Introduction
The City of Brookings is seeking proposals from qualified consulting firms to provide professional services for the City to develop a Parks and Recreation Master Plan. The plan should establish a long term plan focusing on sustainability and maximizing resources while providing an appropriate level/balance of facilities and amenities throughout the community. The City is seeking a system-wide assessment and evaluation of existing parks and recreational facilities in conjunction with the development of a comprehensive plan identifying current and future needs as related to parks, greenways, and recreational facilities.

The Brookings Parks and Recreation Master Plan that is created should provide a prioritized framework for future development or redevelopment of the City’s parks and recreation system over the next ten years.

The plan will be utilized as a resource to develop policies and guidelines related to location, use, resource allocation, and level of service.

Background
The City of Brookings is located in Brookings County, South Dakota. Brookings is strategically located along a major interstate (I-29) approximately sixty miles north of Sioux Falls, SD. Brookings is home to South Dakota State University.

Historically an agricultural area, the City has developed to become a dynamic and involved community making it a highly desirable place to call home for families as well as retirees. Brookings is approximately 13 square miles in size and has a very diverse population estimated to be approximately 24,000 residents.

Presently Brookings is served by one high school, one middle school, one intermediate school, and three elementary schools. The community also has two small private elementary schools, and South Dakota State University.

The Brookings Park System has 21 parks including several joint school/park facilities and consists of approximately 515 acres. The Department is also responsible for 3 special use facilities: Edgebrook Municipal Golf Course, Larson Indoor Ice Arena, and Hillcrest Outdoor Aquatic Center.
**Project Description**

The City of Brookings is seeking proposals from qualified consulting firms to provide professional services to the City to develop a Brookings Parks and Recreation Master Plan. The City has a strong commitment to provide high quality parks and recreation facilities and programs for citizens of the community. The consultant will collect and analyze data to develop a clear set of goals for the City’s park system, open space, recreation facilities, and program development for the next ten years. The consultant will work closely with City staff and the Parks and Recreation Board in preparing the Parks and Recreation Master Plan. The consultant will create a summary report for distribution to the public.

The Parks and Recreation Master Plan will require the approval of the City Manager and the City Council. A final presentation to the City Council will be required.

This process is to include developing a comprehensive inventory, an analysis of forecasted needs, and implementation strategies. Specific items to include in the study, but not limited to, are:

- Needs Assessment
- Assets Inventory and Level of Services Analysis
- Management and Operations Analysis
- Services Assessment
- Cost Recovery Policy
- Programming Plan
- Partnership Policy
- Maintenance Standards Plan

**Public Process**

- Identify, describe, and implement a comprehensive strategy and methodology for citizen involvement in this Master Plan development process.
- Assure the residents, user groups, associations, and other stakeholders that they are provided an opportunity to participate in the development of this plan.
- Conduct at least two (2) public community meetings and a minimum of two (2) focus groups (participants to be determined) and individual stakeholder interviews.
- A minimum of one (1) presentation to the City Council.
- Provide written records and summaries of the results of all public process and communications strategies.
- Help to build consensus and agreement on the plan, and if consensus is not possible, provide information for informed decision making for the Council.
- Provide methods to hear from as many people as possible, including users and non-users of the services and facilities.
Statistically-Valid Survey
- Provide a City-wide, statistically-valid, community needs assessment survey with a return rate that accurately represents a sampling of the community population to identify community needs and issues on the recreation and park programs and facilities. This survey will be used as a baseline to determine needs, desires, and willingness to pay.

Demographics and Trends
- Review and interpret demographic trends and characteristics of the City of Brookings using information from regional and local sources.

Existing and Future Facilities - Analysis of Level of Service
- Compile an inventory and assessment of the existing parks and facilities. The City of Brookings will provide baseline data to the consultant for the inventory. New information to be added shall be in GIS format. The assessment will include a comparative analysis to communities of similar size and density regionally and using nationally accepted standards. The analysis should consider the capacity of each amenity found within the system (playgrounds, ball fields, trails, natural areas, special facilities, etc.) as well as its functionality, accessibility, condition, comfort, and convenience. Evaluation criteria should be based on the expressed values of the community. The analysis will also identify any service deficiencies, and include identification of best possible providers of community and recreation services and recommendations for minimizing duplication and enhancing possibilities for partnerships where appropriate.

Rank and Prioritize Demand and Opportunities
- Prioritize recommendations for needs regarding land acquisition and the development of parks and recreation facilities.
- Develop a set of prioritized recommendations for maintenance and renovation of parks and recreation facilities.

Analysis of Programs and Services
Provide an assessment and analysis of the Parks and Recreation Department’s current level of recreation programs, services, and maintenance in relation to present and future goals, objectives, and directives.
- Provide an analysis of the best possible providers for programs and services, and identify and discern any unnecessary duplication of services through public and private program providers.
- Provide recommendations for minimizing duplications or enhancing possibilities for collaborative partnerships where appropriate.
Action Plan

- Collect and analyze demographic information for the community.
- Collect and analyze information on participation, needs, desires, operations, programming, and land use trends and make Level of Service recommendations.
- Identify areas of service shortfalls and projected impact of future trends.
- Provide useable, workable definitions and recommendations for designated park and open space with acreages and parameters defined as appropriate.
- Develop recommendations for operations, staffing, maintenance, programming, and funding needs.
- Provide a clear plan for development of programming direction based on standards and demand analysis.
- Develop a definitive program for acquisition and development of parkland, recreation facilities, open space, trails and parks maintenance and administration of facilities for the future. Provide a maintenance and operation analysis.
- Identify opportunities for available funding and acquisition alternatives.
- Develop an action plan which includes strategies, priorities, and an analysis of budget support and funding mechanisms for the short term, mid-term, and long term for the park system, open space, recreation facilities, programs, and services.
- Provide recommendations on creative strategies for incorporating storm water management within future or current parks and greenways where applicable.

Development of Final Plans and Supporting Materials

- The Master Plan must include written goals, plans, objectives, and policy statements that articulate a clear vision and “road map” and model for the Parks and Recreation Department’s future.
- A summary of existing conditions, inventories, and Level of Service analysis.
- Charts, graphs, maps, and other data as needed to support the Plan and its presentation to the appropriate audiences.
- A Financial Plan.
- A minimum of two (2) meetings with the City Council, one at the time of the presentation of the draft Master Plan, and one at the adoption of the final Master Plan.
- A color version of the draft Master Plan document consisting of one (1) printed and bound color copy and an electronic copy in a format compatible with the City’s software.
- A color version of the final Master Plan document consisting of one (1) printed and bound color copy and an electronic copy in a format compatible with the City’s software.
- A color version of the final Executive Summary consisting of one (1) printed copy and an electronic version in a format compatible with the City’s software.
Items to be Provided by the City of Brookings

- A City assigned Project Manager.
- Copies of all existing studies, plans, programs, and other data, including the City of Brookings Comprehensive and Strategic Plans, and access to all applicable records.
- Assistance with on-going community meetings.

Proposal Submittals

Proposers must submit one (1) hard copy, one (1) electronic PDF copy, preferably on a USB or similar media device, and a project cost proposal, in a separate sealed envelope, by 1:30 PM CST on Wednesday, April 1, 2020. Proposals shall not exceed 25 pages and be directed to:

Dusty Rodiek, Parks and Recreation Director  
City of Brookings Parks and Recreation Department  
520 3rd St. Suite 130  
Brookings, SD 57006  
Phone: (605) 692-2708  
drodiek@cityofbrookings.org

Proposals must be received by the time specified at the address listed above. Any proposals received after the deadline will not be considered.

This solicitation does not commit the City of Brookings to award a contract, to pay any cost incurred with the preparation of a proposal, or to procure or contract for services or supplies. The City of Brookings 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 this proposal process if it is in the best interest of the City to do so.

Preliminary Project Schedule

Contract award will be expected in April 2020. The Master Planning process associated with this proposal will commence on or about May 2020. The timeline that is projected for the preparation and completion of the Brookings Parks and Recreation Master Plan is nine (9) months from the commencement date.