

COUNCIL ACTION FORM

SUBJECT: GUIDANCE REGARDING HEALTHY LIFE CENTER REQUEST FOR PROPOSAL (RFP)

BACKGROUND:

Under the goal to Encourage Healthy Lifestyles the City Council directed staff to explore partnering with Mary Greeley Medical Center, Iowa State University, Ames Community School District, and Heartland Senior Services to create an inter-generational Healthy Life Center (HLC) complex. In accordance with this objective, the HLC Steering Team was formed in February 2016.

The composition of this committee included representatives from Heartland Senior Services (Nancy Carroll and Bob Gelina, later replaced by Linda Glantz Ward), Ames Community School District (Tim Taylor and Luke Deardorff), Mary Greeley Medical Center (Brian Dieter and Gary Botine), Iowa State University (Warren Madden and Cathy Brown, later replaced by Kate Gregory and Laura Jolly), and City of Ames (Steve Schainker and Keith Abraham). After the initial meetings of the group Story County (Deb Shildroth) and Des Moines Area Community College (Kim Linduska) joined the Steering Team.

The Steering Team agreed that the objective of the meetings would be to gain alignment among the group members for how to proceed and drive a Healthy Life Center initiative forward. **The team's objective is to create a one of a kind Center that makes the life-long goal of healthy living accessible and enjoyable to people of all ages and socio-economic status.**

AMES COMMUNITY SCHOOL DISTRICT PARTICIPATION IN THE HLC:

In June 2016 the School District decided to withdraw from the Steering Team because of 1) their preference to locate a new competitive pool at the High School site, 2) their desire for a cold water pool to accommodate the competitive swimmers did not meet the needs of the recreational users envisioned in the HLC, 3) their financial estimates indicated they could build and operate a competitive pool for the same amount of funding each year that they currently devote to the Ames Municipal Pool, and 4) they did not believe they could use school monies to fund a facility not located on School District property.

In April 2017 both the School Board and City Council requested that their representatives meet with the Ames Cyclone Aquatics Club (ACAC) to discuss incorporating a competitive pool into the Healthy Life Center.

A summary of this April 28, 2017 meeting is as follows:

ACAC Perspective

- They prefer a 50 meter pool
 - It was emphasized since a pool is built only once every 50 years, why not do it right and dream big
 - Since there are currently only two other pools of this size in Iowa (at the University of Iowa and Grinnell College), they believe the larger pool will attract more swim meets which will yield more revenue to cover the operational costs.
- Because a significant number of the ACAC members also are on the Ames High swimming teams, they have a natural alliance with the Ames School District. Therefore, their priority is to partner on a competitive pool with the Ames School District regardless of where it is located.
- Water temperature is not an issue, they can support a compromise temperature of 82 degrees
- Before making a final decision regarding the size of the pool, they would urge the City Council to include in the Feasibility Study RFP a requirement for the consultant to prepare a cost analysis comparing the capital and on-going operational costs for a 25 yard stretch pool (25 by 33) versus a 50 meter pool.
- They believe that the larger basin will allow the public to utilize the competitive pool when the High School teams and/or ACAC are using it for practices.
- They would like to be allowed to expand their usage to include a new masters program in the new competitive pool.

Ames Community School District Perspective

- They cannot afford to operate a 50 meter pool, even with revenue from ACAC.
- If they enter into a partnership with the City at the Healthy Life Center, they want it to be a 25 yard stretch pool.
- While they are open to discussing locating a competitive pool at the Healthy Life Center site, they intend to explore the alternative of building a new competitive pool at the High School site in the event that the Healthy Life Center option does not prove feasible to them.
- There remains a difference of opinion on the School Board as to the future course of action regarding a competitive pool. Some Board members remain steadfast in their support for a 50 meter pool at the High School, some members will support a 25 yard stretch pool at the Healthy Life Center site, and other members are questioning the amount of School District funding that is justified for

the number of students who participate in the school sponsored program whether it is built at the High School or at the Healthy Life Center site.

- They recently learned that they can use their Local Option Sales Tax and Physical Plant and Equipment Levy (PPEL) monies to fund the initial construction and on-going operating costs of a new competitive pool, if they enter into a lease with another entity who owns the facility. By utilizing these two funding sources that are restricted to capital projects, they will no longer have to rely on their general fund monies that support teacher funding to pay for an aquatics facility.

HEALTHY LIFE CENTER SITE:

The Steering Team has been exploring possible sites for the Healthy Life Center. Preliminary indications are that as much as 10 acres would be needed to accommodate the proposed building, parking, outdoor gardens, outdoor play area, and expansion capabilities.

The team members were seeking a site that is accessible by car on an arterial road, connected to the bike path system, and on a CyRide bus route. In addition, they hoped that the site could be under the ownership of one entity, undeveloped, and owned by a willing seller. After reviewing a number of possible sites, the group is recommending the 10 acre parcel owned by Iowa State University along Ontario, west of Scholl Road.

The inclusion of a specific site will allow the consulting team to more accurately identify the site costs for the HLC project. As you can see from the attached letter from Miles Lackey, the Chief Financial Officer for ISU, the Administration at the University is in support of selling this property to the City for the future site of the HLC. The actual sale price is yet to be determined and, hopefully, it will be less than the appraised value if ISU officials can justify a reduction based on a perceived benefit to the University.

While it must be understood that the final decision to sell the property to the City rests with the Board of Regents, the letter from Miles should be sufficient to justify asking our consulting team to analyze this site.

GUIDANCE SOUGHT REGARDING THE FOLLOWING MAJOR ELEMENTS OF AN RFP:

The staff is now in the position to finalize a Request For Proposal (RFP) for the HLC Planning Study. The major portions of the RFP are attached for your review and approval. The staff would like to make sure the following policy issues reflected in the RFP are supported by the City Council before it is distributed.

- **Section F Components/Subcomponents (Pages 2,3,4)**
For the past 15 months the Steering Team members have been discussing the recommended elements that should be included in a Healthy Life Center facility based on the feedback they have received from their customers and other potential users. This section reflects their recommendations regarding spaces to be included in the HLC. In addition, based on the City Council direction given to

the City staff on May 9, 2017, a competitive 25 yard stretch pool (25 by 33) with two diving boards and seating space for 500 spectators has been included in the study.

- **Section I Selection Process (Pages 4)**

A Screening Committee consisting of a representative of Heartland Senior Services, Mary Greeley Medical Center, Ames Community School District, Boys and Girl's Club, and Iowa State University will be asked to assist the City Manager and Parks and Recreation Director in making a recommendation to the City Council regarding the preferred consulting team to perform the planning study.

- **Section I Evaluation Criteria (Page 4 & 5)**

The following criteria will be used to rate the consulting teams that submit proposals:

- Qualifications and previous related work of consulting team, sub-consultants, project manager, and staff on projects of similar scope and complexities, with communities of similar size

- The consulting team's experience in technical areas required to successfully complete all study elements

- Understanding of project goals

- The proposed date on which the proposed Scope of Services will be completed and a final report presented to the City

- Quality of sample materials and proposed package submitted

- Responsiveness to submission requirements

- The proposed not-to-exceed fee

- **Section 7 On-site Visits By Consulting Team (Page 9)**

The Scope of Services, as currently written, requires the consulting team to come to Ames for the following three visits.

- Initial visit to collect needed information to accomplish Scope of Services (occurs at beginning of study)

- Mid-project visit to report progress up-date, to solicit owner input, and to obtain public reaction to preliminary findings (occurs when study is approximately 50% complete).

- Final visit to present results of the planning study at a joint meeting with Ames City Council, Ames Community School Board, MGMC Board of Trustees, Heartland Senior Services Board of Directors, Boys and Girls Club Board of Directors, Iowa State University Administration, Story County Board of Supervisors, Des Moines Area Community College Administration, and the Ames Parks and Recreation Commission.

(occurs at end of the study)

ALTERNATIVES:

- 1) The City Council can approve the attached draft RFP for the Healthy Life Center Planning Study as proposed.
- 2) The City Council can approve the attached draft RFP for the Healthy Life Center Planning Study with modifications.
- 3) The City Council can decide to delay any action to approve the draft RFP for the Healthy Life Center Planning Study at this time.

MANAGER'S RECOMMENDED ACTION:

Before distributing the Request For Proposal to perform a planning study regarding the Healthy Life Center, it is important that the City Council members concur with the Scope Of Services that will be expected of the consulting team that is selected to perform these tasks.

Based on the recommendations from the HLC Steering Team, the direction from the City Council regarding the sub-components for a new aquatics facility, and the desire of the funding partners to identify the estimated construction and on-going costs for the facility prior to making any final commitments, it is the recommendation of the City Manager that the City Council support Alternative #1 and thereby approve the attached draft RFP for the Healthy Life Center Planning Study for distribution.

It should be emphasized that the attached draft RFP still needs to be finalized by the Purchasing Division. Therefore, some boiler plate provisions will be added to the final document before it is sent out. However, none of the changes will involve the important policy issues that you have discussed.

Request For Proposal (RFP)

HEALTHY LIFE CENTER PLANNING STUDY

Ames, Iowa

A. PROJECT OVERVIEW

Ames, Iowa has long been recognized as a forward-thinking community committed to fostering creativity and innovation at the forefront of the world's most important issues. Much of this national recognition is due to a rich history of successful partnerships among various governmental entities within the community.

It is upon this foundation that the City of Ames desires to develop and build a one-of-a-kind Healthy Life Center (HLC) that makes the life-long goal of healthy living accessible and enjoyable to people of all ages and socio-economic status. It is expected that the HLC will have a holistic approach focused on physical activity, health and nutrition, and social networking.

A steering team composed of the following entities has been meeting over the past year to further define the vision for the HLC.

- City of Ames, Iowa (City)
- Mary Greeley Medical Center (MGMC)
- Ames Community School District
- Heartland Senior Services
- Story County, Iowa
- Iowa State University
- Des Moines Area Community College

B. FUNDING PARTNERS

Of the seven steering team members, the City of Ames, Mary Greeley Medical Center, Ames Community School District, Heartland Senior Services as well as the Boys & Girls Club have indicated a willingness to provide funding for the initial construction and ongoing operational costs for the HLC should the project prove financially feasible.

C. PURPOSE OF FEASIBILITY STUDY

The consulting team that is selected will provide the information necessary for the funding partners to make a final decision as to whether or not to support the development of the HLC. The general purpose of this study is to provide analyses related to:

- construction costs,
- design/inspection costs
- movable equipment costs
- long-term maintenance costs

- ongoing operational costs
- anticipated revenue

These analyses are needed to assure the HLC is operated in the most economically viable manner. In addition, the study must identify the estimated construction and operating costs and associated revenue for each component/subcomponent and provide a recommendation how these costs may be allocated among the funding partners. The information provided by the selected consulting team shall show conceptually what the facility will look like in terms of external elevations and internal spaces (size and location). The total project cost estimates shall be provided by the selected consulting team in 2019 dollars so that the estimates can be used for a city bond referendum which will partially fund the Healthy Life Center.

D. OWNERSHIP/MANAGEMENT

The funding partners have agreed that the long-term viability of the project required one entity to own and manage the day-to-day operations of the HLC. It was agreed that the City of Ames will be designated as the owner of the HLC and be responsible for its on-going operations. While the City of Ames, Mary Greeley Medical Center, Heartland Senior Services, the Boys and Girls Club, and the Ames Community School District will be the major funding partners, other entities will contribute fees to use the facility.

E. OWNER'S REPRESENTATIVE

Keith Abraham, Director of Parks and Recreation, will serve as the owner's representative to interact with the selected consulting team during the Planning Study.

F. PROJECT COMPONENTS/SUBCOMPONENTS

The following information is being presented to provide the consulting team the desired space components for the HLC. The City will rely on the recommendation of the consulting team for final components and square footages.

City of Ames/Ames Community School District/Mary Greeley Medical Center Aquatic Component

- Warm Water/Recreational Subcomponent
 - recreational basin (zero depth entry, lazy river, play structure, and water exercise equipment, and 3 or 4 lap lanes for learn-to-swim classes, water aerobics, and lap swimming)
 - water slide with run-outs
- 82 degree/Competitive Subcomponent
 - competitive basin (25 yard by 33 meters with two diving boards - one meter each/not within an independent diving well - and spectator seating for 500.)
- Therapeutic Aquatic Subcomponent
 - physical therapy/rehabilitation, aqua-exercise classes, etc.

- Aquatic Shared Space Subcomponent
 - locker rooms/restrooms
 - storage
 - chemical room
 - staff/lifeguard offices
 - multi-purpose room (for staff training, meetings, birthday parties, etc.)

Mary Greeley Medical Center Component

- Physical Therapy Area
- Senior Health Insurance Information Program (SHIIP) Office

Heartland Senior Services Component

- Adult Daycare for dementia clients
 - office/storage
 - open activity space
 - quiet room space
 - showers/restrooms
 - meeting room
 - kitchenette/food service

Boy's and Girl's Club Component – for elementary school age members

- Office/Multi-purpose space
- Kitchenette/food service area
- Restrooms

Shared Spaces Component

- Multi-tiered Indoor Playground
- Demonstration/Participation Kitchen/Seating
- Cardio Equipment/Weight Area
- Childcare/Activity Room
- Multi-purpose Rooms
- Large Meeting Room
- Fitness Room with suspended floor
- Dedicated Fitness Equipment Room (i.e. spinning)
- Art/Crafts/Music Room
- Gymnastics/Tumbling Tots Room
- Two Gyms
- Walking Track
- Café in Lobby area
- Hallways
- Storage
- Restrooms
- Equipment/Utility Rooms

- Exterior (landscaping/parking/open green space/community garden/play area)
- Lobby/Participant Registration
- Game table area in Lobby
- Building supervisor/staff offices

G. PROJECT SITE

Assuming that the Planning Study indicates that the project is financially feasible to the funding partners, it is anticipated that the Healthy Life Center will be constructed on an approximately 10 acre tract of land currently owned by Iowa State University along Ontario Street, west of Scholl Road.

H. PROJECT SCOPE OF SERVICES

The proposed Scope of Services is detailed in Attachment A. The final Scope of Services will be determined with the consulting team as part of the contract process.

I. EVALUATION CRITERIA AND SELECTION PROCESS

The objective of the Request For Proposal process is to select the consulting team most qualified to provide the services outlined in this request. A representative from Heartland Senior Services, Mary Greeley Medical Center, Ames Community School District, Iowa State University, and the Boys and Girls Club will assist the City Manager and Parks and Recreation Director in evaluating all of the proposals that are submitted per the evaluation criteria below.

After reviewing the submission by interested consulting teams, finalists will be invited to Ames for an on-site interview. Once the on-site interviews are completed, the City Manager and Parks and Recreation Director, with input from the representatives listed above, will identify the preferred consulting team to recommend to the City Council. The City staff will then coordinate with the preferred consulting team to finalize the contract for the Scope of Services, timeline, and not-to-exceed cost. The preferred consulting team and agreement will then be forwarded to the City Council for consideration and final approval of an award of contract.

Evaluations will be based on the criteria listed below:

- Qualifications and previous related work of consulting team, sub-consultants, project manager, and staff on projects of similar scope and complexities, with communities of similar size
- The consulting team's experience in technical areas required to successfully complete all study elements
- Understanding of project goals
- The proposed date on which the proposed Scope of Services will be completed and a final report presented to the City

- Quality of sample materials and proposed package submitted
- Responsiveness to submission requirements
- The proposed not-to-exceed fee

The City of Ames reserves the right to reject any or all proposals submitted, to waive technical deficiencies, and to accept any proposals that it may deem to be in the best interest of the City. By submitting a proposal, the consulting team authorizes the City to contact references and make such further investigations as may be in the best interest of the City.

The City reserves the right to request to continue appropriate design services with the selected consulting team if the City decides to move forward with the project.

J. SUBMITTAL REQUIREMENTS

The RFP package submittal shall include the following:

- Letter of Transmittal
- Brief history of the firms included on the consulting team
- Names and qualifications of consulting team members who will participate in the Planning Study, along with their experience with similar projects
- Provide eight copies of visual representations, conceptual drawings, floor plans, etc. from three similar projects on which your consulting team has completed
- Names and resumes of specific project staff (including sub-consultant staff) that will play the primary role(s) in this project; name and resume of project manager must be included
- Provide a not-to-exceed fee itemizing the cost for each of the nine tasks in the Scope of Services
- Provide a schedule of hourly fees and reimbursables
- Three (3) references for similar previous projects. References must include current contact name and phone number and email address
- Provide the proposed Planning Study schedule
- Provide a digital copy of all submitted information

K. SUMMARY OF PROPOSED PROJECT SCHEDULE

Request For Proposal Issued	June 1, 2017
Questions Due By	June 15, 2017
Response To Questions Due	June 22, 2017
Proposals Due	June 30, 2017
Finalists Selected	July 20, 2017
Interviews	July 31, 2017
Award of Contract	August 8, 2017

Any questions regarding the project or Request For Proposal should be directed to the City's Purchasing Division, Karen Server (515) 239-5127 and/or kserver@city.ames.ia.us prior to submission.

Attachment A

SCOPE OF SERVICES

1. Project Overview

- a. Meet with the City's Parks and Recreation Director and City Manager to fully understand the Scope of Services
- b. Visit Proposed Site
- c. Review any existing research, public meeting minutes, or reports related to the project
- d. Along with the Parks & Recreation Director, conduct separate meetings with City, MGMC, Ames Community School District, Ames Cyclone Aquatics Club, Boys & Girls Club, and Heartland Senior Services to understand specific space needs and time of usage
- e. Hold one collective meeting with Story County, ISU, DMACC and other groups who may potentially use the facility to understand their possible programmatic interests/needs.

2. Market Analysis

- a. Identify the service area for the Healthy Life Center
- b. Review the demographic characteristics of the identified service area
- c. Review existing City facilities/services
- d. Review the surrounding for-profit/non-profit facilities/programs/services within the service area
- e. Perform competitive market analysis within service area
- f. Identify gaps in services provided within the service area
- g. Market segment determination and analysis

3. Site Analysis

- a. Analyze the topography, soil composition, impact on surrounding area, and environmental impacts

- b. Determine impact to existing traffic counts
- c. Determine parking requirements

4. Conceptual Layout, Design, and Drawings

- a. Prepare program list of services and sizes for each space
- b. Perform spatial analysis and relationship of each space
- c. Prepare conceptual floor plans, site plan, elevation renderings
- d. Determine opportunities for future facility expansion
- e. Develop a project timeline to include fundraising, public education for bond referendum, facility design, and construction schedule

5. Cost Estimates (Based on 2019 dollars)

- a. Prepare cost estimate for developing proposed site including site preparation and infrastructure
- b. Prepare cost estimate for building construction assuming the City will opt for renewable energy elements such a wind, solar, and/or heat pumps
- c. Provide the building construction costs estimates by each component/subcomponent identified in Section F
- d. Prepare movable equipment cost estimates for the facility
- e. Prepare annual operational cost estimates for the building/site
- f. Provide annual operational cost estimates by each component/subcomponent identified in Section F
- g. Provide a capital maintenance/replacement plan over the life of the facility for major elements
- h. Prepare a total project cost estimate including construction costs, design costs, movable equipment costs, inspection costs, site costs, and other soft costs that may be used for a bond referendum.
- i. Provide a recommendation how the costs identified in estimates for 5.c. and 5.f. above might be allocated among the funding partners.

6. Financial Analysis

- a. Determine daily/annual attendance estimates by component/subcomponent identified in Section F
- b. Recommend fee structure for facility components/subcomponents
 - i. Daily/Drop-In
 - ii. Multiple admissions/annual and seasonal passes
 - iii. Family/group/individual
 - iv. Rentals
- c. Prepare operating cost projections that include:
 - i. line-item budget for the total project
 - ii. staffing (personnel by position)
 - iii. contractual services
 - iv. commodities
 - v. capital replacement
- d. Prepare operating revenue projections related to:
 - i. admissions (daily/monthly)
 - ii. memberships/passes
 - iii. rentals
 - iv. leases
 - v. other operating revenues
- e. Provide revenue/expenditure comparisons
 - i. cost recovery or tax subsidy levels
 - ii. project recommendations/profitability of components/subcomponents
 - iii. marketing strategy
 - iv. program/service considerations

7. Consulting Team's On-site Visits To Ames

- a. Initial visit to collect needed information to accomplish Scope of Services (occur at beginning of study)
- b. Mid-project visit to report progress up-date, to solicit owner input, and obtain public reaction to proposed recommendations and findings (occur when study is approximately 50% complete).
- c. Final visit to present Planning Study results at a joint meeting with Ames City Council, Ames Community School Board, MGMC Board of Trustees, Heartland Senior Center Board of Directors, Boys and Girls Club Board of

Directors, Iowa State University, and Ames Parks and Recreation
Commission.
(occur at end of the study)

8. Promotional Tools

- a. Provide brochures, web content, videos, exterior and interior images of design concept, fly through animations, etc. to aid in promoting the project within the community and with possible donors.

9. Final Report

- a. Prepare and submit final report containing all of the information requested in Scope of Services (Attachment A) prior to the joint meeting required in Section 7.c.