



**REQUEST FOR QUALIFICATIONS
FOR
ROWAN COUNTY**

**Professional Consulting & Planning Services -
Parks and Recreation**

2026-003

ROWAN COUNTY

130 West Innes Street
Salisbury, NC 28144
704-216-8178

jody.farrow-bennett@rowancountync.gov

Date Issued: Thursday, October 23, 2025

Date Due: Monday, November 17, 2025, 2pm ET

Administered By: Jody Farrow-Bennett, Purchasing Director

Parks and Recreation Consulting Services

Request for Qualifications (RFQ)

This Request for Qualifications (RFQ) is a solicitation for Statements of Qualifications (SOQ) from qualified consulting firms with expertise in parks and recreation planning to develop a comprehensive parks and recreation master plan and conceptual plans for parks located in Rowan County, North Carolina. Rowan County anticipates awarding a single master contract for the services required.

Statements of Qualifications (SOQ) for the Rowan County Parks and Recreation Consulting & Planning services will be accepted until Monday, November 17, 2pm ET at the Rowan County Purchasing Department, 130 West Innes Street, Suite 31, Salisbury, North Carolina 28144. SOQs received after this time will not be opened. Faxed proposals will not be accepted. SOQs should be clearly marked “**RFQ 2026-003 Parks and Recreation Consulting Services**” and preferably sent via email or, if the bidder prefers, the documents can be delivered to: Rowan County Purchasing Department

Attn: Jody Farrow-Bennett, Purchasing Director
130 West Innes Street, Suite 31
Salisbury, NC 28144
704-216-8178
jody.farrow-bennett@rowancountync.gov
<https://www.rowancountync.gov/675/Purchasing>

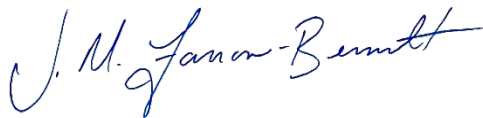
Once the RFQ is public all questions related to the RFQ shall be directed to the Purchasing Director. Any contact related to the RFQ with County Staff and/or Board of Commissioners will be prohibited and cause for rejection. All questions shall be submitted in writing to the Purchasing Director by 5pm ET on Thursday November 6, 2025, 5pm ET

Contracts funded with federal grant funds must be procured in a manner that conforms with all applicable Federal laws, policies, and standards. The agreement(s) between the sponsor and the selected consultant will be subject to all applicable Federal Rules and Regulations as identified in AC 150/5100-14E. The most current version of the Federal Contract Provisions for A/E agreements will be attached to each agreement.

Rowan County reserves the right to award and/or reject any and/or all submittals and waive any technicalities or irregularities. For complete details, consult the RFQ.

This is the 23rd day of October 2025.

Rowan County



By: Jody Farrow-Bennett
Rowan County Director of Purchasing

1. **Section 1: Introduction & General Instructions**

1.1. **Intent of Request**

The intent of this Request for Qualification (RFQ) is to provide qualified professional consulting firms with a common, uniform set of specification to assist them in the development of their response and to provide a uniform method for the County to fairly evaluate such responses and subsequently select a firm from which to hire for anticipated planning and services for the Rowan County Parks and Recreation Department. The information obtained will be utilized by Rowan County to evaluate each interested firm by utilizing the criteria outlined in this RFQ. The respondent must be licensed to do business in North Carolina.

1.2. **General:**

Rowan County Parks and Recreation Administration is located at 6800 Bringle Ferry Rd., Salisbury, North Carolina 28146. The engineering and planning services may include, but are not limited to, planning, design, construction and grant administration for a period ending March 31, 2029. Schedule:

<u>Task</u>	<u>Date</u>
Release RFQ	Thursday, October 23, 2025
Receive and Answer Questions	November 6, 2025, 5pm ET
Accept Qualifications	Monday, November 17, 2025, 2pm ET
Review of Submittals	
Interview (if applicable)	November 18-19, 2025, Between 9am-1pm
Award Contract in	December

2. **Section 2: Requirement/Goals/Scope**

The purpose of this RFQ is to obtain information from qualified consultants interested in providing expert professional, technical and advisory services at the discretion of Rowan County for anticipated planning and development projects for Rowan County parks.

Rowan County Parks and Recreation offers passive and active recreation opportunities through its six (6) parks and state-of-the-art Rowan County Events Center. The selected firm will work closely with County staff, elected officials, stakeholders, and the public to create a visionary, actionable, and fiscally responsible Parks and Recreation Comprehensive Master Plan.

2.1. **Project Goals**

- Assess current parks, facilities, and recreation programs.
- Identify community needs and priorities through robust public engagement.
- Develop a long-range vision and strategic recommendations.
- Provide recommendations for staffing and resource allocation for current and future facilities.
- Provide a capital improvement plan and funding strategies.
- Ensure alignment with countywide planning efforts and demographic trends.

2.2. **Scope of Work**

- Inventory and analysis of existing parks and facilities.
- Demographic and trend analysis.
- Community engagement (surveys, public meetings, stakeholder interviews).
- Needs assessment and gap analysis.
- Benchmarking and best practices review.
- Development of goals, objectives, priorities, action plans, and implementation strategies.

- GIS mapping and data visualization.
- Drafting and finalizing the master plan document.
- Development of a Conceptual Plan for Dan Nicholas Park Improvements, including:
 - Evaluation of current amenities, infrastructure, and visitor experience.
 - Identification of opportunities for enhancement, expansion, or reconfiguration.
 - Integration of community and stakeholder input specific to Dan Nicholas Park.
 - Conceptual site layout(s) and approximate cost estimates.

3. **Section 3: SOO Submission Requirements**

3.1. **Submission and Deadline**

Submit **five (5)** hard copies and **One (1)** electronic SOQ in .pdf format using software such as Adobe, CutePDF or PDF Writer, to be utilized for ADA required public information.

- Electronic deliveries: jody.farrow-bennett@rowancountnc.gov
- Paper Deliveries -mailings/hand-deliveries:
 - Rowan County Purchasing Department
 - Attn: Jody Farrow-Bennett, Purchasing Director
 - 130 West Innes Street, Suite 31
 - Salisbury, NC 28144
 - Subject: **"RFQ 2026-003 Parks and Recreation Consulting Services"**

SOQs received after the deadline of Monday, November 17, 2025, 2pm ET, will not be considered.

All questions regarding this RFQ shall be submitted by 5 pm, November 6, 2025, by email to the Jody Farrow-Bennett, Purchasing Director jody.farrow-bennett@rowancountnc.gov

No Contact shall be made with any Rowan County staff or elected officials once this RFQ is released to the public. Rowan County reserves the right to reject any and /or all SOQ's and to waive informalities therein.

3.2. **Submission Format**

To facilitate review of your SOQ by Rowan County, it is requested that your submission conform to the following format:

Coversheet – List project title (Parks and Recreation Consulting Services) the name of your firm, and the name, address, email address and telephone number of a contact person for questions concerning the proposal submitted.

Experience of the Firm – Provide a narrative of your firm's prior experience and qualifications in oversight and administrative work for similar projects. Provide a list of similar projects to those listed in section 2. completed for other parks and recreation departments within the last five (5) years. Please include the agency, general description of the work, dates accomplished, the personnel involved with the project and any other pertinent information you wish to add. If currently under contract for similar project, please describe.

Project Team – Provide a list of the project team members that you propose to use on this project, identify the responsibility of each team member, and their current office location. Provide a short

resume for each person, detailing specific similar project experience. Please detail the qualifications and experience of any sub-consultants regularly utilized.

References – Provide the name, address, email address and telephone number of at least three (3) references familiar with the quality of work done by your firm on similar projects.

Other Supporting Data – Include any other information you feel to be relevant to the selection of your firm for this project. The entire SOQ must not exceed twenty (20) pages, excluding the cover sheet and letter of introduction. SOQ's exceeding 20 pages will not be considered.

4. Section 4: SOQ Evaluation and Selection

4.1. General Evaluation Procedure

Criteria to be used in screening and ranking of the SOQ and selection of the successful firm are as follows:

- Firms capability to perform all or most aspects of the project and recent experience in consulting services with parks and recreation departments comparable to the proposed task.
- Key personnel's professional qualifications and experience and availability for the proposed project; their reputation and professional integrity and competence; and their knowledge of parks and recreation planning, trends, typical regulations, policies, and procedures, etc.
- Firms capability to meet schedules or deadlines.
- The quality of projects previously undertaken and capability to complete projects without having major cost escalations or overruns.
- The qualifications and experience of sub-consultants regularly engaged by the consultant under consideration.
- The degree of interest shown in undertaking the project and familiarity with and proximity to the geographic location of the project.

4.2. Evaluation Criteria

Proposals received will be reviewed by a selection committee who will interview firms if needed. The evaluation criteria are intended to allow the County to evaluate specific aspects of a Respondent's experience, technical competence, and capability to perform.

The County will evaluate and rank the responsive SOQs by scoring the qualitative evaluation criteria set forth below to generate a shortlist. The total number of points that will be used in evaluating all the factors for this SOQ is 100, allocated as shown below:

1. **30%** = Project understanding, approach, and methodology
2. **20%** = Experience in comparable projects/plan development
3. **20%** = Qualifications of Project Team and Key Personnel
4. **20%** = Demonstrated ability to be present onsite and to meet deadlines
5. **10%** = References

4.3 **Contract**

After all the SOQ's have been reviewed, the firm selected will be invited to negotiate a master contract with Rowan County, not to exceed five (5) years, for Consulting services for Rowan County Parks and Recreation as needed to develop a comprehensive parks and recreation master plan and conceptual plans for parks located in Rowan County as the County works to improve the parks. Rowan County reserves the right to contract with the selected firm for all or a portion of the services described in this Request for Qualifications.

For each project performed under the Master Contract, a detailed scope of work will be developed and agreed to by the firm and Rowan County. This detailed scope of work and associated fee will be developed into a work authorization and included as an attachment to the contract. The terms of the contract will not be exclusive, and the contract may be cancelled per termination clause in each agreement.

5. Section 5: General Comments

1. Any cost incurred by respondents in preparing or submitting a proposal shall be the respondents' sole responsibility.
2. All responses, inquiries or correspondence relating to this RFQ will become the property of the County.
3. The County reserves the right to reject any or all packages received or to request additional information as may be needed to determine qualifications. It is the intention of the County to negotiate contracts for services at fair and reasonable prices with what it determines to be the best qualified consultant.
4. The County may or may not conduct interviews. If interviews are held, firms are hereby notified that the interview process will quickly follow the submittal deadline and firms should prepare their submittal and proposed team accordingly. Elaborate presentations and submittals during the interview process are not expected or requested. Each interview will last no more than two hours and will be conducted at location to be determined.
5. The following federal provisions apply pursuant to 2 C.F.R. § 200.326 and 2 C.F.R. Part 200, Appendix II (as applicable):
Equal Employment Opportunity (41 C.F.R. Part 60); Davis-Bacon Act (40 U.S.C. 3141-3148); Copeland "Anti-Kickback" Act (40 U.S.C. 3145); Contract Work Hours and Safety Standards Act (40 U.S.C. 3701-3708); Rights to Inventions (37 C.F.R. § 401.2) Clean Air Act (42 U.S.C. 7401-7671q.) and the Federal Water Pollution Control Act (33 U.S.C. 1251-1387); Debarment and Suspension (Executive Orders 12549 and 12689); Byrd Anti-Lobbying Amendment (31 U.S.C. 1352); Procurement of Recovered Materials (2 C.F.R. § 200.323); Record Retention Requirements (2 CFR § 200.324); Prohibition on Certain Telecommunications (2 C.F.R. § 200.216); and Domestic Preferences for Procurements (2 C.F.R. § 200.322)