REQUEST FOR QUALIFICATIONS

COMPREHENSIVE LAND USE PLAN AND PARKS & RECREATION COMPREHENSIVE MASTER PLAN FOR BRUNSWICK COUNTY

Qualifications due by November 20, 2019

REQUESTED BY:
Brunswick County Planning Department
Brunswick County Parks & Recreation Department
P.O. Box 249
Bolivia, NC 28422

Posted October 24, 2019
COMMUNITY OVERVIEW
Established in 1792, Brunswick County has a rich history that spans several centuries. Traditionally, a rural county where the economy and culture was centered around agriculture, Brunswick County has transformed to a nationally known vacation destination featuring popular beach communities, golf course communities, historic towns, and vibrant commercial hubs. Brunswick County is a rapidly growing county nestled in the far southeastern corner of NC, adjacent to the State of South Carolina and located between the metro areas of Wilmington, NC, and Myrtle Beach, SC. Ranked highest in growth within the State of North Carolina and consistency ranking nationally in the top 10, Brunswick County has experienced rapid growth over the last three decades. Brunswick County has 19 incorporated municipalities. Presently, only 6 of these municipalities have Parks & Recreation Departments. Brunswick County’s ever-expanding population is estimated to be over 139,829 in 2019 and is projected to climb over 200,000 within the next 20 years. Based upon the projections and related data, Brunswick County’s population will grow by 60,000 over the next 20 years with a large majority of people over the age of 50.

PROJECT BACKGROUND
The Brunswick County Planning Department (hereinafter “Planning Department”) and the Brunswick County Parks & Recreation Department (hereinafter “Parks Department”) have teamed up for this exciting joint project and are seeking qualifications (RFQ) for professional consulting services from qualified consultants in conjunction with the development two new plan documents – a Comprehensive Land Use Plan and a Parks and Recreation Comprehensive Master Plan. These plans will be used as policy documents to assist and guide future decisions. The selected consultant will have the primary responsibility of developing and facilitating both plans and will work in coordination and consultation with the Parks Department and Planning Department. The project area will be the unincorporated areas of Brunswick County and within any participating municipality. The participating municipalities have yet to be determined but are anticipated to be less than five (5). Only five municipalities participated in the last land use planning process in 2007.

WORK STATEMENT
The respondent’s qualifications package must meet or exceed the project tasks specified below within this work statement. The respondent is asked to use their technical expertise, professional experience, and creativity when developing a qualifications package designed to meet the specifications of this work statement. As such, respondents may propose a method or task that differs from those listed within this work statement if they believe that a different approach or task will be better.

The County envisions a collaborative planning effort between the consultant, staff, County officials, and Municipal officials, that has a planning horizon of 10 years. Both the Comprehensive Land Use Plan and the Parks and Recreation Comprehensive Master Plan should be easy to read and understand as well as seamless and collaborative with similar goals, recommendations, and action items.
**Task 1: Data Collection and Existing Conditions Assessment**

The consultant will collect all data necessary to complete a comprehensive review and evaluation of the project area. Examples of relevant data may include:

- Development, housing, population, economic and other related demographic data and trends;
- Population and other related demographics data;
- Future developments that are planned;
- Available infrastructure and existing utility easements (Water, sewer, electricity, etc.);
- Existing land uses and current zoning;
- Potential construction limitations (zoning, flood zones, protected species, wetlands, historic sites, etc.);
- Current County plans and policies such as the Brunswick County Parks and Recreation Comprehensive Master Plan, the Brunswick County CAMA Core Land Use Plan; and the Regional Hazard Mitigation Plan;
- Recently adopted plans and policies such as the Brunswick County Trail Plan and the Brunswick County Agricultural Development Plan;
- Projects in the works such as Holden Beach Causeway Transportation Corridor Study and the Hazard Mitigation Plan Update;
- Plans, studies, and policies by other Federal, State, and Local Agencies including Sunny Point Joint Land Use Study, Brunswick Transit Plan, NC 211 Corridor Feasibility Study (East Coast Greenway), Planned road improvements projects, and all transportation plans and policies;
- Utility Plans from Brunswick County Utilities, Sanitary Districts, and municipal sources;
- Inventory of existing conservation areas and historical areas;
- Inventory of public facilities, schools, existing recreational activities/programs, park facilities, current park staff;
- In-house Planning Team Research (On-Street Parking); and
- Other necessary data as required by Brunswick County.

It should be noted that much of this data is easily accessible or available from Brunswick County, the Grand Strand MPO, the Wilmington MPO, the Cape Fear RPO, and the North Carolina Department of Transportation. Where appropriate, Planning and Park & Recreation Staff will assist the consultant in locating appropriate data; however, the consultant will be responsible for verifying key attributes of these datasets. Fieldwork may be needed to verify data assembled for the project.

**Task 2: Community Engagement Visioning and Strategy**

Public participation and outreach should be an integral part of the development of both plans. The selected consultant will be asked to develop and oversee a comprehensive public engagement strategy in coordination with Brunswick County Staff. Staff envisions a grass-roots approach to outreach, that includes existing social media platforms, surveys, attendance at community events, and by word-of-mouth. A minimum of five (5) input sessions should be provided to gather input throughout Brunswick County. Staff can be available to handle outreach logistics, prepare materials, and assist with the public. The RFQ shall include provisions for additional meetings that may arise. The Community Engagement Visioning and Strategy shall be presented to the Steering Committee and all the Governing Bodies.
Task 3: Parks and Recreation Comprehensive Master Plan (10-Year)

Brunswick County envisions a new Parks and Recreation Comprehensive Master Plan as a collaborative effort between the public, consultant, staff, and County officials. This plan should share a common vision with the new Comprehensive Land Use Plan. This plan should have a planning horizon of 10 years and is anticipated to include the following elements:

- An assessment of existing conditions;
- Overview of the Community Engagement Vision and Strategy;
- Addressing current trends within parks and recreation, including:
  - Inventory and evaluation of the existing park and recreation system and facilities;
  - Active recreation and programming;
  - Passive recreation including water trails, biking routes, and walking options;
  - An operational staffing assessment that includes an inventory current staffing and evaluation of future needs based upon projected future growth and needs;
  - A future needs assessment includes components such as recommendations, benchmarking, level of service standards, and a guide for future recreation facilities.
- Financial Implementation Plan; and
- Recommendations and action items that are seamless and collaborative with the Comprehensive Land Use Plan (Task #4)

The anticipated public engagement and outreach for the Parks and Recreation Comprehensive Master Plan will include, but is not limited to:

- Community Engagement Vision and Strategy (Task #1);
- Public involvement (Task #7);
- Community Assessment, Engagement, and Needs Analysis to provide directions for plans and to guide growth;
- Obtainment of citizen and stakeholders preferences for future growth, development trends, recreational activities, and public facilities.

The Consultant will work with the County Parks and Recreation Staff to develop the Parks and Recreation Comprehensive Master Plan within a 12-month window following Task #1 and Task #2. It is anticipated for this plan to be forwarded for adoption prior to the completion of this project.

Task 4: Comprehensive Land Use Plan

The County and participating municipalities envision a new Comprehensive Land Use Plan as a collaborative effort between the consultant, staff, County officials, and Municipal officials. This plan should be based upon the Community Engagement Visioning and Strategy process as well as N.C. Department of Environmental Quality CAMA requirements. This plan should share a common vision with the new Parks and Recreation Comprehensive Master Plan and have a planning horizon of 10 years.
It is anticipated to include the following elements:

- Assessment of existing conditions that include data and demographic information. This assessment should be seamless and collaborative with the new Parks and Recreation Comprehensive Master Plan (Task #3), including the following topics of interest:
  - Population and Demographics;
  - Employment, Economy, and Economic Development;
  - Tourism;
  - Transportation;
  - Community Services and Facilities;
  - Parks and Recreation Services;
  - Education System;
  - Natural Environment and related features;
  - Housing; and
  - Community Character.
- Review of existing applicable studies, plans, policies, and development regulations.
- Overview of the Community Engagement Vision and Strategy.
- Areas of Strategic Focus:
  - Each participating municipality; and
  - County Growth Areas, specifically:
    - NC 211 Corridor;
    - US 74/76 Corridor, including the intersection at US 74/76 & Lanvale Road;
    - Junction of US 17 & I-140 Bypass including the Hazel Branch area;
    - Carolina Bays Parkway; and
    - Holden Beach Causeway.
- Utility growth strategies for water/sewer availability as well as policies from Brunswick County Utilities, the Sanitary Districts, and municipal sources.
- Ensure Consistency with the following:
  - NC Flood Risk Information System and National Flood Insurance Program Community Rating System;
  - Coastal Area Management Act (CAMA) requirements;
  - Brunswick County’s partner transportation agencies plans and policies including the Wilmington Metropolitan Planning Organization (WMPO), Grand Strand Area Transportation Study (GSATS) the Cape Fear Rural Transportation Planning Organization (Cape Fear RPO), and Brunswick Transit; and
  - Current development trends.
- Incorporation of existing plans and studies completed recently in Brunswick County;
- Plan goals, objectives, recommendations, and action items that are seamless and collaborative with the new Parks and Recreation Comprehensive Master Plan (Task #3); and
- Maps including land use, suitability, growth, development, and a new future land use map.
The anticipated public engagement and outreach for the Comprehensive Land Use Plan will include, but is not limited to:

- Community Engagement Vision and Strategy (Task #1);
- Public involvement (Task #7);
- Community Assessment, Engagement, and Needs Analysis to provide directions for plans and to guide growth;
- Obtainment of citizen and stakeholders preferences for future growth, development trends, recreational activities, and public facilities.

The Consultant will work with the County Planning Staff (and Municipal Staff as needed) to develop the Comprehensive Land Use Plan within a 24-month window following Task #1 and Task #2. It is anticipated for this plan to be forwarded for adoption at the completion of this project.

**Task 7: Public Involvement**

Preparation of the Comprehensive Land Use Plan and the Parks and Recreation Comprehensive Master Plan is envisioned to have a significant amount of public outreach, stakeholder input, and public engagement. The Community Engagement Visioning and Strategy (Task #2) is designed to capture the future vision for the community and guide the project. Other public involvement envisioned includes:

**Website**
A website devoted to the project to provide up-to-date information. The consultant will create and maintain the website for the length of the project.

**Steering Committee**
A Steering Committee made up of local officials, community members, stakeholders, and staff from both the County and any participating municipality. The Steering Committee will provide guidance and direction to the consultant throughout the development of the project and will make recommendations to the Governing Boards for the adoption of the plan. The consultant will act as the facilitator for the Steering Committee Meetings. There shall be a minimum of four (4) Steering Committee meetings throughout the process.

**Public Engagement**
Public participation will guide the development of both plans and ensure that future development is consistent with the community vision. There should include a detailed description of how the Consultant proposes to engage the public in the planning process and ensure the recommendations of the final plan are consistent with the community’s vision.

Additionally, the following public outreach must be included:

- A minimum of five (5) public engagement sessions as part of the Community Engagement Visioning and Strategy (Task #1);
- Public engagement sessions in each area identified as Areas of Strategic Focus;
- Public engagement sessions with stakeholders and special interest groups;
- A minimum of five (5) workshops to present Parks and Recreation Comprehensive Master Plan;
- A minimum of five (5) workshops to present the Comprehensive Land Use Plan;
- Public meetings related to final plan approvals. This includes final presentations by the Consultant of each plan to decisionmakers including the Board of Commissioners for plan adoption (Task #9).
**Task 9: Final Approvals**
Following staff review of each draft plans, the Steering Committee will review and endorse a final version of each plan. The consultant will provide public workshops on each plan. The consultant will be responsible for making presentations to the Steering Committee and other area decisionmakers including the Board of Commissioners for their consideration and plan adoption. Staff can assist with taking the plans to other committees and boards as needed.

**SUBMITTAL INSTRUCTIONS**
The submittal instructions are outlined below:

A. **Qualification Packages**
   Please include a cover letter that identifies a contact person and all contact information. The following format is not required but is encouraged to provide consistency between submittals, aiding in evaluation and comparison. Each item outlined below must be addressed in the submittal in the order for the qualification package to be valid.
   - **Project Approach**
     Describe your team’s approach to successfully delivering the Project. Provide details on how each task will be completed. Include any recommendations for maximizing effectiveness and efficiency.
   - **Scope of Work**
     Provide details regarding the specific methodologies, approaches, tasks, and schedule being proposed, and indicate any work or resources that are to be subcontracted or assumed to be provided by local government agencies. Respondents may propose a methodology or set of tasks that are different from those in the Work Statement, however, the submittal must meet or exceed the indicated deliverables and state why a different methodology/tasks are recommended.
   - **Contract Man-Hours**
     Qualification packages must provide estimated man-hours for each task. Calculate the percentage of MBE/DBE’s anticipated participation based on the man-hours.
   - **Project Team**
     Provide an organizational chart identifying all staff assigned to the Project, including any subcontractors, defining roles, responsibilities, and task assignments of each member for the duration of the Project.
   - **Statement of Qualifications**
     Qualification packages must indicate general qualifications of the respondent(s) in disciplines appropriate to the project, as well as specific prior experience and qualifications applicable to this project. Qualification packages should also include the following:
     - Qualifications and resumes of key personnel to be assigned to the project
     - References. List at least 3 project references with similar projects.
     - Relevant Project Experience and sample of previous work directly related to technical aspects and processes described in this work statement.

B. **Deadline**
Qualification Packages must be received by 3:00 PM eastern time on November 20, 2019.
C. **Submittal Instructions**
Qualifications Packages along with a letter from a firm principal committing the qualification package for a minimum of 60 days. Each should be clearly marked *Qualification Response – Planning and Parks Project*. Five (5) copies of the package should be mailed or hand-delivered:

**BY MAIL TO:**
Brunswick County Parks & Recreation Department  
ATTN: Aaron Perkins & Kirstie Dixon  
P.O. Box 249  
Bolivia, NC  28422

**DELIVERED IN-PERSON TO:**
Brunswick County Parks & Recreation Department  
ATTN: Aaron Perkins & Kirstie Dixon  
20 Referendum Drive, N.E. (Building G)  
Bolivia, NC  28422

D. **Project Contacts & Information**
Brunswick County Planning Department and Brunswick County Parks & Recreation Department will both provide information and assistance for this Project. Project contacts are Aaron Perkins, Parks & Recreation Director (910-253-2676 and/or aaron.perkins@brunswickcountync.gov) and Kirstie Dixon, Planning Director for the Brunswick County Planning Department (910-253-2035 and/or kirstie.dixon@brunswickcountync.gov).

E. **Size**
Qualification packages must be limited to no more than 50 pages.

**EVALUATION CRITERIA**
All Qualification Packages that are submitted will be evaluated according to the following factors:

A. Specialized experience and technical competence of the respondent’s assigned staff relative to the task requirements outlined in the Work Statement.
   - Experience of the prime contractor(s) and subcontractor(s);
   - Experience of the Project Manager; and
   - Experience of other assigned individuals.

B. Understanding of the nature of the project and the firm’s approach.
   - Understanding of the proposed Work Statement;
   - Respondent’s proposed methodology and approach; and
   - Organization and clarity of the proposal.

C. References reflecting the previous work experience and product quality of the project team on comparable projects.
   - Quality of final products;
   - Ability to meet work Schedules; and
   - Responsiveness to client input.
D. The percentage of the work to be performed in North Carolina and the ability of the firm’s North Carolina office to perform the work.

SELECTION PROCEDURES
Final selection and contracting will be subject to approval by Brunswick County. All Firms expressing interest will be thoroughly considered and evaluated by the Selection Committee comprised of Parks & Recreation Department Staff, Planning Department Staff, and other Brunswick County Staff, as needed.

Firms will be narrowed down to a minimal group of finalists based upon their qualifications that will be invited to submit formal proposals pertaining to the defined scope of service for the project. Firms may be asked to present their proposals to the Selection Committee before the firm is selected. Respondents should be available for a 60-minute presentation on their qualifications and proposal to the Selection Committee and will be responsible for all costs (e.g., travel and presentation materials) related to this presentation.

ANTICIPATED PROJECT TIMELINE
The successful firm should expect to begin work in January 2020. The following is the intended schedule for securing a qualified planning consultant.

- Advertisement and Distribution: October 24, 2019
- RFQ Due: November 20, 2019 (no later than 3:00 pm)
- Targeted Presentation Date: Early December
- Targeted Selection Date: January 2020

ADMINISTRATIVE INFORMATION
A. Brunswick County reserves the right to select the most competitive RFQ for this presentation. During the selection process, Brunswick County will ensure that all competitive respondents receive answers, or clarifications, to questions posed by any respondent.

B. Brunswick County reserves the right to negotiate a contract, including the scope of work and contract price, with any respondent or qualified party. The Brunswick County intends to enter into a contract by January 2020.

C. Brunswick County reserves the right to suggest to any or all respondents to this request for qualifications that such respondents form into teams of consulting firms or organizations deemed to be advantages to Brunswick County in performing the scope of work.

D. Brunswick County suggests the formation of such teams when such relationships appear to offer combinations of expertise or abilities not otherwise available. Respondents have the right to refuse to enter any suggested relationship.

E. This request for qualifications does not commit Brunswick County to award a contract, to pay any costs incurred in the preparation of a response to this invitation, or to procure or contract for services.
F. Brunswick County may accept or reject any or all responses received as a result of this request for qualifications, or to cancel this request in part or in its entirety if it is in the best interest of Brunswick County to do so.

G. The cost of preparing, submitting, and presenting a qualification package is the sole expense of the consultant. Brunswick County is not liable for any costs incurred prior to the issuance of a signed contract.

H. All qualification packages submitted hereunder become the exclusive property of Brunswick County and will be completed and submitted at no cost to the Planning Department.

I. Brunswick County makes no guarantees to any firm until such time Brunswick County approves the negotiated contract.

J. Respondents shall not offer any gratuities, favors or anything of monetary value to any employee or agent of those entities that have influence in the selection of the contractor for the purpose of influencing favorable disposition toward either their qualification packages or any other packages.