

Town of Carbondale  
511 Colorado Avenue  
Carbondale, CO 81623

REQUEST FOR PROPOSAL  
COVER SHEET

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Date: August 27, 2019

Proposal Title: Town of Carbondale Aquatics Facility Master Plan

Proposals will be received until: Friday, September 27, 2019  
4:00 p.m., MDST  
Town Hall  
Parks & Recreation Director's Office  
511 Colorado Avenue  
Carbondale, Colorado 81623  
e-mail submissions: [ebrendlinger@carbondalecto.net](mailto:ebrendlinger@carbondalecto.net)

Goods or services to be delivered to or performed at: Town of Carbondale

For more information please contact Eric Brendlinger: 970-510-1277 (office)  
Email Address: [ebrendlinger@carbondalecto.net](mailto:ebrendlinger@carbondalecto.net)

Documents included in this package: Request for Proposal Cover Sheet  
Consultant's Contact Information  
Request for Proposal Cover letter  
Request for Proposal Details

If any of the documents listed above are missing from this package, they may be picked up at Carbondale Town Hall, 511 Colorado Avenue, Parks & Recreation Department.

## Town of Carbondale Aquatics Facility Master Plan

The undersigned hereby affirms that (1) he/she is a duly authorized agent of the vendor, (2) he/she has read all terms and conditions and technical specifications which were made available in conjunction with this solicitation and fully understands and accepts them unless specific variations have been expressly listed in his/her offer, (3) that the offer is being submitted on behalf of the vendor in accordance with any terms and conditions set forth in this document, and (4) that the vendor will accept any awards made to it as a result of the offer submitted herein for a minimum of ninety calendar days following the date of submission.

### PRINT OR TYPE YOUR INFORMATION

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Authorized Representative's Signature: \_\_\_\_\_ Phone: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Email Address: \_\_\_\_\_



# TOWN OF CARBONDALE

511 Colorado Avenue  
Carbondale, CO 81623  
www.carbondalegov.org  
(970) 963-2733 Fax: (970) 963-9140

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August 27, 2019

Dear Principal – Aquatics Facility Planning Consultant Firm:

The Town of Carbondale, Colorado is soliciting written proposals from qualified firms and/or individuals to provide an Aquatics Facility Master Plan. This plan will look at the feasibility of replacing or renovating the existing John M. Fleet Municipal Pool. Included within the new Master Plan, the consultant will develop and compile the results of a *Community Needs Assessment Survey*. Results compiled and recorded by the consultant will be used to evaluate and assess community needs and citizen recreation user perceptions of the existing aquatics facility and the existing programs.

This Request for Proposals (RFP) is being issued for the purpose of developing a short list of consultants to interview, so that a firm/individual can be selected to work with the Parks & Recreation Director, Public Works Director, Parks & Recreation Commission, and others to develop this Master Plan. To be eligible for consideration, the proposing firm/individual must be capable of supplying the services as noted herein, and must also meet all other criteria outlined in this RFP.

Proposing firms should submit the information outlined under the REQUEST FOR PROPOSAL SUBMITTAL REQUIREMENTS section within the RFP. Please address all seven (7) items requested (a-f), and any other information as may be useful in evaluating the ability of the firm to perform the work required. Information contained in the RFP and the proposal submitted shall be incorporated by reference into and be considered part of the contract between the Town and the firm selected.

Please submit one original and two (2) copies of your proposal, along with an electronic copy (either e-mailed as a Microsoft word doc or PDF) to: Eric Brendlinger, Parks & Recreation Director, Town of Carbondale, 511 Colorado Ave. Carbondale, CO 81623. RFP submittals must be received by the Town of Carbondale prior to 4 pm, Friday, September 27, 2019.

If you should require additional information regarding this Aquatics Master Plan project and/or RFP, or need a clarification of any part thereof, please don't hesitate to contact me. My office number is (970) 510-1277 and e-mail address is [ebrendlinger@carbondalecto.net](mailto:ebrendlinger@carbondalecto.net)

Sincerely,

Eric Brendlinger  
Parks & Recreation Director

# REQUEST FOR PROPOSALS

Professional Services to Create

## Town of Carbondale, Colorado Aquatics Facility Master Plan

(Including a Citizen Aquatics Recreation Needs Assessment Survey)

### 1. INTRODUCTION:

The Town of Carbondale is seeking to hire a consultant or team of consultants to prepare the Carbondale Aquatics Facility Master Plan.

The Town of Carbondale was recently awarded GOCO grant funding enabling the Town to hire a third-party consultant for the production of a Carbondale Aquatics Facility Master Plan. This Master Plan will help garner community-wide support for the renovation or replacement of the existing aquatics facility, which is more than 40 years old. The vision is the creation of a comprehensive Carbondale Aquatics Facility Master Plan document that will deliver the following:

- public outreach;
- quantifiable public opinion data about desired pool amenities;
- location and final design of the new pool;
- planning documents;
- funding and cost scenarios;
- operations and maintenance scenarios;
- a fundraising plan; and
- financial feasibility analyses.

These deliverables will collectively set Town staff, Parks & Recreation Commission Members, Pool Steering Committee Members, Aquatic Facility Stakeholders, and Carbondale citizens on a singular path toward the same goals.

Last winter, the Parks & Recreation Commission laid the groundwork for the planning grant project by conducting a grassroots pool information campaign. The purpose of the campaign was to awaken community support and embark on a path to collectively vision the prospect of a future renovation or full replacement of our municipal pool. This effort included an online Pool Survey and a Community Pool Forum, a face-to-face meeting of the Town elected officials, volunteer Parks & Recreation Commission members, and the citizens interested in the project. The number of survey responses and the turnout for the forum, validated the resolve of Town staff and the Parks & Recreation Commission to pursue the goal of either renovating our existing aquatics facility, or fully replacing it, depending on financial feasibility. Further validation will be thoroughly vetted by the third-party consultants through public survey data, an open house meeting, and a design charrette as part of the Aquatics Facility Master Plan-creation process. An additional goal for the plan is to provide funding costs and scenarios for the different scope(s) of amenities, and a realistic project budget that includes multi-year operation and maintenance costs for different pool design scenarios. The Town will then take the plan and conceptual

design to mobilize fundraising, as well as grant opportunities, and the public support phase that is necessary for a large capital improvement project of this nature.

The desired outcome, according to the financial feasibility data that the consultants gather, would be plan documents that outline a realistic scope of amenities to be included in the final design. The consultant will provide recommendations for funding scenarios of additional aquatic amenity options, analysis of the financial implications, and effect on the budget that options would present. The consultants will explore and report upon potential recommendations to fund the various amenity scenarios.

## **2. COMMUNITY PROFILE:**

The Town of Carbondale is located in a picturesque setting at the base of 12,953-foot Mt. Sopris and sits within a broad valley at 6,134 feet defined by the confluence of the Crystal and Roaring Fork Rivers. The area is characterized by abundant sunshine, relatively low humidity, cold but mild winters and comfortable summer temperatures. At the end of 2017 the estimated population of Carbondale was 6,826, an increase of 215 over the population in 2015. The growth rate for Carbondale between 2015 and 2017 was 1.6 percent compared to 1.2 percent for Garfield County and 1.5 percent for the State of Colorado.

The median age in Carbondale is 33 for both males and females, and the population is 47.5% Hispanic, 51.2% White, .5% Black, .1% Native American, .3% Asian, .3% two or more races. More than 25% of the population holds a Bachelor degree, and 15% hold graduate or professional degrees. The median household income is \$68,217, which is higher than the State average of \$65,458. The median household value in Carbondale is \$458,000, which is considerably higher than the State average of \$286,100.

The Town currently manages approximately 71 acres of dedicated park land, 4 miles of paved trails, an outdoor rodeo/riding arena, 2 outdoor winter ice rinks, an outdoor community swimming pool, 6-soccer fields, 5-tennis courts, 4 baseball fields, 33-acre nature park, a 15,000 sq foot recreation & community center and several other shared community recreational resources. The Town's ability to invest in developing its recreational infrastructure can occur because of the importance local residents have placed on these needs.

## **3. AQUATICS FACILITY MASTER PLAN PURPOSE AND GOALS:**

The purpose of the Aquatics Facility Master Plan is to provide a framework for decision-making over a multi-year planning period. The plan will look at changing community demographics, natural resources, parkland and facilities, aquatics recreation programming, and maintenance and operations. In addition, the comprehensive plan will set short-range and long-range goals, explore various funding mechanisms and prioritize spending. Additional goals include:

- Providing a long-range vision for aquatics programming.
- Defining the role of a community pool in contributing to community livability and quality of life.
- Defining the role of a community pool in contributing to community economic development.
- Matching both community and individual citizen needs in regard to community pool services.

4. TENTATIVE PROJECT TIMELINE AND REVIEWS:

**Town of Carbondale Aquatics Facility Master Plan Grant PRELIMINARY TIMELINE ESTIMATE**

TASK	Mar '19	Apr '19	Aug & Sept '19	October '19	Nov '19	Dec '19 JAN '20	Feb '20	Mar '20	April '20	May '20	Jun '20	Jul '20	Aug '20
GOCO Grant Notification													
Town Trustee Grant Agreement Approval													
Write RFP for Project & solicit proposals													
Award Planning Contract to Consultant Firm													
Phase 1- Project initiation & Administrative Start-Up													
Phase 2- Consultant Research, Evaluation, and Analysis Collection													
Consultant Advisory Steering Committee Meetings & Sub-contractor Selection													
Phase 3- Consultant Community Needs Assessment Interviews: Survey, Open House and Design Charette.													
Phase 4- Consultant Financial Needs Assessment													
Phase 5- Consultant Plan and Design Recommendations to staff, commission and committee and Draft to Trustees													
Final Presentation & Trustee Aquatics Facility Master Plan Approval													
Close-out & Final Report to GOCO													

5. SCOPE OF SERVICES:

a. **Step 1-Project Initiation and Administration.**

Town staff will produce and advertise an RFP outlining the scope of the project, and through a procurement process will hire a professional consulting firm with expertise and experience in the following: recreation and aquatic facility planning, stakeholder involvement, community survey implementation, demographic and geographic knowledge, aquatic facility design skills, and/or the ability to team with other consultants to meet the desired qualifications and needs of the project.

Town staff and the selected consultants will meet with the Parks & Recreation Commission and the Board of Trustees to discuss the goals and objectives to be accomplished through this Carbondale Aquatics Facility Master Plan process.

Utilizing the previous public outreach efforts of the Parks & Recreation Commission, Town staff and the consultants will assemble a Carbondale Aquatics Facility Master Plan Advisory Steering Committee. This committee will be comprised of representatives from our Town elected officials, Parks & Recreation Commission Members, and a wide representation of pool user groups.

**b. Step 2-Consultant Research, Evaluation and Analysis**

Consultants will utilize information from the Town's recently completed Pool Survey and Community Pool Forum to analyze the community outreach data collected by these grassroots efforts. This will guide additional research and survey needs.

Consultants will gather information from the Town's *2015 Parks, Recreation & Trails Master Plan* to understand the previous recommendations in regards to the aging aquatics facility, and the goals and strategies of that plan and how they fit into present needs.

Consultants will inventory and compile data on our existing pool programming through town staff interviews, site visits, and through research into existing aquatic facility reporting.

Consultants will develop a profile of existing and projected community demographics and economic trends for the Carbondale service area and benchmark data with similar municipalities.

Consultants will prepare an evaluation of the funding, staffing, and management issues involved with the maintenance and operation of the existing pool.

**c. Step 3-Community Needs Assessment**

Consultants will develop a strong public involvement and outreach campaign to maximize citizen participation in the decision-making process. They will conduct interviews with key stakeholders to conduct an analysis of their aquatic desires. Since user groups vary in age and use the pool in different manners, the stakeholder interviews must include representation from all user groups.

Consultants will develop a "Community Needs Assessment and Aquatics Amenities Survey" in English and in Spanish that will be distributed to user groups via social media, Town websites, and to interested citizens through facilitated stakeholder meetings. Consultants will compile the results and will evaluate and report on the community aquatic needs.

Consultants will host and facilitate one (1) Carbondale Aquatics Facility Public Open House Work Shop and one (1) Carbondale Aquatics Facility Conceptual Design Charrette.

**d. Step 4-Financial Feasibility Assessment**

Consultants will research funding options and the present state of funding sources to ascertain the feasibility of the plan's final conceptual designs.

#### **e. Step 5-Plan Recommendations and Deliverables**

Consultants will compile data collected from previous steps into a summary report. A draft Carbondale Aquatics Facility Master Plan will be presented to all stakeholders for revisions and review. Consultants will then present the final version to the Town of Carbondale Board of Trustees for their approval and adoption.

One of the challenges that this pool planning project will face will be satisfying the various community aquatic needs and stakeholder groups' wishes. A myriad of various aquatic interests were represented by the pool user groups who showed up to our initial Community Pool Forum last February and responded to our fact-finding Pool Survey. This community meeting, and the survey data, highlighted the many different ways a municipal pool is used and the necessity for a comprehensive plan. The plan will place an emphasis on an aquatic facility design that can satisfy these various user groups in the best possible manner.

The consultants will be tasked with garnering feedback from the stakeholders comprised of the following user groups: lap swimmers, day camps and summer school programs, class participants in Water Aerobics, Aqua Zumba and Aqua Zen, class participants and their parents in our "learn to swim" programs, parents and extended family members who purchase season pool passes, locally-based teen/adult recovery programs, and our employee lifeguards and pool managers.

The community outreach portion of the plan asks the consultants to include feedback from these groups to help them design a pool that will have the following amenities: water exercise for fitness purposes, a classroom for "learn to swim," a vocational center for lifeguard training, water leisure features known as "aqua entertainment," opportunities for injury rehabilitation and prevention, lap swim, open swim and family-specific programming, and programs for competitive training purposes for aquatic athletes. Public feedback will be enlisted via stakeholder interviews, a community survey, an open house, and a design charrette.

Since consultants will be challenged and asked to create a conceptual aquatic facility plan to satisfy the multiple uses a municipal pool strives to offer, our staff must create a comprehensive RFP representing our specific needs and hire consultants with expertise and experience to meet these challenges. The Town of Carbondale and the Parks & Recreation Commission will enlist the services of the Carbondale Aquatics Facility Advisory Steering Committee, comprised of elected officials, volunteer commission members, and interested citizens that represent senior, adult, pre-school, and school-age children pool user groups. This committee will act as a review board with the mission to participate in meetings with the consultants to analyze research findings, to refine the public involvement objectives, and to assist in the development of recommendations for facility programs, maintenance and operations improvements, and funding strategies.

The other challenge of the planning process will be identifying multiple funding sources for the financial feasibility report. The Parks & Recreation Department currently operates by utilizing Town funding, derived mainly from sales tax from the General Fund, additional monies from a dedicated ½ cent sales tax called the Recreation Sales and Use Tax Fund, the Conservation Trust



Fund, and the Park Development Fund, along with program revenue from entry fees, swim lessons, and aquatic fitness classes. Other funding sources will need to be identified for the successful implementation of a new capital improvement project. The Parks & Recreation Commission has been researching the creation of a philanthropic non-profit called the "Friends of Carbondale Parks & Recreation". This group would be a natural continuation of the Carbondale Aquatics Facility Master Plan Advisory Steering Committee formed during the master plan process. This group will help steer the future fundraising efforts, with motivation to change their initial investment into a reality.

Successful implementation of the Carbondale Aquatics Facility Master Plan will be the duty of the Town's Parks & Recreation Director, the Parks & Recreation Commission and the Board of Trustees to ensure that the findings of the master plan are met with available funding resources. Upon completion, the plan's "Action Summary," "Financial Feasibility Report," and "Conceptual Aquatic Facility Designs" will be distributed to all stakeholders, identified pool user groups and interested citizens via the Town websites and other social media platforms.

The process for securing funding options for plan implementation will require a multi-faceted strategy. The plan's public process will provide project priorities and information that will assist us in seeking GOCO implementation grant funding. Other potential funding sources will include seeking grants through the Garfield County Federal Mineral Lease District and/or Great Outdoors Colorado Conservation Trust Fund. Another potential funding source is the Colorado Department of Local Affairs Local Government Assistance Program. Local philanthropic support from area banks, service clubs, and private foundations will also be explored. Previous Town projects have received funding from Alpine Bank and the Gates Family Foundation.

The final funding strategy would be to go to the voters for an increase in the ½ cent dedicated Recreation Sales & Use Tax Fund and/or to bond the project. This fund surplus is presently being used to pay down the debt service on the Carbondale Recreation & Community Center, which will be paid off in 2024. That money could be reallocated to debt service on a new loan and bond for the construction of the Carbondale Aquatics Facility.

The Aquatics Facility Master Plan impact on the Town of Carbondale will be two-fold. First, the plan will provide feasible methods to replace an important recreational facility. The aging infrastructure of the existing pool requires extensive maintenance and will soon reach the end of its useable life cycle. We hope to forego a catastrophic failure of the operating systems that would force us to shut down the municipal pool. Second, a master plan will help us accelerate the funding scenarios and provide the public with a concept that they can support and potentially vote for.

Colorado experienced a high temperature drought last summer and the importance of offering the public a safe place to get wet and cool down became paramount. Our pool user numbers reflect a growing population in Carbondale and justification for, at minimum, a seasonal outdoor aquatic facility and at maximum a year-round facility. We have seen an increase in our pool numbers by close to 1,000 additional users per season in the last 3 years. This is in a town with a total population of 6,820 permanent residents. The closest public pool is located in the Town of

Basalt, 13 miles away and an indoor facility, 14 miles away in Glenwood. Other pools in Carbondale are privately owned and access is restricted to homeowners of those developments.

The Town of Carbondale received a GOCO planning grant, allowing for the planning of the replacement of this community asset because it is important to preserve the public's access to a municipally-subsidized pool. The support will allow people in Carbondale to have a voice on how they wish to spend time outdoors recreating at a local aquatics facility that forges a sense of community, encourages personal fitness and wellness, and has multiple opportunities for family participation. GOCO funding will ensure that plans for the continuation of a municipal pool are complete. GOCO funding will perpetuate the tradition of summer aquatics programming by ensuring that individuals, families, and organized groups of all ages and economic strata have the opportunity to partake in the simple joy and act of swimming.

## **6. SUBMITTAL REQUIREMENTS:**

Proposals submitted should contain all information as requested herein, and any additional information necessary. The proposing firm shall provide (1) one original and (2) two copies of their proposal. Proposals shall include:

### **a. *Cover Letter of Intent***

Submit a letter that references your ability to complete the scope of services within the timeline requested, and that you and/or your team have the professional expertise and knowledge to perform the work requested. Please include the name and title of the person/s who will serve as Project Lead, or contact for the proposal, and make the presentation on behalf of the firm. Feel free to submit any other relevant information you wish.

### **b. *Project Understanding & Approach***

Provide a statement demonstrating your understanding of the Town's needs, goals, and objectives as related to this project, including knowledge of parks, recreation, and aquatic facility issues; and understanding of local issues and values. Describe your approach and planning methodology to complete the project within the time frame requested.

### **c. *Project Work Plan***

Provide a detailed description of the proposed work plan describing the project tasks and proposed work products intended to meet the scope of work requested in this RFP. Include a discussion of the components to be completed by the consultant and the components the consultant assumes to be provided by the Town. Provide a detailed description of products, including but not limited to progress reports, presentations, public involvement techniques, interim reports (drafts and final), maps designs and materials.

**d. *Project Schedule***

Provide a schedule of the proposed work plan showing the completion of key project components. Include: task/phase completion dates and key meeting/presentation dates (the week they will occur).

**e. *Project Experience & References***

Submit information and descriptions of similar Park, Recreation & Aquatic Facility Plan studies completed by your firm. Include the name of the client, project location, services provided, date completed, and client contact including telephone number.

**f. *Estimated Budget / Cost Schedule Breakdown***

For the purpose of this RFP, the Town of Carbondale has identified and budgeted \$75,000 for consultant services to complete this project, including consultant reimbursable expenses. The Town will pay for the paper, printing, and mailing costs associated with the Citizen Needs Assessment Survey. The decided level of services and final budget will be negotiated and determined following the consultant selection.

Within your proposal please include the following:

- Provide a total not-to-exceed project cost budget (which includes reimbursable expenses) based on the proposed project services requested within the RFP.
- Provide an accounting cost breakdown of personnel and direct costs per each project task function, which will total the complete project cost budget. Include any sub-consultant fees.
- Provide an accounting of reimbursable expenses, rates for same, and not-to-exceed costs.
- Provide costs for any additional, or optional, work not included in the proposed project services requested within the RFP.

**g. *Optional Submittal: Deviation from Scope of Services & Outline of Phased Tasks***

The consultant may propose and recommend a deviation from the scope of services and phased tasks outlined in the RFP. A detailed justification and rational explanation must be provided on why an alteration to the scope of services is being proposed, along with an explanation on how they will reach the same plan study results. A required cost breakdown of each phased task, as outlined within the altered scope of services, must still be included.

**7. SELECTION PROCESS & CRITERIA:**

Written proposals submitted will be evaluated and screened by a Review Committee to develop a short list of 2 or 3 firms to interview on October 7 & 8, 2019, if necessary. The following criteria will be used to select a consultant:

- Quality of proposal and project approach as contained within the response to the RFP, and also as presented to the interview selection review committee.
- Previous experience with similar projects and consultant's knowledge of Aquatic Facilities and programming and the master plan process.
- Credentials of the consultant's lead person(s) assigned to this project.
- Knowledge and understanding of local issues, values, and needs regarding this project.
- Public input and involvement strategies.
- Reasonableness and credibility of cost breakdown of all phased tasks to complete the project.
- Demonstrated ability with schedule compliance, scope management, and survey development.
- Ability of consultant to minimize response time to project needs.

#### 8. **PROJECTED TIMELINE FOR PROJECT**

- Release Request for Proposal: August 27, 2019
- Deadline for Proposals: September 27, 2019 at 4 pm.
- Evaluation of Proposals by Administrative Staff: Week of Sept 30 – Oct 4, 2019
- Interviews of prospective bidders (if needed): October 7-8, 2019
- Approval & Award of Project by staff and Parks & Recreation Commission: October 9, 2019
- Approval & Award of Contract by Town Board of Trustees: October 22, 2019
- Project Completed By: End of August 2020

Note: All dates are preliminary and are subject to change except the Deadline for Proposals.

#### 9. **SUBMITTAL DATE AND TIME:**

Please submit one (1) original and (2) two copies of your proposal, along with an electronic copy (either e-mailed as a Microsoft word doc or PDF). RFP submittals must be received by the Town of Carbondale prior to 4 pm, Friday September 27, 2019.

**Town of Carbondale  
Attn: Eric Brendlinger  
Parks & Recreation Director  
511 Colorado Avenue  
Carbondale, CO 81623**

#### 10. **INCURRING COSTS, LIMITATION AND AWARD:**

This *Request For Proposals (RFP)* does not commit the Town of Carbondale to award a contract, nor to pay any costs incurred by successful or unsuccessful individuals/firms in the preparation and submission of proposals in anticipation of a contract. The Town of Carbondale reserves the right to reject any or all proposals received, to waive formalities, to cancel or change the RFP, to negotiate and to award on basis other than anticipated cost to the Town, and to proceed or not proceed with the project as it deems to be

in its best interest. After a priority listing and selection of a consultant is established, the Town will negotiate a contract. If negotiations cannot be successfully completed with this consultant, negotiations will be initiated with the next priority consultant.

**11. INQUIRIES:**

Any questions regarding this *Request For Proposals* should be directed to the Town of Carbondale's Parks & Recreation Director, Eric Brendlinger. Office phone is (970) 510-1277, and E-mail address is: [ebrendlinger@carbondaleco.net](mailto:ebrendlinger@carbondaleco.net)