

MADISON PARKS  
WINTER 2018 REQUEST FOR PROPOSALS FRAMEWORK

BACKGROUND

With the completion of the 2018-2023 Park and Open Space Plan (POSP), the Parks Division would like to issue a Request for Proposals for innovative, reoccurring recreational offerings that meet the POSP goals of promoting equity, public health and sustainability. As the POSP outlines, “a park system must be sustainable and adaptable to continually serve the community. This is especially the case with regard to environmental considerations but also to economic changes and changing recreational preferences” (POSP, pg. 22). The Request for Proposal (RFP) process invites the community to propose recreational uses that a person, group or organization would like to add to Madison Parks and has the resources to implement. It is evaluated publically and can bring forth enhancements to the park system through an Agreement partnership.

One of the mission statements for the Parks Division is to provide affordable opportunities for recreational and educational experiences. The Parks Division does not offer a robust recreational program through City-funded resources. Instead, recreational offerings in Madison Parks are primarily provided by the Madison Metropolitan School District, community organizations and Agreement partners. The Parks Division relies on partners to manage recreational activities in parks. We also must look to partners to help us “evolve in conjunction with changes in [our] user base” (POSP, pg. 27). Working through an RFP and Agreement process allows the Parks Division the flexibility to approve activities outside of the standard reservation process and fee structure, as well as set unique parameters that meet the needs of the community. Across the country, we see a decline in the amount of time that children and adults spend outside. New and innovative recreational opportunities can be a means to bring more people outdoors and to the parks.

LOCATIONS

The following locations are suggested parks to include in the RFP due to their current physical conditions, existing users and potential for a positive impact. Proposals for other parks can be reviewed. However, as with all submissions, the Parks Division reserves the right to make no award selection. The reason why a particular activity is a good fit for the location will be part of the evaluation process:

Door Creek  
Elver  
Garner  
Heistand Disc Golf Course  
Olin Park Beach  
Penn  
Sycamore Dog Park  
Walnut Grove  
Warner  
Other Parks

## EVALUATION

- 1) Quality and innovation of a reoccurring recreational offering, use and/or activation. Demonstration of resources available to implement the proposal. One-time events will not be considered.
- 2) Strengthen park's role in community social cohesion by promoting "social interactions among park users and offer opportunities to engage with old and new friends alike" (POSP, pg. 21).
- 3) Interact with existing park users, shelter and athletic field reservations and special events in a cooperative and mutually beneficial way.
- 4) Consideration of equity in the proposal, in particular how the proposal will affect communities of color and low-income populations. Recognize that "different races often have distinct park use patterns and preferences for open space" (POSP, pg. 15).
- 5) Does the proposed recreational offering bring more people outdoors or increase the frequency of visits to a park? Clear understanding of why the proposed activity is a good fit for a proposed location.
- 6) Be good stewards of the parkland. Any proposed installations must have minimal impact on the physical parkland and be removable at the end of the term of the Agreement. No building facilities owned by Parks and no funding from Parks are available.

## TIMELINE

Wed, November 7 – Propose to BPC

Wed, November 28 – Release RFP through purchasing

Sunday, January 7 – Proposals due

Monday, January 8 to Friday, January 26 – Panel evaluates response and makes a selection

February – Draft Agreement

Tuesday, March 6 – Introduce to Council (if necessary)

Wednesday, March 14 – Present to BPC