

REQUEST FOR PROPOSAL
COMMUNITY ENGAGEMENT PROCESS CONSULTANT SERVICES

FOR
OUTDOOR RECREATION MUNICIPAL COMPLEX
AT BRUNSWICK LANDING, BRUNSWICK MAINE

August 9, 2021

Summary

The Brunswick Town Council-appointed Landing Community Center Complex Committee (LC4) of the Town of Brunswick, Maine seeks proposals for consulting services to facilitate a community engagement process to determine the need and support for new outdoor recreation facilities to be located on approximately 10.3 acres of open space property adjacent to the Town's Recreation Center at the intersection of Neptune and Orion Drives (Parcel 40—211A) in Brunswick Landing.

The LC4 Advisory Committee seeks to identify the specific recreation facilities that the community feels are of the highest priority and most desirable for future development of the site; this input and direction from the community process will help to inform a final development program. Upon completion of the community engagement process, a site plan and rendering of the preferred facilities should be produced by the consultant.

Additional deliverables required as part of the consulting services contract include the following: 1) data on the community preferences for specific recreation facilities identified through the public process, 2) design and construction estimates of each recreation facility, and 3) the corresponding projected operating costs of each facility.

Prospective consultants are invited to submit all the required work components outlined in the Request for Proposals. Submissions are due on Thursday, August 26, 2021 at 3:00 PM and should be sent to Thomas Farrell, Director of Parks and Recreation, Town of Brunswick, 220 Neptune Drive, Brunswick, ME 04011.

Landing Community Center Complex Committee (LC4) and its Charge

LC4 is an advisory committee authorized by the Brunswick Town Council to guide and coordinate the redevelopment effort of parcel 40-211A (REC-11). A community engagement process will inform the redevelopment project and final site design of an outdoor recreation municipal complex. As part of its duties, the Advisory Committee will establish and implement a fundraising strategy for the project and serve as the Project Manager for the Project.

The Task Force is composed of the following individuals:

Co-Project Managers – Sally Costello, Economic Development Director, Town of Brunswick
Tom Farrell, Director Parks & Recreation, Town of Brunswick

- Mike Lyne, Recreation Commissioner, LC4 Chair
- Sally Costello, Economic Development Director, Town of Brunswick, LC4 Vice Chair
- Christopher Watkinson, Town Councilor, District 5
- Eric Foushee, Recreation Commissioner
- Don Glover, High School Coach
- Sara Singer, School Board Member
- Sandy Updegraph, Planning Board Member
- Toby McGrath, Youth Sports Coach
- Larissa Darcy, Brunswick Development Corporation, Chair
- Kristine Logan, Deputy Director of Innovation and Development, MidCoast Regional Redevelopment Authority
- Stacy Frizzle-Edgerton, Executive Director, People Plus
- Tim Ryan, Athletic Director, Bowdoin College
- Irl Rosner, Board Member, Bath & Landing YMCA
- Sabrina Murphy, Executive Director, Bath & Landing YMCA
- Scott Mills, Member at Large, Senior Medical Director at MaineHealth
- Jeffrey Ward, Member at Large, Former College Athletic Director, Swim Coach

The Departments of Economic Development and Parks and Recreation will provide the administration of this project. The Task Force will be involved in the review of all work products through regular meetings. The consultant is expected to participate in all full Committee meetings and public forums, and in subcommittee meetings on an as-needed basis.

Background: Previous Documents & Plans Related to the Site

There are three previous documents that provide important information regarding the specific site. The consultant should review these plans prior to submission of their proposal.

1. The 2020 Finding of Suitability to Transfer, FOST 2020-1 Parcels REC-6 and REC-11. This report details environmental testing that the Navy performed at the site prior to its being approved for transfer by the Federal and State Regulatory Agencies. As part of this project the Town of Brunswick has hired Ransom, Consulting Engineers and Scientists to interpret the findings and to recommend appropriate facility locations and/or additional mitigation measures to allow full build out of the site. The FOST can be viewed at:
https://www.brunswickme.org/DocumentCenter/View/5386/Exhibit-1---Final-FOST-2020-1-06042020_Signed
2. In 2016 the Recreation Commission of the Town of Brunswick, Maine engaged Bargmann Hendrie + Archetype Inc. and Ballard*King Associates, Ltd to determine the need and support for a new outdoor community aquatic facility. The final recommendation was to site

an outdoor pool on the LC4 site adjacent to the Recreation Center. The feasibility study can be viewed at: <https://www.brunswickme.org/DocumentCenter/View/337/Aquatic-Feasibility-Study---Final-Report-PDF>

A community wide survey was conducted as part of the 2016 report and the results can be viewed at: <https://www.brunswickme.org/DocumentCenter/View/336/Aquatic-Feasibility-Study---Community-Survey-Findings-PDF>

3. The 2013 Recreation, Trails and Open Space Plan – This plan provides for the management of one of the largest parcels of open space at Brunswick Landing that the Town of Brunswick received in a public benefit conveyance from the Navy and U.S. Department of the Interior. The parcel contains approximately 7 miles of new bike/pedestrian trails that are within a short distance of LC4 site and also includes a plan for a Brunswick Landing campus wide perimeter trail which should provide for optimal connectivity to the project site. The plan can be viewed at:
<https://www.brunswickme.org/DocumentCenter/View/3024/Recreation-Trails-and-Open-Space-Management-Plan-Properties-Conveyed-to-Town-from-BNAS>

Planning Process

In 2019, the Town of Brunswick formerly authorized the establishment of a non-binding Memorandum of Understanding (MOU) that was made by and for the Town of Brunswick, the Bath Area Family YMCA (YMCA), the Mid Coast Regional Redevelopment Authority (MRRA), and the Mid Coast Youth Hockey Association (MCYHA). Representatives of these parties and other at-large representatives formed the beginnings of the Landing Community Center Committee (LC3) to explore the need and feasibility of a recreation complex at the defined Project location (REC-11).

The purpose of this MOU was to permit the parties to define their respective tasks and responsibilities in order to plan for the development of a community recreation facility to be located on property adjacent to the Recreation Center located at 220 Neptune Drive, Brunswick, Maine.

In Spring 2021, representatives from LC3 updated the Brunswick Town Council on its work. LC3 recommended the dissolution of the MOU to formalize the redevelopment effort as a municipal project and to establish an Advisory Committee (LC4) comprised of public and private stakeholders to guide and manage the redevelopment effort. A copy of the presentation made to the Brunswick Town Council detailing the project and recommending transition to this committee can be viewed at:
<https://www.brunswickme.org/DocumentCenter/View/5387/Health-and-Wellness-Complex-at-Brunswick-Landing---Rec-Comm-032921>

Scope of Services

The Advisory Committee seeks to understand the following:

- What type of outdoor recreation facilities are appropriate for our market and most desired by area residents for this project site?

- What specific facilities should be constructed upon the property?
- What is the estimated capital project cost?
- What are the projected operating costs and corresponding revenues associated with the various facilities?
- What is the community interest and broader regional need/interest to use such a facility?
- What is the local community/regional interest to financially support such a facility?

The Town is looking for a consultant with considerable experience in outdoor recreation facilities master planning to plan and execute a community engagement process to address these questions.

The LC3 committee produced two preliminary draft site plans that reflect how certain recreation facilities could be sited on the parcel; these plans should be used as a reference and for context during the community engagement process.

It is essential that the public process generates data/information in a manner which ensures a high level of accuracy and trust and therefore, surveys must be statistically verifiable.

As part of the public outreach effort the consultant shall:

- Facilitate an initial community meeting in October 2021 for members of the public to provide feedback and input on the LC4 draft site plans and determine the recreational needs and priorities not reflected on the initial site plans.
- Gather additional input from other key stakeholder groups to help guide the redevelopment effort. Specific stakeholder should include (but are not limited to):
 1. Parents of Preschoolers
 2. Teens
 3. Seniors
 4. Members of Affiliate Organizations that comprise the local Youth Sports Council
 5. Aquatics interests
 6. Members of the Local Business Community
 7. Municipal Leaders from Surrounding Communities
 8. Cook's Corner Advisory Committee
 9. Representatives from adjacent residential communities
- Conduct a statistically verifiable survey to measure community support for the various project components and willingness to fund the project.
- Upon a review of the data collected from the above public process, hold a final community-wide meeting in December 2021 to present a revised site plan reflecting public input.

- Consultant shall produce a final site plan incorporating community input that depicts a recommended development program. A plan view and detailed colored three-dimensional rendering plan of the proposed facilities should also be included.
- The Consultant shall prepare a final report of the Community Engagement process to include all public feedback, survey results, site plans, and renderings for the LC4 Advisory Committee. In January 2022, the Consultant will make a presentation in conjunction with the LC4 Advisory Committee to the Brunswick Town Council.

The consultant shall prepare a high-quality site plan and develop corresponding preliminary cost estimates and operating budgets for the recommended development program that will;

- Supplement and further define the predevelopment conceptual design work conducted by the LC4 Advisory Committee and its predecessor committee LC3;
- Reflect the community-desired development plan;
- Integrate pedestrian access ways depicting how the public will access the facilities from the adjacent existing parking areas;
- Reflect coordination and input of the environmental consultant and advocate;
- Incorporate infrastructure and utilities that will allow for maximum day and night time use as well as daily maintenance of the facilities;
- Utilize best management practices and national standards, where applicable, in the layout and orientation of the various facilities on the site;
- Provide a recommendation for a phased approach to capital construction of the facilities;
- Identify funding sources to augment Town funding for implementation; and
- Include a site plan, and two (2) high quality three-dimensional views of the proposed development for use by the Advisory Committee for its marketing and fundraising efforts for the Project.

Submission Requirements

Consultants shall address the following qualifications and required information as outlined below in the RFP submission :

- Statement of Community Engagement Approach and Understanding of the Project;
- Demonstration of relevant project experience;
- Identification of lead consultant and key personnel to be assigned to this project;
- List of subconsultants (identify specific role and relevant experience for each);
- Resumes of personnel on project team;
- Project schedule to include a statement regarding ability to deliver and meet critical dates identified in this RFP; and
- Provide three (3) references for similar work completed (contact name and phone number).

Inclusion of local expertise on the project team is strongly encouraged.

Submissions are due on August 26, 2021 at 3:00 P.M. Five (5) copies are required to be submitted.

Submissions shall be addressed to:

Thomas Farrell, Director
Parks and Recreation Department
220 Neptune Drive
Brunswick, ME 04011

RFP submissions will be reviewed in a timely fashion. Interviews may be conducted at the discretion of the selection committee. Upon selection, the consultant team will negotiate a detailed scope/cost contract with the selection committee.

Timeline

- RFP Release August 9, 2021
- RFP Due no later than 3:00pm on August 26, 2021
- Consultant Team selected by Sept. 8, 2021
- Contract Period September 2021 – January 2022

Evaluation Criteria

The following evaluation criteria and ratings will be used:

A. Relevant project experience	30 points
B. Qualifications/Strength of team members	30 points
C. References	10 points
D. Detailed schedule and availability	10 points
E. Cost	20 points

Questions may be directed to 207/725-6656 or via e-mail: tfarrell@brunswickme.org