

**Park Use Observations
Request for Applications
2024CDIP573RFA**

PHSKC is seeking one or several contractors (business, government agency, or community-based organization) to measure the use of neighborhood parks in King County. Measuring how people are using parks will be done for 3 days at each park by counting the number of people in various locations following a taught method. Each day, counts will be done for 1-hour, 4 times a day (see schedule below). The data will be entered in a phone app (using a self-provided smartphone or tablet). Observations must be conducted between July 8 and September 2, 2024. The parks will be located in Burien, Tukwila, and unincorporated King County. Up to 55 parks will be observed in 2024.

A. BACKGROUND AND OVERVIEW

Park spaces are an important part of cities and neighborhoods, creating opportunities for physical activity, community interactions, access to natural spaces, public gathering, and environmental benefits. Public Health – Seattle & King County (PHSKC) is interested in better understanding how people use parks to support planning and programming decisions with the goals of increasing park use, access, and quality. PHSKC is seeking one or several contractors (business, government agency, or community-based organization) to measure the use of neighborhood parks in King County. Measuring how people are using parks will be done for 3 days at each park by counting the number of people in various locations following a prescribed method. Each day, counts will be done for 1-hour, 4 times a day (see schedule below). The data will be entered in a phone app (using a self-provided smartphone or tablet). Observations must be conducted between July 8 and September 2, 2024. The parks will be located in Burien, Tukwila, and unincorporated King County. Up to 55 parks will be observed in 2024.

The contractor(s) will be trained in using the park observation tool in June during a 2-day training (dates to be determined but will be between June 10 and June 26). After being trained, selected contractor(s) will independently conduct observations at the designated park between July 8 and September 2, 2024. To properly complete the number of parks within the timeframe, there should be no fewer than 5 park observers. In addition to the training and observation days, contractor(s) will communicate with PHSKC staff about their observation schedule, questions that arise, or unforeseen situations.

B. SCOPE OF WORK

Scope of Work:

- All park observers participate in a 2-day in-person training led by PHSKC staff prior to conducting any observations. Both days of the training will be scheduled between June 10 and June 26, 2024, with specific dates and locations to be determined.
- All park observers meet with PHSKC staff after completing training and prior to conducting first park observation to verify their ability to conduct observations following the prescribed method.
- Conduct park observations at up to 55 parks using the trained method. All observations must be completed between July 8 and September 2, 2024.
- Collect park observation data through an app (provided) using a tablet or smartphone (self-provided).
- Once per park, take a photo of each observation area and provide photos to PHSKC.
- Conduct a complete observation set for each park assigned. The observations will follow the prescribed method taught during the training and take place between July 8 and September 2, 2024.
- Communicate with PHSKC regarding planned observation schedule, changes to schedule, unexpected situations, process clarifications, or other noteworthy information or questions.
- Complete a final evaluation survey about the project.

- Submit invoice.

Deliverables:

- Complete set of park observation data for all parks (up to 55 parks) entered through the provided app.
- Complete set of photos of observation areas for all parks (up to 55 parks).
- Complete final evaluation of project experience.

Park Observation Method:

Observers must follow a specific method in collecting data. This method is a modified version of the System for Observing Play and Recreation in Communities (SOPARC) data collection tool. The observation process counts the number of people in a park at a given time (an observation) based on their location within the park. The park is divided into specific scan areas and the observer moves through all the scan areas in order, counting people as they progress. This observation process is completed 8 times a day, and the park is observed on 3 separate days (2 weekdays and 1 weekend). In total, 24 observations of every scan area in the park are conducted in each park.

The observation schedule is:

Time Period	Scan
7:30 AM – 7:50 AM	Morning Scan #1
8:00 AM – 8:20 AM	Morning Scan #2
12:30 PM – 12:50 PM	Lunchtime Scan #1
1:00 PM – 1:20 PM	Lunchtime Scan #2
3:30 PM – 3:50 PM	Afternoon Scan #1
4:00 PM – 4:20 PM	Afternoon Scan #2
6:30 PM – 6:50 PM	Evening Scan #1
7:00 PM – 7:20 PM	Evening Scan #2

Parks for Observation May Include:

- Annex Park (14549 4th Ave SW, Burien)
- Arbor Lake Park (12380 2nd Avenue S., Burien)
- Chelsea Park (802 SW 137th Street, Burien)
- Dotty Harper Park (421 SW 146th Street, Burien)
- Hazel Valley Park (251 SW 126th Street, Burien)
- Hilltop Park (2600 S 128th Street, Burien)
- Jacob Ambaum Park (12621 Ambaum Blvd. SW, Burien)
- Lake Burien School Memorial Park (1620 SW 149th Street, Burien)
- Lakeview Park(422 SW 160th Street, Burien)
- Linde Hill Park(651 SW 141st Street, Burien)
- Manhattan Park (18386 4th Ave S, Burien)
- Mathison Park (533 S 146th Street, Burien)
- Moshier Memorial Park (430 S 156th Street, Burien)
- Puget Sound Park (135 SW 126th Street, Burien)
- Salmon Creek (700 SW 118th Street, Burien)
- Seahurst Park (1600 SW Seahurst Park Road, Burien)
- Southern Heights Park (12025 14th Avenue S, Burien)
- Town Square Park (400 SW 152nd Street, Burien)
- Marra Desimone Park(9026 4th Ave S, Seattle)
- Roxhill Park (2850 SW Roxbury St, Seattle)
- Skyway Park (12010 71st Ave S, Seattle, WA 98178, Skyway)
- Bicentennial Park (7200 Strander Boulevard, Tukwila)

- Cascade View Community Park (14211 37th Avenue South, Tukwila)
- Crestview Park (16200 42nd Avenue South, Tukwila)
- Crystal Springs Park (15832 51st Avenue South, Tukwila)
- Duwamish Gardens (Intersection of Interurban Ave S and South 115th Street, Tukwila)
- Duwamish Hill Preserve (3800 South 115th Street, Tukwila)
- Duwamish Park (11646 42nd Avenue South, Tukwila)
- Fort Dent Park (requires 2 observations) (6800 Fort Dent Way, Tukwila)
- Hazelnut Park (14475 59th Avenue South, Tukwila)
- Joseph Foster Memorial Park (13919 53rd Avenue South, Tukwila)
- Riverton Park (4124 South 131st Street, Tukwila)
- Tukwila Community Center (12424 42nd Avenue South, Tukwila)
- Tukwila Park (15460 65th Avenue South, Tukwila)
- Tukwila Pond (299 Strander Boulevard, Tukwila)
- Cecil Memorial Park (190 Green River Trail, Tukwila)
- Steve Cox Playfield (1321 SW 102nd St, Seattle)
- Dick Thurnau Memorial Park (11050 10th Ave SW, Seattle)
- North Shorewood Park (10044 24th Ave SW, Seattle)
- White Center Heights Park (10208 7th Ave SW, Seattle)
- Other parks may be added to the final list

C. COMPENSATION

Entities submitting proposals are required to provide a budget for project expenses based on the deliverables outlined in Section B. **The budget for this work is up to \$49,999.**

D. TIME FRAME

A contract will be negotiated immediately and awarded to the organization most suited based on their response to this solicitation.

E. RATING CRITERIA

Applicants will be scored based on the criteria in the table below. The most competitive applicant will:

- have experience conducting data gathering through observations in park settings,
- be able to complete all 55 park observations through adequate staffing,
- have a robust management plan and clear schedule for completing the observations, and
- complete the work for less than \$49,999.

Question	0 points	1 point	2 points	3 points
Who is applying?	N/A	N/A	N/A	N/A
Experience gathering data?	No experience with data collection	Some experience conducting data collection in public spaces	Moderate experience conducting data collection through observation OR in park settings;	Significant experience conducting data gathering through observations in park settings;
Maintain consistency in data collection?	No demonstrated experience maintaining consistency with data collection	Some demonstrated experience maintaining consistency with data collection	Moderate demonstrated experience maintaining consistency with data collection	Clear and robust demonstrated experience maintaining consistency with data collection
How many parks?	N/A	Less than 45 parks	46 to 54 parks	55 parks

Who will be conducting the observations?	Staffing is unreasonable based on scope	Staffing is minimal to accomplish the scope, minimal ability to reschedule observations if any are cancelled	Staffing is reasonable to accomplish the scope, some flexibility to reschedule observations if any are cancelled	Staffing is reasonable to accomplish the scope, significant flexibility to reschedule observations if any are cancelled
How will you schedule the observations?	No scheduling plan	Limited clarity of scheduling plan	N/A	Clear scheduling plan for observers
How will you manage your team of observers?	No management plan	Limited existing management plan for observers	Existing management plan for observers	Robust management plan for observers
What is your budget?	No clear budget or over budget	Completes less than 55 parks at a cost that would be at budget (if expanded to all 55 parks)	Completes less than 55 parks at a cost that would be below budget (if expanded to all 55 parks); OR completes all 55 parks at budget	Completes all 55 parks below budget

F. APPLICATION FORMAT

Application should be in a MS Word compatible document and should not exceed 3 pages in length.

G. MINIMUM REQUIREMENTS FOR CONTRACTING WITH KING COUNTY

The entity selected via this RFA will be required to meet King County contract requirements which include:

- 1) Insurance coverage at the minimum levels that are listed on the Public Health contracting website: <http://www.kingcounty.gov/depts/health/partnerships/contracts/insurance-requirements.aspx>
- 2) Compliance with the attached boilerplate contract, which Public Health intends to use as the basis for a contract.

H. APPLICATION SUBMISSION

Interested parties must submit applications so they arrive no later than April 22, 2024. Late proposals will NOT be accepted.

To apply for this project, please send an email to CPRES-CDIP@kingcounty.gov before midnight on Monday, April 22, 2024, answering the following questions:

- 1) Who is applying? Provide name of applicant, email, phone number, and mailing address.
- 2) What is your experience gathering data about a community or a physical space, such as conducting a survey, assessment, listening session, etc.?
- 3) How do you maintain a systematic and consistent approach in data collection?
- 4) How many parks would you be able to observe within the project’s timeline. If there are specific parks that you know you could not observe, or certain parks you would prioritize to observe, please specify as well. *Preference will be given to bids that can complete all park observations.*
- 5) Who will be conducting the observations? For all people who will be conducting observations, please provide their name, role, and number of parks they will observe. If you do not know a name, please

explain how you plan to fill the role. A minimum of 5 observers are necessary to complete the full set of parks within the timeframe. Note that all observers must complete the full, 2-day training.

- 6) How will you schedule the observations? Describe your planned schedule to complete park observations within the timeframe.
- 7) How you will manage your team's progress and address any unforeseen challenges (e.g., weather, illness) in completing the schedule?
- 8) What is your budget for the project? Include cost breakdown of personnel, hours, and any additional costs.

Questions concerning this solicitation should be directed to Allen Cantara or Sarah Cox at CPRES-CDIP@kingcounty.gov.