



Town of Frisco, CO

Request for Proposals (RFP) A Comprehensive Vision and Project Implementation Plan for the Peninsula Recreation Area (PRA)

**Proposals Due:
July 25, 2019**

**Town of Frisco
P.O. Box 4100
Frisco, CO 80443**

Invitation:

The Town of Frisco is seeking proposals from qualified professionals or firms to provide a comprehensive vision and project implementation plan for the Peninsula Recreation Area (PRA). Proposals will be received until **3 p.m., local time, July 25, 2019, at the Frisco Town Hall located at 1 East Main Street, Frisco CO 80443. (Attn: Diane McBride, Assistant Town Manager/Recreation & Culture Director).**

Introduction:

The Town of Frisco, Colorado, is seeking proposals from qualified, interdisciplinary teams of professionals or firms to complete a comprehensive vision and project implementation plan for the Peninsula Recreation Area (PRA). The interdisciplinary team should include consultants with expertise in the following areas: recreational facilities, operations and uses; large-scale public park planning, recreational and park planning operations, revenues, expenses and return on investment for implementation prioritization; facility conceptual design and construction cost estimation. The plan will identify current uses and capacities for the different user groups and serve as a guiding document for future development and improvements. This comprehensive plan will detail and map current and future land use allocations for operations, trails, pathways, parking, storage, recreation, and services. It will include a specific and prioritized implementation framework for the Town to use over time. Overall, the plan will create a long-term vision and plan that will position the Town to manage these resources and public funds in such a way that the PRA and surrounding areas can grow and be managed to the highest level of economic, social, and environmental sustainability for future generations to come.

Overview:

The Town of Frisco is a small area of about 1,280 square acres and surrounded by public lands including those of the USFS, Summit County, Denver Water, and the Town of Frisco's own parks and open space. All of these lands are assets that provide access

to mountain trails, to the scenic and uniquely situated waters of Lake Dillon, to sensitive wildlife habitat and open space vistas, and the recreational parks and campgrounds of the many developed recreation areas in the region. With over 4.5 million people located in the Denver-Colorado Springs metropolitan area accessed easily by I-70 and within a 1.5 to 2 hour drive to Frisco, it is no wonder that Frisco has become both a recreational mecca and entryway to the Rocky Mountain playgrounds of Colorado.

The Peninsula Recreation Area (PRA) is located on the eastern end of the Town of Frisco, Colorado directly adjacent to Lake Dillon. It is approximately 73 miles west of the City of Denver, 3 miles south of the Interstate 70 (I-70) corridor, and is near several alpine ski areas within Summit County (Copper Mountain Resort, Keystone Resort, Arapahoe Basin Ski Area, and Breckenridge Ski Resort). The overall PRA is 807 acres: 220 acres (27%) are owned by the Town, 565 acres (70%) are owned by the National Forest Service (NFS) and administered by the Dillon Ranger District of the White River National Forest Service and under a Special Use Permit (SUP), and 22 acres (3%) are owned by Denver Water.

The PRA is home to a variety of existing winter and summer recreational amenities. Winter amenities include the Frisco Nordic Center for Nordic skiing and snowshoeing, snow tubing, beginner skiing/snowboarding, sledding, and sleigh rides/dinners (concessionaire operation). In total (private lands included), there are approximately 24 kilometers (14.9 miles) of winter trails operated by the Nordic Center. Approximately 12 kilometers (7.5 miles) of the trail system currently exist on NFS lands within the Nordic Center's SUP area; the other approximately 11 kilometers (7.4 miles) exist on lands that are privately owned by either the Town of Frisco or Denver Water.

Summer recreational activities and amenities at the PRA include a softball field, a multi-purpose field, a 28,000ft² skatepark, a 27-hole disc golf course, a bike park, road and mountain biking, hiking and trail running, dinner chuckwagon rides (concessionaire operation), and camping and boating within a 96-site campground that is operated by a concessionaire for the Forest Service (this campground is located entirely on NFS land). Most summer trails overlap with existing trails established for winter use. Programming for youth camps, special events, and private functions occurs out of both the Nordic Center and the Day Lodge.

Scope/Statement of Work:

The Town of Frisco seeks a qualified, interdisciplinary team of professionals or firms who will take a fresh, inclusive and holistic look at the PRA and surrounding areas through a comprehensive planning process. The consultant team must have thorough knowledge and practical experience relating to the professional services and activities involved in parks, recreation, and open space planning. This planning process is not a typical master planning process, as much work and public outreach has been accumulated over the years. It is not starting over with a planning process but rather, reviewing and incorporating all previous plans, community outreach efforts and project files into a fresh and inclusive look at the PRA.

The latest planning efforts of the PRA were done through a charrette process in 2017. The vision of the charrette was to “*collaborate and think creatively using the goals and recent community input to update the master site plan for the PRA.*” The goals included:

- Create a master site plan that physically locates use areas that have been prioritized for 2017 installation.
- Create a phasing plan that looks towards implementation of the master plan over the next 10 years.
- Envision a future PRA that is cohesive, linked and easy to navigate.
- Revise key supportive planning and visioning goals that discuss the appropriate future of the PRA.
- Update recommendations for Town of Frisco budget based on current market pricing plus escalation for key elements.
- Suggest future opportunities and partnerships with the USFS.
- Identify opportunities (short and long term) to limit existing user group conflicts.

As a result of the 2017 charrette, the following projects were accomplished at the PRA between 2017-2019:

- Nine additional holes of disc golf
- Skatepark expansion from 10,000ft² to 28,000ft²
- Outdoor climbing/bouldering area
- Relocation of the sleigh ride check-in operation
- Lakeshore trail improvements
- Summer and winter trail improvements
- Landscape work around the skatepark and outdoor climbing/bouldering area

New Planning Process: Overall Scope of Work:

Prior to continuing with any additional construction of future amenities at the PRA, the Town of Frisco desires to conduct a comprehensive, interactive planning process to develop a long-term vision resulting in a prioritized implementation plan for future construction projects. The selected interdisciplinary team of consultants should be prepared to evaluate the entire facility from a holistic point of view considering current uses and facilities, previous ideas, desired future uses and intensities, and offer new and innovative recommendations. The selected team will be provided access to all relevant Town of Frisco staff, facilities, and information to develop meaningful recommendations. The consulting team will also be provided results from previous planning processes in order to leverage work already completed, which included significant community input. Previous considerations for improvements and additions at the PRA included nature play features, sport court, building expansions, relocations or new buildings, ice skating rink, storage facility, community center, volleyball courts, parking, entrance monument, enhanced trailheads and trails, open field, recreation center/field house, and a pavilion.

Each interdisciplinary team of consultants submitting a proposal will be evaluated on their capability to conduct and provide the following requirements for this new planning effort:

1) Data Gathering, Inventory and Analysis

- a. Staff interviews and data collection to review operations, programming, participation numbers, revenues, expenses, strengths and opportunities.
- b. Identify and convene a PRA Advisory Group (made up of partners, citizens, stakeholders, and staff) to confirm process, goals, roles and responsibilities.
- c. Conduct stakeholder interviews to gain insights – needs, desires, strengths, challenges, and opportunities.
- d. Conduct Two Community Events, “*Community Conversations*”, to review and follow-up with citizen insights – needs, desires, strengths, challenges, and opportunities.
- e. Review of previous plans and project files that have been assembled over the years, including:
 - i. 2001 Town of Frisco Parks and Recreation Master Plan
 - ii. 2002 Peninsula Recreation Area Land Use Plan
 - iii. 2007 Peninsula Recreation Area Land Use Plan
 - iv. 2009 Peninsula Recreation Area Design Plan (prepared by DHM Design)
 - v. 2016 Peninsula Recreation Area Potential Planning Elements Evaluation (prepared by SE Group)
 - vi. CDOT’s GAP Project
 - vii. 2017 Design Charrette (prepared by Norris Design, May 18, 2017)
 - viii. 2017 Lake Hill Neighborhood Master Plan
 - ix. 2017 Frisco Trails Master Plan
 - x. 2018 Frisco Bay Marina Master Plan
 - xi. 2019 Frisco Nordic Center Master Development Plan
 - xii. 2019 Frisco Parks Master Plan Survey
 - xiii. 2019-2020 Council’s Strategic Plan
 - xiv. 2019 Summit County’s Fieldhouse Feasibility Study – *pending release in July 2019*
 - xv. Frisco’s Community Plan – *pending adoption in August, 2019*
- f. Evaluate and review current and future uses and programming spaces.
- g. GIS mapping: Inventory of grounds, facilities, concessionaire area, parking lots, restrooms, park facilities, bike path, current and future trails, natural resource/wetland areas, entrances, etc. Frisco will provide a land survey with existing conditions including boundaries, utilities, and

topography.

2) Planning

- a. Define the Vision for the PRA. Review previous visions and goals and establish a refined vision for the PRA that is supportive and reflective of the 2019-2020 Council's Strategic Plan.
 - i. Per the 2007 Peninsula Recreation Area Land Use Plan, the long-term vision for the PRA is to enhance it as Frisco's diverse recreational "Mecca" for the community and its visitors, and includes the following goals:
 - Maintain and enhance the existing winter and summer recreational amenities, to surpass expectations and provide exceptional quality recreational experiences.
 - Promote recreational events that contribute to and further promote the town's tourism economy, and highlight the diverse recreational offerings at the PRA.
 - Implement new diverse recreational amenities and uses that complement existing uses, to further enhance the PRA's quality recreational offerings.
 - Improve the health of the PRA's flora and fauna to ensure a sustainable environment in which recreational amenities, scenic vistas, and existing wildlife habitats are enhanced.
 - ii. Per Council discussions in 2016, and included in the 2017 Charrette, the vision for the PRA and key inputs are:
 - The PRA and the Marina define Frisco as a unique mountain town.
 - Activities and features in the PRA should maintain character with the mountain environment.
 - Future plans for the PRA should avoid the evolution into a commercial character "fun park."
 - The Town is committed to primarily providing amenities for local community members but recognized the opportunities presented by the tremendous levels of visitors Summit County receives.
 - Ideally, facilities would be a blend of revenue and non-revenue to produce an aggregate break-even for the area as a whole.
 - Council prefers to save for new amenities, or fund them internally, as opposed to borrowing or bonding funds. This element represents prudent fiscal management, but may limit the opportunities which can be developed.
 - There is an interest in diversifying the Frisco Adventure Park so that is not perceived as just a tubing hill.

- The role of the PRA is centered upon community recreation, health and fitness.
 - Projects which may enhance continuity between the PRA and the main areas of town are optimal.
- b. Allocation of land uses that takes into account the growth potential and limits of the area and the community's desired growth of the PRA.
 - c. Recommendations for improvements, renovations, replacement or addition of amenities/facilities, open areas, picnic areas, play areas, parking, trails, and other uses and facilities.
 - d. Review of current operations and recommendations, as appropriate, for operational changes.
 - e. Evaluation of parking needs, locations, and new or revised parking to support current and future demands. Evaluation of the existing land uses for both summer and winter operations and suggestions for any relocations to achieve the goals and vision for the PRA.
 - f. Develop conceptual site plans for different uses
 - g. Evaluate and document site constraints
 - h. Work with the USFS and the Denver Water Board to ensure compatibility with current and future uses of all lands.

3) Vision and Project Implementation Plan

A final vision and project implementation document ("Plan") with text, images and mapping will be required. The Plan will assess the current conditions and uses and make recommendations for future projects. The plan should include, but is not limited to, the following:

- a. Site Plan – current and future land use allocations for operations, trails, pathways, parking, storage, recreation, and services.
- b. Analysis and description of operational needs, issues, and opportunities.
- c. Financial analysis of current operations, assessment of future needs and costs to address those needs, and the identification of proposed and relevant additional revenue streams to the PRA.
- d. Implementation matrix of priority projects and estimate of probable high and low design and construction costs
- e. Conceptual designs of new, repurposed or additions to current buildings. The building designs will need to meet codes and be complementary to the existing buildings and settings. These conceptual designs will also be low and high level designs with supporting illustrations of the buildings.

- f. Create a 5-10-15 year phasing plan with supportive images and cost analysis to appropriately budget and allocate funds.
- g. Presentation of draft and final plan to Frisco Town Council.

Submission Requirements:

Prospective teams shall submit six (6) hard copies, and one (1) digital copy of their Submittal, all of which must be received by 3:00 pm on Thursday, July 25, 2019 in order to be considered for this project. Proposals that omit any information or do not use the format requested may result in disqualification. Brevity and substantive content are strongly encouraged but there is no suggested page limit to the proposal. At a minimum, all submittals should include the following:

- 1) Letter of Commitment/Understanding the Project - This letter should identify the firms and key staff who will be working on the project, and commit them for the duration of the project if selected. The letter should also state that the firm has read and understands the requirements of the RFP. This letter must be signed by a duly authorized official of the appropriate firm.
- 2) Proposer Qualifications – This refers to the ability of the proposer to meet the terms of the RFP, and should include not less than three examples of projects (with contact information for lead staff of such projects) over the past five years that will confirm proposer's expertise in providing parks and recreation planning services. Examples must be specific to the key staff identified in (1) and be at or near completion at the time of submitting the RFP.
- 3) Methods and Plan Development – Provide a comprehensive description of proven methods and plans for carrying out the Scope of Work through the various phases as detailed above. Philosophical approach to individual and team work should be considered an essential part of this request.
- 4) Additional Items – Include all other pertinent information regarding this RFP, particularly any information that the proposer feels addresses why its business or team would be a good match for this project.
- 5) Schedule – Proposer shall submit a detailed timeline of dates and schedule for the comprehensive planning process including but not limited to start date, proposed end date, meeting dates, Council dates, etc. The goal is for final Council adoption of the plan by spring 2020.
- 6) Schedule of Rates – Proposer shall submit a schedule of rates that it finds most applicable to the RFP. These rates may be by more than one work/payment scenario, or address different payment types and schedules for different phases of work as described above. This schedule of rates should include all information regarding reimbursables, ancillary services, payment schedules to subcontractors, etc.

I. Evaluation Criteria

The following factors will form the basis for evaluating the proposals:

- Quality, creativity, ability, and approach put forth in the detailed scope of work outlined by the professionals or firms that clearly and specifically illustrates the tasks that will be completed and accomplished to reach and develop the final comprehensive plan for the PRA.
- Summary of qualifications demonstrating experience and knowledge.
- Knowledge and understanding of the geographic region, mountain towns, parks usage, recreation expertise, financial models, construction costs, architecture, and the variety of uses of amenities and operations in these environments.
- Proposing firm's fee structure and overall proposed fee.
- Availability and project timeline.
- Results of reference checks and past performance for other clients.

Finalists will be selected based upon the proposal's response to the RFP, experience, knowledge of the region, and references, as noted above.

II. Submittals

All proposals must be in a sealed envelope and clearly marked in the lower left-hand corner: "***Proposal for the Comprehensive Vision and Project Implementation Plan for the PRA.***" All proposals must be received by **Thursday, July 25, 2019, 3:00 p.m.** at the Town of Frisco at which time they will be publicly opened. The Town will not accept facsimile (faxed) or late proposals. The Town reserves the right to reject any or all Proposals or accept what is, in its judgment, the Proposal which is in the Town's best interest. The Town further reserves the right, in the best interests of the Town, to waive any technical defects or irregularities in any and all Proposals submitted.

During the Request for Proposal selection process, all proposals shall remain confidential. The entire selection process (procurement) file shall be opened to the public (which includes all proposers) after an agreement is approved by the Town, except those items for which confidentiality has been requested in writing by the Proposer, and providing that the Town Attorney has reviewed and determined this to be the properly confidential under the State Open Records Act and other relevant statutes and regulations.

III. Questions and Answers

All questions concerning this RFP must be submitted by e-mail to Diane McBride—Assistant Town Manager/Recreation & Culture Director for the Town of Frisco—at dianem@townoffrisco.com by **1:00 pm on Wednesday, July 10, 2019**. Addenda, reports, and responses to questions and answers will be distributed by **Friday July 12, 2019**.

IV. Site Visit

Any interdisciplinary team wishing to visit the PRA prior to submitting a proposal may do so; however, a formal pre-bid tour of the facility conducted by Town of Frisco staff is not being required. After selection, the consulting team will be provided a kick-off site

visit to include a complete tour of the entire PRA conducted by experienced Town of Frisco staff. The consulting team will also have access to the site as needed throughout the planning process.

v. Proposer Interviews

A selection committee will review proposals, and finalists will be invited for an in-person interview. Finalist interviews are tentatively scheduled for **August 6, 2019**. Proposing consultants are encouraged to keep time available in their schedules to accommodate this selection and interview schedule. Invitees will be notified by close of business on **August 1, 2019**. Consultants invited for an interview will be expected to give a presentation to the selection committee with their key team members present for the interview and fully convey their plan to deliver the expected outcomes, their approach to the project scope, and their consulting expertise.