YORK (COUNTY OF WESTCHESTER)

SS:

On this _____ day of _____, 20__, before me personally came _____ to me known, and known to me to be a member of the firm of _____ and the person described in and who executed the within instrument in behalf of said firm, and he acknowledged to me that he executed the same in behalf of, and as the act of said firm for the purposes hereinmentioned and that the certificate required by the New York State Penal Law, Sections 440 and 440-b has been filed with the County Clerk of Westchester County.

Notary Public

CERTIFICATE OF AUTHORITY

I, _____ certify that I am the _____ (Title)
(Officer other than officer executing proposal documents)
of _____ (the "Contractor) a corporation duly organized and in good
(name of contractor)
standing under the _____ named in
the (law under which organized, e.g. the New York Business
Corp. Law)
foregoing agreement; that _____ who signed said
(person executing bid proposal)
agreement on behalf of the Contractor was, at the time of
execution
_____ of the Contractor; that said agreement was duly signed for and in behalf of said
Contractor by authority of its Board of Directors, thereunto duly authorized, and that such
authority is in full force and effect at the date hereof.

Date:

(Corporate seal)

Signature

CERTIFICATE OF AUTHORITY

continued

STATE OF NEW YORK (COUNTY OF WESTCHESTER)

SS:

On this ____ day of _____, 20_, before me personally came _____, to me known, and known to me to be the _____ of the corporation described in and which executed the above certificate, who being by me duly sworn did depose and say that he resides at _____, and that he is _____ of said corporation and knows the corporate seal of said corporation; that the seal affixed to the above certificate is such corporate seal and that it was so affixed by order of the Board of Directors of said corporation, and that he signed his name thereto by like order.

Reference Materials:

Village of Ardsley website
www.ardsleyvillage.com

Village of Ardsley Demographic Data from 2020 Census
https://www.ardsleyvillage.com/sites/g/files/vyhli4126/f/uploads/2010_2020_census_data.pdf

Village of Ardsley Comprehensive Plan:
https://www.ardsleyvillage.com/sites/g/files/vyhli4126/f/uploads/2.4.21_village_of_ardsley_c_omp_plan_-_final_adopted_with_appendices_compressed_0.pdf

Village Online Parks Map:
<https://wcfgis.maps.arcgis.com/apps/MapTour/index.html?appid=e04b487dc14548d68726f4eb4d8c085e&webmap=df40f23f7bac4eca83da22890c4de690>

Parks and Recreation Department webpage:
<https://www.ardsleyvillage.com/parks-recreation>

APPENDIX A - PROPOSAL COVER SHEET
Village of Ardsley
RFP# 21-AA18
Parks and Recreation Master Plan

Proposer Information:	
Proposer Name	
Mailing Address	
Website	
Contact Person	
Contact Person's Phone Number	
Contact Person's Facsimile Number	
Contact Person's E-Mail Address	
Federal ID Number	

Submittals Enclosed	
<input type="checkbox"/>	Technical Submittal
<input type="checkbox"/>	Cost Submittal sealed separately
<input type="checkbox"/>	Digital Copy of both Technical and Cost Submittals

<i>Signature</i>	
Signature of an official authorized to bind the Proposer to the provisions contained in the proposal:	
Printed Name	
Title	