

	<h2 style="text-align: center;">REQUEST FOR PROPOSALS (RFP)</h2> <p style="text-align: center;">Jefferson County Parks &amp; Recreation Commission</p>	
RFP TITLE	<h3 style="text-align: center;">Shepherdstown Park Concept Plan</h3>	
PURPOSE	<p>This document provides interested parties with information to prepare and submit a proposal for concept planning services.</p>	
DEADLINE FOR RFP SUBMISSIONS	<p style="text-align: center;">10:00 A.M.  <b>July 14, 2025</b></p> <p>LATE, FAXED, ELECTRONIC OR UNSIGNED PROPOSALS WILL BE REJECTED</p>	
SUBMIT RFP TO THIS ADDRESS	<p style="text-align: center;">JEFFERSON COUNTY PARKS &amp; RECREATION COMMISSION  235 SAM MICHAELS LANE  SHENANDOAH JUNCTION, WV 25425</p>	
SPECIAL INSTRUCTIONS	<ul style="list-style-type: none"> <li><input type="checkbox"/> Label the lower left corner of your sealed submittal package with Shepherdstown Park Concept Plan</li> <li><input type="checkbox"/> Submit an original and (5) complete copies</li> </ul>	
DIRECT ALL INQUIRES TO	NAME	Jennifer Myers
	TITLE	Director
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	EMAIL	<a href="mailto:jmyers@jcprc.org">jmyers@jcprc.org</a>
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## 1.0 GENERAL INFORMATION

### 1.1 Introduction and Background

The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal for the development of a concept plan for a new 30-acre park in Shepherdstown, WV located off of Flowing Springs Road. The Jefferson County Parks & Recreation Commission has a land-lease agreement with Jefferson County Schools to develop a park, on the property located at the new school, Shepherdstown Elementary School. Jefferson County Parks & Recreation Commission intends to use the results of this process to award a contract for the development of a concept plan for Shepherdstown Park.

### 1.2 Scope of the Project

#### ***Purpose***

The purpose of this Request for Proposal (RFP) is to solicit proposals from interested vendors to provide professional services to Jefferson County Parks & Recreation Commission for the following purposes:

- Develop a concept plan for a new Shepherdstown Park.
- Facilitate and coordinate a series of public meetings with partners and stakeholders to establish a common vision for Shepherdstown Park.
- Provide conceptual concept plan alternatives for Shepherdstown Park based on public input and site conditions.
- Present the conceptual plan to members of Jefferson County Schools and Parks & Recreation Commission.
- Recommend a preferred final concept plan for Shepherdstown Park.

#### ***Project Background***

##### Description of Project Area

In 2016, the Jefferson County Parks and Recreation Commission adopted a 10-year park concept plan for the department. To establish a common vision for the new park, Shepherdstown Park property will be developed with a concept plan. Part of this process will evaluate existing topography, vegetation, and other resources of the property to determine what can be conserved. The process will also identify which recreational needs of Jefferson County Parks and Recreation Commission can be incorporated into the park. A copy of the 2016 Park Concept plan is available by visiting the Jefferson County Parks & Recreation Commission website at [www.jcprc.org](http://www.jcprc.org).

#### ***Partners and Stakeholders***

Partners and stakeholders for this concept plan include, but are not limited to, Jefferson County Parks & Recreation Commission, Jefferson County Commission, Jefferson County Schools, Town of Shepherdstown, Shepherdstown Community Club. Additional partners and stakeholders will be identified during the concept planning process.

#### ***Park Elements***

Create placeholders. Based upon the 2016 Park Master plan and numerous public meetings there was interest in public access to water and trails. Based on this information, the following park facilities are desired for this property.

- High Priorities
  - Walking Trail
  - Pavilion
  - Inclusive Playground
  - Tennis/Pickleball Courts
  - Disc Golf
  - Parking

### ***Scope and Deliverables by Task***

Jefferson County Parks & Recreation Commission is seeking professional planning services for the following project components:

#### **Task 1 – Project Start-Up**

Attend a meeting to refine the concept plan process and appropriate roles of the consultant, partners, and staff. Initial insights, context, and expectations will be discussed at this meeting.

Contact and coordinate planning with Jefferson County Parks & Recreation Commission and other partners and stakeholders.

Deliverables:

Arrange and facilitate a meeting

Prepare summary of findings. Provide web ready electronic and hard copies of written summary to Jefferson County Parks & Recreation Commission.

#### **Task 2 – Research and Inventory**

Review other plans, studies, and site history

Review other appropriate studies or plans related to Shepherdstown Park. This could include, but is not limited to, the following plans:

- Recreation Needs Assessment Survey
- Jefferson County Parks & Recreation Commission Goals & Objectives
- Jefferson County Comprehensive Plan
- Jefferson County Parks and Recreation Master plan
- Research the history of the site, including but not limited to, the past and present uses of the site including any cultural/historical aspects.

Deliverables:

Identify the plans and site history

Prepare a summary of the related plans and site history

Prepare a map and written summary of opportunities and constraints based on site inventory and analysis. Provide a web ready electronic and hard copy of written summary to Jefferson County Parks & Recreation Commission.

Site Inventory and Analysis

Identify key natural resource features, facilities, and site conditions for site inventory analysis considerations.

**Deliverables:**

Convene and facilitate meetings as needed with Jefferson County Parks & Recreation staff to coordinate the development of site inventory.

Prepare a map and written summary of opportunities and constraints based on site inventory and analysis. Provide a web ready electronic and hard copy of written summary to Jefferson County Parks & Recreation Commission.

**Task 3 - Public Involvement**

Facilitate and coordinate a public meeting with partners and stakeholders to establish a common vision for Shepherdstown Park.

Kick-off meeting that sets the stage for the planning process: project goals, key issues, expectations, concept planning timeline and public involvement/visioning. The consultant will also present and discuss the opportunities and constraints for the park based on a site inventory and analysis.

1 public meeting to present a final draft concept plan at a Jefferson County Parks and Commission regular board meeting.

**Deliverables:**

Facilitate public meetings and arrange with Jefferson County Parks and Recreation Commission.

Coordinate the development of meeting materials (agendas, power point presentations, presentation boards, etc.).

Summarize meetings and public comments for Jefferson County Parks & Recreation Commission to review.

Provide web ready electronic and hard copy of written summary to project manager and Jefferson County Parks & Recreation Commission.

**Task 4 - Preliminary Plan Development**

Provide a first-draft conceptual concept plan for Shepherdstown Park based on site research and inventory, and public input.

**Deliverables:**

Prepare a written summary of proposed conceptual concept plan recommendations. Summary should include explicit recommendations for future vegetation/natural resource management, park operations, maintenance, and development. Provide electronic and hard copy of written summary to project manager and Jefferson County Parks & Recreation Commission.

Give a public presentation of the draft plan during a Jefferson County Parks & Recreation Commission facility committee meeting.

Facilitate a public meeting for any variances required by planning and zoning.

**Task 5 - Final Draft Concept plan**

Identify and achieve consensus for a final draft park concept plan based on prior conceptual plan and public input.

**Deliverables:**

Convene and facilitate 1-2 meetings as needed with stakeholders and Jefferson County Parks & Recreation Commission & staff to reach consensus on a final draft concept plan.

Coordinate the development of a final draft concept plan graphic.

Prepare a written summary of proposed final draft concept plan recommendations. Summary should include explicit recommendations for future vegetation/natural resource management, park operations and maintenance, development, and environmental interpretation of natural resources and cultural/historic elements. Provide electronic and hard copy of written summary to project manager and Jefferson County Parks & Recreation Commission.

#### **Task 6 - Implementation**

An implementation plan, tied to the adopted 2016 Park Master that identifies development priorities for the next 10 years, including an analysis of costs (capital as well as operating) and how public-private partnerships with local groups might help implementation.

#### **Deliverables:**

A phased implementation plan with associated development and operational costs itemized. Provide web ready electronic and hard copy of written plan to project manager and Jefferson County Parks & Recreation Commission.

### **1.3 Clarification and/or revisions to the specifications and requirements.**

Any questions concerning this RFP must be submitted in writing by e-mail on or before June 23, 2025

Jennifer Myers, Director

E-MAIL: [jmyers@jcprc.org](mailto:jmyers@jcprc.org)

Vendors are expected to raise any questions, exceptions, or additions they have concerning the RFP document at this point in the RFP process. If a vendor discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP, the vendor should immediately notify the above-named individual of such error and request modification or clarification of the RFP document.

If it becomes necessary to provide additional clarifying data or information, or to revise any part of this RFP, revisions/amendments and/or supplements will be posted on the Jefferson County Parks & Recreation Commission web site at [www.jcprc.org](http://www.jcprc.org).

Each proposal shall stipulate that it is predicated upon the terms and conditions of this RFP and any supplements or revisions thereof.

### **1.4 Calendar of Events**

Listed below are specific and estimated dates and times related to this RFP. The actions with specific dates must be completed as indicated unless otherwise changed by Jefferson County Parks and Recreation Commission. If Jefferson County Parks and Recreation Commission finds it necessary to change any of the specific dates and times in the calendar of events listed below, it will do so by issuing a supplement to this RFP and posting such supplement on the Jefferson County Parks &

Recreation web site at [www.jcprc.org](http://www.jcprc.org) . There may or may not be a formal notification issued for changes in the estimated dates and times.

DATE	EVENT
May 2025	Date of issue of the RFP
June 24, 2025	Last day for submitting written inquiries
June 24, 2025	On-Site Visit @ 10:00 a.m.
July 14, 2025	Proposals due from vendors by 10:00 a.m.
July 2025	Oral presentation by invited vendors
July 2025	Notification of intent to award
August 2025	Contract start date

## **2.0 PREPARING AND SUBMITTING A PROPOSAL**

### **2.1 General Instructions**

The evaluation and selection of a contractor and the contract will be based on the information submitted in the vendor's proposal plus references and any required on-site visits or oral presentations. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a response.

### **2.2 Submitting the Proposal**

The proposers must submit an original and five (5) copies of all materials required for acceptance of their proposal July 14, 2025 by 10:00 a.m. to:

JEFFERSON COUNTY PARKS & RECREATION COMMISSION  
235 SAM MICHAEL'S LANE  
SHENANDOAH JUNCTION, WV 25442

Proposals must be received in the above office by the specified time stated above. All proposals must be time-stamped in by the Jefferson County Parks & Recreation Commission. Proposals not so stamped will not be accepted.

All proposals must be packaged, sealed, and show the following information on the outside of the package:

Proposer's name and address  
Request for proposal title  
Request for proposal number  
Proposal due date

### **2.3 Proposal Organization and Format**

Proposals should be typed and submitted on 8.5 by 11-inch paper bound securely. Proposals should be organized and presented in order and by the number assigned in the RFP. Proposals must be organized

with the following headings and subheadings. Each heading and subheading should be separated by tabs or otherwise clearly marked. The RFP sections which should be submitted or responded to are:

#### Introduction

- Response to general requirements (See Section 4 of this RFP)
- Approach and timeline
- Organizational qualifications
- Staff qualifications
- References

#### Oral Presentations and Site Visits

Cost proposal (See Section 5 of this RFP) [OBJ]

Selected vendors may be required to make oral presentations and/or site visits to supplement their proposals, if requested by Jefferson County Parks and Recreation Commission. Jefferson County Parks and Recreation Commission will make every reasonable attempt to schedule each presentation at a time and location agreeable to the proposer. Failure of a proposer to conduct a presentation to Jefferson County Parks and Recreation Commission on the date scheduled may result in rejection of the vendor's proposal.

### 2.4 Preliminary Evaluation

## 3.0 PROPOSAL SELECTION AND AWARD PROCESS

The proposals will first be reviewed to determine if requirements in Section 2.0 are met, and if additional mandatory requirements are met. Failure to meet mandatory requirements will result in the proposal being rejected. If all vendors do not meet one or more of the mandatory requirements, Jefferson County Parks and Recreation Commission reserves the right to continue the evaluation of the proposals and to select the proposal which most closely meets the requirements specified in this RFP.

### 3.1 Proposal Scoring

The accepted proposals will be reviewed by an evaluation committee and scored against the stated criteria. The committee may review references, request oral presentations, conduct an on-site visit and use the results in scoring the proposals.

### 3.2 Right to Reject Proposals and Negotiate Contract Terms

Jefferson County Parks and Recreation Commission reserves the right to reject all proposals and to negotiate the terms of the contract, including the award amount, with the selected proposer prior to entering a contract. If contract negotiations cannot be concluded successfully with the highest scoring proposer, Jefferson County Parks and Recreation Commission may negotiate a contract with the next highest scoring proposer.

### 3.3 Evaluation Criteria

The proposals will be scored using the following criteria:

- General proposal requirements
- Proposal Narrative
- Timeline



- Organization & Staff Capabilities
- References
- Cost

### 3.4 Award and Final Offers

The award will be granted in one of two ways. The award may be granted to the highest scoring responsive and responsible proposer. Alternatively, the highest scoring proposer or proposers may be requested to submit final and best offers. If final and best offers are requested, they will be evaluated against the stated criteria, scored, and ranked. The award will then be granted to the highest scoring proposer.

### 3.5 Notification of Intent to Award

As a courtesy, Jefferson County Parks and Recreation Commission may send a notification of award memo to responding vendors at the time of the award.

### 3.6 Proposal Narrative

Provide a detailed outline of your approach to perform this planning effort based on scope and deliverables. Be sure to demonstrate an overall understanding of the project.

#### 4.1 Timeline

Include a timeline to perform this project including estimated commencement and completion dates. Expected completion date January 2026.

#### 4.2 Organization and Staff Capabilities

Furnish a brief background of your company's experience in park planning, facility planning, site planning, concept plan development and landscape architecture.

#### 4.3 References

Provide resumes describing the educational and work experience for each key staff assigned to the project. Identify project manager.

Provide at least three customer references for which your organization has provided related professional services. Past customers may be contacted to determine the quality of work performed and personnel assigned to the project. The results of the references will be provided to the evaluation team and used in scoring the written proposals.

#### 4.4 General Instructions on Submitting Cost Proposals

## 5.0 COST PROPOSAL

Two (2) copies of the cost proposal should be submitted in a separate envelope with the written proposal. The proposal will be awarded, based on the best value to the department; not necessarily the lowest cost.

#### 5.1 Format for Submitting Cost Proposals

- Itemized costs by task for all services proposed must be identified including allocation for meetings and all personnel billing rates. (tasks 1-6)
- Unit reimbursement rates for any additional services must be identified.
- Any items to be billed to Jefferson County must be specifically identified.
- Proposals shall provide a “not to exceed” budget figure. This figure must be construed to be all-inclusive with reimbursable and all costs of service.

#### 5.2 Fixed Price Period

All prices, costs, and conditions outlined in the proposal shall remain fixed and valid for acceptance for 60 days starting on the due date for proposals.

#### 5.3 Payment Requirements

Jefferson County Parks & Recreation Commission have the right to review all deliverables prior to issuing payments. Payments shall be issued no later than 60 days after deliverables are submitted to Jefferson County Parks and Recreation Commission.