Request for Proposals
Community Aquatic Facilities Feasibility Study
Including Engineering Evaluations,
Needs/Market Analysis, and Operations Estimating

I. Purpose and Ownership

The County of Platte and the Kansas City, Missouri Board of Park Commissioners (“owners”) are jointly seeking qualified proposals from professional service providers (“consultants”) in order to complete a comprehensive Aquatics Feasibility Study including engineering evaluation, cost estimating, needs assessment, market analysis, and operational estimating (the “Study”) for the potential development or expansion of aquatic facilities in Platte County.

Platte County is the lead agency for collecting information for this request for proposals (RFP). All owners will participate in selecting the final consultant to lead the project. Owners will issue all contract documents and payments and appoint one representative to serve as the point of contact for the owner group.

Sealed Proposals will be accepted until 4:00 PM, June 25, 2010 at the Platte County Parks and Recreation Office, 415 Third Street, Platte City, Missouri 64079. All questions regarding this RFP shall be directed to Brian Nowotny, Director, Platte County Parks and Recreation at 816.858.3419 or via email at bnowotny@co.platte.mo.us.

The owner group reserves the right to choose the proposal that is in the best interest of all owners and to waive any informalities or irregularities and reject any or all proposals for any reason. Proposals should be straightforward and concise and clearly describe the consultants own approach, incorporating key elements outlined in this RFP, to yield high quality reliable data for the owners use in making informed decisions on community needs and development opportunities.

II. Background

In the last ten years several new community aquatic center facilities have been developed in Platte County. These include two County owned community centers with indoor pools and The Springs Aquatic Center, a Kansas City, Missouri owned outdoor aquatic park built in partnership with Platte County.

In 2009 the County updated its long range plan for parks and recreation. This plan identified the need for expanded aquatic center offerings, including the need for more indoor facilities. In addition planning by Kansas City, Missouri Parks and Recreation also identified the need for additional aquatic facilities.

The Platte County R-III School District and the Park Hill School District are planning partners in this effort. Platte County R-III does not currently own or operate aquatic facilities. The Park Hill School District owns and operates an indoor lap pool at Park Hill High School.

The successful consultant will be expected to be familiar with these plans and facilities.
III. Feasibility Study Objectives

The owners desire to engage a consultant to conduct research and make qualified projections to evaluate and develop strategic objectives for the potential development of new or expanded aquatic facilities.

The Study will focus on feasibility, needs, and opportunities to expand an existing aquatic center, or develop new facilities adjacent to other community recreation facilities, primarily for lap swimming and associated programs. While the need may exist for new family leisure type swimming facilities, or associated recreation/wellness components, these elements will be secondary in this planning process and shall be considered as possible enhancements to the potential need for additional lap lane facilities. This is a feasibility study only and intended to assist the owners in determining the need, if any, to move forward with specific development initiatives.

All surveys, evaluations, research, and planning shall support findings unique to the planning area, generally the greater Platte County area. The key elements to achieve this goal will be:

- **Engineering evaluation** and feasibility analysis for enclosing the lap pool at The Springs Aquatic Center including cost estimating for enclosing the pool and comparison cost estimating data for a new lap lane aquatic facility at an alternative location;

- **Needs/Market Analysis** including a combination of a scientific citizen survey, community input, and prudent research showing the owners specific citizen needs and desires, what program opportunities exist and perceived convenience of the proposed facility locations;

- **Operations Estimating** incorporating needs/market data into a program plan for recommended facilities, if any, including reasonable expectations for facility operational costs, use, and revenue potential

The primary objective of all feasibility research is to determine:

**A. Capital/Facility Oriented:**

- the feasibility of renovating/expanding the existing Springs Aquatic Center lap lane pool to year-round use, including the feasibility of seasonal coverings and associated infrastructure required to support a year-round use facility

- construction cost estimates for renovating/expanding the existing Springs Aquatic Center lap lane pool to year-round use (copies of build plans will be made available to successful consultant)

- construction cost estimates for building a new six or eight lane lap swimming facility, including required infrastructure for a stand-alone facility (that could be potentially built/added to other community facilities)

**B. Programmatically**

- the level of need for services, programs, and facility features, related to a lap pool, that are most desired in the service areas and that will attract the greatest amount of members/users to the facility

- the expected number of participants for most desired program offerings

- the amount of achievable revenue resulting from usage and program fees
• the most acceptable price range for rates and program offerings

• the demographics of prospective users and program participants

• annual operational costs for associated programs at various facility options

• auxiliary amenities that are publicly desired that would increase facility usage and revenue potential (i.e. child watch areas)

**Secondary objectives for the research will include determining:**

• partnerships that may be undertaken that would be acceptable/attractive to facility users, including school district partnerships

• the image and perceptions potential users would have if a facility were developed adding the YMCA of Greater Kansas City as management and operational partner

• perceived convenience of the location for the facilities

• any other information that would be important to the development of a successful aquatic facility

**IV. Research Parameters**

• **Existing Facilities:** Analysis of existing aquatics facilities in the Platte County service area and their effect on potentially new or expanded facilities

• **Audience:** Prospective members in the southern, central and northern areas of Platte County. The owners intend to attract a diverse audience from a wide variety of age groups to its facilities and programs. A cross-section of all regional, ethnic, and economic groups must be included in any research including consideration of citizens of neighboring counties who may have an interest in utilization of such a facility.

• **Service Reach:** Determination of the anticipated service reaches (number of users) for The Springs Aquatic Center and one other potential facility location in the County. Other potential facility locations may be included as determined necessary by owners. Data for each potential site will be compared and contrasted.

• **Citizen Survey:** One statistically valid survey sampling of no less than 400 residents of Platte County. Survey shall include a comprehensive list of questions yielding relevant data to the study along with demographic data and cross tabulations by zip code.

• **Key Constituencies:** It is the expectation of the owners that in-depth interviews and information gathering from the planning partners will be a critical step in the needs assessment process. The successful consultant should demonstrate their methods and ability to extract potential user data and expectations from all constituencies with an interest in the proposed facilities, including community groups such as competitive swimming leagues or local health care providers.
V. Study Process and Final Report/Analysis

The Study shall be conducted in logical phases starting with engineering analysis and cost estimating with needs/market analysis and operational estimating to follow as supported by the preceding step.

After the core research and information has been collected, tabulated, and processed for each phase, results should be clearly communicated to owners in written and graphic formats. The owners will use this information not only for the basis of business decisions, but to present research information to various board members and the general public.

Final Written Report
An in-depth written report with statistical charts, methodology, survey results, meeting and focus group summaries, engineering analysis, cost estimates, and recommendations backed up by the body of research and owner directives will be submitted to the owners at the end of the feasibility study process. Ten (10) bound paper copies and one (1) electronic copy of the report and supporting documents in WORD and PDF format shall be included in the final submission. Final reporting shall include a stand-alone Executive Summary.

Conceptual Schematic
One illustrated conceptual design sketch based on preferred recommendations.

Results Presentation
One formal final oral presentation that includes conclusions detailing the deliverables outlined in the firm’s methodology statement. The report and the presentation should summarize the types of decisions and improvements that can be made based on the research results and owner directives.

VI. RFP Submittals

Please submit eight (8) paper copies and one electronic copy in PDF format of your proposal to Platte County at the address noted on page one. Proposals should be submitted no later than 4:00 PM June 25th, 2010. Each submittal shall include:

A. Methodology. Please detail your methodology as follows:

- Describe the approach (research program) your firm would use to accomplish the primary and secondary feasibility study objectives and how the owners Research Parameters would be incorporated.

- Explain and justify the methodology used.

- Specify the types of decisions that can be made by using the recommended methodology.

B. Consultant Business Profile

Company
Please provide company contact information and years in the business of performing feasibility studies, engineering analysis, needs/market research, and operations planning for
recreational facilities. **Include the name, title, and e-mail address of the individual who will serve as the firm's primary contact AND project manager.**

Please list any sub-contractors or professional partnerships you intend to utilize to complete the required services and a brief description of each. Describe the specific role of each partner firm and who from each partner firm will lead their role in the Study.

**Staff**
Briefly describe the research and analytical capabilities of your project manager and key staff and provide brief biographies of all lead members who would be responsible for work on this project.

**Clients**
Please list your top clients. **List all** public or nonprofit clients you have served with emphasis on community aquatic facility research *in the last five years*. Please provide information on how long these clients have been served by your firm and include a contact name and phone number for each reference.

**Relevant Experience for Specialized Services**
Describe your firm’s relevant experience and track record on similar projects. List all similar feasibility study projects your firm has completed in the greater Kansas City area. Briefly describe why your firm is best suited to meet the needs of the owners including your firm’s capability and experience in:

- Engineering evaluation and cost estimating for renovated or new aquatics facilities; explain how cost estimating is performed
- Needs analysis and market research for community aquatic facilities
- Program planning and economic forecasting for usage and program revenues

**Timing**
Please provide detailed information on your firm’s timeline for this project. Describe when you could begin this project and how long it would take to complete.

**Cost**
Please provide detailed pricing information for the requested services identifying separate costs for each phase of service:

- Phase 1. Engineering evaluation and cost estimating;
- Phase 2. Needs/market analysis including one statically valid citizen survey;
- Phase 3. Operations estimating

Factor in and include costs for other services that may be required as the process develops on an “as needed” basis.

**VII. Evaluation Criteria**

The owner group will evaluate each proposal according to submitter’s qualifications and previous related work on similar projects of size, scope, and complexities, project manager and his/her capabilities, demonstrated understanding of project, and proposed methodology and approach. After review of all proposals the owners shall schedule follow up interviews as deemed necessary. Following interviews the preferred consultant shall work with owner representatives to develop a final scope of services and fee schedule.