

## **Request for Proposals**

### **The Fund For Greater Lexington and Lexington Parks and Recreation**

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#### **1. Introduction and Background**

The Fund for Greater Lexington (FGL), a permanent community endowment investing in transformative community projects under the auspices of the Blue Grass Community Foundation, is committed to advancing projects, programs, and organizations that are dedicated to fostering a vibrant, generous, engaging, and inclusive community in Lexington, Kentucky. In pursuit of this mission, the Fund for Greater Lexington has taken lead with the assistance of Lexington's Parks and Recreation to embark on an exciting initiative that holds the potential to transform our community and enrich the lives of its residents.

Fund for Greater Lexington, as a catalyst for positive change, provides vital financial support to projects and endeavors that align with our vision for Lexington. Our aim is to empower initiatives that not only enhance the physical aspects of our city but also contribute to its social fabric, promoting an environment where people of all backgrounds can thrive and connect.

Lexington Parks and Recreation, a key municipal entity, is entrusted with the stewardship of public spaces that bring our community together. With a deep commitment to preserving our city's natural beauty and promoting recreational activities for all, Lexington Parks and Recreation plays a central role in shaping the quality of life in our city.

#### **2. Inviting You to Our Vision: Kelley's Landing Park Master Plan**

At the heart of this Fund for Greater Lexington-led initiative, in partnership with Lexington Parks and Recreation, lies the development of Kelley's Landing, a sprawling 30-acre expanse of publicly-owned land along the Kentucky River, which Fund for Greater Lexington is taking the lead in transforming. This endeavor revolves around the creation of a comprehensive master plan that encapsulates our collective aspirations for Kelley's Landing. Our vision for the master plan is two-fold: it should not only excel in site design, crafting a space of unmatched natural beauty and functionality, but also embrace extensive community engagement, ensuring that the project resonates with the people it serves.

#### **3. Project Description**

The Fund for Greater Lexington is seeking proposals from qualified consulting firms to develop a Park Master Plan for Kelley's Landing. The plan should create a roadmap for the development of Kelley's Landing, ensuring just and fair access to a quality green space and recreation facility. The Master Plan will be a guiding document for future development of Kelley's Landing over the foreseeable future. The park will have Natural Areas designation, including a mission to preserve the beauty of the Kentucky Bluegrass Region, highlighting important historical features and cultural connections, and providing refuge for visitors seeking outdoor experiences. The consultant will work closely with Lexington Parks and Recreation, the Fund for Greater Lexington, and relevant community stakeholders in preparing the Park Master Plan. The consultant will create a Program, Conceptual Plan, Schematic Plan and Opinion of Estimated Cost for Park Development.

#### 4. Context

Kelley's Landing will be Lexington's fourth Natural Areas park, joining Raven Run Nature Sanctuary, McConnell Springs Park, and Hisle Farm Park. The new space should serve as a model for sustainable land management and practices that reflect commitment to healthy ecosystems. As such, the selected proposal must reflect a thoughtful approach to engaging visitors in a natural space that focuses on restoration and protection of the surrounding ecosystem.

Kelley's Landing is situated in the Kentucky River Palisades region, notable for its towering limestone cliffs that formed over millions of years through the erosion process. The site has documented history dating back prior to European colonization of the area. Early Native Americans established communities near the palisades area due to ready access to food, water, and trade. Archeological records suggest that the area around the new park site has been inhabited by faunal-following humans for over 10,000 years.

The area around Kelley's Landing, which is still in use today for agricultural and equestrian uses, is also known to be one of the oldest settlements in Fayette County, known as Cleaveland before becoming Clay's Ferry. Over the years, the site was operated as a hemp mill, a shipyard, hosted a ferry, and had a restaurant and a boarding house for logsmen in the 1800's and early 1900's. During the transition from firewood to coal in the mid-1800's, coal was shipped in from eastern Kentucky and taken into Lexington and Frankfort from the site. With the preeminence of railroads and the uptick in automobile use in the early 1900s, commercial use of the river declined and the destination became more of a recreational location. Around this time, in 1924, the grandparents of Mr. John Kelley purchased the property, opening a general store, selling gasoline and coal, shoes, tools, and food, and feeding workers who constructed the tall Clay's Ferry Bridge on I-75. In the 1960's and 70's, pleasure boating had increased and the property served to provide those in search of river recreation with supplies, food, and gas. Since then, the site has been rarely used, leading to the sale of the property to the City of Lexington in 2022 for the revival of the land into what will now be Lexington's only public river access known as Kelley's Landing.

For research and context on land specifications, please refer to these documents:

- Utilize national data about parks and recreation from the National Park and Recreation Association's Park Metrics website: <https://www.nrpa.org/publications-research/ParkMetrics/>
- Familiarize themselves with the Lexington-Fayette County Comprehensive Plan <https://www.lexingtonky.gov/comprehensive-plan> and similar planning documents from adjacent Clark and Madison Counties
- Explore data available about Lexington Parks and Recreation at the Trust for Public Land website: <https://www.tpl.org/city/lexington-kentucky>
- Learn about the 2018 Lexington Parks and Recreation Master Plan <https://www.lexingtonky.gov/about-parks-and-recreation-master-plan>
- Consider existing parks and park amenities available in Lexington and surrounding counties including public and private parks to determine what gaps in service may exist
- Review reports about Kelley's Landing including Environmental Assessment and Archeological Survey (provided in appendix)

## 5. Scope of Work

### **Project Objectives:**

The primary objective of this project is to develop a comprehensive master plan for Kelley's Landing, a 30-acre land parcel, which will serve as a catalyst for creating vibrant and inclusive recreational opportunities in Lexington along the Kentucky River. The master plan will address the current and future needs of Lexingtonians while fostering healthy communities, promoting conservation and environmental stewardship, stimulating economic activity, and enhancing community togetherness. We aim to understand what possible ways we can:

- Provide space for new recreational opportunities for individuals of all ages and abilities.
- Conduct a thorough study to understand the diverse needs of Lexington's residents, both present and future, ensuring inclusivity.
- Articulate how input from the community will be actively sought and incorporated into the master plan.
- Develop a report summarizing community engagement and findings, a conceptual plan, a schematic plan and opinions of cost for development
- Identify, describe and implement a comprehensive strategy and methodology for community engagement in this Master Plan development process to include focus groups, surveys, and in-person community input meetings with a broad and diverse audience of potential park users.
- Provide well-organized and directed activities, techniques and formats that will ensure an equitable, inclusive, open and proactive public participation process is achieved. These methods should solicit quality input from as many people as possible, including under-resourced populations and groups with special interests in a natural area park.
- Provide written records and summaries of the results of all public process and communications strategies that can be shared with the public.
- Highlight the natural areas management and sustainable practices that consider environmental conditions, watershed issues, invasive species mitigation and habitat restoration, and safe river access and navigability for the public.
- Ensure that environmental engineers and other experts familiar with construction and park development within floodplains are consulted on any proposed initiatives within the park boundaries.

### **Deliverables and Quality Standards:**

The selected vendor will be expected to deliver a comprehensive master plan that adheres to the highest quality standards. The deliverables should include, but not be limited to:

- Master Plan Document: A comprehensive document that provides an inclusive framework for orderly and consistent planning, development, and administration of parks and recreation resources, programs, and facilities within Kelley's Landing. This document should encapsulate the vision for the park and provide a strategic action plan for its development.

- Needs Assessment Report: A detailed report outlining the results of the study conducted to understand the current and future needs of Kelley’s Landing with relation to the overall Lexington community. This report should incorporate diverse perspectives and demographic considerations.
- Community Outreach Report: A report summarizing the outreach process, including public meetings, stakeholder meetings, public opinion surveys, and website support. It should include feedback received, suggestions, and concerns voiced by the community.
- Implementation Plan: A comprehensive strategy for implementing the proposed improvements, including action plans, phasing plans, estimated costs, funding sources, and recommendations for recreation programming and maintenance.

### **Development of Final Plans and Supporting Materials**

- The Master Plan must include written goals, objectives, policy statements, a financial and action plan that articulate a clear vision and “roadmap” and model for the park’s future.
- A summary of existing conditions and opportunities, Long Term Development Site Plan (s), elevations, renderings, etc. as needed to support the plan and its presentation to the appropriate audiences.
- Participate in progress meetings with the Parks and Fund for Greater Lexington as often as necessary, but not less than once per month until the final plan is approved. Supply the Project Manager with at least one (1) copy of all completed or partially completed products as deemed necessary at least three (3) working days before each progress meeting.
- Develop an action plan that includes strategies, priorities and an analysis of budget support and funding mechanisms for the short-, mid- and long-term for Kelley’s Landing,. The action plan should prioritize development strategies by their level of impact on social, health and environmental outcomes.
- Prioritize recommendations for programming and maintaining the park that align with best management practices for sustainable natural areas.
- Recommend collaborative partnerships and other solutions to minimize duplications or enhance opportunities for collaborative partnerships.
- Provide a clear plan for development of programming based on demand analysis.

### **Expected Outcomes and Goals:**

The successful completion of this project will lead to the following outcomes and goals:

- Public input from a wide range of stakeholders will be actively sought and incorporated into the master plan, ensuring that the needs and aspirations of all residents are met.
- Kelley’s Landing will become a model of inclusivity, offering recreational opportunities for individuals of all ages, abilities, and backgrounds, while being managed sustainably in a way that all who visit can enjoy.
- The master plan will serve as a framework for the long-term development and use of Kelley's Landing, aligning with the natural resources and visions of the Lexington community.
- The master plan will provide guidance and policy direction to local government decision-makers, shaping the delivery of parks and recreation services in line with the city's comprehensive plan and policy agenda.

- The master plan will provide a foundation for:
  - Building credibility, support, and consensus from community members and stakeholders
  - Informing citizens about a park’s needs and its community assets
  - Identifying capital improvement goals that are needed to assess fiscal requirements and fundraising needs
  - Guiding critical decisions about parks and recreation facilities, infrastructure, programs, and services

In addition to providing a design blueprint for facilities, the master plan can be used as a promotional document to foster support and community involvement. A successful master planning process will transform a community’s vision into tangible plans to create outstanding recreation opportunities, well-maintained facilities, and a customer-focused and responsive park system. By achieving these outcomes, we aim to create a river park that not only enriches the quality of life in Lexington but also contributes to economic development, health outcomes, and the enhancement of our community's unique sense of place.

## **6. Timeline and Important Dates**

The timeline for this project, including key milestones and important dates, to be collaboratively discussed with the Fund for Greater Lexington and Lexington Parks and Recreation team to complete this process in 9 months.

The following tentative schedule is anticipated for selection, contract negotiations and contract award.

- Site will be available for applicants to visit from 1 PM EST - 3 PM EST on January 11, 2024.
- Questions accepted until 12:00 PM EST January 19, 2024. To be sent to [hadeel@bgcf.org](mailto:hadeel@bgcf.org).
- Proposals due January 26, 2024.
- Proposal review to take place February 12, 2024.
- Possible interviews to take place the week of February 26, 2024.
- Contract award expected in March 2024.

## **7. Proposal Response**

Proposing firms should submit the proposal no later than 5:00 PM EST on January 26, 2024.

Submittals should be directed to:

*[Hadeel Abdallah, Fund for Greater Lexington Project Manager, [hadeel@bgcf.org](mailto:hadeel@bgcf.org)]*

This solicitation does not commit the Fund For Greater Lexington to award a contract, to pay any cost incurred with the preparation of a proposal, or to procure or contract for services or supplies. Fund For Greater Lexington reserves the right to accept or reject any or all proposals received in response to this request, to negotiate with any qualified source, or cancel in whole or part of this proposal process if it is in the best interest of the community. Following contract negotiations, prospective consultants may be required to submit revisions to their proposals. All proposers should note that any contract in accordance to this proposal is dependent upon the recommendation of the Fund for Greater Lexington selection committee.

**8. Project Budget Range**

Budget of \$150,000 has been established for this project.

Provide a “Not to Exceed, Lump Sum” cost plus hourly rates for all Project Team members in a separate sealed envelope.

**Methods of Payments for Services of Consultant**

All Lump Sum Pricing shall include all direct labor and supervision necessary to complete the item in a manner that meets or exceeds the customer’s satisfaction. It shall also include the labor payroll costs, overhead (such as unemployment taxes, general liability insurance, rent, utilities, phones, supplies, administrative salaries, F.I.C.A. sick and vacations, etc. disposal fees tool allowance, equipment, materials, profit and all other costs used on the job). The negotiated cost of services is represented below.

1. Community Engagement	\$
2. Conceptual/Schematic Design	
50% Completion	\$
100% Completion	\$
3. Design Development & Cost Estimates	
50% Completion	\$
100% Completion	\$
4. Final Public Input	\$
Total	

**TOTAL LUMP SUM \$ \_\_\_\_\_**

**9. Qualifications and Selection Criteria:**

- **Expertise in Natural Area Park Design (20%):** Proven experience in the development of natural areas parks with a demonstrated ability to integrate and reflect the natural environment in the park design. A track record of designing parks that harmoniously blend with the surrounding natural landscapes while providing recreational opportunities. Familiarity with designing within river ecosystems or other designated floodplains, specifically best practice methods of construction and permitting requirements. Experience engineering/permitting river-based systems required.
- **Equity-Based System Master Plans (25%):** Demonstrated expertise in crafting Equity-Based System Master Plans specifically tailored to natural areas parks, taking into account their unique

ecological characteristics. Proven ability to prioritize equity, diversity, and inclusivity within the context of natural park design. Essential to this is also consulting and engaging with transportation authorities to address potential barriers affecting individuals from diverse and lower socio-economic backgrounds. This fosters a comprehensive understanding of limitations faced by individuals from diverse backgrounds in accessing and enjoying the park. Proactively considering these factors enables the development of strategies to mitigate limitations, ensuring that design plans are inclusive and responsive to the needs of all community members, regardless of their socio-economic status.

- **Community-Centric Approach (20%):** A robust track record in actively engaging and involving local communities is essential throughout the entire master planning process for natural areas and parks. The expertise to ensure that communities play a significant and meaningful role in decision-making, data collection, analysis, and the execution of projects related to natural parks is a key requirement, and the ability to establish an inclusive decision-making framework is crucial, actively incorporating under-represented groups and communities in the design and planning of natural areas and parks. Preference will be given to firms or individuals who possess specialized knowledge in community engagement specifically tailored to parks and greenspaces, as well as community development, with a strong emphasis on demonstrated, equitable engagement of diverse populations.
- **Equitable Decision-Making Process (15%):** In our selection process, we prioritize the participation of minority- and women-owned businesses, and/or individuals from underrepresented backgrounds. Our commitment to fostering diversity includes considering factors such as the company's ownership structure, workforce diversity, and inclusion initiatives. We encourage proposals from businesses that align with our commitment to promoting a diverse and inclusive business ecosystem. Additionally, we welcome information on any unique approaches or initiatives your company employs to enhance diversity, equity, and inclusion within your organization.
- **Data Collection and Analysis (20%):** Proficiency in comprehensive data collection and analysis, specifically tailored to natural park projects. Expertise in allocating resources based on the unique needs of natural areas parks, including considerations such as ecological preservation, accessibility, and desired outcomes like promoting physical activity and climate resiliency. Experience in employing both qualitative and quantitative analysis methodologies to identify disparities and gaps in the distribution, quality, safety, and inclusivity of natural parks. Proficiency in utilizing tools like geographic information systems (GIS), community engagement techniques, environmental audits, and resource analysis to inform the design and planning of natural areas parks. Looking for demonstrated expertise; examples of where organization has done similar things, and information on which team members have been assigned to said projects.

### **Terms for Rejection or Cancellation**

The Fund for Greater Lexington reserves the right to reject any or all proposals received in response to this RFP. Additionally, the Fund for Greater Lexington may cancel this RFP process at any time, for any reason, without incurring any liability to vendors.

### **Conflict of Interest Disclosure**

All potential vendors must disclose any potential conflicts of interest that could affect their ability to perform the work objectively. Failure to disclose such conflicts may result in disqualification from the proposal process.

**All Proposals Should Include the Following Information:**

- Provide the Kelley's Landing Project Team with a presentation of your approach to the community engagement and planning process
- A Letter of Submission that includes the name, address and telephone number of the person(s) who is representing the firm.
- Background on the firm and its experience in preparing Master Plans for public agencies, as well as engagements involving communities that have characteristics similar to the community.
- A narrative that presents the services the firm would provide detailing the approach, methodology, deliverables and client meetings.
- Identification of the Project Team, including any partner-firms and consultants, incorporating a résumé of related experience and specific assignments of the project scope.
- A timeline for preparation and implementation of the Master Plan and its components.
- A summary of liability, errors and omission insurance coverage the firm maintains.
- At least three (3) public agency references for projects of a similar nature. Include a description of the projects, including (at minimum) client, location, contact person, contact information (telephone/email address) and a brief summary of the project.