

THE CITY OF PALM COAST, FLORIDA



REQUEST FOR LETTER OF INTEREST (LOI-CD-19-38)

FOR

PROFESSIONAL SERVICES

FOR

**Central Park Master Plan Update and Design
Services**

A. INVITATION TO RESPOND

The City of Palm Coast is seeking Letters of Interest (LOI-CD-19-38) only from firms selected per RFQ-CD-CM-14-05, RFQ-CD-CM-14-08 and RFQ-CD-CM-14-04 to provide professional planning and design services to update Central Park Master Plan and complete design of the proposed improvements. Selected firm will provide architectural, survey, landscape architecture, engineering and other services necessary, including but not limited to, conceptual design, civic engagement, design development and preparation of construction documents.

- **Submission Guidelines::**

Responses shall be prepared based upon the Continuing Services Agreement and this Scope of Services. Proposal submittals shall be received electronically through the City's Procurement Portal Web Page (<https://palmcoastgov.bonfirehub.com/portal>) by the specified time and date. **No other method of submission will be allowed or considered (i.e. mailed, emailed, or hand delivered). Any emailed, mailed, or hand delivered submittals will be returned to the sender and not be considered.** Your submission must be uploaded, submitted, and finalized through the City's Procurement Portal Web Page prior to the specified time and date. We strongly recommend that you give yourself sufficient time and at least ONE (1) hour before Closing Time to begin the uploading process and to finalize your submission. No submissions through the City's Procurement Portal Web Page will be allowed or considered after the specified time and date. If you need general assistance, please contact Central Services Division staff at least one business day in advance. For technical questions related to your submission, please contact Bonfire at Support@GoBonfire.com. There shall be a maximum page limit of 30 pages not including the front and back cover.

- **Due Date/Time:**

Your submission must be uploaded, submitted, and finalized prior to the Closing Time of **March 07, 2019 2:00 PM EST**. We strongly recommend that you give yourself sufficient time and at least ONE (1) day before Closing Time to begin the uploading process and to finalize your submission. Upload your submission at: <https://palmcoastgov.bonfirehub.com/opportunities/13017>.

- **Requests for Clarifications or Interpretations:**

All Proposers shall carefully examine the proposal documents. Any ambiguities or inconsistencies shall be brought to the attention of the City Central Services Division prior to the due date in writing through the City's Procurement Portal Web Page (<https://palmcoastgov.bonfirehub.com/portal>); failure to do so, on the part of the Proposer, will constitute an acceptance by the Proposer of any subsequent decision. Any questions concerning the intent, meaning and interpretations of the proposal documents including the attached draft agreement, shall be requested in writing through the City's Procurement Portal Web Page (<https://palmcoastgov.bonfirehub.com/portal>) at least three (3) calendar days prior to the due date. The City shall not be responsible for any oral statement or instructions made by any employee(s) of the City in regard to this proposal. Any oral statements or instructions given before the bid/proposal due date will not be binding. Note: All prospective proposers are hereby cautioned not to contact any member of the City of Palm Coast staff other than Central Services Procurement. Failure to adhere to this requirement shall result in disqualification.

- **Issuance of Addenda:**

Should revisions to the proposal documents become necessary; the City shall post addenda information on the City's Procurement Portal Web Page (<https://palmcoastgov.bonfirehub.com/portal>). All Proposers should check the City's Procurement Portal Web Page at least one (1) calendar days before the date fixed to verify information regarding Addenda. Failure to do so could result in rejection of the proposal submittal as unresponsive. Proposer shall sign, date, and return all addenda with their proposal submittal. Addenda information will be posted on the City's Procurement Portal Web Page. It is the sole responsibility of the Proposer to ensure he/she obtains information related to Addenda.

- **Award of Contract:**

The City reserves the right to accept or reject any or all proposals with or without cause, to waive technicalities, or to accept the LOI, which, in its judgment, best serves the interest of the City. Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Personnel Office ADA Coordinator (386) 986-3718 forty-eight (48) hours in advance of the meeting(s). The City shall rank all Proposers in order of preference and submit this ranking as its' final recommendation to the City Manager. The City Manager will make a recommendation to the City Council. The City Council's decision will be final.

- **Evaluation of Proposals:**

In the event a Work Order is to be awarded, it will be to the consultant who has the highest overall score after the Evaluation Team ranking as indicated in section below, who will thereafter enter into a written Agreement with the City. Fees will be negotiated with the firm that is selected as most qualified. Should the City be unable to agree to a fee with the selected firm the City reserves the right to formally terminate negotiations with the selected firm, and after a seventy-two (72) hour cooling off period, to contact the next closest ranked firm.

- **Evaluation Method:**

The City shall negotiate the award to the responsive and responsible proposer who submits a proposal package that is most advantageous to the City. The City Manager will appoint an Evaluation Committee to evaluate proposals. In determining the most advantageous proposal, the City reserves the right to consider criteria such as, but not limited to, customer service, quality, and standardization, past experience, delivery, discount, past performance and/or service reputation, and service capability. The City may opt to establish alternate selection criteria to protect its best interest or meet performance or operational standards.

Each Evaluation Committee member will evaluate the below factors to determine which Proposers will be short-listed. Each member will assign a criterion score ranging from the minimum points scale allowed to the maximum points scale allowed for each rating factor.

The City Central Services Division will compile the scores from each Evaluation Committee member for each Proposer.

After accumulating the members' scores, the firm with the highest score shall be ranked first, the next highest shall be ranked second, and so on.

The City reserves the right to contact references provided by the Proposer or visit projects listed in the proposals. Information supplied by client references or obtained upon site visits may be used in determining the relative merits of the Proposer under any and all of the Evaluation Criteria.

The right is reserved to make a separate award of each item, group of items or all items, and to make an award, in whole or in part, whichever is deemed in the best interest of the City.

- **Formal Oral Presentations (if required):**

If Consultant presentations are deemed necessary, the Consultants will be contacted to schedule their presentations. Presentations will be a total of 45 minutes. Each consultant will have up to 30 minutes for their presentation and 15 minutes for questions and answers with the Selection Committee.

- **Proposal Submission requirements:**

Letter of Introduction: The letter of introduction shall be addressed to the City of Palm Coast Central Services Division of no more than two (2) pages and shall include at a minimum the following:

Name of Individual, Partnership, Company, or Corporation submitting LOI; (If a Proposer is a corporation, it must be certified with the Florida Secretary of State and have a corporate status in good standing, and in the case of out-of-state corporation, they must present evidence of authority to do business in the State of Florida & the City of Palm Coast.)

City's LOI Name: **LOI-CD-19-38 Central Park Master Plan Update and Design Services**

Statement that all terms and conditions of the LOI are understood and acknowledged by the undersigned.

The letter shall name the person or persons authorized to make representations for the Proposer and give address (es) and telephone number(s) for same.

Signature(s) of representative(s) legally authorized to bind the Proposer.

A brief history of your company

Core services you provide

A brief organizational structure of your firm

Years in business

Table of Contents: There shall be a Table of Contents for material included in the Proposal. Include section numbers, section names, and page numbers.

Project Team: Submit a staffing plan, which clearly illustrates the key elements of the organizational structure of the entire design team. Identify the project team members, including major and minor sub-consultants, and provide their contact information and technical resumes. Project management and key personnel within each area of required services shall be identified and past experience of each, as it relates to this project, shall be discussed. The City must approve any changes to the Project Management & Key Personnel. This section should include information only on the individuals who will perform work on this project.

Qualifications and Experience with Similar Projects: Describe your staff and team's capacity to complete projects in a timely and efficient manner, while providing high quality workmanship and organization.

Provide a listing of projects, maximum of five, by a team member who is specifically part of the team proposed in the response. Identify the team member(s) specific role & responsibilities on each project.

Provide client references.

Project Understanding: Indicate knowledge of the scope of the project. Provide identification of unique project issues. Describe the management and quality assurance process to be undertaken.

Schedule & Availability: Provide a realistic, comprehensive and logical schedule that minimizes contract duration. Proper attention should be provided to the project's critical path elements. Schedule should take into Consideration City of Palm Coast 14-day design review at 30%, 60%, 90%, and 100% completion.

End of proposal submission requirements section

Evaluation Criteria for Ranking of Consultants: The award subsequent to the opening and evaluation of this qualification will be made to the Consultant who in the opinion of the City of Palm Coast is selected as most qualified per the following criteria:

PROJECT TEAM (maximum of 40 Points): Provide information that demonstrates expertise, experience and capabilities along with organization chart and staffing plan, which clearly illustrates the key elements of the organizational structure of the entire team. Identify the project team members, including major and minor sub-consultants, and provide their contact information and technical resumes.

Project management and key personnel shall be identified and past experience of each, as it relates to this project, shall be discussed. The City must approve any changes to the Project Management & Key Personnel. This section should include information only on the individuals who will perform work on this project.

PROJECT UNDERSTANDING AND APPROACH (maximum 20 points): Proposer should demonstrate their project understanding and the path to implement City's goals and objectives. Provide a description of intended project approach, planning philosophy and initial ideas of redeveloping the plan, specifically addressing all the task listed under the scope of work

EXPERIENCE WITH SIMILAR PROJECTS (maximum of 30 Points): Provide a listing of Master Plan Projects, maximum of five, by a team member who is specifically part of the team proposed in the response. Identify the team member(s) specific role & responsibility on each project. Identify specific project details including but not limited to location, year, size, cost, and project description. Provide the contact information for the Owner.

- a. Each project will be awarded up to 4 points; more credit will be given for projects that are similar to the proposed project as well as more recently completed projects.
- b. Each Master Plan will receive up to 2 points.

SCHEDULE AND AVAILABILITY (maximum of 10 Points): Submit a proposed task schedule for proposed team members that identify anticipated milestones and their associated phasing:

- a. Credit shall be given based upon the availability of the proposed staff as well as for a realistic, comprehensive and logical schedule that minimizes contract duration. Proper attention should be provided to the project's critical path elements.
- b. Include in schedule:
 - Kick-Off meeting with City Parks Team to collect feedback.
 - Review Meeting with City Parks Team after compilation of DRAFT updated Master Plans so a selected option can be selected.
 - Presentation to City Council after refinement of selected option to garner feedback and direction.
 - Final Presentation to City Council

B. PROJECT DESCRIPTION – Central Park Master Plan Update and Design Services

Project description/Invitation to respond

The City of Palm Coast is seeking responses from firms selected per RFQ-CD-CM-14-05, RFQ-CD-CM-14-08 and RFQ-CD-CM-14-04 to provide professional planning and design services to update Central Park Master Plan and complete design of the proposed improvements. Selected firm will provide architectural, survey, landscape architecture, engineering and other services necessary, including but not limited to, conceptual design, civic engagement, design development and preparation of construction documents.

Central Park is part of the Town Center in Palm Coast, which is located on approximately one thousand five hundred fifty-seven acres of land generally located between Belle Terre Parkway to the west, I-95 to the east, SR-100 to the south and the Royal Palms Waterway to the north and is within the CRA boundaries. Central park is a developing business district, which includes City Hall and Portuguese Consulate, as well one of City's most popular event venues.

Below images represent the original master plan layout as well as development between park and city hall facility. The intent of the current update is to implement a vision of continued growth as a central location for civic, park and special event activity. The successful Proposer will analyze available space and existing amenities for potential addition of covered amphitheater, sculpture promenade, pocket park, pavilions and/or other amenities to serve residents and visitors of Palm Coast

Responses should be prepared based upon the Continuing Services Agreement and the provided Scope of Services.





Scope of work:

General objective is for the Proposer to facilitate and develop an updated Master plan for the ultimate build-out of Central Park that can be accomplished in a single or multiple phases. Scope of services includes but is not limited to:

- Review/identify site design issues/opportunities including identification of key projects within the CRA and their impacts on Central Park.
- Work with the City staff and the Community to identify and define both immediate, short-term and long range needs and desired improvements within existing area
- Create several master plan options for ultimate development of Central Park
- Provide a rendering of the final concept plan
- Provide an implementation plan with budgetary cost estimates for design& construction
- Provide design services including, but not limited to Landscape Architecture, Civil Engineering for the first phase of proposed improvements
- Survey work necessary to prepare and completed design of the project.
- Apply for and obtain all necessary permits.
- Specifications Package Preparation – prepare specifications package based on City of Palm Coast Standards.

Deliverables:

- Economic budgetary analysis
- Master plan rendering
- Implementation strategy

Project Schedule

Below is a tentative schedule for the selection of the Proposer and completion of the work:

1.	LOI Published	February 07, 2019
2.	Submission of Qualifications Proposals	March 07, 2019
3.	Evaluation Committee Meeting and Final Ranking of Firms	March 21, 2019
4.	Top Ranked Firm to submit Draft Scope & Fee to City for Review	April 04, 2019
5.	City to provide comments regarding the Draft Version of Scope & Fee	April 18, 2019
6.	Top Ranked Firm to submit Final Version of Scope & Fee	April 25, 2019
7.	City Council Workshop Meeting to discuss proposed Design Contract	May 14, 2019
8.	City Council Meeting for Award of Design Contract	May 21, 2019
9.	Anticipated Execution of Contract by Proposer & City	June 04, 2019
10.	Project Kick Off Meeting	June 11, 2019
11.	Project duration: Refer to Evaluation Criteria	