



REQUEST FOR PROPOSAL (RFP)

April 16, 2024

**Allegheny County Parks
Economic Impact Study**
Allegheny County Parks Foundation

The Allegheny County Parks Foundation is accepting proposals for a one-time contract to perform certain professional consultant services for an economic impact study of the nine Allegheny County Parks. The economic impact study results will provide information that will assist in education on the importance of these assets to allow for fundraising and other capital investment. The results should include but not be limited to the following areas of analysis:

- Outdoor Recreation Economy and the impact the parks and park users have on this industry
- Tourism spending through the use of the nine county parks (special events, shelter rentals, golf and swim passes, etc.)
- Economic impact on the local municipalities that have a county park within and/or bordering them
- Sustainability Efforts: Value of stormwater and green infrastructure impacting water quality; Value of air pollution removal by vegetation

Digital submission of the proposal must be received by May 10, 2024.

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NOTE: The term “proposer”, “consultant”, or “firm” in this RFP means the person(s) making a proposal based on the RFP.

SECTION 1 – BACKGROUND

The [Allegheny County Parks Foundation](#) strengthens the health and vibrancy of our community by improving, conserving and restoring the nine Allegheny County Parks. Working in partnership with Allegheny County, the Parks Foundation brings together ideas, leadership and funding to make the parks more sustainable and enjoyable for all.

With over 12,000 beautiful acres and abundant recreational amenities, the Allegheny County Parks receive over 23 million visits each year making them a vital regional asset. The nine Allegheny County Parks are Boyce, Deer Lakes, Harrison Hills, Hartwood Acres, North, Round Hill, Settlers Cabin, South and White Oak.

In 2016, the Parks Foundation, commissioned a [Park User Survey](#) and in 2022 a follow up survey was done. Both Park User Surveys provided important data on the number of visits the Allegheny County Parks receive each year. Park visitation increased 12.5% during that time period from 20.7 million in 2016 to 23.2 million in 2024. To follow up this survey, there is substantial interest in determining, for the first time, the economic impact of these visitors on both the regional and local economies to help validate the importance of the parks beyond their social and recreational value.

With the vast number of amenities in the parks and the variety of activities offered, we would like to understand how the nine county parks impact the outdoor recreational industry in our region. We also seek to understand the impact on the local economy, specifically, if visitors are staying and shopping locally, eating at a nearby restaurant, or buying bait to fish at one of the parks. Since some of the parks have unique amenities, we also hope to understand and share what visitors save by using the county park amenity versus another similar amenity. For example, the ski area at Boyce Park or the golf courses located in North and South Parks.

Finally, using the deep work that the Parks Foundation has done in the ecological studies and stream assessments, we would like to understand the impact or potential impacts made on air and water quality. By continuing these environmental projects, we hope to be able to share why it is critically important to continue the work of conserving these regional assets within Allegheny County.

SECTION 2: GENERAL TERMS

General Terms and Conditions for Consultants

Between Allegheny County Parks Foundation (ACPF) and Consultant for economic impact study services.

1. Agreement

- 1.1 The Agreement consists of the signed accepted Consultant proposal and General Terms and Conditions.
- 1.2 This Agreement may be amended only by written document signed by ACPF and the Consultant.

2. Scope of Services

- 2.1 The Scope of Services consists of those described in the signed Agreement, and as amended.
- 2.2 In providing services under this contract the Consultant shall perform in a manner consistent with current industry standards and skills ordinarily exercised by members of the same specialty.

3. Compensation

- 3.1 Compensation will only be paid per Agreement.

4. Terms and Conditions

- 4.1 Consultant will provide services in accordance with applicable governing laws and regulations.
- 4.2 Mediation: In an effort to resolve any conflicts that arise during the services, ACPF and the Consultant agree that all disputes between them arising out of or relating to this Agreement shall be submitted to nonbinding mediation.
- 4.3 Termination: In the event of termination of this Agreement by either party, ACPF shall within 30 calendar days of termination pay the Consultant for all actual work completed and reimbursable expenses incurred. Either party may terminate this Agreement for cause upon giving the other party no less than seven days' written notice.
- 4.4 Assignment: Neither ACPF nor Consultant shall assign this Agreement without the written consent of the other.

5. Insurance

- 5.1 Prior to starting work the Consultant will provide to ACPF the required two certificates of insurance, duly executed by the officers or authorized representatives of a responsible and non-assessable insurance company. The insurance policy shall be non-cancelable, except upon thirty (30)-day prior written notice to ACPF.

- 5.2 Add insured on certificate of insurance #1 shall read as: The **Allegheny County Parks Foundation**, its officers, appointees and employees shall be named as additional insureds on the Comprehensive General Liability Policy with the right of notice.
- 5.3 Add insured on certificate of insurance #2 shall read as: The **County of Allegheny**, its chief executive, elected officials, officers, appointees and employees shall be named as additional insureds on the Comprehensive General Liability Policy with the right of notice.
- 5.4 Minimum coverage is as follows:

	<u>Individual Occurrence</u>	<u>Aggregate</u>
Comprehensive General Liability: Bodily injury, including death and property damage combined	\$1,000,000	\$1,000,000
Automobile Liability: Bodily injury, including death and property damage combined Each Claim Aggregate	\$1,000,000	\$1,000,000

Workers Compensation: Statutory

- 5.5 All premiums shall be at the expense of the Consultant. The Comprehensive General Liability and Automobile Liability certificates must state that the policy is an "Occurrence" policy. "Claims Made" policies are not acceptable for General Liability and Automobile Liability insurance. In the event that the term of said insurance expires prior to the expiration of the term of the contract or the completion of all services required hereunder, whichever shall occur later, the Consultant shall renew said insurance in a timely manner and promptly provide a certificate of insurance evidencing such renewal.
- 5.6 ACPF and Allegheny County shall be exempt from, and in no way liable for any sums of money, which may represent a deductible in any insurance policy. Payment of such deductibles is the sole responsibility of the Consultant.

Comprehensive General Liability Certificate of Insurance holders (2)

Certificate of Insurance #1
 Allegheny County Parks Foundation
 675 Old Frankstown Road
 Pittsburgh, PA 15239

Certificate of Insurance #2
 Allegheny County Parks Department
 542 Forbes Avenue, 211 County Office Bldg
 Pittsburgh, PA 15219

SECTION 3: SCOPE OF WORK

A consultant will be hired to gather and analyze economic data in order to conduct a thorough assessment of the economic impact of the Allegheny County Parks on local and regional economies. For the economic impact data, the consultant will rely primarily on existing data sets, census data, and surveys including the 2016 and 2022 Park User Surveys commissioned by the Allegheny County Parks Foundation. The Consultant will also have access to the 7 of 9 [Ecological Assessments and Action Plans](#) that are available as well as the completed [stream assessments](#) for 6 of the 9 parks.

The Consultant will be asked to present a draft report and a presentation of the summary results to the Parks Foundation Board of Directors in early December. The report should include an Executive Summary highlighting key data that highlights the major economic impact as well as offering suggestions on what future priorities may be considered.

The following areas are examples of what may be presented in the final summary or what questions may be answered by the study:

1. Outdoor Recreation Economy and the impact the parks and park users have (i.e. annually) on this industry:
 - a. Visitors spend (dollar amount) at local outdoor recreation retailers.
2. Tourism spending through the use of the nine county parks and its amenities:
 - a. Special events
 - b. Shelter rentals
 - c. Purchase of golf and/or swim passes
 - d. Purchase of ice-skating tickets
 - e. Ski slopes, snow tubing
 - f. Other park programs and/or activities that require a fee
3. Economic impact on the local municipalities that have a county park within and/or bordering them:
 - a. Park visitors spending at local businesses and/or restaurants.
 - b. Tax revenue generated by park visitors.
 - c. Value of homes that border a park versus those that do not.
4. Sustainability Efforts: Value of stormwater and green infrastructure impacting water quality; Value of air pollution removal by vegetation:
 - a. Tree plantings and reforestation efforts impacts made or potential impacts.
 - b. Stream stabilization and riparian buffer repairs impacts or potential impacts.
 - c. Conversion of grass areas to meadows impact or potential impacts.

SECTION 4: CONSULTANT QUALIFICATIONS

The consultant's area of expertise should include the ability to have access to recreation and tourism data, property values, and environmental impact reports for Allegheny and surrounding counties. Consultants should be able to compile all of these various data sets into a report that shows the impact of the Allegheny County Parks on the local economies and environmental impacts as it relates to both air and water quality.

SECTION 5: REQUIRED PROPOSAL SUBMITTALS

Proposals with required materials in digital PDF format should be submitted to Joey-Linn Ulrich, Executive Director at jlulrich@acparksfoundation.org with the subject title: “Economic Impact Study of Parks Proposal” by 11:59pm on May 10, 2024. You may include any additional attachments to showcase your experience.

Required Materials for Submittals:

- Proposal letter completed and signed by an authorized Consultant’s representative.
- Statement of qualifications and references.
- Written scope of approach for how you would handle the proposed work.
- Work schedule include time frames for each major work element, milestone target dates, and dates for completion of preliminary and final documents.

Costs

- Provide the total number of hours required to complete the work and a proposed not to exceed (NTE) maximum fee including allocation for reimbursable expenses. Payment will be made based on an hourly basis for the actual work completed and reimbursable expenses incurred.

SECTION 6: EVALUATION CRITERIA

Proposals will be evaluated with regard to the following:

1. Clarity and completeness of the proposal in response to the entire RFP.
2. Consultant qualifications
 - a. Experience in performing similar work.
 - b. Past performance
3. Scope of services
 - a. Demonstrated understanding of the work to be performed.
4. Staffing
 - a. Expertise and professional level of the individuals assigned to conduct the work.
5. Schedule (anticipated maximum schedule of 6 months to complete the services)
 - a. Sequence and relationships of major steps.
 - b. Methods for managing the work to ensure timely and orderly completion.
6. Familiarity with the parks and/or the work
7. Technical approach
8. Hours of work

Selection

1. A Selection Committee will evaluate the responses to the RFP. The Selection Committee will include Parks Foundation staff, Parks Foundation Board Members and County staff.

ATTACHMENT A RFP TENTATIVE SCHEDULE

Tasks	Date	Week
RFP finalized and ready to send	April 5, 2024	start
RFP Advertised	April 16, 2024	2
Q & A period (questions from applicants)	April 16-May 3, 2024	2-3
Deadline for responses to RFP	May 10, 2024	3
Proposal evaluations	May 22, 2024	4
Final selection and notification	May 24, 2024	5
Contract signed/anticipated start date	May 28, 2024	6