Request for Proposal

Landscape Design, Consulting, and Management Services

Landscape RFP Subcommittee
07/16/2014
VERSION 1.0
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1. Introduction

The Parkfairfax Condominium Unit Owners Association is seeking Landscape Architectural Design and Management Consultation Services for its urban complex with 285 colonial style brick buildings situated in the City of Alexandria bounded by Quaker Lane on the West, Shirley Highway (I-395) to the North and Wellington Road on the East boundary next to the Beverley Hills neighborhood.

Parkfairfax is a unique community of 1,684 units carefully nestled into 132 landscaped and wooded acres. This community began as rental units constructed by Metropolitan Life Insurance Company of New York to meet wartime civilian housing needs. Many notable Washingtonians have chosen our community as their first homes when coming to Washington to serve their nation, including Richard Nixon and Gerald Ford. In 1978, Parkfairfax was converted to a condominium community by International Developers Incorporated (IDI) and is now home for people of all interests, occupations and ages. Among the amenities Parkfairfax offers are swimming pools, an exercise facility, tot lots, tennis courts, basketball and volleyball courts, a car wash, maintenance yard, laundry rooms and woodland trails.

When opened in 1943, only one-tenth of the land was covered by buildings allowing for 13 units to the acre. Designed using Olmstedesque park and urban planning techniques with curvilinear auto transit and pedestrian walkways, ample building setbacks, spacious front and rear courtyards and natural wooded hillsides one of the greatest architectural assets and draws of the community is that the landscape becomes an inviting extra room for each unit, thereby making the landscape uniquely a part of the Parkfairfax living experience. Its open landscaped courtyards, wide spaces between buildings and woodland hillsides encourage resident gardens in the limited common areas around the community which further enhance the beauty and park-like setting.

Additional information may be found at http://parkfairfax.info/.

2. General Planning History, Existing Features & Findings

The intention of this request for services is to provide for long term preservation, revitalization, and restoration of the natural environment which is the most formidable asset of the Parkfairfax community. We recognize that the vast green spaces and wooded plats of Parkfairfax contribute greatly to the vitality and value of the property for all residents.

Twenty years have passed since Parkfairfax contracted with the consulting firm of Jacobson-Wallace for a long range landscape master plan which has been only partially implemented. As we move toward our Seventy-fifth year, our challenge today is to exhibit the stewardship necessary to nurture our community landscape well into the mid-century and to devise ways to preserve what we have while fostering modern enhancements.

Over recent years, Parkfairfax has experienced significant damage due to the wind storms, heavy snowfalls, drought, climate changes, and soil erosion on wooded and turf covered hillsides. The former landscape director, along with the community landscape committee, has implemented short term plans for controlling invasive plants, identifying unhealthy trees, and spot replanting events. At this juncture, the Parkfairfax Board desires to review a more holistic approach through alternative ideas and innovative sustainable plans.
The City of Alexandria provides for pruning and maintenance of trees that are within 30 feet of the center of the city roads that traverse Parkfairfax, or generally within 10 feet of the curb. These roads are Martha Custis, Preston, Valley, Gunston, and Wellington. All lanes are Parkfairfax private property.

Parkfairfax has an in-house landscape staff consisting of 5 full time and 4 seasonal staff. Their duties are the following tasks:

- Seasonal work such as: Spring cleanup, seeding, pruning, weeding, planting
- Replanting and repairing focal points
- Maintenance / mulching of tot lots, volleyball court, and magnolia leaf clean-up
- Erosion control work
- Restoration of plantings around buildings that had repair work
- Snow removal
- Work orders generated by residents

Parkfairfax contracts the following tasks to outside resources:

- Tree pruning and removal – Quality Tree Services
- Lawn mowing, turf maintenance program, and mulch – Community Landscaping Services

3. **Scope of Work**

It is the intent for Parkfairfax to contract with a landscape consulting/design firm (“Consultant”) to provide landscape management services for Parkfairfax.

The Consultant is requested to provide a proposal to address the following requirements. It is encouraged to provide innovative ideas and alternative solutions to assist in the long term strategy, as stated in Section 3.9, for the Parkfairfax living asset.

3.1. The Consultant will provide a plan for management and planning for the entire landscape of Parkfairfax common areas.

3.2. The Consultant will provide an assessment of, and an overall plan for, the entirety of the landscaping and landscape management of the Parkfairfax common areas through the development of:

3.2.1. A project plan document supporting the development of a master plan for landscaping tasks and the associated timeframes;

3.2.2. Secondary plans, as noted in Section 3.11, establishing specific goals as deemed necessary;

3.2.3. Staffing requirements, both short and long term, to implement the master small area plans; and
3.2.4. A manual of landscape management best practices techniques, guidelines and procedures.

3.3. Consultant will use existing plans, assessments, and other germane materials provided by Parkfairfax to provide the following work products:

(1) An Assessment Report and Priority Task List
(2) A Master Landscape Plan;
(3) A Master Landscape Management Manual; and
(4) Secondary Plans for specific parts of community landscaping which are intrinsic to Master Plan and Manual.

3.4. Upon execution of a contract, the Consultant will immediately begin an assessment of the overall condition of all aspects of our landscape and devise a list of prioritized tasks with time frames.

3.5. Consultant will also agree, as part of the contract, to provide one of the following two options:

(1) An on-site, full-time manager to oversee ongoing landscape maintenance including oversight of current outside landscape contractors/vendors; to execute the plan for addressing immediate landscaping priorities that are not part of our ongoing maintenance; develop performance metrics to measure how well our staff and contractors/vendors are meeting the goals outlined in our overall landscape plan; and to begin a best practices training program for our landscape staff. See Section 2 for staffing and Section 3.11 for list of priorities.

(2) A project manager for up 20 hours per week to work with the General Manager and Maintenance Director to develop daily task lists for our landscape staff and outside landscape contractor/vendors; provide training in best practices for our landscape staff; and develop performance metrics to measure how well our staff and contractors/vendors are meeting the goals outlined in our overall landscape plan.

3.6. If Consultant is unable to provide either of the two requests enumerated above, the Consultant will work with the Parkfairfax General Manager to develop a job description for the hiring of a landscape director that takes into account the skills required to manage and revitalize an established urban landscape such as ours and to assist the General Manager in the solicitation and hiring of such an individual.

3.7. The Consultant will assist with the management of day-to-day work while devising plans which can show the way to a better and more efficient landscaping effort.

3.8. The Consultant will complete a top to bottom assessment of the current state of the community landscape and develop a plan to address its most pressing and immediate needs to be implemented over a suggested time frame for each.

3.9. The Consultant will devise a Master Plan in two parts,

(1) A five year plan to bring Parkfairfax back to the ambience envisioned by Metropolitan Life and handed on by the Developer, and
(2) A comprehensive plan for the following fifteen years which both maintains and enhances what is proposed to be implemented during the first five years of the master plan.

3.10. The plan should be innovative, restorative and economically feasible -- meaning that it should offer new ideas for old problems and seek ways to restore the Parkfairfax landscape through proper management and enhancement with the understanding that funding is finite.

3.11. The Consultant will develop and recommend secondary plans addressing the maintenance, enhancement and revitalization of the following, but is not limited to these items:

(1) Entry ways portals and focal points; introduction of drought resistant plantings
(2) Woodlands and wooded areas;
(3) Street and common area trees;
(4) Streetscapes;
(5) Common area courtyards;
(6) Amenity landscaping – pools, tennis courts and playgrounds;
(7) Turf maintenance;
(8) Foundation plantings;
(9) Electrical transformer barriers;
(10) Signage;
(11) Common area lighting;
(12) Barrier fencing; and
(13) Irrigation and water retention systems
(14) Control invasive species property-wide

3.12. The Consultant will review the common turf areas and provide recommendations and plans to address overall health and suggestions for weed control, water conservation, herbicide reduction or elimination, zone climate changes. and water runoff and erosion control.

3.13. The Consultant will review the wooded lands and provide recommendations on replanting, tree health, pruning, ground cover, and remedies for soil erosion for immediate action and longer term restoration.

3.14. The Consultant will be called upon to proffer advice on vendors/contractors including basic credentials required to perform work on the grounds of our community, as an example, having a certified arborist to give quality advice for quality maintenance of our trees or a horticulturist qualified to advise on handling invasive species which are deemed alien to our landscape.
3.15. The Consultant will recommend a proper level and balance for on-site staffing and vendor/contractor-provided services with the goal of using available funds to obtain the best long-term result.

3.16. The Consultant will assist in providing training sessions for on-site landscape staff for ongoing maintenance and sustainment.

4. References

The Consultant will provide references of current and past projects of similar size, scope and/or complexity. Parkfairfax requests two references from current clients and two from former clients to include a brief description of each project provided as a reference. The references provided should include a point of contact from each client familiar with the scope of work along with contact information.

5. Term

The term of this contract with the Consultant will not exceed twelve months from the date of contract signing. Parkfairfax may extend the contract by granting an extension(s) based on mutually agreed timeframes of no less than three months and no more than six month intervals.

6. Communications

All communications shall be implemented through a single point of contact by the Consultant and Parkfairfax. The Parkfairfax point of contact shall be Mark Miller, General Manager.

Mark Miller
General Manager
Parkfairfax Condominium Unit Owners Association
3360 Gunston Road
Alexandria, VA 22302
Phone: 703-998-6315
Fax: 703-998-8764
Website: www.Parkfairfax.info

7. Meetings

The following meetings will be scheduled as part of this RFP process.

- A pre-proposal conference to be held at 3360 Gunston Road, Alexandria, VA 22302
- A walk of the community will be available to interested respondents.
- Scheduled presentation of selected respondent proposals to the Landscape RFP Subcommittee and Management on a mutually agreed upon time and day.
8. **Project Approach, Team, Experience, Best Value & Professional Fees**

8.1. **Point Assessment Criteria**

Response proposals shall demonstrate ability to fulfill contractual obligations included in the Scope of Work as the best value to Parkfairfax as criteria for selection. Proportional/by-task scoring criteria of a one-hundred (100) point maximum will be used to evaluate responses as indicated below:

1. **[30 Points]** Demonstrated experience and ability of team personnel assigned to this project to deliver exceptional design solutions for urban green spaces with multiple use-demands. Experience shall include responsiveness-including named references, of team personnel assigned to this project as related to all portions of the scope of work, with special reference to management and planning of urban green spaces and woodlands.

2. **[30 Points]** Overall proposed project approach. Response shall include strategic priorities, process, and timing. Clear identification of proposed tasks, deliverables, and those personnel engaged in each task.

3. **[20 Points]** Demonstrated current and future operational capacity to fulfill scope of work items including administrative procedures, personnel and overall project management.

4. **[10 Points]** Demonstrated best-value to Parkfairfax based on perceived timely ability to perform/complete the tasked work, perceived quality of work based on past performance, work plan including schedule and completion with minimum disruption to public and private infrastructure, and cost.

5. **[10 Points]** References from current and prior clients.

8.2. **Selection on Qualifications**

Proposals will be short-listed based on professional qualifications, per the criteria listed above. Subsequent to creating the selected short-list of consultants, or after respondent interviews (if conducted), at the discretion of Parkfairfax, a fee for services proposal will be provided and negotiated as appropriate.

9. **Existing Documents & Reports**

The following existing documents and reports will be provided by Parkfairfax for Consultant verification and contextual information.

- Associated relevant project studies.
10. **Submittal Format Requirements & Approvals**

10.1. Documentation - All Requests for Proposal response submittals shall be provided as four (4) bound copies accompanied by one electronic copy on CD ROM. The submittal title, project name, project address and dates shall appear on or be visible through cover. Divide each volume into logical sections: include an opening summary or overview.

10.2. Document length – Brevity in the proposal is encouraged. Proposals should focus on 3-5 examples of the most relevant projects. All projects must have been substantially completed by the team members who will contribute significantly to the proposed project. Similarly, presentation of team members should be limited to personnel who will contribute to more than 20% of the project, unless utilized for a specific and highly specialized skill.

10.3. Delivery - Deliver submittals by overnight mail, by courier or in person to the Parkfairfax General Manager. Use traceable methods that require signature for delivery acceptance.

10.4. Rejection - If a task delivery/work product submittal fails to meet the requirements specified, it will be rejected by the Project Manager and the reasons thereof explained. The Consultant shall revise and resubmit rejected submittals at no additional cost to Parkfairfax.

11. **Proposal Process & Deadline for Submission of Responses**

11.1. Pre-Proposal Conference: A pre-proposal conference is scheduled for 10:00 AM Eastern Standard Time on August 1, 2014 at the Parkfairfax Condominium Association office. The pre-proposal conference attendance is mandatory. A site walk will be held at this time only. Individual requests for management-accompanied site walks will be rejected.

11.2. Questions: At the pre-proposal conference, questions and/or clarifications will be accepted. Written questions will be accepted through August 4, 2014. Responses to inquiries will be provided not later than August 11, 2014.

11.3. Deadline: Response proposals for services are due August 25, 2014-not later than 4:00 PM Eastern Daylight Time.

11.4. Deliver Response Proposals to: Mark Miller, General Manager

   Parkfairfax Condominium Association Office
   3360 Gunston Road;
   Alexandria, Virginia 22302

11.5. Notes:

   1. Electronic submissions will **not** be accepted or considered and will not be returned.

   2. Late proposals will **not** be accepted or considered and will be returned unopened.
3. Upon receipt and review of proposals, Parkfairfax at its sole discretion may/may not determine that proceeding with the scope of work herein is in its best interest.