

# REQUEST FOR PROPOSALS (RFP)

## Stratford Community Campus

### Master Plan



#### 1. Project Introduction

The Town of Stratford (the Town) has acquired approximately 170 acres of land to develop a Community Campus which will house Town sport and cultural facilities and a planned new high school to be constructed by the Province. Part of the land will be reserved for a future intermediate school. A map showing the location and shape of the Community Campus Lands is attached as Schedule A.

The Town's vision is to collaborate with the province to build the sport fields and other outdoor amenities required by the students for use during school hours and for the province to invest those savings into building the school for use after school hours by community members. The provincial school design committee will make the recommendation to the provincial Education Minister who will have the final say. The Town intends to enter into an operating agreement with the Public Schools Branch for the access, use and maintenance of all shared facilities.

In 2019, the Town engaged members of the community in a dialogue about the desired elements and amenities for the campus and for the high school. A summary, with the desired elements and amenities identified, is attached as Schedule B. The Town is about to engage residents concerning the long-term priorities and timing (funding) for Town capital spending, including the elements and amenities identified for the Community Campus.

The town is seeking the services of a consulting team to develop a Master Plan for the campus which shall include a site plan with elements and amenities laid out in accordance with their relationship to one another, and showing where the roads, water services, sewer services, electrical and communication services, stormwater infrastructure, and active transportation infrastructure will be located, following the natural topography to the extent possible. The plan shall also include a phasing scheme to enable the campus to be developed in an orderly fashion as funding and community needs dictate.

#### 2. Stratford Background

The Mi'kmaq were the first peoples to occupy Prince Edward Island, including what is now known as Stratford, on a transient basis. The Acadians were the first to permanently settle in Stratford in the 1750s, bringing farming, shipbuilding, and brick making to the area. Over the years the area was divided into five communities: Battery Point (unincorporated), Bunbury, Crossroads, Keppoch-Kinlock, and Southport. In 1961 an updated Hillsborough Bridge was constructed between Stratford and Charlottetown as a primary link from eastern PEI to the capital city. The bridge was later widened in 1997 to accommodate the additional daily vehicle traffic. In 1995 the five communities amalgamated, forming the Town of Stratford, which means "road over water".

The current population of Stratford is estimated to be 11,000 persons, living in 4700 dwelling units. Stratford was the fastest growing community of size (population over 5000) in the Maritime provinces in two of the last three federal census counts and is a popular destination for residents of eastern PEI who are moving into the urban area, and for newcomers to the island.

Stratford is a full-service community with a broad range of parks and facilities for residents to enjoy. This includes the new Stratford Emergency Services Centre which houses the Crossroads Fire Department, the RCMP, Island EMS and community meeting/function rooms and the Stratford Town Centre which provides additional community meeting/function rooms, a walking track and fitness area, gymnasium, stage, and municipal offices. Stratford owns and manages over 375 acres of green space which includes trails, beaches, sport fields, courts, a skatepark, a splashpad, gardens, and natural areas. Stratford has a number of other buildings and facilities including a library, an art centre, a youth centre, and a seniors' centre. Stratford also owns and operates a water and sewer utility and maintains a growing network of sidewalks, bike lanes and trails.

Stratford envisions a future where:

- residents' social, physical, and spiritual needs are met;
- our culture is rich and diverse, and our heritage is protected and celebrated;
- our natural environment is protected and respected;
- there is a thriving local economy; and
- there is an open, accountable, and collaborative governance system.

### **3. The Community Campus**

Stratford has signed purchase and sale agreement with two landowners to acquire approximately 170 acres of land for the campus. The lands include a portion that is zoned Industrial (M-1), which will be used for an extension of the Stratford Business Park, and access point to the campus.

The Community Campus will be developed over a period of years subject to infrastructure funding availability, and the appetite of residents for additional taxes to hasten the development. It will become the hub for community recreational and cultural activities.

Stratford's vision is for a Community Campus that is inviting, functional and multi-use, socially and culturally inclusive, net zero, and environmentally responsible; maximizing the use of Town and school facilities to meet student and community needs. We expect the consulting team to develop a Master Plan for a beautiful campus which reflects our vision and our sustainability values.

A portion of the site is located outside of the Town boundary, and most of the site that is within the Town boundary is currently zoned Agricultural (A-1). We are preparing applications to have the Town boundary moved to encompass the entire site and to zone the land Public Service and Institutional (PSI). A topographic survey will be provided with 0.5 m contours.

### **4. The Consulting Engagement**

We seek the services of a consulting team to:

- Conduct a traffic study to identify projected traffic to, from and within the site to inform the road and intersection design;

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- Develop a preliminary road layout and intersection designs for the site, including the road through the M-1 lands as an extension of the business park to access the campus;
- Conduct a conceptual servicing study to determine requirements for water, sewer, electrical and communication services to required;
- Develop a preliminary servicing layout, with all services to be installed underground, including decorative street lighting;
- Conduct a conceptual stormwater management plan to identify the volume of post-development stormwater runoff and any required infrastructure, following sustainable design principles, to ensure that the post-development runoff rate is no greater than the pre-development rate, indicating the approximate size and location of stormwater infrastructure required;
- Develop a conceptual active transportation plan for the site with connections to the existing and proposed AT network;
- Develop a conceptual landscaping plan to beautify the site, provide parks and green spaces, accommodate future public art installations, and facilitate social interaction and public gatherings;
- Make allowances for potential renewable energy generation on the site to enable the net zero objective to be achieved;
- Develop at least two options for a site plan with elements and amenities laid out in accordance with their relationship to one another and make allowances for future elements and amenities that are not yet identified, and some flexibility for changes;
- Follow the natural topography to limit earth-moving, and preserve significant environmental features on the site, to the greatest extent possible;
- Consult with adjacent property owners prior to the design;
- Consult with Town, Provincial Department of Transportation, Infrastructure and Energy and Provincial Education Department staff;
- Present a draft Master Plan to members of the public through an open house style format and/or on-line including a digital 3D model; and
- Deliver the final report.

### 5. Deliverables

The final report shall include:

- A summary of the consultation with adjacent property owners;
- The traffic, servicing and stormwater calculations;
- A scaled plan showing the size and layout of roads, services, stormwater infrastructure and active transportation infrastructure, landscaping elements, parks and green space, and the location of elements and amenities including parking;
- The recommendations for roads, servicing, active transportation, and landscaping.
- An estimate of the infrastructure capital costs;
- A colour rendering and 3D digital model of the Master Plan; and
- A phasing plan.

### 6. Consultant Submission Requirements

In their proposal, proponents should demonstrate:

- Knowledge and understanding of municipal servicing, site planning, and landscape design;
- Experience with similar projects carried out by the individuals that will be involved in this project, including references for three recent projects successfully completed by the consultant;

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- Approach to the engagement in a time of social distancing and gathering restrictions;
- Project methodology and quality control;
- Sustainable design approach;
- Resources dedicated to the project including the seniority and current workload of project team members, the priority the project will have with the consultant, the estimate of time allocated by each member of the team, a curriculum vitae for each team member and a detailed project schedule; and
- Any local knowledge that the consultant deems relevant including knowledge of the Town and any other information that the consultant can provide to help the Town in the selection of the consultant.

Please also include a firm price for the completion of the work (in a separate envelope), an estimate of any anticipated expenses, hourly rates for the individuals involved for any additional work that might arise out of this project, a proposed payment schedule and an estimate of any requirements of the Town for additional information, meeting space, advertising, etc.

**7. Proposal Evaluation and Selection**

Proposals will be evaluated by a Town review committee according to the following scoring matrix:

Description	Maximum Points
Company and project team member relevant knowledge and experience, and references	30
Clarity, project approach, and methodology	15
Public engagement approach	10
Sustainability approach	10
Schedule and allocation of resources	15
Local knowledge, and other factors	5
Cost	15
<b>Total Score</b>	<b>100</b>

The Town reserves the right to conduct interviews with any or all consultants as it deems necessary. The points for the fees will be calculated based on the lowest bid receiving the maximum of 15 points and other bids prorated accordingly, and the fee envelope shall not be opened until the proposals are scored in all other categories. The successful proponent will be the submission that meets the proposal requirements with the highest score out of the possible 100 points.

## 8. Instructions and Clarifications

Three copies of each proposal, and a copy on a thumb drive, titled “Stratford Community Campus Master Plan” must be submitted in sealed envelopes no later than 12:00 noon local time on Friday January 22 to:

Town of Stratford,  
234 Shakespeare Dr.  
Stratford, PE C1B 2V8

Proponents are requested to submit proposals using a two-envelope system with one envelope containing the technical proposal and one envelope containing the proposed fees and expenses for the engagement.

Questions on the proposal may be directed to Jeannie Gallant, Project Manager, by telephone at 902-367-3734 or by email at [jgallant@townofstratford.ca](mailto:jgallant@townofstratford.ca).

By submitting a proposal or bid, the vendor hereby grants a license to the Town to distribute, copy, print or translate their proposal or bid for the purposes of evaluating the bids. Late or faxed proposals will not be accepted. The Town of Stratford reserves the right to accept or reject any proposal submitted and is not obligated to enter into a contract on the basis of any proposal submitted in response to this proposal request. No payment will be made for costs incurred in the preparation and submission of a proposal response to this RFP.

The Town will evaluate all submitted proposals. The object of the evaluation and selection process is to identify the proposal that, in the Town’s opinion, offers the best value for the products and/or services requested. In assessing best value, the Town:

- May not necessarily accept the lowest proposal, and may, in its sole discretion, accept any proposal and may waive any minor informality or irregularity in proposals;
- Has no obligation to receive further information, whether written or oral, from any Proponent, nor to disclose the nature of any proposals received; and

It is the responsibility of the proponent to ensure that they have received the entire and complete Request for Proposals, including any addendums issued.

### Schedule A - Community Campus Location



## Schedule B - Community Campus Elements, Amenities and Design Considerations

The Community Campus Planning Committee categorized each element identified during the consultation process as either “need to have” for those elements that the committee considers necessary and a priority at this time, and “nice to have” for those elements that are not a high priority at this time but could be added to the Community Campus in the future.

A common theme throughout the community consultation is flexible space design so that facilities can be used for multiple purposes and different functions as user needs and demands change. Other common themes include sustainable design to reflect the Town’s commitment to sustainability, universal accessibility for all ages and abilities, and maximum sharing of space between Town and school facilities to optimize taxpayer investments.

### Indoor Facilities – Schools

The Schools should be designed for 21<sup>st</sup> century learning with flexible space for students and with access to portions of the school by the community after school hours. The elements identified for the school as need to have are for student and community use.

Elements	Amenities/Design Considerations
<p><i>Need to Have</i></p> <ul style="list-style-type: none"> <li>✓ Flexible classrooms for 21<sup>st</sup> century learning and community school after hours</li> <li>✓ Performing Arts Theater/Performance Space</li> <li>✓ Gymnasium</li> <li>✓ Recording Studio</li> <li>✓ Community School</li> </ul> <p><i>Nice to Have</i></p> <ul style="list-style-type: none"> <li>✓ Community library/learning Centre</li> <li>✓ Teaching Kitchen</li> <li>✓ Space for daycare/afterschool programs</li> <li>✓ Discovery Centre</li> </ul>	<ul style="list-style-type: none"> <li>✓ Flexible design so that rooms can be used for multiple uses</li> <li>✓ Lots of daylight</li> <li>✓ Collaborative work spaces for group learning</li> <li>✓ Designed for easy community access after school hours (keycards, segregated spaces with exterior access)</li> <li>✓ Green/Sustainable Design with integrated opportunities for learning</li> <li>✓ Shared Parking and complimentary location with Town facilities</li> </ul>

**Indoor Facilities – Multi-use Facility**

The multi-use facility should be designed to be as flexible as possible and to be easily expanded.

Elements	Amenities/Design Considerations
<p><i>Need to Have</i></p> <ul style="list-style-type: none"> <li>✓ Olympic sized ice surface</li> <li>✓ Multi-functional spaces for fitness, meetings, etc.</li> <li>✓ Walking track</li> <li>✓ Youth gathering space</li> <li>✓ Space for daycare/afterschool programs</li> </ul> <p><i>Nice to Have</i></p> <ul style="list-style-type: none"> <li>✓ Swimming Pool</li> <li>✓ Curling Rink</li> <li>✓ Outdoor covered ice surface</li> </ul>	<ul style="list-style-type: none"> <li>✓ Plenty of seating for spectators</li> <li>✓ Large and plentiful dressing rooms</li> <li>✓ Washrooms accessible from outside for outdoor spaces</li> <li>✓ Lots of parking</li> <li>✓ Green/Sustainable Design</li> <li>✓ Kitchen/canteen</li> <li>✓ Storage space for sport equipment</li> <li>✓ Welcoming, safe and accessible</li> <li>✓ Space for Socializing</li> </ul>

**Outdoor Facilities – Recreation and Culture**

Outdoor facilities should be designed with school and community use in mind, as flexible and multi-use as possible.

Elements	Amenities/Design Considerations
<p><i>Need to Have</i></p> <ul style="list-style-type: none"> <li>✓ Artificial Turf Multi-use fields (soccer, lacrosse, football, etc.)</li> <li>✓ Turf Multi-use fields (soccer, lacrosse, football, etc.)</li> <li>✓ Multi-use courts (tennis, pickleball, basketball, ball hockey etc.)</li> <li>✓ Ball fields (baseball and softball)</li> <li>✓ Outdoor theatre</li> <li>✓ Playground/zipline/ropes course</li> </ul> <p><i>Nice to Have</i></p> <ul style="list-style-type: none"> <li>✓ Outdoor skating oval</li> <li>✓ Track and field facilities (unless required for the high school)</li> <li>✓ Outdoor pool</li> </ul>	<ul style="list-style-type: none"> <li>✓ Appropriate lighting for facilities and site in general</li> <li>✓ Adequate sun shelters for spectator viewing areas</li> <li>✓ Washrooms</li> <li>✓ Parking</li> <li>✓ Pathways and trails connecting various facilities and venues</li> <li>✓ Field lighting</li> <li>✓ Consider sun and wind in field and court design</li> </ul>

**Outdoor Facilities – Natural Spaces**

Natural Spaces provide an opportunity for a living lab for student learning and for student and community contemplation and reflection.

Elements	Amenities/Design Considerations
<p><i>Need to Have</i></p> <ul style="list-style-type: none"> <li>✓ Environmental and experiential learning space</li> <li>✓ Trail system trails through and around the site</li> <li>✓ Outdoor Art space</li> <li>✓ Community Gardens/Greenhouses</li> <li>✓ Outdoor Amphitheatre/Classroom</li> <li>✓ Meditation/reflection space (tranquil-away from busy areas of site)</li> </ul> <p><i>Nice to Have</i></p> <ul style="list-style-type: none"> <li>✓ Discovery Centre</li> </ul>	<ul style="list-style-type: none"> <li>✓ Incorporate public art throughout the site</li> <li>✓ Safe, accessible to community by walking or biking</li> <li>✓ Electric car charging stations</li> <li>✓ Safety (proper lighting, security, maintenance)</li> </ul>