

# RESILIENCE AUTHORITY

Annapolis and Anne Arundel County

## Request for Proposals

**Park Master Plan for Carrs and Elktonia Beach to Include Climate Resilience**

**7131 Bembe Beach Road - Annapolis, Maryland 21403**

**Released APRIL 2, 2024 ~ Proposals Due ~~APRIL 26, 2024~~ MAY 3, 2024**



photo courtesy of the City of Annapolis

**IN PARTNERSHIP WITH THE CITY OF ANNAPOLIS,  
THE RESILIENCE AUTHORITY OF ANNAPOLIS AND ANNE ARUNDEL COUNTY  
REQUEST FOR PROPOSALS TO PROVIDE PROFESSIONAL PLANNING AND  
TECHNICAL SERVICES FOR THE DEVELOPMENT OF A COMMUNITY BASED  
CLIMATE RESILIENCE AND PARK MASTER PLAN FOR CARRS AND ELKTONIA  
BEACH**

**PROPOSALS DUE ~~APRIL 26TH, 2024~~ MAY 3, 2024**

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**ORGANIZATIONAL INFORMATION:**

**Name:** The Resilience Authority of Annapolis and Anne Arundel County (Resilience Authority)

**Address:** Arundel Center at 44 Calvert Street, Annapolis, Maryland 21401

**Contact Person(s):** Matthew Fleming, Director

**Phone:** (443) 370 6951 **Email:** [matthew.fleming@aacounty.org](mailto:matthew.fleming@aacounty.org)

**Summary Statement:** Through this RFP, the Resilience Authority is seeking to solicit a firm to prepare a “*Carrs/Elktonia Park Master Plan to Include Community Based Climate Resilience*” or Master Plan that will serve as the blueprint for improvements – both capital, operational and historical - and strategies to improve the resilience of the beloved Carrs and Elktonia Beach to the effects of climate change. Carrs and Elktonia Beach was one of several historic places in Anne Arundel County that provided water access and community to African-Americans at times when few other places existed due to racial segregation. The Master Plan should provide a strategic vision and implementation framework - while honoring the history of this community - that can guide redevelopment of the park and its future amenities and programs for the next decade. The Master Plan shall be comprehensive and encompass the entire park and immediate surrounding areas, as well as the presently undeveloped portions of the park. Its recommendations should capitalize on the park’s setting, its environmental attributes and existing amenities, the rich history to both memorialize and reinvent moving forward while likewise putting forth ideas to ensure that the park and surrounding community are prepared for our climate future. Where facilities currently exist, the plan should evaluate their locations, scope, use, and conditions to determine if they meet the contemporary demands of the users and their vulnerability to flooding, sea level rise and other environmental hazards. Where additional opportunities are envisioned, the plan should evaluate how to expand or enhance facilities and operations that could better serve the community and design strategies/opportunities to meet the needs to reduce greenhouse gas emissions, adapt to the impacts of climate change, and deliver wider social, environmental and economic benefits. Join us in crafting a future that respects our past, embraces our present, and safeguards our coastal treasures for generations to come.

**1. Statement of Purpose:**

- 1.1. The Resilience Authority of Annapolis and Anne Arundel County (Resilience Authority) is seeking a qualified professional planning firm, team or consultant to facilitate a community planning process that culminates in a *Carrs/Elktonia Park Master Plan to Include Community Based Climate Resilience* (Master Plan) that considers the following elements:
  - 1.1.1. The Master Plan shall be comprehensive and encompass the entire park and immediate surrounding areas, as well as the presently undeveloped portions of the park. Its recommendations should capitalize on the park's setting, its environmental attributes and existing amenities, the rich history to both memorialize and reinvent moving forward while likewise putting forth ideas to ensure that the park and surrounding community are prepared for our climate future.
  - 1.1.2. A visitors center which exemplifies connectivity and relationship between the park's use areas and their varying functions, and means for making the park more appealing to a variety of populations to include those with special needs and disconnected community populations that otherwise would not have water access.
  - 1.1.3. Special consideration should be given to the capacity of the park and internal and external infrastructure to adequately support existing and proposed facilities and uses, while at the same time striking a strong balance between enhancements and nature.
  - 1.1.4. The Master Plan should assess the existing array of recreational opportunities – including events and both scheduled and unscheduled activities - from the perspective of the community, and recommend how they could be enhanced, supplemented or phased out.
  - 1.1.5. Recommendations for location, design and features of park and recreation elements should adhere to climate change adaptation strategies and approaches. Ensure long-term adaptability and provide recreational opportunities that will not compromise environmental quality over time.
  - 1.1.6. Another key element of the plan will be the articulation of appropriate staffing and operating resources to successfully implement the plan's components.

- 1.1.7. The plan will also need to take into consideration plans for the revitalization and restoration of the beloved shoreline and coastal beachfront and should be dedicated to honoring the rich history of this site.
- 1.2. This project will require demonstrated expertise in the master plan creation of cultural park spaces and have a demonstrated history of honoring such spaces and ensuring they are resilient to climate challenges.
- 1.3. Organizations are advised that the Resilience Authority will not pay for any information or administrative costs incurred in response to this RFP. All costs associated with responding to this RFP will be solely at the organization's expense.

## **2. Background:**

- 2.1. Carrs and Elktonia Beach, a 6-acre waterfront parcel on the Chesapeake Bay, is the last remnant of the original 180-acre property purchased by freedman, Frederick Carr, in 1902. Carr's and Sparrow's Beaches were privately owned and operated by Frederick Carr's daughters, Elizabeth Carr Smith and Florence Carr Sparrow. "The Beaches" (1930s-1970s), as they were called, represented the heart of entertainment throughout the mid-Atlantic region and welcomed Blacks during a time of segregation.
- 2.2. As a stop on the "Chitlin' Circuit," The Beaches played host to some of the most memorable names in American music of the segregation era, including Muddy Waters, Ella Fitzgerald, Dinah Washington, Stevie Wonder, and James Brown. Now Carrs and Elktonia Beach Heritage Park is the last remaining vestige of the original iconic property. Preservation as a heritage park and interpreting its history for the public will ensure its legacy is fully recognized. As a public park, now all people can visit, experience and enjoy the natural and cultural resources of the Chesapeake Bay.
- 2.3. In July 2021 Anne Arundel County and Annapolis, MD passed legislation to establish the Country's first multi-jurisdictional climate resilience financing authority. The Resilience Authority of Annapolis and Anne Arundel County will finance projects that support resilience efforts within the County and the City. The Authority's investments and activities will support those projects that directly mitigate climate threats including sea level rise, storm events, and excessive heat, among others.

## **3. Proposed Approach:**

- 3.1. *Concept Plan* – This plan should dive into an immersive journey through a visionary design concept, showcasing an unparalleled user experience within the park's rejuvenation. It should envision enhanced site circulation, captivating public art installations, meandering walking trails, inviting picnic and observation spots, interactive kiosks, evocative storytelling elements, mesmerizing lighting schemes, and efficient parking solutions for both boat and vehicle enthusiasts.
- 3.2. *Dynamic Project Management* – This plan should embark on a journey of collaboration. The selected consultant should orchestrate a series of captivating meetings, bringing together the City of Annapolis, The Resilience Authority, The Blacks of the Chesapeake, and a diverse representation from the general public. Our focus extends beyond the traditional, ensuring that voices that have been historically underrepresented shine brightly in the planning process. The consultant should bring about an inclusive and energizing dialogue as they pave the way for a resilient and vibrant future for this community asset.
- 3.3. *Outstanding Community Engagement* – Outreach and listening sessions with the public, specifically to include youth engagement, stakeholders, and general community meetings to gather information and ideas about park to position the City to make an informed decision about its future use.
- 3.4. *Arts, Culture and History Assessment* – Establish and formalize the cultural context of the total property to be included in the visitor center. This cultural context will utilize all mediums to include song lists, oral history narratives, photos, films etc. This plan should also include public art enhancements.
- 3.5. *Park Site Due Diligence and Analysis* – Create (where necessary) and provide accurate and comprehensive digital based maps that show constraints and opportunities of the site, including an analysis of programmatic requirements for land that requires protection as open space, ecologically valuable or natural areas. Concurrent with the Master Plan, coastal and shoreline restoration has commenced using natural and nature-based design and construction techniques. As such, the Master Plan should take into account this restoration and provide for learning outcomes/interpretation of the importance of the shoreline and coastal restoration work as well as a newer footprint to work from to encompass the new recreational space.
- 3.6. *Protection from Climate Change and Resilience* - Describe how the Master Plan will enhance resilience and implement measures to mitigate the effects of climate change throughout the planning process and be incorporated into the plan and recommendations for the site.

- 3.7. *Park Development and Capital Investment* - Include cost estimates for identified components and provide recommendations on what to prioritize and future funding strategies related to the built infrastructure, staffing, operations, programming, enhancement and maintenance.

#### 4. Objectives and Responsibilities:

- 4.1. The selected consultant will begin from scratch and will conduct an inclusive and comprehensive public input process from all interested parties and user groups and will be guided by a set of “**Guiding Principles**” to set the stage for the development of the Master Plan.
- 4.1.1. *Celebrate Natural and Cultural Resources* - The preservation of Carrs and Elktonia Beach as a heritage park and interpreting its history for the public will ensure its legacy is fully recognized. The selected consultant should be open to and utilize all innovative ideas and best next practices to deliver a world class destination. Create and develop an innovative, forward thinking, next practice Master Plan for Carrs and Elktonia Beach as a new City Park where all people can visit, experience and enjoy the natural and cultural resources of the Chesapeake Bay.
- 4.1.2. *Inclusion and Equity* - The Master Plan should provide multi-generational opportunities; ensure multi-cultural opportunities and equitable access to park facilities, programs, and events, with a focus on creating access for historically underserved communities; design and implement park projects and programming to include access by people with disabilities and respond to changing recreational needs and priorities.
- 4.1.3. *Resiliency and Sustainability* - Adhere to climate change adaptation strategies and approaches for recreation. Ensure long-term adaptability and provide recreational opportunities that will not compromise environmental quality over time. Other considerations include: Cost reasonableness; Operational and maintenance costs, including energy efficiency and energy reduction strategies; Use durable, low-maintenance, and natural/native materials; Balance of naturalized and maintained landscapes from a user, ecological, and maintenance perspective; Place-appropriate use of the land; Create high quality, timeless design and; Follow best practices in the management and maintenance of our built assets.
- 4.2. The Carrs/Elktonia Beach Project Team consists of the Resilience Authority, City of Annapolis Department of Public Works, City of Annapolis Recreation and Parks, the Blacks of the Chesapeake Foundation, National Park Service, Chesapeake Conservancy and the Maryland Department of Natural Resources. The Resilience Authority will serve as project manager and

contract with an experienced recreation and parks master planning firm who will lead all aspects of this project coordinating with the team. The City of Annapolis Department of Recreation and Parks and the City of Annapolis Public Works will provide technical assistance and review of the master plan process. The City of Annapolis Department of Recreation and Parks is the property owner.

## **5. Deliverables:**

- 5.1. The Resilience Authority on behalf of the City of Annapolis Department of Recreation and Parks is soliciting qualified professional consulting services in Recreation and Parks Master Planning and community engagement. The Master Plan will serve as the blueprint for improvements – both capital and operational - and strategies to improve the resilience of the beloved Carrs and Elktonia Beach to the effects of climate change. Deliverables of the Master Planning process must include:
  - 5.1.1. A professional team of staff that adheres to the guiding principles.
  - 5.1.2. Community and stakeholder engagement plan. Develop and conduct a public engagement strategy to gather public input on recreation, facilities and future/proposed investments.
  - 5.1.3. Regular communication with the Recreation and Parks Director and Resilience Authority. Provide presentations to policy makers, including: City Leadership, City Council, and other commissions or stakeholder groups as needed.
  - 5.1.4. Submit Draft Plan for review. Develop, propose, and present plan amendments to achieve project purpose. Use illustrations and figures to convey design concepts for the final product and required presentations.
  - 5.1.5. Submit Final Plan to include executive summary, introduction, planning process, appendices, recommendations, implementation plan, probable cost estimate, funding source recommendations. All parent files of graphics, tables, maps and illustrations shall be provided to the City in digital format for future use. Final Plan in PDF and editable formats suitable for adoption by elected officials that includes robust public input; historic interpretation of the site, a concept for a visitors center, park signage and public art.

## **6. Experience:**

- 6.1. Firms/Consultant team should have expertise in comprehensive long-range park planning of sites of similar size and scope. Each proposal will be evaluated based on qualifications with a

preference for firms/consultants with experience associated with: planning and design of cultural sites; historical interpretation; engagement of historically underserved, overburdened, or otherwise disadvantaged communities; public access; climate resilience; and habitat enhancement.

**7. Requirements:**

7.1. All firms should be familiar with the relevant laws, codes, approvals, permits and regulatory requirements of all federal jurisdictions and authorities, as well as the State of Maryland, Anne Arundel County and City of Annapolis, MD. The firm/consultant(s) selected will work under the direction of the Resilience Authority and the Department of Recreation and Parks Director for the City of Annapolis.

**8. Considerations and Cancellations:**

8.1. The Resilience Authority reserves the right to accept or reject proposals based on the assessments of materials submitted and how best they meet the ranking criteria as listed below in the request for proposals (RFP).

8.2. The Resilience Authority reserves the right to select the best and most responsive firm based on similar project experience and budget. Selection of the best qualified firm does not imply or guarantee that any contract will be awarded.

8.3. The Resilience Authority also reserves the right to re-advertise this RFP if proposals submitted do not meet the criteria for the project scope.

8.4. The Resilience Authority is an equal opportunity employer. As such, its programs, activities, and employment opportunities are available to all people regardless of race, color, religion, sex, age, disability, national origin or political affiliation.

8.5. Implementation of the recommendations will only occur as funds are available.



# INSTRUCTIONS FOR SUBMITTING THE PROPOSALS FOR THE CLIMATE RESILIENCE AND PARKS MASTER PLAN FOR CARRS AND ELKTONIA BEACH

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## Proposal Requirements

1. **GENERAL:** Through this RFP, the Resilience Authority is seeking to solicit a firm to prepare a *Carrs/Elktonia Park Master Plan to Include Community Based Climate Resilience* or Master Plan that will serve as the blueprint for improvements – both capital and operational - and strategies to improve the resilience of the beloved Carrs and Elktonia Beach to the effects of climate change. The Master Plan should provide a strategic vision and implementation framework that can guide redevelopment of the park and its future amenities and programs for the next decade. The Master Plan shall be comprehensive and encompass the entire park and immediate surrounding areas, as well as the presently undeveloped portions of the park. Its recommendations should capitalize on the park’s setting, its environmental attributes and existing amenities, the rich history to both memorialize and reinvent moving forward while likewise putting forth ideas to ensure that the park and surrounding community are prepared for our climate future.
  - 1.1. Identify how your firm would undertake this project, including expertise in comprehensive long-range park planning of sites of similar size and scope. Preference for firms/consultants with experience associated with: planning and design of cultural sites; historical interpretation; engagement of historically underserved, overburdened, or otherwise disadvantaged communities; public access; climate resilience; and habitat enhancement.
  - 1.2. Identify and provide a resume for all relevant personnel that would be involved in the plan, design and construction of this project.
2. **PREPARATION OF THE RFP RESPONSE:** The preparation of the RFP Response shall be at the expense of the prospective consultant. It is the sole responsibility of the prospective consultants to fully examine the RFP criteria and referenced documents. Questions shall be addressed to Matthew Fleming, the Resilience Authority of Annapolis and Anne Arundel County, Arundel Center at 44 Calvert Street, Annapolis, Maryland 21401. Phone: 443.370.6951 | Email: [matthew.fleming@aacounty.org](mailto:matthew.fleming@aacounty.org). All such questions will be responded to in the form of written addenda to the RFP and these addenda will be electronically available to all parties.
3. **RFP RESPONSE FORMAT:** Proposals should be prepared simply, providing a straightforward description of the prospective consultants ability, experience and qualifications to plan, design and undertake the

project. Emphasis should be on completeness and clarity for contents. The Resilience Authority assumes no responsibility and no liability for costs incurred relevant to the preparation and submission of the RFP by prospective consultants, or any other costs prior to issuance of a contract.

3.1. The Resilience Authority may reject any RFP Responses that do not meet these requirements.

3.2. Content of the RFP shall not exceed ten (10) pages.

4. **RFP RESPONSE CONTENTS:** The RFP Response shall contain the following information under the indicated headings:

4.1. *Letter of Transmittal:* The prospective contractor's response shall include a letter of transmittal not to exceed one (1) page, signed by an individual(s) authorized to represent the prospective firm contractually. The transmittal letter shall include the name, title, address, telephone number and email of one or more individuals who can respond to requests for additional information and of one or more individuals who are authorized to negotiate and execute a contract on the prospective firm's behalf, if applicable.

4.2. *Experience:* A description of your firm's experience in completing work of this type including (3) specific examples and project references (include reference name, phone number and email).

4.3. *Qualifications:* Specific name and qualifications of the lead member of the project team who will be the primary contact and have full responsibility for the project. Also, complete qualifications must be submitted for other members of the project team. List whether or not your agency is the sole consultant for the entire project. Include any subcontractors who will be working with your firm on this project, what their responsibilities will be, and a summary of applicable experience and qualifications.

4.4. *Approach and Methodology:* The proposal must describe the prospective contractor's general understanding of the project and the key issues associated with performing the required consulting services in the specific disciplines involved. Please provide a detailed description of the approach to the project, including your firm's scope of services necessary to perform and fulfill the objectives and methods of how your firm plans to fulfill those objectives.

4.5. *Budget and Schedule:* Provide a project schedule and design and construction services costs in the formats provided in Attachment A.

4.6. *Diversity and Inclusion:* Please indicate if your company has a Diversity and Inclusion policy or program. If so, briefly describe the policy or program and how your company directly integrates this into your services.

4.6.1. Include whether or not your company is a small and minority business, women's business enterprise, labor surplus area firm, or if you intend to subcontract with such a business if selected.

4.7. *Supplemental Questions:* Please answer the following questions in narrative format:

4.7.1. How will you design and implement an "equity-driven" planning process to ensure a dissemination and gathering of information from a broad community spectrum, and how will you develop an equity-driven Master Plan and plan recommendations (programs, services, facilities, amenities, partnerships)?

4.7.2. Protection from climate change and resiliency are a priority of the project partners. How will that priority be identified throughout the planning process and be incorporated into the plan and recommendations?

4.7.3. The City of Annapolis has a significant amount of Park and Recreation related assets, and we operate our premier parks system with limited staffing and financial capacity. How will you incorporate those factors into the planning process and recommendations while still striving for the highest quality park and programming possible?

5. **SELECTION PROCESS:** The contractor selected will enter into a contract with the Resilience Authority for the completion of all work necessary to meet the requirements outlined in the scope of services. The selection of the firm will be based upon the professional qualifications, past performance records in similar projects, the content of the proposal and consideration of the Project Team's overall needs in terms of the project as well as the ability to provide the deliverables within the deadline required by the contract and the ability to work with the Project Team.

6. **SUBMISSION OF RFP RESPONSES:** Please provide one PDF electronic version of your RFP response by 5:00 pm EST on ~~April 26th, 2024~~ **May 3, 2024**. Please email the electronic version to [matthew.fleming@aacounty.org](mailto:matthew.fleming@aacounty.org). Resilience Authority Staff will be available for questions and answers and a site visit may be arranged depending on interest. The submitted proposals shall be concise, not to exceed 10 pages, 8.5' X 11" format. The 10-page limit does not include the cover page, transmittal letter, photos, design, maps or resumes.

**7. PROJECTED SCHEDULE OF EVENTS**

Event and Action	To Be Completed By
Request for Proposal Released	April 2, 2024
Pre-submission conference/site visit	April 12, 2024
Deadline for submitting questions	<del>April 15, 2024</del> April 19, 2024
Proposal Due Date	<del>April 26, 2024</del> May 3, 2024, 5PM EST
Bid Selection	May 10, 2024
Contract Executed	May 17, 2024

**ATTACHMENT A:  
SCHEDULE OF THE MAJOR ACTIVITIES AND BUDGET FORMAT**

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Task/Activity	Associated Deliverables	Responsible Parties	Completion Month and Year	Cost
<b>Total Direct Costs</b>				

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