

**REQUEST FOR PROPOSALS  
for**

**CITY OF WILLOUGHBY, OHIO  
EUCLID AVENUE POOL MASTER PLAN**



April 2024

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## **INTRODUCTION:**

The City of Willoughby (CITY) is requesting proposals from qualified consultant firms (CONSULTANT) for planning and design services for the Euclid Avenue Pool Master Plan Project (PROJECT).

The work will cover recommended improvements at Willoughby Euclid Avenue Municipal Pool (see map below). The current site includes a pool with support facilities, play structures, a skateboard park, and a portion of the Willoughby-Eastlake School District's tennis courts. The project will assess the current pool site, bordered in yellow below, and a second option is to add the current Willoughby Police Station Site, bordered in green below. The goal is to create a refreshed recreation park with aquatics amenities. The existing pool is currently closed.



## **PURPOSE AND GOALS OF THE PROJECT:**

The purpose of this PROJECT is to develop a site master plan for the Willoughby Municipal Pool site that will include:

- New aquatics amenities to replace the existing pools, including but not limited to amenities would include required filtration equipment spaces, public restrooms, and other necessary accessory spaces for the pools.
- Recommendations for rehabilitation or relocation of existing skateboard area.
- Recommendations for parking and site circulation.
- Recommendations for other amenities as appropriate for a recreational facility of this scale.
- Provide two possible site options. The first is utilizing the current site footprint of the Willoughby Municipal Pool (boarded in yellow within photo on above page 3). The second option is to utilize the footprint of the existing police station site along with the Willoughby Municipal Pool site (boarded in yellow and green within photo on above page 3). The Willoughby Police Station is expected to be vacated by the summer of 2026.
- Provide PROJECT cost estimates for both options in an aggregate total not to exceed the maximum amount of \$50,000.

## **BACKGROUND:**

In 2024, the CITY decided to close the Willoughby Municipal Pool located on Euclid Avenue. The primary concern was the safety of the patrons given the continued failure of the pool floor and concrete issues on the deck surrounding the pool. There is also continued deterioration of structural members in the filtration building, locker/restrooms and concessions areas. Finally, lifeguard shortages have prevented the pool from fully operating over the past few years.

Given these concerns, the CITY has elected to extend operations at our Osborne Park Pool and relocate the swim team to this location. The CITY will provide transportation from the Euclid Avenue Pool to the Osborne Park Pool.

## **SCOPE OF WORK:**

The PROJECT shall include the re-imagination of the existing site to accommodate new aquatics amenities, as well as other recreational assets, and parking. This study will include the existing footprint of the Euclid Avenue Pool site, and a second option that would include the demolition of the current Willoughby Police Department Building, which is scheduled to be idled with the relocation of the Department to the Meister Media building. Expected deliverables include the following:

## **TASKS AND DELIVERABLES:**

### **TASK 1: PROJECT MANAGEMENT**

1. Kickoff Meeting: The CONSULTANT Project Manager (PM) and/or Technical Lead shall attend a kickoff meeting with the City to define the goals of the project including expectations, schedule, communication, etc.

2. Monthly Project Progress Summary/Schedule Update: CONSULTANT shall

provide written project status updates. These short memo type updates should include PROJECT percentage completed for each task; key task activities performed over the period; budget, scope, or scheduling issues; key activities to be performed over the next period and upcoming milestone dates. Invoices for the period covered in the report will not be paid until the monthly progress update is delivered to and approved by the CITY.

3. Monthly Invoicing: CONSULTANT shall at all times comply with the CITY's most current invoice policies and invoice format. A summary of work performed during the invoice period shall be provided with each invoice.
  4. The CONSULTANT's PROJECT Manager and other team members shall meet in person with CITY personnel monthly to review the progress of this PROJECT, discuss any outstanding issues and potential problems, and discuss design developments and decisions. These meetings should include identification of work performed last period, work to be completed next period, critical action item status, and responsible parties to complete actions. Budget or schedule problems shall be identified. CONSULTANT shall provide the necessary graphics to facilitate discussions.
  5. The CONSULTANT will be responsible for preparing meeting materials including agendas, minutes, presentations, and supplemental handouts for key meetings. The materials shall be submitted to the CITY three days in advance for approval. Material will be given to the CITY in original file and pdf format. Minutes shall be compiled and submitted to the CITY within one (1) week.
  6. The CONSULTANT PM and/or Technical Lead shall hold biweekly progress calls with the CITY PM to provide updates on overall project status and review on-going critical needs or action items. These progress meetings are meant to be brief phone calls to keep Willoughby informed about overall project status. It is not intended for agendas or minutes to be prepared for these general status meetings.
  7. The CONSULTANT shall make personnel available for meetings with other agencies and utilities to answer questions pertaining to design elements of the Project. The CITY and CONSULTANT will mutually agree upon who is responsible for taking the lead in organizing, planning, and conducting each meeting with other agencies and utilities.
  8. The CONSULTANT will also develop and maintain an action item log, updates to which will be appended to meeting minutes.
  9. Public Engagement Meeting - A public meeting with key CITY officials and other public stakeholders will be necessary upon completion of this work to discuss the process and review of the final plans.
  10. The CONSULTANT is responsible for all meeting materials including agendas,
- City of Willoughby Euclid Avenue Pool Master Plan

minutes, presentations (i.e. PowerPoint), and supplemental handouts. The materials shall be submitted to the CITY three (3) days in advance for approval. All material must be given to the CITY in the original file and pdf format. Minutes shall be compiled and submitted to the CITY within one (1) week.

## **TASK 2: Concept Design**

The Concept Design Task shall be carried out to cost-effectively develop and evaluate the Project alignment(s), and establish Project design parameters, assumptions, etc.

All Task deliverables shall be submitted as described above and in the formats and quantities described herein unless otherwise noted. These include an electronic copy to CITY and one copy on electronic media such as USB drive or other media as approved by the CITY, containing the native electronic format, if requested by the CITY, and indexed PDF electronic copies generated from the native document (not scanned) of all submittal documents. Task 2 requirement include, but are not limited to:

- **Basis of Design Memo**

The CONSULTANT shall prepare a Basis of Design Memo for the PROJECT that concisely summarizes the activities and critical design decisions necessary to support the advancement of the PROJECT into concept design. The primary objective for the Basis of Design Memo is to ensure a common understanding between the CONSULTANT and CITY regarding the design for the PROJECT. The report/memo shall be updated for each phase of design to reflect advances in design and decisions made to date.

The Report/Memo at a minimum shall include the following:

- a. PROJECT site map showing the locations of proposed improvements;
- b. Proposed design criteria and associated parameters for all PROJECT-related disciplines;
- c. Design calculations if required (included as electronic appendices);
- d. Easement and land acquisition issues;
- e. Identification of utilities that may be impacted by improvements and whether coordination is required with the utility companies before construction;
- f. Discussion of site and civil issues impacted by improvements;
- g. Identification of required permits;
- h. PROJECT Photos;
- i. Assumptions used in the creation of the Basis of Design Memo.

- **Evaluation of Available Existing Information**

The CONSULTANT shall evaluate and consider the following existing information related to the Scope of Services for the PROJECT:

- j. CITY GIS Dataset;
- k. CITY's Plan Guidelines/Standards/Requirements;
- l. Applicable CITY Reports/Plans;
- m. CITY Specifications/Requirements to be utilized for the PROJECT;
- n. Other readily available information from all public sources;
- o. The following recommended scope of work for the PROJECT is meant to

provide a guideline for the preparation of proposals. Responses to this RFP

may suggest alternative approaches to the scope, so long as the end result is achieved.

#### **11. Development of Design Alternatives**

- Assess and verify the PROJECT'S vision, goals, and objectives;
- Identify constraints and parameters;
- Provide site plans, including parking and drive layouts, recreational opportunities and locations, recommendations, and plans for a new aquatic amenity;
- Provide renderings of recommendations;
- Provide proposed phasing and timing of each;
- Provide concept design cost estimate for each option;
- Identify and reduce project risks;
- Develop concept design with the existing Euclid Avenue Municipal Pool site, and a second option to include the existing Willoughby Police Department site.

#### **12. Public Engagement Meeting and Final Presentation to City Council**

- Assist the CITY in hosting a Public Engagement Meeting to review findings and recommendations;
- Solicit public ideas and thoughts;
- Record and document conclusions from the Public Engagement Meeting.

### **PROPOSAL FORMAT AND REQUIREMENTS:**

The proposal shall be limited to twenty (20) pages with a page size of 8 ½"x11", single space and type size shall not be less than 10-point font for each response item. Note for page-counting purposes, a page equals a one-sided sheet. Any additional information that the CONSULTANT wishes to include that is not specifically requested should be included in an appendix to the proposal. CONSULTANT teams are encouraged to keep the proposals brief and concise, but sufficiently detailed to allow evaluation of the study understanding and approach.

In order to simplify the evaluation process, the CITY is seeking proposals in the following format:

**Cover Letter (one-page maximum):** The letter shall be signed by a principal or other member of the Consulting firm who is authorized to contractually bind the firm and to negotiate a contract with the CITY. Provide name, title, address, email, and telephone number of the authorized person and the contact, if not the same individual.

**PROJECT Overview:** Provide a narrative description of the PROJECT based on the City of Willoughby Euclid Avenue Pool Master Plan

Scope of Work presented in the RFP. Include any issues that you believe will require special consideration for this PROJECT. Staff will assess your understanding of all aspects of the PROJECT based on the overview.

**Description of PROJECT Approach:** Briefly describe the PROJECT understanding and approach used by your firm. Give a brief description of issues you believe significant on this PROJECT and a brief outline of your PROJECT approach. Describe any anticipated risks of this PROJECT. Include any unique resources or practices you plan to apply to this PROJECT and discuss the strengths of your firm to complete this PROJECT within the allotted timeframe. Proposals will be evaluated in part on the CONSULTANT's understanding of ANY issues, challenges, and technologies that may determine the success of the PROJECT. The CONSULTANT may present information in the proposal related to concepts that significantly enhance the operation, maintenance, functionality and/or life cycle of related components of the CITY's existing or future infrastructure.

**Team Qualifications:** Brief description of qualifications, the education, geographic location, and experience of the Project lead and team assembled for this PROJECT. Specific personnel should be identified for the tasks necessary for a complete response to this RFP. Resumes or CVs should be provided in an appendix for each team member integral to the PROJECT. A clear and comprehensive organization chart must be presented to illustrate the organization of the team and key team members. List the availability and commitment of each key team member throughout the timeline of the PROJECT. Include only those staff members who will be active members of the PROJECT team.

1. **PROJECT Manager:** The CITY expects the proposed PROJECT manager to lead the CONSULTANT PROJECT team, serve as the single point of accountability for PROJECT delivery, and provide the primary point of communication between the CITY and PROJECT team. The CONSULTANT shall provide a description of the PROJECT Manager and relevant qualifications for this PROJECT and a detailed list of previous projects worked on that are relevant to the PROJECT. If it is possible that more than one project manager will be assigned to various specialty areas, please provide multiple descriptions. While it is not required for the PROJECT Manager to be a licensed Engineer in the State of Ohio, it is anticipated that there will be necessary involvement from experienced engineers within the overall scope of completion of the PROJECT.
2. **Key Support Personnel:** Provide a brief list of key personnel that will be assigned to this PROJECT. Identify their area of expertise and how they have worked with the PROJECT Manager on previous projects.
3. **Subconsultants:** Provide any key personnel with each subconsultant to be working on this PROJECT. Include name, location, and percentage of the work to be completed by the subconsultant.



A request to replace or substitute any key personnel or sub-contractor for any reason, shall be provided to the CITY at least fifteen (15) calendar days in advance of such proposed replacement or substitution and the request shall contain sufficient justification, including identification of the proposed substitute and their qualifications, in sufficient detail to enable a necessary evaluation by the CITY.

**Comparable Project Experience:** Briefly describe three (3) projects performed within the last seven (7) years involving similar scopes of work, particularly any work performed for government agencies of similar nature. Include the following information:

1. Description and location of related projects and year of completion;
2. Brief description of comparable projects and deliverables, including public outreach methods and activities, geographic area covered under plan, and project timeline;
3. Key personnel involved;
4. Client name, contact person, physical address, email address, and telephone number.

**Proposed PROJECT Schedule:** The CITY expects to conduct design of the PROJECT as outlined in the scope of services. The CONSULTANT shall submit a proposed schedule to complete the entire PROJECT within this time period. The PROJECT schedule shall address the proposed scope of work and any recommended additional tasks and include an approximate timeline for completing each of the individual tasks and deliverables for that task as described in the scope of work as well as CITY review time. If the CONSULTANT does not believe the timeframe outlined in the scope of services is possible, include justification and a proposed schedule. Demonstrate your PROJECT team's capability of timely response and ability to meet milestones. Include the anticipated level of effort for each task outlined in the scope of services.

### **INSTRUCTIONS TO PROPOSERS:**

Proposals must be received no later than three (3) p.m. EST, Thursday, April 25, 2024. Four (4) hard copies and one electronic copy shall be submitted.

Proposals are to be addressed to Judean Keller, Director of Parks and Recreation, City of Willoughby, Euclid Ave. Pool Master Plan, One Public Square, Wilby, Ohio 44094

Please direct all inquiries to the Project Manager, Judean Keller at:  
[jbanker@wiloughbyohio.com](mailto:jbanker@wiloughbyohio.com)

### **SELECTION PROCESS:**

Upon completion of the scoring and ranking of the written submittals, the CITY may make a selection based on the following selection criteria. Alternatively, the CITY may select the top ranked firms to deliver a presentation to provide further clarification of

their capabilities, experience, and approach. The CITY reserves the right to reject any or all proposals and to waive any and all irregularities to choose the firm which, in the CITY's opinion, best serves the CITY's interests.

**SELECTION CRITERIA:**

Proposals will be evaluated based on completeness of the items identified in this RFP and the extent to which the CONSULTANT is likely to be able to achieve the desired results. Proposals will be evaluated based on the following criteria.

<b>Proposal Section</b>	<b>Available Points</b>
Project Understanding	20
Project Approach	20
Project Manager Qualifications	20
Team Qualifications	20
Comparable Project Experience	15
Proposed Project Schedule and Availability	5
<b>Total</b>	<b>100</b>

**CONSULTANT SELECTION SCHEDULE:**

A following schedule has been established for conducting this CONSULTANT selection process. The CITY reserves the right, however, to modify this schedule at any time.

Proposals Due	April 25, 2024
Consultant Selection	May 3, 2024
Scope Negotiations and Contract Award Completion	May 17, 2024

If the CITY elects to conduct interviews, the above Schedule may be modified.

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