



**Request for Proposals
For Creation of a
Recreation Master Plan**

Request for Proposals No: RP2023REC01

Issued: July 17, 2023

Submission Deadline: August 25, 2023 at 15:00:00 hrs local time

Posted to:

Alberta Purchasing Connection at www.purchasingconnection.ca

Town of Coalhurst website at <https://coalhurst.ca/business/bids/>

Table of Contents

SECTION 1 - SCOPE OF WORK - 3 -

SECTION 2: PROPOSAL AMOUNT - 4 -

SECTION 3 - SUBMISSION REQUIREMENTS..... - 4 -

SECTION 4 - INELIGIBILITY - 5 -

SECTION 5 - INSURANCE AND BONDING - 5 -

SECTION 6 - EVALUATION CRITERIA - 5 -

SECTION 7 – REFERENCES - 6 -

SECTION 8 - INTENT - 7 -

SCHEDULE A – EVALUATION CRITERIA - 8 -

SCHEDULE B – TERMS OF REFERENCE / SPECIFICATIONS..... - 9 -

SECTION 1 - SCOPE OF WORK

This Request for Proposal (“RFP”) is an invitation by the Town of Coalhurst (the “Town”) to prospective proponents to submit proposals for development and provision of a comprehensive Recreation Master Plan 2024-2044. The Plan will be a long-range planning document that will provide direction for managing and developing recreation and cultural facilities, programs, infrastructure, resources, and investment over a 20-year horizon. The Master Plan process will assess the status of recreation and culture within the Town and plan a future that reflects the values and needs of the community.

Purpose:

To develop a clear and concise Master Plan that will provide direction to Town staff and Council for future development, redevelopment, and enhancement of the Town’s parks system, open spaces, recreation and cultural facilities, and recreation and culture programs. This process is to include an analysis of current and forecasted needs, clear recommendations with forecasted capital budgets, and an implementation strategy for a twenty-year period from 2024 – 2044.

The direction to complete a Recreation Master Plan comes from Council’s [2022-2025 Strategic Plan](#), specifically Pillar D: Goal 3 – Anticipate and Respond to the Social Needs of the Community. However, the Master Plan will connect with other objectives of the Strategic Plan, such as Pillar A: Goal 1 (Increase community engagement), Pillar A: Goal 3 (Make informed decisions on the Principles of Good Governance), Pillar B: Goal 2 (Create spaces for people to gather within the community), and Pillar C: Goal 1 (Develop Infrastructure that meets community needs).

Our Story:

The Town of Coalhurst is a growing community located in Southern Alberta. The municipality offers the benefits of small town living while being in proximity of a larger urban centre (15km NW of Lethbridge). With about 30% of the population being 18 and under, and another 50% between 20 and 45 years old, we are a young town trying to encourage local recreation and cultural activities for individuals and families of all ages. Our formal recreational and cultural inventory includes such amenities as a spray park and community hall along with Miner’s Park which contains ball diamonds, soccer pitches campground. and outdoor rink.. However, the completion of our Wetlands Project has brought about 50 acres of potential parkland into the town, with raw potential for formal and informal activities.

Coalhurst became an incorporated Village on Dec 17, 1913, with its prime industry being coal mining. The mine attracted workers and supporting businesses, which grew the population to 1,200 by the mid-1930s. Sadly, on December 9, 1935, tragedy struck in the form of a major mine disaster resulting in the death of 16 miners. In the aftermath of the tragedy, the mine closed, a development that would take the Town 40 years to

overcome. In the year that followed, businesses and residents left, which led to unincorporation in December 1936. The community remained a hamlet of Lethbridge County until January 1979, when it was incorporated as a village, once more. With the leadership of Council, town staff, and residents, there was renewed interest in the community; People sought a quiet place to live, away from Lethbridge but close enough to enjoy all the benefits of city life. Growth, energy and a pride in local identity led to reincorporation as the Town of Coalhurst, in June 1995.

Enquiries:

All enquiries regarding this Request for Proposal are to be submitted via email to cao@coalhurst.ca prior to July 27, 2023 at 4:30 pm local time.

Timeline:

Issue Date of RFP	July 17, 2023
Deadline for Questions	July 27, 2023 at 16:30hrs local time
Deadline for issuing Addenda	July 28, 2023
Submission Deadline	August 25, 2023 at 15:00:00 hrs local time
Ratification Period	Five (5) Business Days from notification of Rectification
Anticipated Date for Issuance of Invitation to Commence Negotiations	Week of September 4, 2023

The RFP timeline is tentative only and may be changed by the Town of Coalhurst at any time.

SECTION 2: PROPOSAL AMOUNT

All Proposals must be in Canadian Funds, excluding G.S.T.

TOTAL COST: \$ _____

Submitted Proposal price in effect for _____ days from date of acceptance from the Town of Coalhurst.

Delivery Timeline: Services to be provided within _____ days of award.

SECTION 3 - SUBMISSION REQUIREMENTS

The Town of Coalhurst requires that all submissions shall include the following:

RFP No. RP2023REC01- Recreation Master Plan

- a) All pages of this Request for Proposal;
- b) All issued Addenda;
- c) List of applicable Safe Work Procedures (SWP),
- d) Table of Contents of the Corporate Safety Manual;
- e) Workers Compensation Board (WCB) Coverage Letter;
- f) Proof of Commercial Liability Insurance, and;
- g) Detailed timeline for project.

Note: Successful Proponent must obtain a Town of Coalhurst Business License within three (3) business days upon award of project.

SECTION 4 - INELIGIBILITY

The Town of Coalhurst shall deem a submission to be ineligible under the following situations:

- a) Submissions that are unsigned, incomplete, improperly signed or sealed, conditional, illegible, obscure, contain arithmetical errors, erasures, alterations or irregularities of any kind shall be considered ineligible.
- b) Submissions that do not include the items listed in Section 3 Submission Requirements, and;
- c) Submissions that are not received prior to the closing date and time, as determined by the timekeeping of the Town of Coalhurst computer system.

SECTION 5 - INSURANCE AND BONDING

The Town of Coalhurst requires that all Proposals include proof of \$5,000,000.00 Commercial Liability Insurance.

SECTION 6 - EVALUATION CRITERIA

The lowest, or any evaluated Proposal, may not necessarily be accepted. The Town of Coalhurst reserves the right to reject any or all Proposals or to accept the Proposal evaluated to be in the best interest of the Town of Coalhurst.

The Town's evaluator shall score each submission on the basis stated in Schedule A - Evaluation Criteria. The Town of Coalhurst will have the sole and unfettered discretion to award up to the maximum number of points for each criterion listed in Schedule A - Evaluation Criteria.

By submitting a Proposal, you acknowledge and agree to waive any right to contest through legal proceedings. The decision to award points in respect to the criteria noted below will be at the sole discretion of the Town of Coalhurst.

SECTION 7 – REFERENCES

Please provide three (3) references able and available to provide feedback on your work.

Reference #1

Company Name: _____

Contact Name: _____

Contact Title: _____

Contact Phone Number: _____

Contact Email: _____

Reference #2

Company Name: _____

Contact Name: _____

Contact Title: _____

Contact Phone Number: _____

Contact Email: _____

Reference #3

Company Name: _____

Contact Name: _____

Contact Title: _____

Contact Phone Number: _____

Contact Email: _____

SECTION 8 - INTENT

The undersigned contractor hereby provides a Proposal to supply the services as described herein in its entirety for the cost as described in Section 2.

COMPANY: _____

Print name of authorized personnel: _____

Signature: _____ Corporate Seal: _____

Email Address: _____

Telephone number: _____

Date: _____

TOWN OF COALHURST:

Print name of authorized personnel: _____

Signature: _____

Date: _____

SCHEDULE A – EVALUATION CRITERIA

Evaluation Criteria Breakdown

EVALUATION BASED ON:	100%
Cost	40%
References	10%
Qualifications	30%
Specifications and Deliverables	20%

Evaluation Criteria Definitions

Cost: 40%

Full scoring for cost shall be given to the lowest Total Project Cost value submission. A score of zero (0) shall be given to the highest Total Project Cost value submission. All other submissions shall be awarded a pro-rated value between these two amounts.

References: 10%

The scoring for references shall be based on the number of references and quality of references. Scoring shall be assigned as follows:

- 0 references – 0% of score;
- 1 reference – 15% of the score;
- 2 references – 20% of the score, and;
- 3 or more references – 50% of the score.

The remaining 50% of the References score shall be based on the quality of the reference as determined by the evaluator(s).

Qualifications: 30%

The Town of Coalhurst will evaluate submissions based on proof to provide the work to expected industry standard levels of performance. The Town evaluator(s) shall review all submissions for qualification based on:

- a) Past work performance with the Town;
- b) Proof of task and scope of work appropriate worker qualifications (related education, experience and/or training)

- of project team, proof of certificate, etc.),
- c) Proof of work procedures and quality control and assurance programs and;
- d) Previous Experience with the development of Recreational Master Plans

Specifications and Deliverables: 20%

The Town of Coalhurst shall evaluate the submission to confirm that the Proposal represents a clear understanding of the performance, technical, and timeline requirements, and that the project will deliver the desired information.

SCHEDULE B – TERMS OF REFERENCE / SPECIFICATIONS

Project Description

The Town of Coalhurst does not have a Recreation Master Plan and this has been identified as an important priority in Council's [2023-2025 Strategic Plan](#). The Recreation Master Plan will need to address the unique character of recreation and cultural opportunities in Coalhurst.

The Town's population is approximately 3,000 people. "Small town living" is one of the primary reasons that residents choose to live in Coalhurst. At the same time, the Town's proximity to the city of Lethbridge affords work, recreation, culture and entertainment opportunities to our residents. However, Council's Strategic Plan is focused on strengthening the social ties and opportunities in the town:

Pillar A Goal 1: Increase community engagement

Pillar B Goal 2: Create spaces for people to gather in the community

Pillar C Goal 1: Develop infrastructure that meets community needs

Pillar C Goal 2: Make the town an attractive place to be

Pillar D Goal 3: Anticipate and respond to the social needs of the community

The 2024-2044 Recreation Master Plan is a highly anticipated plan addressing the needs of a widely diverse range of residents and visitors. The Master Plan will have a large impact on the community of Coalhurst, not just for the everyday quality of life of residents, but also for ensuring that amenities and infrastructure are in place to host a range of recreational and cultural activities and events that provide for residential and visitor needs. The Master Plan will be a significant document moving forward for the next 20 years.

Document

The Master Plan document should be concise, user friendly, innovative, and visionary, with the end user in mind, making it a useful tool for planning recreation and culture infrastructure growth for the Town of Coalhurst. The Master Plan document should be structured in four parts: background information, analysis, recommendations, and implementation. The consultant will be responsible for ensuring both community and Council support the Master Plan recommendations.

Scope of Work

The scope of work for this project includes, but is not limited to, the following tasks:

Visioning

Develop clear and concise Recreation and Cultural Vision and Guiding Principles through consultation with staff, the public, agencies/stakeholders, and Council. The vision must be approved by Council before commencing next steps. The Vision developed will then form the core of decision-making criteria.

Consultation

Consult with residents and agencies/stakeholders, as well as staff and Council, to ensure incorporation of ideas and feedback into the Master Plan. The consultant should:

- a) ensure the style of consultation is inclusive;
- b) provide meaningful opportunities for input;
- c) make all relevant information about the planning process readily available to the public;
- d) present information in a clear, concise, and easy to understand format; and,
- e) accurately and objectively record and assess public and stakeholder input.

Consultation should include public forums, stakeholder round tables, a public survey as well as a questionnaire(s). The following parties will be consulted:

- a) Mayor, Council and the Town's Senior Administration.
- b) Relevant committees of Council
- c) the public, along with specific user groups:
- d) traditional recreation teams, groups and Clubs (i.e. Coulee Kickers Soccer Association, , Coalhurst Parks and Rec Society, etc.);
- e) agencies/ stakeholders (i.e. organizations/groups, service clubs, community associations, cultural organizations etc.);
- f) non-traditional recreation (i.e. disc golf, roller derby, skateboarding, hiking, cycling, etc.), and;
- g) other groups (i.e. youth, teens, seniors, outdoor recreation, for profit businesses, etc.).

Consultation shall include:

Public Forums and Stakeholder Round Tables – The consultant will facilitate forums for the community and stakeholders to provide feedback and creative input on current recreation and culture spaces, open spaces, facilities, programming and services as well as creative input for consideration of future needs.

Survey - Consultation will include a public survey. The consultant will be required to produce and manage a random-sample survey of sufficient size to ensure accepted statistical standards of reliability and validity for Coalhurst's population size. The scope of work includes the development of general demographic data, which will assist in determining needs, priorities, and financial support for current services. Questions should be well-conceived to gain the information required for analysis and recommendations. The proponent shall be responsible to produce the survey instrument, including layout, structure, and wording of the survey in order to elicit public response to current and future community recreation and cultural needs. The consultant will determine whether the survey should be administered via telephone or mail.

Questionnaire – The consultant will develop one or more questionnaires for distribution to stakeholder groups, user groups/special interest groups, and staff. Questions should be well-conceived to gain the information required for analysis and recommendations. These groups will then be provided with the Draft Plan and asked to provide feedback electronically.

The consultant will consolidate the data from the public forums, public survey and questionnaire(s) and formulate reports, both in raw data form and summary report. The consultant will produce a consolidated report and executive summary of the results. This report will be inserted as an appendix to the final Master Plan document.

Recreation and Culture Background Information

Review, summarize, and provide key findings of the following background areas:

- a) benefits, trends, and best practices;
- b) demographics (Groups to be assessed include children, teens, adults, seniors, recreation and cultural groups, and other users of parks and recreation services);
- c) inventory – the consultant will develop a clear inventory of recreation and cultural facilities, programs and services, which may include an analysis of existing parks and open spaces, for future use;
- d) financial review of current recreation and cultural infrastructure, including cost recovery and financial resources impacting the existing facilities;
- e) issues and opportunities.

Parks and Open Space Analysis and Recommendations

Analyze, then make recommendations regarding parks and open space. Include:

- a) identify opportunities and deficiencies in existing parks and open space system. Complete an analysis of issues such as:
- b) parks and open space infrastructure, infrastructure need and life-cycle;
- c) functional capacity, including the role that lands outside the traditional park system play in the open space network, greenways, four-season park planning, and underutilized park and open space.

Assess the parks and open space system in relation to the vision developed, including:

- a) park space best use;
- b) user experience;
- c) opportunities that the Town may be missing now;
- d) events in parks (i.e. large community events, small events such as weddings, management and booking issues, explore the need for amenities, such as outdoor washrooms).

Review how existing parks and open spaces are defined and classified and determine whether this is relevant to Coalhurst in 2024 to 2044, or whether a new classification system should be adopted.

Identify appropriate parks and open space development standards and targets (i.e., thresholds based on area, population, comparable municipalities, etc.). Prior to adoption, these standards will be reviewed by staff and Council. The Town of Coalhurst's unique recreational and cultural characteristics will require unique and well-conceived park and open space standards and should include park and open space accessibility.

Determine current and future needs:

- a) field availability/ field users;
- b) a specific look at ball diamond needs/ plan;
- c) community "wants" versus "needs" (i.e. expanded water park, horseshoe pits, additional disc golf 'holes,' beach volleyball, dog parks, community gardens, sport courts, music and social gathering venues, trails and pathways, etc.);
- d) potential opportunities for partnerships with other organizations within the Town for use of their amenities/ facilities (i.e., coordination with School District, bike or walking path to Lethbridge or Picture Butte);
- e) environmental management - balance of recreational use of parks and open space with sustainable ecological needs, and;
- f) Consideration and plan for long-term operations and maintenance requirements.

Review revenue generation in parks:

- a) whether there are revenue opportunities;
- b) a comparison to other municipalities for benchmarks and targets for cost recovery;

- c) park usage or potential of park usage by businesses (i.e., yoga, boot camp, outdoor businesses, etc.), and;
- d) event/ programming advertising.

Provide clear directions, recommendations, and priorities for the Town's park and open space system for the period 2024 - 2044. Create a parks and open space development and redevelopment program. The program should include:

- a) guidelines and priorities to accommodate increased growth and demand, as well as existing deficiencies;
- b) identification of opportunities to address unmet needs in the park and open space system;
- c) a framework for future decision-making regarding park development and usage;
- d) maintenance and operational priorities to reflect current and future demands;
- e) opportunities to increase the effectiveness, efficiency, and coordination of park planning and operations.

Recreation and Cultural Facilities Analysis and Recommendations

Analyze, then make recommendations regarding recreation and cultural facilities. Include:

- a) identify opportunities and deficiencies in the recreation and culture system - complete an analysis of issues;
- b) determine service gaps for all age groups;
- c) determine barriers to participating in recreation and cultural services offered, such as transportation, space, and location, and;
- d) inventory existing services provided through the Town, local organizations, community groups, cultural groups, schools, health and associated facilities, locally and regionally, to assess duplication of services.

Assess the recreation system in relation to the vision developed.

Recognize where the system meets that vision and where there are shortfalls. Analyze:

- a) recreation and culture trends;
- b) patterns of infrastructure / facility use specific to Coalhurst, and;
- c) facility schedules for optimizing opportunities and usage in relation to our community.

Develop appropriate facility targets (i.e., based on area, population, comparable municipalities, etc.).

Determine current and future needs:

- a) identify the current demands for recreation and cultural services and facilities;
- b) identify emerging needs;
- c) determine infrastructure / facility deficiencies based on the existing inventory and

- age, community needs, and projected population growth;
- d) identify facility utilization/functional capacity in relation to demands (current and future trends);
- e) assess the need for new facilities to meet the community's needs, as well as the needs of visitors and for public / community events;
- f) analyze best use of limited facilities (i.e., recreation and/or cultural programming vs. large events);
- g) determine the potential for increased use if the facilities / infrastructure were improved or repurposed,
- h) assess facility schedules for functionality and:
- i) provide costing of any proposed facilities suitable for use in development of offsite levies

Review cost recovery and revenue generation in recreation and culture:

- a) review fees and charges for appropriateness to community financial capacity, cost recovery, and expectations;
- b) assess opportunities for additional revenue sources;
- c) determine the need for inclusive services and financial access programs;
- d) determine financial priorities regarding operations, trends, recreation and cultural services, and facilities, and;
- e) provide recommendations on facility cost recovery.

Provide recommendations and priorities for the Town's recreation and culture for the period 2024 - 2044.

Recreation and Culture Program Analysis and Recommendations

Analyze and make recommendations regarding recreation and culture programming, in both indoor and outdoor spaces. Currently, most recreation programming is at Miner's Park. Look at the creative use of facilities during off-peak hours. Analyze fees and charges to ensure they are in-line with other municipalities.

Implementation Plan

Develop an Implementation Plan, including life-cycle planning based on functionality, community needs, budget costs and a summary of prioritized recommendations.

Costs and Funding Sources

Identify order of magnitude costs for recommendations and prepare a Funding Strategy that identifies potential funding sources. Examine projected capital and operating costs for recommended parks, facilities, and services. Identify potential partnerships with agencies, stakeholders, and community groups that will ensure resources are available to implement the recommendations. Additional consideration should be

offered to determine funding sources to meet community desire to upgrade parks and open spaces, facilities and services.

Mapping

The consultant will be responsible for providing a range of mapping and inventory data into graphic form to support the Master Plan. Maps should encompass inventory, analysis, and recommendation information.

Schedule

The successful consultant or consulting team must provide a detailed project schedule including milestone dates for the duration of the project. It is anticipated that the proponent will be selected by September 15, 2022.

Completion of the project is expected in two parts:

Part 1 – Cost Recovery Review, Report and Recommendations - no later than November 30, 2023.

Part 2 – Parks and Recreation Master Plan - no later than January 15, 2024

Meetings and Presentations

For all meetings, the consultant will record meeting minutes and distribute them to the Town of Coalhurst. The consultant will be responsible for:

Regular conference calls with Town staff. The Consultant will work closely with Town staff in preparing the Master Plan and liaise directly with Town staff on a regular basis. Bi-weekly virtual or in person meetings will ensure consistent project updates and clear communication. Additional virtual or in person meetings may be necessary.

Meeting with the Steering Committee at key milestones as determined by the consultant's work program and schedule. The consultant will be required to attend a minimum of three meetings with the Steering Committee to:

- a) introduce the project and gather input;
- b) present the analysis and recommendations, and;
- c) present the Draft Plan and gather feedback.

Attending and coordinating a minimum of three public forums (including preparation of materials/ display boards) to:

- a) introduce the project and gather input (one with the public and one with stakeholders), and;
- b) present the Draft Plan and gather feedback.

Presenting the Draft Plan to the CAO and senior staff followed by presentation to Town Council. This will include a presentation reporting to Town Council and senior staff on the results and recommendations of the consultation process.

Presenting the Final Plan to the CAO and Town Council.

Required Project Deliverables

- a) Background review summary;
- b) All open house display and presentation materials;
- c) First and second round consultation summary, including survey summary;
- d) Detailed inventory of existing parks spaces, open spaces, recreation and cultural facilities, programs and services;
- e) Review, report and recommendation on the current cost recovery of recreation and culture facilities (such as the Community Centre, campground, parks);**
- f) Draft Parks and Recreation Master Plan document; and,
- g) Final Parks and Recreation Master Plan document.

** This report is required by November 30, 2023 separate from the Master Plan and in time for the 2024 Operational and Capital Budget deliberations

Final Parks and Recreation Master Plan document shall include:

- a) final report in colour format (12 bound copies);
- b) all maps are to be 11"x17" in size, or similar;
- c) one electronic copy of the final report in Word & PDF formats.