

From: Mike Miller, Town Administrator

Date: August 8, 2017

Subject: Request for Qualifications Comprehensive Outdoor Recreation Plan Town of Rome, WI



The Town of Rome is seeking proposals from qualified vendors to develop a Comprehensive Outdoor Recreation Plan (CORP) for our community. The Town has several significant recreational assets it either owns itself (a multipurpose room, ball field, dog park, new splash pad park, nature center, Dyracuse Recreation Park) or has located in the Town owned by others (Tri-Norse, Sand Valley Golf Resort, Arrowhead Golf Course, Wisconsin Trap Shooters Home Grounds Range, Adams County boat launches, parks and ATV trails). While most activities are outdoor activities, the one community room has a constant stream of use.

Add to all this we are developing additional hiking and biking opportunities, both private and public. Last, but certainly not least, we have access to four different lakes and thousands of acres of MFL land. The Town is also home to a number of smaller, private subdivision owned recreation facilities.

Interested vendors should contact:

Mike Miller, Town Administrator  
miller@romewi.com  
Direct: 715-325-8025  
1156 Alpine Drive  
Nekoosa, WI 54457

Or visit the Town's Web site [www.romewi.com](http://www.romewi.com)

Project Timeline:

**Timeline:**

RFQ Issued: August 8, 2017

Proposals due to Town of Rome: 4:00 pm September 14, 2017

*Rome strives to be a diverse community,  
offering a variety of residential living, year around recreation  
and business opportunities with an emphasis on  
environmental preservation.*

Town of Rome  
Comprehensive Outdoor Recreation Plan  
Date: Aug 4, 2017

Project Name: Comprehensive Outdoor Recreation Plan  
Response Deadline: 4:00PM September 1, 2017,

Location: 1156 Alpine Drive, Nekoosa, WI 54457

6 hard copies and 1 electronic copy

Inquiries:

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Direct: 715-325-8025

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Nekoosa, WI 54457

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The population of the town is 2700 annually, but swells considerably (more than double) summertime and spikes to triple during certain events. The Town demographics are generally older than surrounding areas. Many in the Town consider Rome a "retirement" community. The Town has been an outdoor recreation destination for over 40 years.

Community Center

Over the years, the Town has considered the need for a community center. In the past it has not been supported by the community. While not really an outdoor component, use of the community room is high and it creates an indoor alternative for many people.

### **Scope of Services**

The consultant will be expected to work with Town staff as well as the CORP Steering Committee, Town Board and the public in the development of the plan.

Following is an outline of services the Town is considering for the CORP process. Once a consultant is selected, a final scope of services will be negotiated based on discussions with the Town and selected firm.

### **Evaluation of Town of Rome current facilities and programs:**

Town staff will provide information on current programming and parks/facilities within the system.

The Town will provide a community based steering committee to guide the process.

Information will include current planning documents, facility assessments, user information and participation numbers, and current operating and capital budgets.

The Town will provide current demographics of the community and future population projections through 2037.

A condition assessment of current parks and facilities including utilization and Maintenance.

Site visits to current park facilities and staff interviews to determine the current condition of the community's parks and facilities.

The consultant will provide a summary of facility conditions and programs currently provided.

### **Public Engagement**

A significant portion of the plan's development will be a public engagement process to determine both current and future needs as well desires of the community. A consultant with extensive experience in marketing and research should be part of the team to assist with this process. The process will be developed in cooperation with staff, town board and the CORP Steering Committee and may include, but not be limited to, the following:

#### **User Group meetings**

A series of meetings with park user groups and other customers. Meetings would consist of 10 – 20 people each and include groups such as, but not be limited to sports groups, Community Room users, seniors, general recreation (youth and adult), arts, and passive recreation and park neighbors.

Additional small meetings would be held with staff and key community partners including Nekoosa Schools, Town Library, Town civic associations, Town/regional foundations and advisory groups (Dog park, Twin Lakes, etc.).

Community meetings - open public meetings to get input from the community at large.

We anticipate a minimum of 5 meetings in two rounds. First round to seek input from the community as to recreational needs ; second round to get feedback on initial recommendations. Additional meetings as required.

Focus groups - meetings with small groups of randomly selected community members representative of the community's primary population demographics and current and emerging to get input.

Information received will help to form a non-statistically valid community opinion survey (such as a survey monkey or Facebook poll) seeking broad community input on items such as:

- Current usage of parks and facilities
- Trail types
- Satisfaction with programs, services and arts
- Future and unmet needs
- Program costs
- Willingness to pay (fee based vs. tax supported)
- Community Room/Senior Center needs
- Other indoor recreation needs

The consultant should provide a plan relative to the accompanying public relations/marketing support required to undertake the community engagement and this entire process:

1. In consultation with Town Staff, the consultant will develop a communications plan and prepare all written materials, print collateral and other associated materials.
2. The Town will prepare and implement the appropriate communications plan and the majority of associated written materials and print collateral in cooperation with the consultant.

### **Analysis**

Provide analysis of all information provided or collected identifying trends and potential synergies including:

- Review and summary of all public involvement data including public meetings, surveys, etc.
- Summarize of community needs and interests
- Identify “low hanging fruit”
- Facility condition assessment
- Trends in recreation services to plan for the future
- Identify potential funding sources for improvements

### **Mapping**

The consultant will provide mapping information (hard copy and common GIS supported format) of the following:

- Base maps of all parks, trails and facilities (both Town owned and co-located facilities.)
- Missing trail connectivity
- Private supporting facilities
- Libraries, co-located (state, county etc.) facilities and significant facilities in adjoining communities

### **Recommendations and Final Report**

The vendor will provide a final report including, but not limited to:

- Recommendations of parks and recreation programming needs based on community input, staff and industry trends
- General improvements recommended for parks and facilities to meet needs (both Town owned and collocated facilities.)
- Recommendations in interest to address indoor recreation program space for all ages
- Recommendations on interest to address the facility needs of the community/senior center.
- Identify barriers to plan implementation.
- Recommendations for improvements by facility outlining specific improvements to address both the condition of the facilities and to meet community needs
- Budget estimates for the major improvements and recommended updates to the TOWN OF ROME Park and Recreation Capital Improvement Plan.
- Implementation strategies

**Cost to develop the plan:**

Quote a lump sum cost for the plan as stated. Final cost to be established in negotiation between the Town and vendor as the scope is fine tuned.

**Other Materials**

- Bios and qualifications of key staff
- List of other similar clients in the last 5 year including points of contact

**Timeline:**

RFQ Issued: August 4, 2017

Proposals due to Town of Rome: 4:00 pm September 14, 2017

Interview with top firms: 1<sup>st</sup> week October 2017

Town evaluation and recommendation: October 27, 2017

Award of Contract November 2, 2017

Notice to proceed: November 10, 2017

Completion: April 30, 2018