

5. SECTION B - SCOPE OF SERVICES

5.1. Background

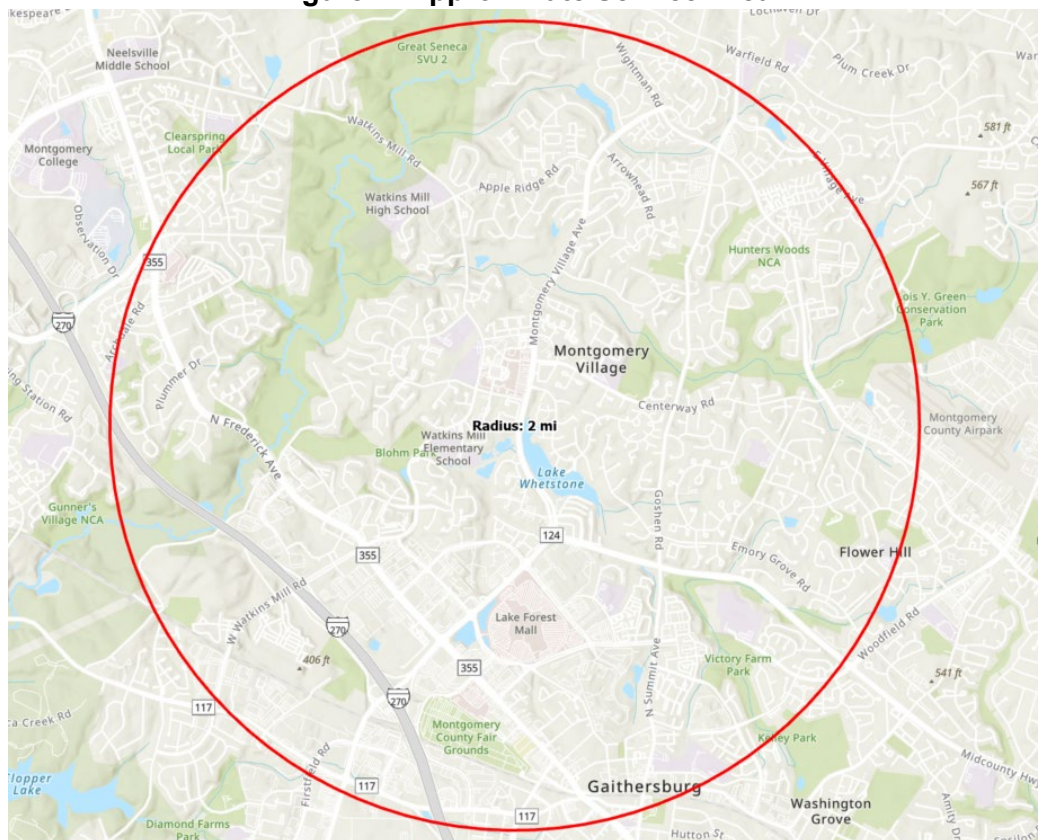
Recreation services and amenities for Montgomery County, Maryland residents in the Montgomery Village/Gaithersburg area are provided by multiple stakeholders. The Montgomery Village Foundation, Identity, Inc., the City of Gaithersburg and Montgomery County Department of Recreation currently offer the following programs and services:

- Aquatics
- Programming and classes
- Special events
- Elementary, middle and high school programs
- School wellness programs
- Senior programs
- Case management
- Sports
- Camps
- Teens' day/night out

The Montgomery County Department of Recreation is interested in a comprehensive analysis of what the stakeholders offer in terms of recreation programming and services, any gaps or adjustments needed in current programming.

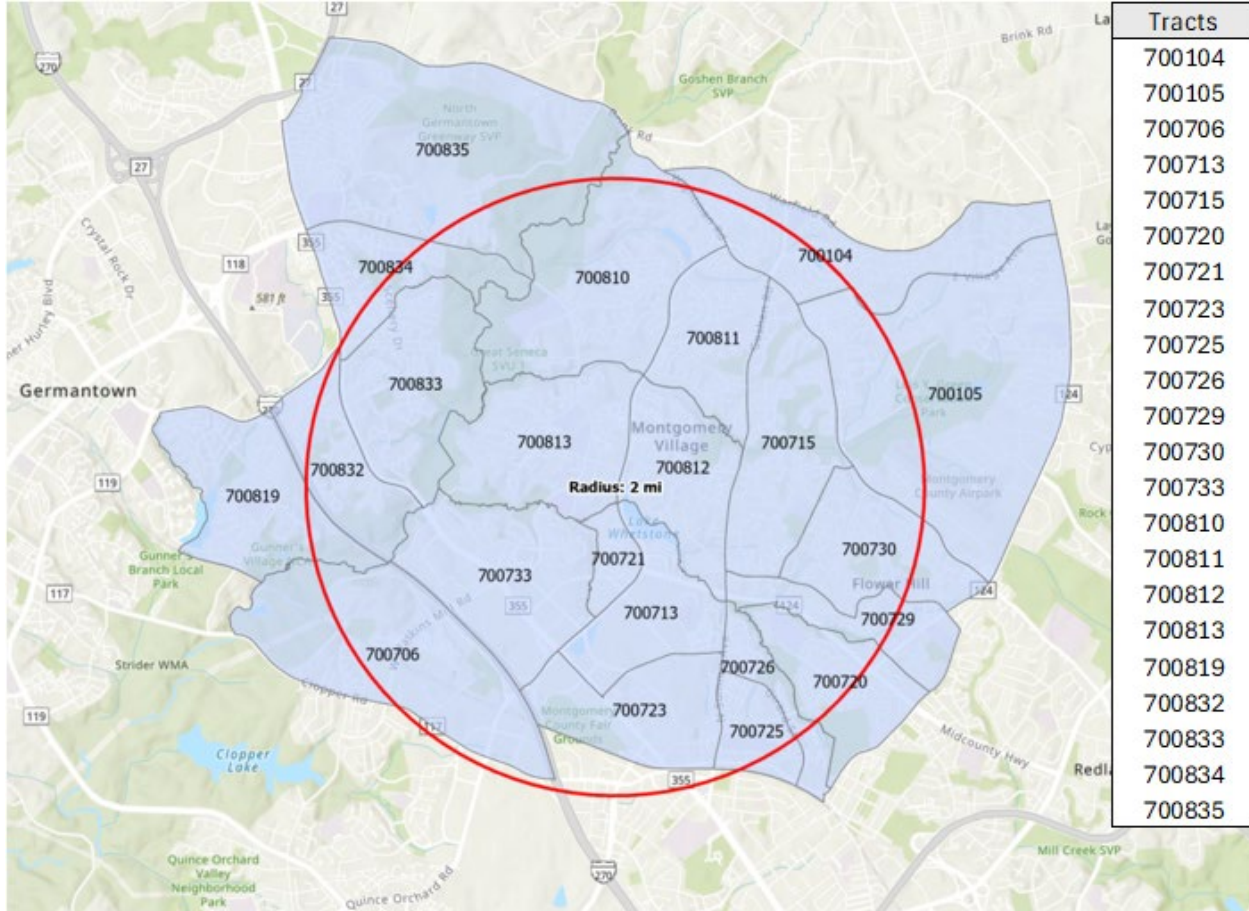
The service area identified by the Department is approximately a two-mile radius surrounding Montgomery Village. See Figure 1 below, a graphic of the two (2) mile radius around Montgomery Village Center, (19201 Centerway Road, Montgomery Village, MD 20879), the approximate service area.

Figure 1: Approximate Service Area



To present population and demographic characteristics, Census Tracts that best approximate the two-mile radius were selected. Those tracts, shaded in purple in Figure 2, have a population of approximately 106,000 people (American Community Survey 5-year estimates). They also represent a larger geographic area of about 18 square miles.

Figure 2: Selected Census Tracts for Demographic Information



Nearly one-fourth of the population is children under the age of 18, about 54 percent are age 25 to 64, and nearly 14 percent are age 65 and older. The area is racially diverse as less than one third of the population are White, nearly 22 percent are Black or African American, and 15 percent are Asian. More than one third of the population is Hispanic (of any race).

Sixty-five percent of housing units in the 2-mile service area are owner-occupied and 35 percent are renter-occupied. The average household size is 2.88 persons. More than 86 percent of the population has received a high school degree or higher, while more than 40 percent of the population has received a Bachelor's degree or higher. More than one third of residents in the service area are foreign born. Thirty percent of residents speak Spanish at home, 11 percent speak other Indo-European languages at home, and 9 percent speak other Asian and Pacific Island languages at home.

5.2. Intent

The County seeks an experienced Offeror (Contractor) to conduct a community recreation needs assessment for the Montgomery Village/Gaithersburg area of Montgomery County, Maryland. The needs assessment will guide strategic planning to equitably meet current and future community recreation needs, as well as assist the County in prioritizing demands and opportunities. The end goal is to improve the delivery of recreational programs and services to County residents in coordination with other local

providers. The study focus is on recreation programming. The assessment should respond to the demographics of the study area.

5.3. Scope of Services/Specifications/Work Statement

The schedule for the Scope of Work is six (6) months. The total cost of the work is not to exceed Seventy-Five Thousand Dollars (\$75,000).

Task 1: Kick-off Meeting/Project Coordination

The County and the Contractor will meet to confirm project goals, which will guide actions and decisions of the Contractor. Staff in the Office of Planning and Development, Montgomery County Department of General Services, will be managing this project, with the assistance of the Montgomery County Department of Recreation.

Detailed steps of this task include:

- Confirm project goals, objectives, scope and schedule
- Identify lines of communication and points of contact
- Collect and review key data and information to understand the project background in-depth. This will include but not be limited to:
 - [Montgomery County Recreation Facility Development Plan 2010-2030](#)
 - [Montgomery County Recreation Spring 2025 Guide](#)
 - [Montgomery Village Recreation](#)
 - [City of Gaithersburg Recreation](#)
 - [Identity, Inc.](#)
- Review additional demographic information for the service area procured by the Contractor. Please note additional research, including geographic information systems (GIS)/planning datasets will not be provided by County staff. Offerors should be aware that numerous public datasets and maps are available on the County's GIS Open Data Hub: <https://opendata-mcgov-gis.hub.arcgis.com/> and dataMontgomery: <https://data.montgomerycountymd.gov/>.

Task 2: Recreation Service Provider and Key Community Leader Interviews

The Contractor will conduct in-person interviews with the four (4) organizations that provide recreation services in the Montgomery Village/Gaithersburg area, as well as up to four (4) key community leaders/groups that the County will provide. The Contractor will be responsible for developing all interview materials including questionnaires, agendas, presentations, and associated materials. The intent of the interviews is to provide the Contractor with sufficient background information to proceed to the other tasks in the Scope of Work. The Scope of Work does not intend greater community outreach, including focus groups, community-wide surveys, and public town halls/meetings. The County will assist in scheduling all meetings with both the service providers and community leaders.

As part of the service provider interviews, the Contractor will determine what facilities and venues each currently uses for programming.

Task 3: Program and Services Assessment

The Contractor will complete an inventory and perform an assessment of the current level of programs and services offered by the various service providers and identify unmet current and future needs. The Contractor will provide insight into national recreation program trends. The Contractor will also meet with

and gain insight from the four (4) key community leaders/groups identified in Task 2, as necessary to complete this task.

A. Inventory and Assessment of Current Programming and Services

The Contractor will provide a perspective of programs and service offerings and identify strengths, weaknesses and opportunities regarding programming. The Contractor will identify core programs, the level of needs met by current offerings and whether current programming and services match community needs. Further, the Contractor will compare current programming to national standards and best practices including NRPA (PRORAGIS).

B. Identify Unmet Current and Future Needs in Programming and Services

The Contractor will assess if the current recreation mix identified in Task 3.A. meets the needs of the community. The Contractor will identify any program and/or services gaps, areas of improvement, and future programs and services for residents. Additionally, the Contractor will recommend how the four recreation service providers may better coordinate programming.

The Contractor will provide a written final report detailing its work and findings according to the Scope of Services. See Section B, 5.7 below for more information on final deliverables.

Task 4: Add Alternate: Evaluate Current Usage and Future Space Needs

As a potential Phase 2 to a Contract executed as a result of this solicitation, subject to the appropriation of funds, the County is interested in the utilization of existing space and how space may be shared, and whether additional space is warranted. The intent is to assess space usage primarily from a community engagement and programming alignment perspective.

The Contractor will evaluate current usage of facilities identified in Task 2, focusing on space utilization. The Contractor will conduct a tour of these facilities with staff to obtain an initial understanding of facilities in the community. The Contractor will assess if the current space is efficiently used, if the current space can be shared across stakeholders to provide a wider range of programming regardless of who owns the space and/or who is providing the programming, and if there is a need for additional space based on both current and future programming needs. If additional space is needed, the Contractor will identify what type of space is needed and for what use.

The Contractor will meet with the four (4) service providers as necessary to complete this task. These meetings may be virtual.

If the County proceeds with Phase 2, the Contractor will present its findings to the County, which may be presented virtually, followed by a draft written report for County review and comment. The Contractor will present its final report and findings in person to the service providers and key County leadership. Lastly, the Contractor will provide a written final report detailing its work and findings according to the Scope of Services.

Evaluation of proposals will not include Task 4. The cost of this Add Alternate is not included in the Not To Exceed Amount.

5.4. Contractor's Qualifications

The Contractor must have the following qualifications:

- The Contractor must have at least five (5) years of recent experience (from the date of this solicitation) in providing services of similar scope and nature to the one included in this solicitation for a jurisdiction of similar size to Montgomery County, Maryland.
- The Contractor must have a proven track record of successfully and consistently delivering exceptionally high-quality work within the budgeted time and cost.
- The Contractor must provide a list of at least three (3) professional references that can validate the Contractor's experience in providing services of similar scope and nature to the ones included in this solicitation.

5.5. Contractor's Responsibility

- The Contractor must furnish equipment, materials and labor in performing all work described in this Solicitation.
- The Contractor must be available for both in-person and virtual meetings. Meetings with Department of General Services/Department of Recreation staff include a virtual kickoff meeting and necessary progress meetings, which may be virtual.
- The Contractor must assign a representative that will coordinate the work with the County's Contract Administrator or its designee.
- The Contractor must provide all management, supervision, labor, materials, tools, parts, supplies, equipment, reporting and transportation necessary to perform all services as described in this solicitation at all times.
- The Contractor must require its workers to comply with the instructions pertaining to conduct and other regulations called to the Contractor's attention by the County.
- The Contractor must perform the Scope of Services within the timeframes outlined in Section 8.1 Proposal Submissions.

5.6. County's Responsibility

- The County will be responsible to provide required data as available.
- The County will coordinate meetings with internal and external stakeholders, as needed.
- The County will coordinate physical access to recreation facilities, as required.

5.7. Reports/Deliverables

- The Contractor will provide the County with monthly status updates.
- At the completion of Task 3, the Contractor will present its findings to the County, which may be presented virtually, followed by a draft written report for County review and comment. The draft report should be in a format that allows the County to make comments. The County does not have a preferred format or template for the draft report, though the final report should be available as a PDF.
- The Contractor will provide a written final report detailing its work and findings according to the Scope of Services. The final report should be a PDF.
The Contractor will present its final report and findings in person to stakeholders and key County leadership.

6. SECTION C - PERFORMANCE PERIOD

6.1. TERM

The effective date of this Contract begins upon signature by the Director, Office of Procurement. The period in which the County must order all work under the Contract begins upon the County's issuance of a Notice to Proceed and ends after a 12-month period. Contractor must also perform all work in accordance with time periods stated in the Scope of Services. Before this term for performance ends, the Director at his/her sole option may (but is not required to) renew the term. The Contractor's satisfactory performance does not guarantee a renewal of the term. The Director may exercise this option to renew this term two (2) times for one (1) year each.