

Community Action Development Corporation Bethlehem

REQUEST FOR PROPOSALS PLANNING & DESIGN CONSULTING SERVICES FRIENDSHIP PARK REDESIGN PLANNING STUDY



Friendship Park,
Northside Neighborhood

RFP Contact: Community Action Development Corporation Bethlehem
Yadira Colon-Lopez, Director
ycolonlopez@caclv.org

RFP Release Date: January 25, 2022

RFP Response Date: February 11, 2022 at 5:00 PM*

**Respondents must submit their proposal in a PDF format, adhering to all submission requirements.*

1.0 HISTORY AND INTRODUCTION

Friendship Park began its history in 1872 as “Tank Park,” the site of an early water tower designed to supply water to nearby neighborhoods. Over the years the park served as a cow pasture, a marketplace, and then finally a recreational space for residents of the City. In 1965, the water tank was demolished and in the 1970s the park was renovated and renamed Friendship Park. In 2019 small repairs and restoration work to its structures and fences occurred. The Community Action Development Corporation of Bethlehem (CADCB) and the City of Bethlehem collaborated on the initial revitalization of Friendship Park and was awarded \$30,000 from the Keystone Communities program to build a playground.

In 2019 the City completed the Northside 2027 Planning Study where four distinct topic committees were recommended to carry out implementation of the plan and on page 43 there is a page dedicated to the revitalization of Friendship Park. The Northside 2027 Public Realm Committee, organized in 2021 by CADCB and the City, determined a redesign was needed and that the project requires a professional consultant having expertise in urban park design.

Again, CADCB and the City of Bethlehem are working together and are seeking a qualified and experienced consultant to assist in the completion of the Friendship Park Redesign Planning Study located within the Northside 2027 Neighborhood. The Study will serve as the foundation for future redevelopment activities within and around the Park. Proposals shall include neighborhood engagement activities, recommended park elements, redesign concepts, a preferred design concept, phasing schedule, projected design and construction and equipment costs for each phase.



Today, much of this urban park is covered in asphalt and is considered severely underused by the neighborhood.

2.0 PARK – NEIGHBORHOOD DESCRIPTION

Friendship Park is a small urban park that is roughly ±59,000 square feet and is 200 by 400 feet size fronting on North Street and Garrison Street. The park is located within a half block from the Linden Street commercial corridor. The park is surrounded on three sides by residential land uses with public works facilities located on its eastern border. The park contains 2 playground stations as well as independent set of aging swings. The park is largely paved with minimal shade, trees and or landscaping. Because of deteriorating conditions, aging recreation equipment, lack of relevant recreational opportunities, equity across age groups, and severe underutilization, Friendship Park has been selected by the City of Bethlehem to undergo an engagement and concept planning process facilitated by a qualified consultant.

CADCB and the City intend to select a consultant which it deems best qualified in its judgment to conduct a creative “neighborhood intensive” engagement plan and design services.

CADCB and the City will evaluate each proposal, determine whether oral discussions of the proposal are necessary, then based on the content of the written proposal and oral discussions, if any, and select a consultant best qualified for the assignment based on the data submitted and whose offer is most advantageous for the project, price and other factors considered.

CADCB and the City will select a consultant deemed most qualified and determine if their professional services fee for the study is appropriate or if negotiation is appropriate. If the CADCB is unable to negotiate a fee which seems reasonable, CADCB may negotiate with the consultant deemed second best qualified or CADCB may issue another Request for Proposal.

4.0 PROJECT OBJECTIVES

Through a “neighborhood intensive” engagement strategy and conceptual design process, Friendship Park will:

- Provide children with a safe recreational experience in terms of lighting, equipment and accessibility
- Provide strategically located shade through landscaping, hardscape facilities or both
- Create a multi-use park for children, teens and adults
- Create an accessible park particularly at the main points of entry
- Provide a space for bikes
- Increase green spaces and landscaping
- Provide space to hold events
- Create connections to the Linden Street corridor

5.0 SCOPE OF WORK

The selected consultant will provide professional services for the development of a conceptual design needed for the redevelopment of Friendship Park. To date, there have been considerable grassroots engagement efforts and smaller projects happening in the park including murals and a mosaic bike trail. A stenciling project is scheduled to occur Spring 2022 that will create active

recreation for elementary school-aged children. The following tasks will be necessary to complete the planning study:

1. Project Management – The proposal will describe a consulting team able to address all aspects of the requested planning study. The proposal will designate a Consultant Project Manager who will be responsible for overseeing all project tasks and development of all project products and deliverables. The Project Manager is responsible for a detailed schedule for all tasks, projected delivery dates for all products and anticipated dates for public involvement and Northside 2027 - Public Realm Committee meetings. The Project Manager is responsible for providing major benchmark deliverables including
 - a. Facilitating one neighborhood engagement meeting
 - b. Engaging the Northside 2027 - Public Realm Committee
 - c. Providing three park redesign concepts
 - d. Facilitate feedback from the Northside 2027 - Public Realm Committee
 - e. Prepare a Preferred Design Concept
 - f. Prepare and deliver a draft planning report that includes:
 - i. Summary of public engagement events,
 - ii. Key recommendations of redesign elements,
 - iii. Three Redesign Concepts,
 - iv. Preferred Design Concept,
 - v. Construction phasing for the Preferred Design Concept,
 - vi. Projected costs/budget and systematic schedule for each phase
 - vii. Meeting Summary Appendix.

The project manager shall be responsible for all project invoicing and submission of the final planning study.

2. Neighborhood Intensive Engagement – The planning study will involve neighborhood resident engagement as well as Northside 2027 – Safe and Vibrant Public Realm Committee coordination. The project initially grew out of the development of the NS 2027 Neighborhood Plan. It is critical that the surrounding neighborhood be invited to participate in the planning study process. The consultant shall recommend how best to complete a brief engagement plan through a survey, focus group, neighborhood meeting or some other means of obtaining recreation needs and wants. The consultant should understand the following:
 - a. Pandemic precautions and social distancing may be necessary. A small but informative, creative and doable approach for neighborhood involvement is important.
 - b. There are several public works facilities located at the eastern park boundary. The consultant must engage the City’s Department of Public Works to determine utility and accessibility needs.
3. Park Redesign Concepts – The consultant will analyze Friendship Park to identify current issues and challenges, feasibility of recommended park elements, sizing and spacial determinations, and off-site accessibility limitations and needs. At a minimum, three (3) redesign concepts for the park are required. Each design concept should be given an

identification name and shall include a site plan, a summary of its key design elements, expected challenges, and the pros and cons of the concept.

4. Preferred Design Concept – The Northside 2027 - Public Realm Committee shall provide input on each of the three redesign concepts assisting in the ultimate completion of a Preferred Design Concept. The consultant should creatively determine how to best facilitate this discussion with the Committee.
5. Construction Phasing – A sensible system of phasing shall be determined by the consultant. Various funding resources are needed to complete the entire project. Knowing this, the park project must be phased in way that enables portions of the park should be accessible to neighborhood residents.
6. Projected Costs/Budget Per Phase – The planning study shall include a breakdown of cost projections for each phase of the Preferred Design Concept. Cost estimates shall include project engineering, equipment, grading, lighting, hardscaping, landscaping, accessibility improvements, and projected labor costs. It should be noted if:
 - a. There are anticipated challenges and design considerations associated with the Projected Design Concept, and
 - b. Significant increases in operations and maintenance are anticipated.
7. Design Considerations – Community input to date has included significant discussion about design considerations. The proposed bridge is anticipated to be a design amenity to the community. Architectural components of the design will be an important consideration to be balanced with cost and other functional considerations. Additionally, environmental considerations will be important to overall design.
8. Implementation – The Study will include a detailed timeline for next steps and for the full implementation, including land acquisition (if necessary), engineering phases, pursuit of funding and construction
9. Final Report – The final study report will be prepared incorporating all of the information described in the above tasks.

6.0 DELIVERABLES

The final plan and all accompanying maps, designs or templates shall be presented in a professional and reproducible format. The following items shall also be included:

1. Electronic copy that is easily sharable, of the final planning study.

7.0 INQUIRIES

All questions regarding the RFP shall be submitted electronically before 5:00 PM Friday, February 4, 2022 to:

Yadira Colon-Lopez
Director
Community Action Development Bethlehem
ycolonlopez@caclv.org

8.0 PROPOSAL CONTENT-10 PAGE PROPOSAL

At a minimum, all proposals shall respond to the following:

1. Description of firm organization. Provide information about the size of the firm, years in business and relevant consulting specialties.
2. Project Personnel. Provide the primary contact information, along with all of the project personnel that will assist with the study activities and development. Acknowledge each personnel, their role, and relevant experience. If a subconsultant is needed, provide their primary contact information and appurtenant staff and their role and relevant experience.
3. Relevant Experience & References. Present a summary of relevant urban park design planning and engineering experience and projects including project references.
4. Project Management. Describe how the project will be managed and how coordination will happen between offices.
5. Project Budget. The project budget shall also include the total cost of the proposed engagement plan as well as costs for background studies, re-design concepts, preferred concept and the time needed to create the preferred design/construction budget. For estimating purposes, **\$30,000** should be taken as the ceiling cost for design consulting services as detailed in the Project Scope of Work and for all other reimbursable expenses of this project. Evidence of good value and cost reasonableness will be important considerations. The budget should also include costs for the following categories: 1.) materials and supplies, 2.) travel, and 3.) any other anticipated expense.
6. Project Timeframe. A general project schedule shall be included to show start date, the number of weeks for engagement activities and plan development, and completion date.
7. Creativity. Point out your proposal's creative ideas for the project.

Proposals shall concise and complete being no longer than 10 pages in length. Proposals shall follow the above format. A digital copy of the proposal shall be emailed to ycolonlopez@caclv.org on Friday, February 11, 2022 at 5:00PM.

9.0 SELECTION CRITERIA

The consultant will demonstrate experience in urban park planning, project management, creativity, landscape design, and engineering similar to what is desired for this planning study.

Consultants should demonstrate their expertise in being able to meet Section 4. Project Objectives.

The following criteria will be utilized to evaluate proposals and select a consultant.

1. Provided experience and examples of similar urban parks planning, design and engineering projects in urban communities.
2. Provided experienced personnel.
3. Provided relevant and creative ideas for the project's planning process, engagement activities, redesign concept development, and how a preferred design concept will be determined.
4. Provided a proposal that acknowledges and incorporates Section 4. Project Objectives.
5. Provided a high-quality proposal.
6. Provided a complete proposal, i.e., responded to all components of Section 8. Proposal Content.
7. Provided a reasonable project budget consistent with a small urban park redesign.

10.0 OTHER ITEMS TO CONSIDER

- Please be reminded, the cost of preparing, submitting and presenting proposals and subsequent presentations to a review panel are the sole expense of the consultant.
- **\$30,000** should be taken as the ceiling cost for design consulting services as detailed in the Project Scope of Work and for all other reimbursable expenses of this project.
- CADCB and the City will evaluate all proposals and select the successful firm.
- CADCB and the City reserves the right to award the project in the best interests of the project and is not obligated to select the lowest priced proposal.
- CADCB and the City reserve the right to reject all proposals for any reason.

11.0 CONCLUSION

Thank you for submitting a proposal for Friendship Park Redesign Planning Study. Revitalizing Friendship Park is one of the most important projects of the Northside 2027 Neighborhood Plan.