

NEW ORLEANS RECREATION DEVELOPMENT FOUNDATION



REQUEST FOR PROPOSALS

FOR

Citywide Park and Recreation Master Plan

RELEASE DATE: May 24th, 2022

SUBMISSION DEADLINE: July 8th, 2022

KEY REMINDERS TO PROSPECTIVE RESPONDENTS

1. READ THE SOLICITATION IN ITS ENTIRETY.
2. CONTACT THE DESIGNATED OFFICIAL ONLY.
3. TAKE ADVANTAGE OF THE QUESTION AND ANSWER PERIOD.
4. PROVIDE COMPLETE ANSWERS AND DESCRIPTIONS.
5. REVIEW THE RFP AND YOUR RESPONSE BEFORE SUBMITTING.
6. SUBMIT YOUR PROPOSAL ON TIME.

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SECTION 1 – DEFINITIONS

“*City*” means the City of New Orleans.

“*Close Event*” means the date and time at which NORDF prohibits Respondents from submitting a response to the solicitation.

“*DBE*” means Disadvantage Business Enterprise.

“*Event*” means the solicitation (RFQ, RFP, ITB, ITQ) that NORDF created to release

“*FEMA*” means the Federal Emergency Management Agency.

“*HUD*” means the U.S. Department of Housing and Urban Development.

“*OSD*” means the City’s Office of Supplier Diversity.

“*Open Event*” means the date and time at which the Event is released to the public.

“*Respondent*”, “*Respondents*” or “*a respondent*” means a person or entity who responds to the RFP.

“*RFP*” means the present request for proposals.

“*SBE*” means Small Business Enterprise as defined by the U.S. Small Business Administration.

“*SLDBE*” means State and Local Disadvantage Business Enterprise.

SECTION 2 – OVERVIEW

2.1 Introduction

The New Orleans Recreation Development Foundation is seeking a qualified consulting firm to provide professional services to develop a Comprehensive Citywide Parks and Recreation Master Plan. The selected firm will have proven experience and knowledge in park, facility and recreation planning, environmental resilience and stormwater management planning, park equity and access, project management, and public engagement.

2.2 Background

In 2019, Mayor Cantrell led an effort to propose a more equitable distribution of the city's millage dollars that support the city's four major park agencies and increase coordination/collaboration between these entities. The more equitable funding structure was approved and precipitated the call to create a citywide parks and recreation master plan.

As part of the millage initiative, the partners signed an agreement that committed each agency to shared objectives including to "provide guidance and engage broad stakeholder input... for a city-wide parks, green/open space and recreation master plan".

In 2021, the Mayor's Office of Youth and Families and the New Orleans Recreation Development Foundation jointly applied for a grant from the National Recreation and Parks Association (NRPA) to support the parks master plan.

New Orleans was selected by NRPA and received a \$433,800 grant to support the development of a parks master plan including the procurement of a consultant and other associated costs.

The project will be led by the New Orleans Mayor's Office of Youth and Families and the New Orleans Recreation Development Foundation in partnership with the city's other major park agencies and multiple community-based organizations.

The frame for this citywide master plan will focus on (1) expanding equitable access to parks and recreation and (2) building environmental resilience through the park and recreation system.

Recent research by design firm, Sasaki, found that only 34% of New Orleans' black residents live in high parkland areas compared to 55% of white residents. This is a stark example of the racial disparities in park access in New Orleans. The master plan will specifically address these racial inequalities by making recommendations on how to expand park access for communities of color.

Additionally, the master plan will build upon the city’s efforts to create a child-friendly city by recommending strategies for expanding access to nature, recreation, and water; transforming blight; and improving public assets such as sidewalks, shade structures, signs and signals.

The master plan will also address environmental resilience and climate change by analyzing how the current park system could contribute to stormwater management. The plan will work with the City’s Office of Resilience and community-based organizations to inventory current stormwater management efforts and recommend high-level strategies for leveraging parks and green spaces in the overall environmental resilience effort.

Community engagement will be at the center of the master plan process. The selected consultant will host a series of community meetings throughout the city to receive resident feedback and input. This process will prioritize underrepresented communities.

2.3 Statement of Needs

Refer to Attachment “A”.

2.4 Performance Evaluation

The City will memorialize performance evaluation criteria in the executed contract.

SECTION 3 – DBE

3.1. In General

The requirements of the City of New Orleans DBE Program apply to the RFP.

See section of the RFP on Attachments for more information and the applicable form(s).

3.2. DBE Goal

A DBE contract goal of 35 percent has been established for this RFP.

3.3. DBE Interest

NORDF seeks to offer the opportunity to DBE and SLDBE, SBEs, and other certified minority, women, disabled veteran owned businesses to submit their interest in participating to the RFP as a prospective subcontractor to a respondent or to jointly propose as a prospective partner with a respondent, or both.

DBE and other certified diversity entities must complete a questionnaire to express their interest. Follow the below link to submit your interest:

[DBE INTEREST IN SOLICITATION](#)

If a pre-submittal conference is scheduled, Office of Supplier Diversity will present the results of the questionnaire for the RFP during the conference.

IMPORTANT: Submit your interest on or before the deadline identified under Section 4.1. Otherwise, OSD will not be able to present it during the pre-submittal conference.

NORDF will post said results via an addendum to the RFP following the said conference or, in the absence of a conference, several days after the deadline identified under Section 4.1.

3.4. DBE Point of Contact

Respondents shall direct questions related to DBE compliance prior to the Submission Deadline to:

- By email: Supplierdiversity@nola.gov
- By telephone: 504-658-4904
- In writing or in-person: Office of Supplier Diversity
1340 Poydras Street, Suite 1800,
New Orleans, LA 70112

SECTION 4 – ANTICIPATED TIMETABLE

4.1. Dates

Date Release/Open Event	May 24 th , 2022
Deadline for DBE Interest	June 6 th , 2022
Pre-Submittal Conference	June 13 th , 2022
Deadline for Submitting Questions	June 20 th , 2022
Submission Deadline/Close Event	July 8 th , 2022
Evaluation by Selection Committee	On or about July 13 th , 2022
Notification	Within 1 to 2 days of the evaluation

4.2. Meetings

The pre-submittal conference meeting and the selection committee meeting are public meetings. NORDF encourages Respondents to attend said meetings.

The non-mandatory Pre-Submittal Conference for this RFP is scheduled on June 13th, 2022, at 3:00 PM and will be held via Zoom. Meeting information will be posted to NORDF's website prior to the meeting. NORDF makes every effort to maintain the above date of the pre-submittal conference meeting.

However, NORDF may need to reschedule the said meeting for reasons which include, but not limited to, request(s) from committee member(s) to have additional time for review, an unexpected calendar conflict of one or more committee member, an unforeseen emergency, etc.

4.3. City Calendar

NORDF will post the dates and times of the public meetings connected to the RFP on the calendar of the City.

The City calendar can be found at:

- [Calendar - City of New Orleans \(nola.gov\)](http://nola.gov)

4.4. Selection Committee Meeting

NORDF makes every effort to maintain the above date of the selection committee meeting.

However, NORDF may need to reschedule the said meeting for reasons which include, but are not limited to, request(s) from committee member(s) to have additional time for review, an unexpected calendar conflict of one or more committee member, an unforeseen emergency, etc.

4.5. Questions

Respondents must submit substantive questions to the Designated Official by email [cherylm@nordfoundation.org] no later than the deadline of June 20th.

The Designated Official will issue a response to any inquiry if it deems it necessary, by written addendum to the RFP. Responses to questions will be posted on NORDF's website. Respondent's question(s) submitted after the deadline may not be reviewed for inclusion in an addendum to the RFP.

The Designated Official will not respond to substantive questions submitted verbally either by telephone or in person or both outside of the scheduled meetings.

4.6. Cone of Silence

From the release of the RFP until the award, there is a prohibition on communication by respondents (or anyone on their behalf) with the New Orleans Recreation Development Foundation staff and board members, New Orleans Recreation Development Commission staff and commission members, the Mayor and staff, council members and staff, members of the selection committee members, and elected officials.

This prohibition is called the "Cone of Silence." This does not apply to oral communications at pre-submittal conferences, oral presentations before selection

committees, contract negotiations, or communications in writing at any time with any employee or elected official regarding matters not concerning this RFP.

BREAKING THE CONE OF SILENCE, IF PROVEN, MAY RESULT IN A DISQUALIFICATION OF YOUR RESPONSE.

SECTION 5 – RESPONSIVENESS AND SELECTION COMMITTEE

5.1. Responsiveness

Following the submission deadline, the Designated Official will:

- Open the timely submitted proposals, and then
- Review and determine if the respondent completed and submitted the required forms.

Prospective respondents are invited to read Section 8 for failure to comply with the deadline or the required documents

If there are responsive respondents, the Designated Official will provide a copy of the proposals to the selection committee.

5.2. Selection Committee – Composition

The selection committee will consist of a representative from the following organizations:

- Mayor’s Office of Youth and Families
- A professional from within local government who possesses expertise in the relevant field
- New Orleans Recreation Development Commission
- Parks and Parkways
- Audubon Nature Institute
- New Orleans City Park
- Sankofa Community Development Corporation

5.3. Selection Committee – Grading

The members on the selection committee shall either complete the numerical grading or use the wholly qualitative evaluation criteria.

5.4. Selection Committee – Non-Voting Member

The Selection Committee, through a majority vote, may add one non-voting member to the committee who has expertise in the relevant field.

SECTION 6 – EVALUATION

6.1. In General

The selection committee will evaluate responses based on the technical criteria established under this section.

A respondent may receive the maximum points, a portion of this score, or no points at all, depending upon the merit of its response, as judged by the selection committee in accordance with the technical criteria.

During the review of any submission at any time (including in the event of a shortlist), the selection committee may:

- Conduct reference checks relevant to the solicitation to verify all information, and rely on or consider any relevant information from such cited references or from any other sources in the evaluation of the submissions,
- Seek clarification of a submission or additional information from any or all respondents and consider same in the evaluation of submissions,
- Waive any requests or requirements if such waiver is in the best interest of the City, and
- Request interviews/presentations with any, some or all respondents to clarify any questions or considerations based on the information included in submission

6.2. Technical Criteria for the RFP

The Selection Committee will use the following criteria to evaluate the proposals submitted by Respondents:

1. Experience of Firm: 0 – 35 Points

Experience in leading projects and/or strategic plans similar to the proposed project.

2. Lead Staffing and Experience: 0-10 Points

Track record of success and accomplishments and experience with similar scope of work.

3. Project Plan: 0-40

Addresses all requirements of the “statement of needs” and demonstrates high degree of competency.

4. DBE 0-15 points:

POINTS	DESCRIPTION	POINT AWARD	AWARDING GUIDELINES
3pts may be awarded	DBE Goal: Proposal complies with contract DBE participation goal or will conduct good faith efforts to do so.	3pts	<ul style="list-style-type: none"> Meets or exceeds the stated contract DBE goal or demonstrates why and how the respondent can only achieve a lower DBE goal
		2pts	<ul style="list-style-type: none"> States they will meet a lower contract goal without demonstrating why or how
		1pts	<ul style="list-style-type: none"> No commitment - 0%, but demonstrates why & how DBE participation is not achievable
		0pts	<ul style="list-style-type: none"> No commitment -0% without explanation
6pts may be awarded	Quality of Proposal: Proposal submitted a quality DBE Participation Plan that includes innovative strategies and approaches to achieve and maintain compliance over the contract term and that builds capacity in the DBE community.	+2pts	<ul style="list-style-type: none"> Prime has identified scopes of work to be performed by DBE firm(s) to be used that represent a Commercially Useful Function
		+1pts	<ul style="list-style-type: none"> Prime has clearly identified DBE firm(s) and their scopes of work
		+2pts	<ul style="list-style-type: none"> The DBE has contributed directly to the Proposal (Resumes, Experience Portfolio, etc.)
		+1pts	<ul style="list-style-type: none"> Prime has identified ways to support the DBE (e.g.: Mentor-protégé relationship, bonding, early payments, etc.)
6pts is default award; points may be deducted	Past Performance Issues: Includes firm's past performance on meeting DBE goals, technical assistance and supportive services designed to increase participation and build capacity in the DBE community.	Up to 6 points may be deducted	<p>Points shall be deducted for the following reasons:</p> <ul style="list-style-type: none"> Prime has a history of not meeting their committed DBE goal Prime has history of switching DBEs or reduces work committed to DBEs Prime is inconsistent with reporting requirements of the DBE policy Prime does not cooperate with OSD on-site monitoring Prime has history of not paying their DBE subs in a timely manner Prime has a history of insufficient GFES

6.3. Price Proposal

The selection committee will then evaluate and rank responsive proposals on price.

A respondent may receive the maximum points, a portion of this score, or no points at all, depending upon the merit of its price proposal, as judged by the selection committee in accordance with:

Price Proposal - 0 – 20 Points

SECTION 7 – NOTIFICATION AND CONTRACT

7.1. Notification

Once the selection committee recommends a proposal, NORDF will notify the selected firm by an intent to award letter. The unsuccessful firm(s) will be notified as well.

The intent to award letter will contain the name and contact information of the representative of the entity responsible for administering the future contract.

The intent to award letter is not a contract award notification. The contract award is subject to the successful satisfaction by the selected respondent of all additional requirements in the solicitation.

7.2. Composite Scoring Sheet

In addition to the notification, the Designated Official will:

- Post an electronic copy of the sheet on the website of NORDF: “RFP Composite Scoring Sheets.”

7.3. Negotiation and Execution of Contract

After the issuance of the intent to award letter, NORDF may negotiate the final contract with the selected respondent.

Irrespective of the occurrence of contractual negotiations or not, the selected respondent must provide NORDF with required documentation (examples: proof of signing authority, proof of good standing with the State of Louisiana, etc.).

Once executed by NORDF, NORDF can authorize the beginning of the services.

NORDF will publish a copy of the fully executed contract.

7.4. Contract Administration

The executed contract with the selected firm identifies the entity responsible for administering it. Said entity will be notably responsible for monitoring the performance of the contractor.

7.5. Contract Amendment and/or Time Extension

7.5.1. DBE Compliance

Prior to amending and/or extending the contract for time with the contracted firm, said firm must be compliant with its committed DBE plan.

Failure to comply can constitute cause for termination of the contract.

7.5.2. Performance Evaluation

Prior to amending and/or extending the contract for time with the contracted firm, said firm must perform in accordance with the scope of work set forth in the contract.

Failure to comply can constitute cause for termination of the contract

SECTION 8 – SUBMISSION

8.1. In General

Respondents must submit in PDF format 2 separate documents:

- Technical Proposal
 - Entitle the PDF as follows: “[*name of respondent*] - RFP [*insert name of RFP*] – Technical Proposal”, and
- Price Proposal
 - Entitle the PDF as follows: “[*name of respondent*] – RFP [*insert name of RFP*] – Price Proposal”.

See Section 8.3 for their respective contents.

Respondents can submit their submissions via email to cherylm@nordfoundation.org

Respondent must obtain written approval from the said official prior to submitting the response via an alternative method.

NORDF will not accept qualifications submitted by fax.

8.2. Designated Official

Respondents must direct response, correspondence, and other communications regarding the RFP to the following Designated Official:

- Title, First and Last Name: Ms. Cheryl Mendy

- Email address: cherylm@nordfoundation.org
- For in-person or mailing: Attn: Cheryl Mendy
NORD Foundation
5420 Franklin Avenue
New Orleans, LA 70126

8.3. Contents

NORDF requires that the submission be organized in the manner specified below to achieve a uniform review process and obtain the maximum degree of comparability.

1. Proposal Submission. Said submission shall contain the following:

- Cover Sheet
 - Show the RFP number and subject, the name of your firm, address, email address, telephone number(s), name of contact person and date.
- Table of Contents
 - Include a clear identification of the material by tab and by page number.
- Tabs
 - Tab 1 - Consultant's Profile and Submittal Letter
 - Submittal Letter signed by and authorized agent of the respondent.
 - A proposal statement not to exceed one page setting forth in detail how the proposal meets the proposal requirements and evaluation factors.
 - Tab 2 - Interest and Intent
 - In one to two paragraphs, describe your organization's interest in providing professional services for a citywide parks and recreation master plan.
 - Tab 3 - Experience & Qualifications
 - Describe your organization's body of work including: history and evolution of your organization(s), organizational structure, locations of business(es) with ownership interests, type of services and work performed.
 - Examples of projects where the Principal Firm or Project Lead took a lead or supporting role in the preparation and creation of strategic and/or master plans and a community-wide survey. The projects should be compatible in complexity, size, scope and disciplines as to the citywide parks and recreation master plan.
 - Describe your organizations' experience with environmental resilience and parks and recreation.
 - Tab 4 - Program Staffing

- Include a listing of principals, staff, and subconsultants assigned to this project including resumes for each describing experience, training, and education in the required services.
 - Provide information on services/functional roles to be performed by each team member (including all subconsultants).
- Tab 5 - Project Plan
 - Describe the vision, strategic overview and approach your team will apply to the Master Planning project.
 - Express how the components above reflect your Project Team's qualifications for this project.
 - Include detailed descriptions of the procedures and methods your Project Team proposes to use to complete all tasks within the scope of work.
 - Describe your approach to engaging in equity-driven public participation in the master planning process, including engagement and input techniques used, and the methods used for analysis of the public's input throughout the process. This approach should include both digital and non-digital methods of participation.
 - Environmental resilience is a core priority of the master plan. Describe how that priority will be incorporated throughout the planning process and in the recommendations.
- Tab 6 - Project Schedule
 - Provide a project schedule indicating anticipated milestones, tasks, anticipated deliverables, and meetings within the estimated overall length of time for completion of the Master Plan process.
 - This Master Plan process is grant funded and is subject to the following deadlines:
 - Master plan must be completed by July 1, 2023
- Tab 8 - DBE Goal:
 - Project Team must comply with City of New Orleans 35% DBE participation goal.
 - Submit a DBE Participation Plan that includes innovative strategies and approaches to achieve and maintain compliance over the contract term and that builds capacity in the DBE community.
 - Past Performance Issues: Includes Project Team's past performance on meeting DBE goals, technical assistance and supportive services designed to increase participation and build capacity in the DBE community.
- Tab 9 - References
 - Provide up to five references for which the Project Team has performed similar work of the same or similar magnitude to those requested in this solicitation, including the contact name, entity, address, telephone number, e-mail address, and dollar

amount and term of the contract. (Provide letters of reference from previous clients, if available)

- Tab 10 - Addenda
 - Include a closing statement not to exceed one page on company letterhead that the respondent reviewed any and all addenda (include number and date of the addendum) issued by the City for this RFP.
- Tab 11 - Litigation
 - Provide all judgments entered into against the Prospective Consultant by any Federal, State, or Local Courts within the past 10 years; any criminal conviction ever issued against the respondent or its owners or principals, and all civil, criminal, and administrative proceedings pending against the Prospective Consultant at this time.
- Tab 12 – Forms
 - See section 10.1 for the list of required forms

2. Price Proposal. Said submission shall contain the following:

- a. Tab 1 – Pricing: **IMPORTANT: BUDGET SHOULD NOT EXCEED \$390,420**
 - i. Provide a line-item budget for the master plan
 - ii. Provide a budget narrative for each line item

8.4. Receipt

THE DESIGNATED OFFICIAL MUST RECEIVE YOUR RESPONSE BEFORE THE DEADLINE INDICATED UNDER SECTION 4.1.

NORDF will NOT accept submissions received/delivered after the deadline.

NORDF will not credit delivery claims not clearly documented by original receipt.

8.5. Time Stamp in Email

If Respondent intends to submit the response by email to the Designated Official, the date and time of the email received by the Designated Official constitutes the time stamp of receipt.

The date and time of the email sent by Respondent does NOT constitute a proof of receipt.

IMPORTANT:

- NORDF encourages Respondents to submit a response at least 3 hours before the deadline set forth in the RFP.

- NORDF encourages Respondents to confirm with the Designated Official that the response was received timely. If there is a high volume of submissions, the confirmation may take 1 or 2 business days.

8.6. Alternative Method of Submission

An alternative method of submission can be by courier service or in person.

If the Designated Official approves an alternative method of submission, Respondent remains responsible for ensuring that the proposal is delivered prior to the submission deadline with a proof of delivery.

NORDF will not credit delivery claims without a written proof of delivery.

Failure to meet the submission deadline, irrespective of the mode of delivery, shall result in the rejection of the proposal.

8.7. Failing to Comply

The Designated Official will notify Respondent in writing that the proposal is non-responsive if:

- Respondent failed to submit it timely, or
- Respondent failed to complete and submit a form or document provided and required by the City.

The Designated Official will not distribute a non-responsive proposal to the selection committee.

Respondent will have 2 business days from the date of notification by the Designated Official to rectify the non-responsive nature of the submission. If Respondent does not rectify non-responsive issues within 2 business days, then their submission will be not accepted.

8.8. Disclaimer

NORDF is not responsible for any delays caused by the internet or any other means of submission chosen by Respondent or both.

SECTION 9 – GENERAL INFORMATION

9.1 Ownership

All qualification submissions and/or documentation submitted there with are NORDF property for all purposes.

NORDF does not guarantee the confidentiality of submissions.

9.2. Effect

The RFP and any related discussions or evaluations by anyone create no rights or obligations whatsoever.

NORDF is not responsible for submissions and/or presentation costs.

NORDF may cancel or modify this solicitation at any time at will, with or without notice.

Anything to the contrary notwithstanding, the contract executed by the NORDF and a qualified firm, if any, is the exclusive statement of rights and obligations extending from the RFP and the request for proposal connected with the contract.

9.3. Addendum

The Designated Official posts addendum on NORDF's website.

Respondents shall not rely on any representation, statement, or explanation other than those made in this RFP or in any addendums issued.

Where there appears to be a conflict between the RFP and any addendum issued, the last addendum issued will prevail.

9.4 Waiver of Administrative Informalities

NORDF shall reserve the right, at its sole discretion, to waive minor administrative informalities contained in any submission.

9.5 Errors and Omissions in Submission

NORDF reserves the right to seek clarification of any submission for the purpose of identifying and eliminating minor irregularities or informalities.

9.6 Familiarity with Laws

Respondents shall familiarize themselves with and shall comply with all applicable Federal and State Laws, parish/municipal ordinances, resolutions, and the rules and regulations of all authorities having jurisdiction over the solicitation.

These laws and/or ordinance will be deemed to be included in the contract, the same as though herein written in full.

SECTION 10 – ATTACHMENTS

10.1 Document to Review

- Attachment A – Statement of Needs

10.2. Required to Submit with Proposal in Response to RFP

- Attachment B – DBE Compliance Form-3
- Attachment C – Affidavit of Conflict of Interest Disclosure

[ATTACHMENTS A THRU C ON FOLLOWING PAGES]

SECTION 10.1.

**THE FOLLOWING DOCUMENT IS FOR REVIEW
ONLY**

**Attachment A
NORDF
Statement of Needs**

1. **Project Organization**

- 1.1. Project Work Plan (PWP) – The Consultant shall prepare a PWP, which shall be subject to review and approval by the City of New Orleans. This document shall include Consultant’s project team’s organization, schedule of meetings, list of tasks, timeline for deliverables, and any other required actions for the completion of the Master Plan. The Consultant shall assign a project manager who shall manage overall communication and coordination that shall be undertaken by members of the Consultant and City of New Orleans during this project.
- 1.2. Community Advisory Group (CAG) – Consultant shall engage, inform, and rely upon a CAG identified by the City whose members will assure their respective departments’ goals, policies, plans, and constraints are understood and considered during the planning process by the Consultant.
- 1.3. Data Needs Request– The Consultant shall submit to the City a written request for data, plans, policies & procedures, maps, reports, and any other materials required to conduct the work as described in the scope of work.

2. **Community Engagement and Outreach**

- 2.1. Public Engagement Plan (PEP) – The Consultant shall provide a PEP, which shall clearly state the goals and process for public engagement. Public engagement shall be inclusive of New Orleans’ diverse communities with a focus on marginalized communities and residents including residents with language barriers, limited access to technology, youth, communities of color, immigrant communities, LGBTQ+ communities, and people with physical or cognitive disabilities. The PEP shall include a description of all outreach activities and efforts, noting how each integrates with the planning process. Minimum requirements for the PEP include:
 - 2.1.1. On-line digital public engagement survey tool that shall enable meaningful and far-reaching public involvement. City staff, with input from the Community Advisory Group, will review and approve the survey tool and questions.
 - 2.1.2. Up to ten public meetings, including facilitation.
 - 2.1.3. Create, print, distribute, and present meeting materials including invitations, flyers, signs, sign-in sheets, agendas, handouts, presentation materials, etc.
 - 2.1.4. Provide all presentation materials for all project and public meetings.
 - 2.1.5. Focus groups – PEP shall include at least five focus groups to engage a demographically diverse group of people in a guided discussion about New Orleans long-range park and recreation goals.
 - 2.1.6. A strategy for engaging diverse communities specifically addressing language barriers and limited access to technology.
 - 2.1.7. Community Engagement Summary – Consultant shall provide a report that details the goals of community engagement, how the goals were met, and at a minimum, the following information about the participants and/or respondents: domicile by zip code, race, ethnicity, sex, age.

3. **Master Plan Elements**

3.1. Introduction

3.1.1. Park and Recreation Vision – Consultant shall work with the City to develop a citywide message. This message shall explain the goals and standards that guide the development of the Master Plan.

3.2. Overview of the Parks and Recreation System

3.2.1. Consultant will provide an overview of the New Orleans park and recreation system. Overview will include a description of park assets, facilities and green space as well as a summary of the governance structure(s).

3.2.2. Consultant shall provide a summary of national and local trends, opportunities, and challenges in the field of parks and recreation and in cities comparable to New Orleans and the implications for long-range planning.

3.2.3. Consultant shall provide an overview of existing funding strategies for each park agency and the overall park and recreation system. The overview shall include existing funding streams such as the General Fund, Parks and Recreation Millage, self-generated revenues, capital bond funding, and private philanthropy.

3.3. Inventory & Conditions Assessment of Parks and Facilities

3.3.1. Consultant shall conduct a physical asset inventory and condition assessment of all park and recreation spaces within Orleans Parish including fields, recreation centers, playgrounds, green spaces and extra-municipal resources. Inventory will also include any assets projected to be online or accessible within the next 24 months. The inventory shall include the following information:

- Park/facility type and purpose
- Park location
- Acreage
- Inventory of facilities and amenities
- General assessment of physical conditions and functionality
- General overview of any existing environmental resiliency efforts
- Resident access within (10 minute walk) with data disaggregated across race, ethnicity and socioeconomic data indicators

3.3.2. Inventory shall primarily focus on all assets and facilities owned and operated by the following agencies: New Orleans Recreation Development Commission, Parks and Parkways, Audubon Nature Institute and City Park. Additionally, the inventory will necessarily need to summarize other parks, assets, green spaces, and other relevant programming associated with parks and recreation that are owned and operated in Orleans Parish by other public and private entities. The evaluation methodology shall be reviewed and approved by the City. Inventory results shall be placed in a GIS database and update existing GIS inventory data. It shall also incorporate existing departmental assessments, reports, and master plans.

3.4. Needs Assessment and Analysis

3.4.1. Consultant shall prepare a detailed needs assessment and analysis to determine how the existing park and recreation system meets the needs of New Orleans residents. The analysis will utilize existing data and reports including:

- Available digital and GIS resources
- Existing master plans
- Existing studies
- Inventory and conditions assessment (see above)
- Projections of population growth, demographic characteristics
- Recreation participation trends
- Identified unmet needs of residents based on the Public Engagement Plan
- Residents' access to a facility within a 10 minute walk
- Environmental resilience and stormwater management needs

3.4.2. Consultant shall develop a Report Card based on the NRPA park access standard (10-minute walk) for all neighborhoods using those neighborhoods in the citywide planning districts as defined by the City Planning Commission. The Report Card shall communicate the results of the above assessment on a neighborhood-level, showing the evaluation of the facilities. Report card shall also use GIS mapping to analyze existing access to parks and recreation facilities.

3.5. Master Plan Recommendations

3.5.1. Based on the needs assessment and inventory assessment, Consultant will develop prioritized recommendations to meet current and future needs of New Orleans residents.

3.5.2. Recommendations will need to be aligned with the master plan's overall goals of increasing equitable access to parks and strengthening environmental resiliency.

3.5.3. Recommendations will include, but are not limited to:

- Land acquisition and dispossession
- Construction or redevelopment of indoor and outdoor facilities
- Development of additional recreational amenities,
- New programming types and frequency
- Development and maintenance of environmental resiliency initiatives

3.5.4. Consultant should establish a detailed, prioritized implementation program for achieving the plan's vision.

3.5.5. Provide a high-level general estimate of annual costs (capital, operating, maintenance, and replacement) for each recommendation based on the City's population and comparison to other similar cities.

SECTION 10.2.

THE FOLLOWING DOCUMENTS MUST BE COMPLETED AND SUBMITTED WITH RESPONSE

INSTRUCTIONS:

- **Documents must be signed by an authorized representative of the entity or it will not be accepted.**
- **For Affidavits: the document must be notarized, or it will not be accepted.**
- **For Affidavits: Affiant MUST select when required or the affidavit will not be accepted.**

Instructions sheet may be omitted when submitting the affidavit

**ATTACHMENT B
CITY OF NEW ORLEANS
DISADVANTAGED BUSINESS ENTERPRISE (DBE) REQUIREMENTS**

I - DBE PROGRAM COMPLIANCE

The requirements of the City of New Orleans (“City”) Disadvantaged Business Enterprise (“DBE”) Program apply to this Agreement. It is the policy of NORDF to practice nondiscrimination based on social and economic disadvantage, race, color, gender, disability and national origin in the award and performance of contracts.

Contractor agree to use its best efforts to fully and completely carry out the applicable requirements of the City’s DBE Program in the award and administration of this Agreement, including without limitation, all reporting requirements and established DBE participation percentage. The Contractor’s failure to carry out these requirements, as determined in good faith by the City’s Office of Supplier Diversity (“OSD”), shall be deemed a material breach of this Agreement. This material breach may result in the termination of this Agreement and/or the pursuit of any other remedies available to the NORDF under any applicable law, ordinance, or rule.

II - DBE CONTRACT GOAL

The requested DBE Contract Goal is listed in the contract section of the request for proposal.

NOTE: All non-public works contracts have a default goal of 35% DBE participation.

Participation shall be counted toward meeting the contract goal based on the following:

1. Only business entities certified as SLDBE or LAUCP-DBE are counted toward the contract DBE participation goal.
2. The Bidder/Proposer may count only the total dollar value of the subcontract awarded to certified DBE subcontractor/supplier(s) toward the contract goal.
3. A Bidder/Proposer can count 100 % of the DBE’s participation provided that the DBE has committed to performing at least 51% of the work with its own forces.
4. Bidder/Proposer may count 100 % of DBE Manufacturer Supplier’s participation and 60 % of DBE Non-Manufacturer supplier’s participation toward its contract goal.
5. When the Bidder/Proposer is in a joint venture with one or more DBE business entities, the OSD, after reviewing the joint venture agreement, shall determine the percent of participation that will be counted toward the contract goal.

6. Bidder/Proposer may count toward its contract goal only those DBE subcontractors/suppliers performing a Commercially Useful Function.

“DBE Commercially Useful Function means” a discrete task or group of tasks, the responsibility for performance of which shall be discharged by the DBE firm by using its own forces or by actively supervising on-site the execution of the tasks by another entity for whose work the DBE firm is responsible. In determining whether a certified firm is performing a commercially useful function, factors including, but not limited to, the following shall be considered:

- a. Whether the business entity has the skill and expertise to perform the work for which it is being utilized and possesses all necessary licenses;
- b. Whether the firm is in the business of performing, managing, or supervising the work for which it has been certified and is being utilized;
- c. Whether the DBE subcontractor is performing a real and actual service that is a distinct and verifiable element of the work called for in a contract.
- d. Whether the DBE subcontractor performed at least thirty percent (30%) of the cost of the subcontract (including the cost of materials, equipment or supplies incident to the performance of the subcontract) with their own forces.

III - DBE DIRECTORY

Contractors may only utilize certified SLDBE and/or Louisiana Unified Certification Program (LAUCP) DBE firms from the following lists to meet the City’s DBE Program goals.

- a. Contractors agree to utilize the City’s SLDBE directory of certified firms as a first source when searching for certified DBE business entities. The SLDBE directory includes entities certified through Sewerage and Water Board of New Orleans, New Orleans Aviation Board and Harrah’s New Orleans. The SLDBE directory is available at www.nola.gov.
- b. The Louisiana Unified Certification Program (“LA UCP”) directory is available at www.dotd.louisiana.gov.

Information on locating these directories may also be requested from the OSD at supplierdiversity@nola.gov.

IV - GOOD FAITH EFFORT POLICY

NORDF shall reject any bid and shall not award, enter into or amend any contract that is not supported by documentation establishing that the Bidder/Proposer has met the applicable contract DBE participation Goal or made Good Faith Efforts to the applicable contract DBE participation goal.

Good Faith Efforts are steps taken to achieve a contract DBE participation goal or other requirements which, by their scope, intensity and usefulness demonstrate the Bidder's or Proposer's responsiveness to fulfilling the City's DBE Program goals prior to the award of a contract, as well as the Contractor's responsibility to put forth measures to meet or exceed the contract DBE participation goal throughout the duration of the contract.

The OSD shall be responsible for determining whether a Bidder/Proposer has made their best efforts to achieve the DBE Program contracting objectives. In making this determination, the DBE Compliance Officer shall consider the following factors:

A. SPECIFIC PORTIONS OF WORK IDENTIFIED FOR DBE SUBCONTRACTOR:

- i. Bidder/Proposer listed all selected scopes or portions of work to be performed by DBEs in order to increase the likelihood of meeting the contract goal for the project
- ii. Bidder/Proposer listed the estimated value of each scope or portions of work identified.

B. NOTIFYING CERTIFIED DBEs OF CONTRACTING OPPORTUNITIES:

- i. Bidder/Proposer contacted the OSD to request submission of subcontracting opportunities on the DBE Opportunities page.
- ii. Bidder/Proposer included a copy of each announcement or notification.

C. INITIAL SOLICITATION & FOLLOW-UP:

- i. Bidder/Proposer listed all certified DBE firms that received written notification of work items to be subcontracted and documented the certified firm's response.
- ii. Bidder/Proposer included copies of the written notice(s) sent to certified firms.

D. NEGOTIATE IN GOOD FAITH:

- i. Bidder/Proposer provided an explanation for any rejected DBE bid or price quotation.
- ii. Bidder/Proposer included a copy of the written rejection notice including the reason for rejection to the rejected DBE firm.

If a Bidder/Proposer fails to submit documented Good Faith Efforts as outlined, the bid shall be considered non-responsive.

The OSD may take into account the performance of other Bidders/Proposers in meeting the contract DBE participation goal and may, if deemed advisable, request further information, explanation or justification from any Bidder/Proposer. For example, Bidder's past performance on similar contracts with similar scopes and/or a Proposer's prior history utilizing DBEs will also be taken in consideration when determining Good Faith Efforts.

Good Faith Efforts shall be monitored throughout the life of the contract and evaluated on a case-by-case basis in making a determination whether a Bidder or Proposer is in compliance with the Good Faith Effort policy.

To obtain a copy of the Good Faith Effort Policy contact OSD at supplierdiversity@nola.gov.

V - REQUIRED DBE FORMS for BIDs/RFPs/RFQs

A. Request for Proposals (“RFP”) / Request for Qualifications (“RFQs”):

To ensure the full participation of DBE’s in all phases of the City’s procurement activities, all Proposers at time of proposal submission shall complete and submit a DBE Participation Plan.

1. **DBE Participation Plan:** A completed DBE Participation Plan shall be considered a methodology on how the Proposer plans to meet the contract DBE participation goal if awarded the project.
 - a. If a DBE Participation Plan is not submitted, it shall be determined that the Respondent was non-responsive to the DBE provisions and the proposal will not be evaluated by the selection committee.
2. Within ten (10) days of the NORDF issuance of the Notice to Award letter, the selected Proposer shall complete and submit a DBE Compliance Form-1: This form is used to establish your DBE commitment on a RFP. The selected Proposer shall provide a list of all proposed DBE subcontractor(s).
 - a. If the amount of DBE participation committed on DBE Compliance Form-1 is less than the Contract Goal, the selected Proposer shall complete DBE Compliance Form-2: This form is used to document Good Faith Efforts when the amount of DBE participation committed on DBE Compliance Form-1 is less than the contract DBE participation goal. The selected proposer shall provide all required supporting documentation of demonstrated Good Faith Efforts as specified on DBE Compliance Form-2.

The OSD shall review the contents of all required DBE Compliance Forms and may, if deemed advisable, request further information, explanation or justification from any Bidder/Respondent. Thereafter, the Contractor shall be bound by the established percentage, as approved by the OSD.

VI - CONTRACTOR COOPERATION

The Contractor shall:

1. Designate an individual as the “DBE Liaison” who will monitor the Contractor’s DBE participation as well as document and maintain records of “Good Faith Efforts” with DBE subcontractors/suppliers (“DBE Entities”).
2. Execute written contracts with DBE Entities that meet the applicable DBE goals.

- a. The Contractor shall provide the DBE Compliance Officer (“DBECO”) with copies of said contracts within thirty (30) days from the date the Agreement is fully executed between the City and the Contractor.
 - b. The Contractor shall agree to promptly pay subcontractors, including DBE Entities, in accordance with law.
 3. Establish and maintain the following records for review upon request by the OSD:
 - a. Copies of written contracts with DBE Entities and purchase orders;
 - b. Documentation of payments and other transactions with DBE Entities;
 - c. Appropriate explanations of any changes or replacements of DBE Entities, which may include a record of “Post-Award Good Faith Efforts” for each certified firm that the Contractor does not use in accordance with the approved DBE participation submission;
 - d. Any other records required by the OSD.

The Contractor is required to maintain such records for three (3) years after completion or closeout of the Agreement. Such records are necessary to determine compliance with their DBE obligations.

- a. The Contractor shall submit the initial report outlining DBE participation within thirty (30) days from the date of notice to proceed (or equivalent document) issued by the NORDF to the Contractor. Thereafter, “DBE Utilization” reports shall be due on or before the fifteenth (15th) day of each month until all DBE subcontracting work is completed.
 - b. Reports are required even when no activity has occurred in a monthly period.
 - c. If the established percentage is not being met, the monthly report shall include a narrative description of the progress being made in DBE participation.
 - d. The Contractor may also be required to attach or upload copies of canceled checks or bank statements that identify payer, payee and amount of transfer to verify payment information as indicated on the form.
 5. Conform to the established percentage as approved by the OSD.
 - a. The total dollar amount of the Agreement shall include approved change orders and amendments. For a requirements contract, the total dollar amount shall be based in actual quantities ordered.

- b. No changes to the established percentage and DBE Entities submitted on DBE Compliance Form-1 shall be allowed without approval by the OSD.
- c. NORDF will not adjust the contract for any increase in cost due to replacement of DBE Entities.

VII - POST-AWARD MODIFICATION

The OSD may grant a post-award modification request if:

- a. for a reason beyond the Contractor's control, the Contractor is unable to use the certified DBE entity submitted on DBE Compliance Form-1 to perform the specified work. The Contractor must notify the OSD of the intent for removal and substitution of a certified DBE immediately upon determination of that the DBE submitted on Compliance Form -1 is unable to perform the specified work. In such case, the Contractor shall use and document "Good Faith Efforts" to find a similarly qualified and certified DBE entity to perform such specified work. The same criteria used for establishing "Good Faith Efforts" in maximizing the participation of DBE Entities prior to awarding the Agreement will also apply to the substitution of DBE subcontractors during the performance of the Agreement; or
- b. the Contractor reasonably believes that, due to a change of scope, execution of the work in accordance with the directions from the NORDF is unlikely to meet the established percentage or terms. In such case, the Contractor shall use and document "Good Faith Efforts" to achieve a reasonable amount of DBE participation on the remaining work on the Agreement.

VIII - MONITORING DBE PARTICIPATION

To ensure compliance with DBE requirements during the term of the Agreement, the DBECO will monitor the Contractor' use of DBE subcontractors/suppliers ("**DBE Entities**") through the following actions:

1. Job site visits;
2. Electronic payment tracking via the Contract Compliance Monitoring System or other means as approved by the OSD;
3. Routine audits of contract payments to all subcontractors;
4. Reviewing of records and reports; and/or
5. Interviews of selected personnel.

The DBECO may schedule inspections and on-site visits with or without prior notice to the Contractor or DBE Entities.

IX - FAILURE TO COMPLY

If the DBECO determines in good faith that the Contractor failed to carry out the requirements of the DBE Program, such failure shall be deemed a material breach of this

Agreement. This material breach may result in the termination of the Agreement and/or the pursuit of any other remedies available to the NODRF under any applicable law, ordinance, or rule.

All DBE Compliance forms are maintained by the OSD and are subject to change.

Please contact the OSD at supplierdiversity@nola.gov to request a copy of all DBE referenced documents.

ATTACHMENT C
NORDF
AFFIDAVIT OF CONFLICT OF INTEREST DISCLOSURE

STATE OF _____

COUNTY/PARISH OF _____

Before me, the undersigned authority, came and appeared _____, who, being first duly sworn, deposed and said that:

1. He/She is the _____ and authorized representative of _____
_____, hereafter called "Respondent."
2. The Respondent submits the attached proposal in response to City of New Orleans Solicitation No. _____.
3. The Respondent hereby confirms that a conflict(s) of interest *(check the applicable box)*
 - does not exist
 - exists
 - may exist

in connection with this solicitation which might impair Respondent's ability to perform if awarded the contract, including any familial or business relationships that the Respondent, the proposed subcontractors, and their principals have with city officials or employees.

(If a conflict(s) of interest exists and/or may exist, describe in a letter the nature of the conflict, the parties involved and why there is a conflict. Attach said letter to this form).

Respondent Representative (Signature)

(Print or type name)

(Address)

Sworn to and subscribed before me, _____, Notary Public, this ____ day of _____, 20____.

Notary Public (signature)

Notary Public (print)
Notary ID#/Bar Roll # _____

[END OF SOLICITATION]

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