



CITY OF JEFFERSON CITY

MITCH CAIN, MAYOR

JAMES GALLUP, CITY MANAGER

September 2, 2025

TO: McGill Associates
3231 Middlebrook Pike
Knoxville, TN 37921

FROM: James A. Gallup, City Manager

SUBJECT: RFQ - City of Jefferson City Recreation Master Plan

Your firm is invited to submit your Statement of Qualifications to become eligible for a possible interview for architectural/engineering services related to the planning, design, and construction requirements for Jefferson City, Tennessee's city-wide recreation system.

Attached to this memo are the following:

1. A list of materials and information that should be included with your Statement of Qualifications.
2. A general definition of the scope of the work.
3. A schedule of dates and requirements.

For firms that are selected for an interview, a tour of our parks and amenities can be arranged upon request.

5 hard copies and 1 digital copy (USB) of your Statement of Qualifications should be forwarded to the following address in time to be received no later than **4:30 p.m. on Friday, September 5th, 2025**. Statements of Qualifications received after this date will not be considered.

Send statements to:

AMY BALLON
Purchasing Accountant
112 City Center Dr.
Jefferson City, Tennessee

PRELIMINARY SCOPE OF SERVICES

Background:

The City of Jefferson City, TN is seeking completion of a master plan for design, engineering, and construction cost estimation for the development and improvement of its city-wide parks and recreation system. The city conducted a recreational needs survey in August 2023 and has previously worked with a landscape architect for the design and cost estimating for five of the city's parks. However, in order to pursue grants with the State of Tennessee, the completion of a comprehensive recreation master plan is required.

Scope of Work:

- Completion of a Recreation Master Plan for the City of Jefferson City in accordance with the standards required by the State of Tennessee's Office of Outdoor Recreation in pursuit of LPRF, LWCF, RTP, and any other related grants.
- Civic Engagement focus groups and/or key stakeholders
- Designs of parks reflective of feedback and input from the public
- Cost estimation for completion of each park

Timeframe for Completion:

The city of Jefferson City intends to apply for Tennessee recreation grants in the upcoming 2025-2026 grant cycle and is seeking a firm to complete a comprehensive recreation master plan in time to meet the initial key dates for application by January 2026.

Attachments:

Recreational Needs Survey (2023)

REQUIREMENTS FOR STATEMENTS OF QUALIFICATIONS

Please include the following information in your Statement of Qualifications:

1. A letter of interest signed by a principal of your firm with a statement as to the availability of the firm to complete the work within the stated time period, the firm's current workload, assurance of firm's insurance coverage, the location where the majority of the work on this project will be accomplished, and a statement of the firm's financial stability. This letter may include a brief history of the firm.
2. Resumes of key personnel to be assigned to this project.
3. Related projects that the firm has worked on or had experience in during the last two years. Please include the name of the project, a contact person and dollar amount for each example (limit to five projects).
 - a) Include names, addresses and phone numbers of references.
 - b) Indicate individuals who had responsibility for each project and whether they are still with your firm.
 - c) Include examples of other projects that are similar in scope to this one.
4. You are invited to include information not covered above, which you feel may be useful and applicable to this project.

SCHEDULE OF ACTIVITIES

Below is the Selection Committee's Schedule of Activities and City processes:

Project: City of Jefferson City, Tennessee Recreation Master Plan

For questions, contact:

James A. Gallup
City Manager
Jgallup@jeffersoncitytn.gov
(865) 343-9993

ACTIVITY	DATE (Subject to Change)
1. Identify and Contact Firms for Statement of Qualifications	September 2, 2025
2. Receive Statements of Qualifications from potential firms	September 5, 2025
3. Review and rank firms, and develop a short list of firms	September 8, 2025
4. Notification to short-listed firms for interview	September 8, 2025
5. Interviewing and scoring of short-listed firms	September 9-11, 2025
6. Recommendation to Council for most qualified firm	September 16, 2025
7. City Council vote on contracting with most qualified firm	October 6, 2025



RECREATIONAL NEEDS SURVEY REPORT
AUGUST 2023

EXECUTIVE SUMMARY

For one week (seven days) from Sunday, August 20, to the following Sunday, August 27, 2023, the City of Jefferson City, TN collected feedback about recreational needs from parks and facilities to recreational programming. Input from those that use our parks and facilities or participate in our programs helps city staff assess where our strengths are in the current services we provide, areas where we need to place more attention, and what opportunities or ideas we could field from the public to review for purposes of enhancing our parks and recreation service to the community. The survey software used to collect this data was ZenCity Engage and consisted of ranking questions, rating questions, multiple-choice questions and open-ended questions; the results after a week of fielding input are as follows:

TOTALS

Starts	Completed	Questions Answered	Completion Rate
408	199	5,625	49%

The survey recorded 408 participants with only 199 completely answering the whole survey through to the end, setting a completion rate of 49%. The survey was filled with open-ended questions that may or may not have been entered but the survey did record 5,625 questions answered.

Chart 1: Sampling Size per Confidence Interval

Population	Margin of Error				
	± 1%	± 2%	± 3%	± 4%	± 5%
500	*	*	*	*	222
1,000	*	*	*	385	286
1,500	*	*	638	441	316
2,000	*	*	714	476	333
2,500	*	1,250	769	500	345
3,000	*	1,364	811	517	353
3,500	*	1,485	843	530	359
4,000	*	1,538	870	541	364
4,500	*	1,607	891	549	367
5,000	*	1,667	909	556	370
6,000	*	1,765	938	566	375
7,000	*	1,842	959	574	378
8,000	*	1,905	976	580	381
9,000	*	1,957	989	584	383
10,000	5,000	2,000	1,000	588	385
15,000	6,000	2,143	1,034	600	390
20,000	6,667	2,222	1,053	606	392
25,000	7,143	2,273	1,064	610	394
50,000	8,333	2,381	1,087	617	397
100,000	9,091	2,439	1,099	621	398
100,000+	10,000	2,500	1,111	625	400

* Sample size should be 50% of the population.

Source: Yamane, Taro. 1967. *Elementary Sampling Theory* (Englewood Cliffs, N.J.: Prentice-Hall). Adapted by permission of Prentice-Hall Inc., Upper Saddle River, NJ 07458.

Referencing Chart 1, at the city's population of 8,419 and keeping with a 95% confidence interval, or +/-5% margin of error, the desired number of participants we needed to reach was approximately 382. At 408, the number of participants exceeds that desired threshold to indicate that the survey results represent a good sampling size of the community that make use of Jefferson City parks, facilities, and programs. These results may be used in a larger study and/or plan for future recreation. Participation was voluntary i.e., unpaid.

ENGAGEMENT APPROACH

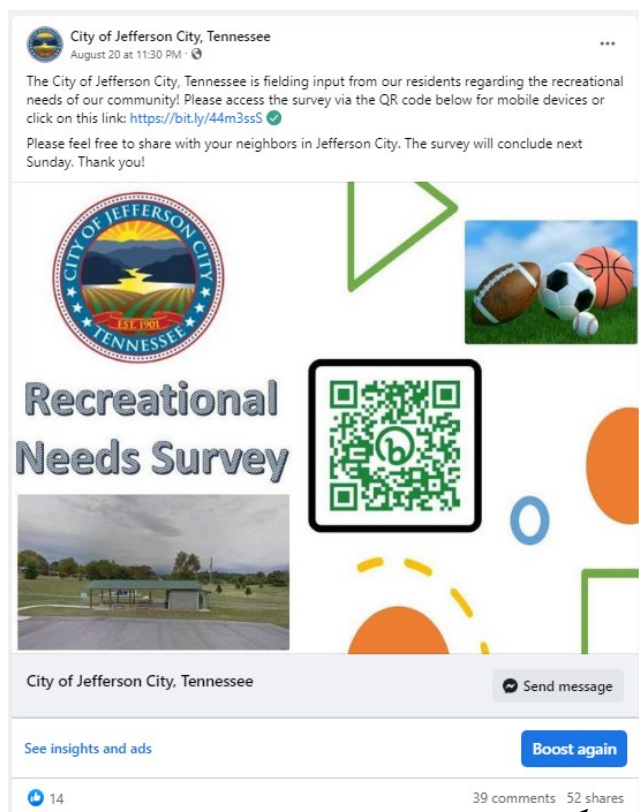
Why Do We Engage

A typical problem any municipality faces is the inability to truly discern citizen preferences beyond the voting booth until someone calls in a request or a complaint. Jefferson City desires to take a more proactive approach, through efforts of civic engagement, to meet people where they are. For that purpose, the aim of our engagement is to learn from residents and community stakeholders on how they recreate today and how they plan to recreate in the future by engaging them upfront. To help inform this recreation needs assessment, it was paramount to hear from a wide array of community members to ensure their experiences and insights were captured in the process.

How Did We Engage

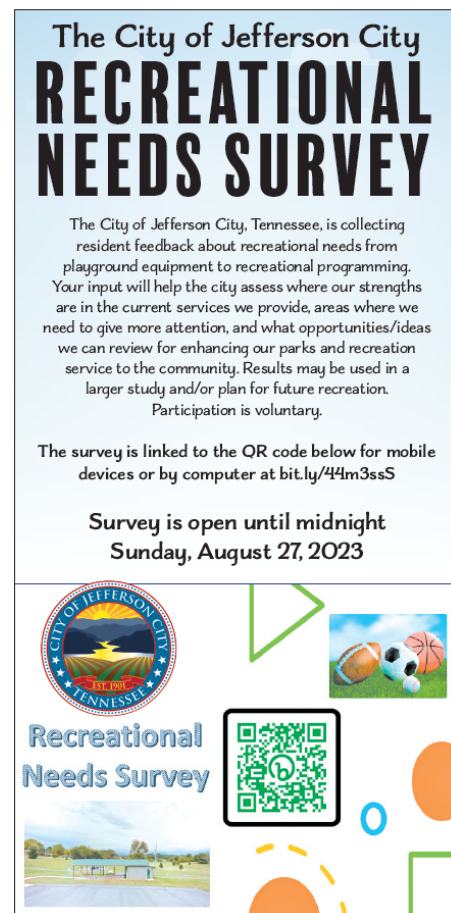
The survey was built using a project management and engagement software developed by ZenCity Technologies called ZenCity Engage. Once the survey was built out, the city blasted it out on print media in the local Standard Banner newspaper and through social media, namely Facebook. The survey was also listed on the city's website via the announcements tab. Participants were able to either click on a bitly link or to use a QR code scanner on their mobile device to access a mobile version of the survey.

Facebook Post:



Note the 39 comments and 52 shares

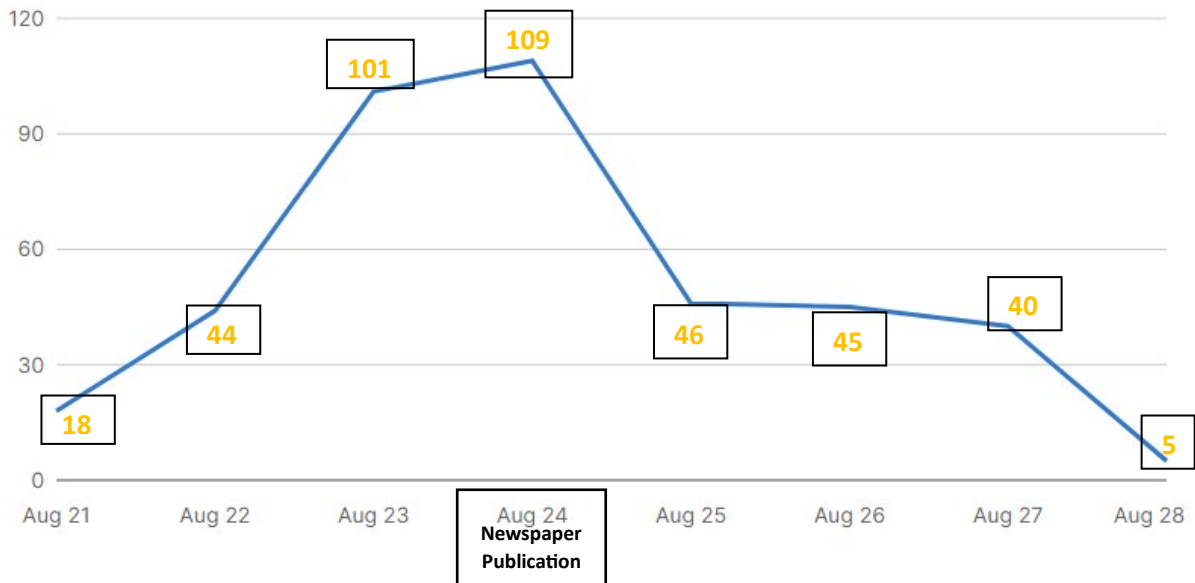
Newspaper article (full color):



Who Responded

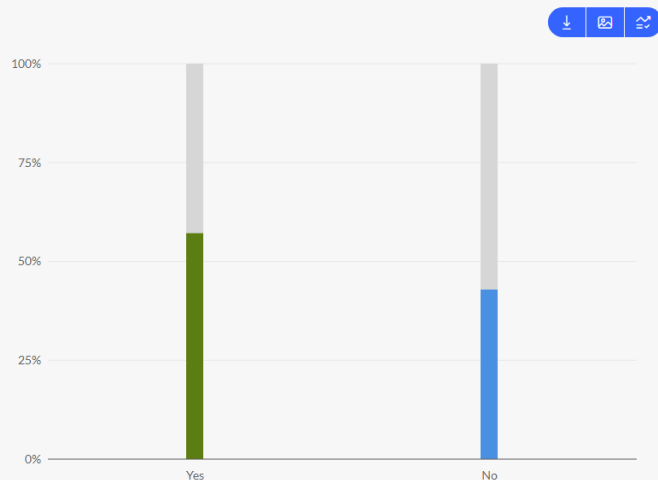
Over the course of a week, peak submissions occurred on August 23rd and 24th.

SUBMISSIONS / DAY

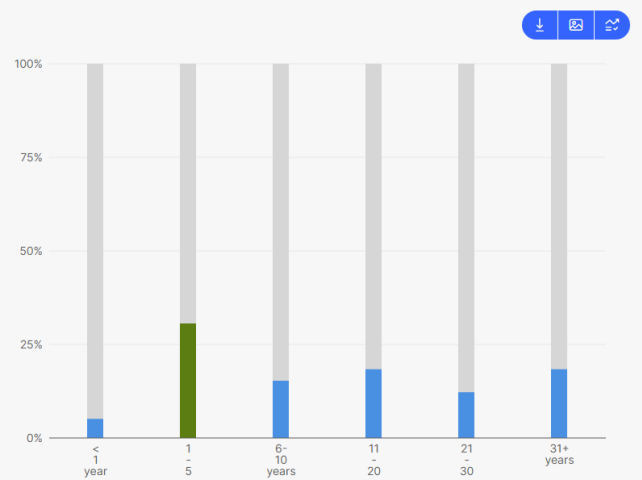


The Standard Banner publishes on Thursdays, where peak submissions reached 109. Participation, however, was strongly on the rise prior to that with just social media engagement that peaked at 101

Do you reside within the city limits of Jefferson City?



If a Jefferson City resident, how long have you resided here?

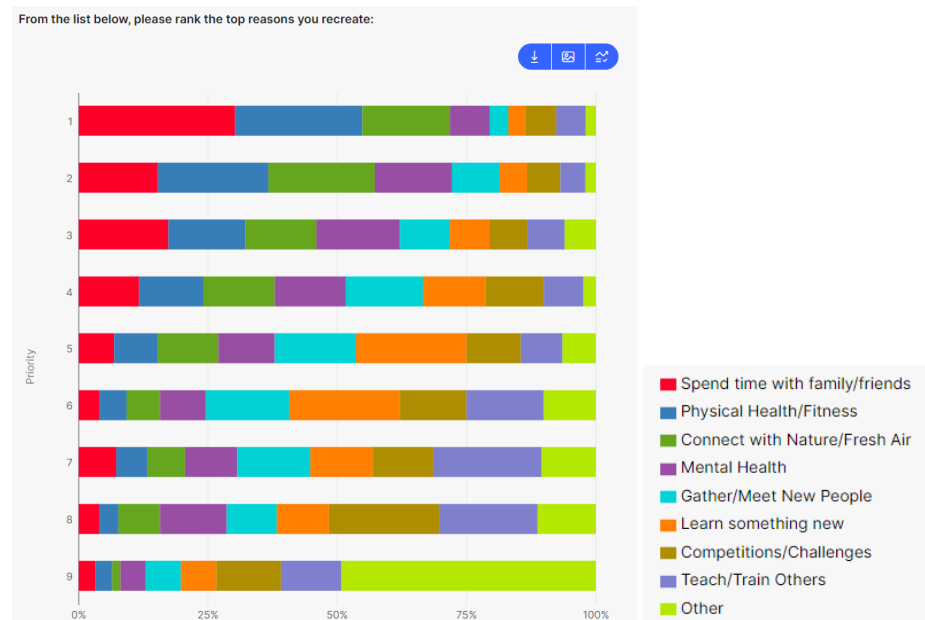


The majority of respondents (57.14%) responded that they live within the city limits. Of those that were residents, there was a diverse spread in length of residency, however, the number of respondents was higher for those reporting that they have only begun to reside in the city in the last 5 years.

Survey Questions & Results

WHY DO WE RECREATE?

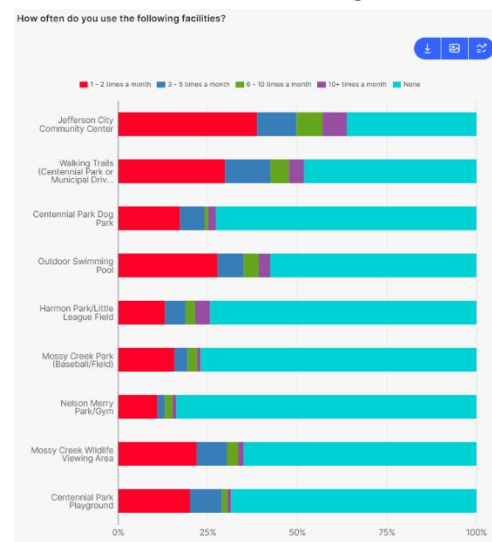
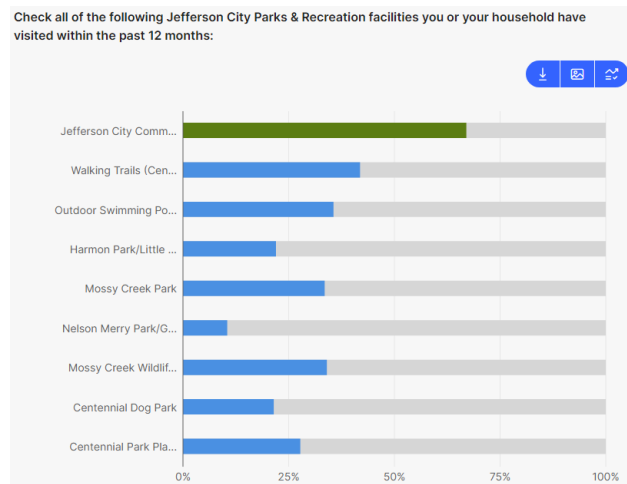
The survey began by asking participants the reasons why they recreate. People recreate for a variety of reasons especially as it pertains to physical, mental, and social well-being.



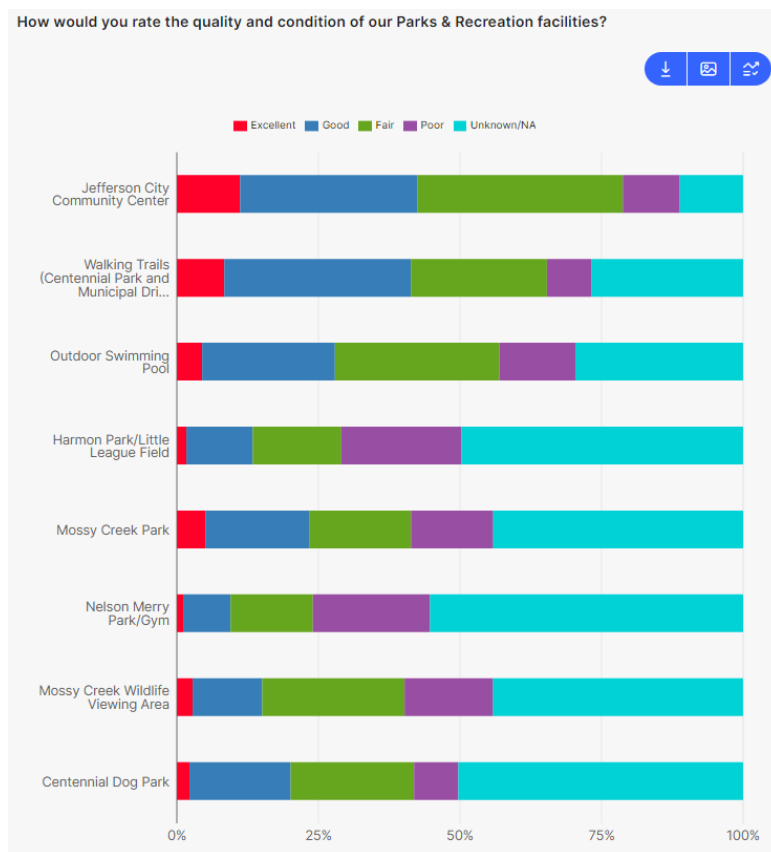
Looking specifically at the top three choices that respondents selected as their first priority, people recreate foremost to spend time with family/friends (30.24%), followed by Physical Health/Fitness (24.60%) and to Connect with Nature/Fresh Air (16.94%).

CURRENT RECREATION & PROGRAMMING

These questions pertained to our current services so that we could establish current usage or non-usage of our facilities.



Of the facilities we provide to the community, the facilities least visited within the past 12 months are Nelson Merry Park/Gym (10.47%), Centennial Dog Park (21.47%), and Harmon Park/Little League Field (21.99%). On the reverse, the facilities respondents indicated that they have visited in the past twelve months are first Jefferson City Community Center (67.02%), Walking Trails (41.88%), and the outdoor swimming pool (35.60%). For frequency of usage, response indicates that Nelson-Merry Park/Gym was least frequented with 83.77% indicating they do not use this facility, 76.6% selected non-usage of Mossy Creek Park, and 74.35% selected non usage of Harmon Park/Little League Field.



Respondents are indicating that they would rate the majority of our facilities as “good” or “fair”. The amenities rated the poorest are Harmon Park/Little League Field and Nelson Merry Park/Gym.

Do you feel that there are sufficient parks and green space areas within a 10-minute walk of your residence?

ANSWER OPTION	%	# OF RESPONSES
Yes	19.89%	35
No	68.75%	121
Not Sure	11.36%	20

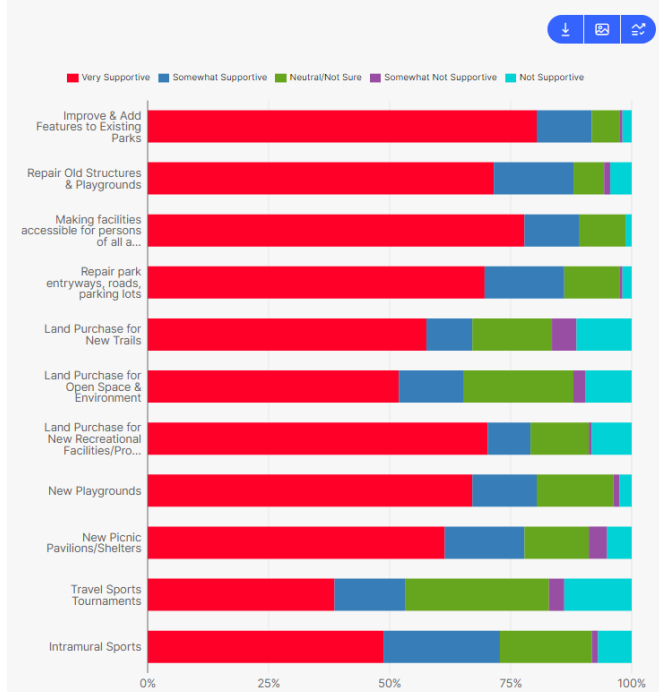
Do you feel that there are sufficient parks and green space areas within a 15-minute drive of your residence?

ANSWER OPTION	%	# OF RESPONSES
Yes	51.70%	91
No	41.48%	73
Not Sure	6.82%	12
Total		176

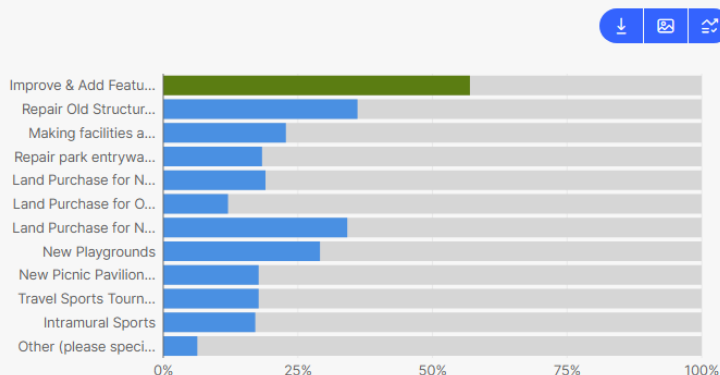
The above questions are based off an National Recreation & Parks Association recommendation for Safe Routes to Parks recommending parks and green space within a 10-minute walk from where one resides or within a 15-minute drive for park accessibility.

In regards to future recreation, the following question was asked to field support for any future projects related to recreation and followed-up with a question regarding the top three projects respondents would support.

How supportive would you be if the city were to take on any of the following potential projects:



From the potential projects listed above, please select your top 3 priorities (Choose only 3)

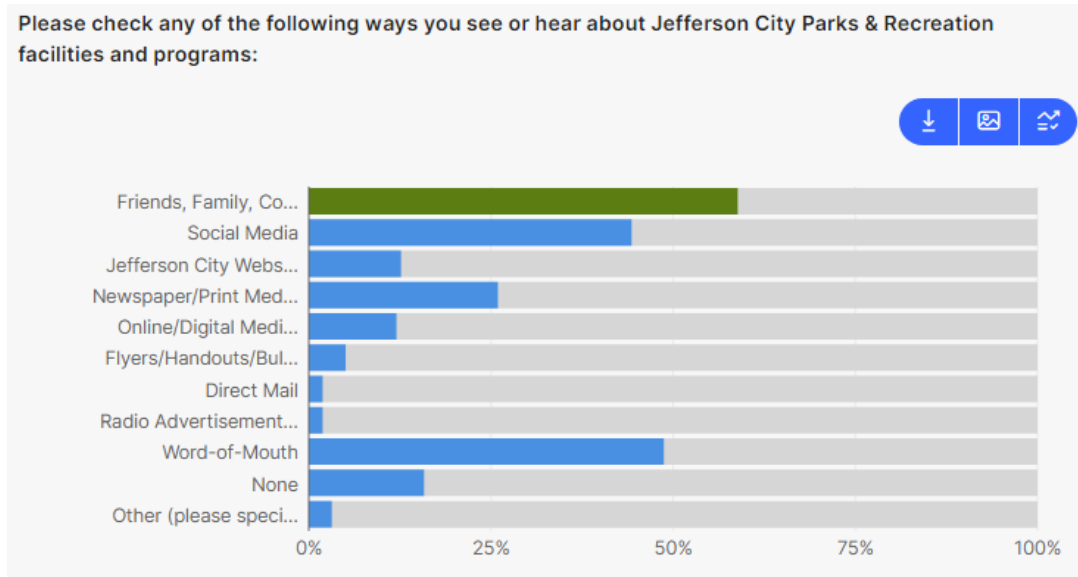


The survey shows that the respondents would be 'very supportive' of every project listed, but when followed-up with the top 3 priorities. Respondents prioritized topmost improving and adding features to existing parks (56.96%), followed by repair of old structures & playgrounds (36.08%), and purchase land for new recreational facilities/programs (34.18%).

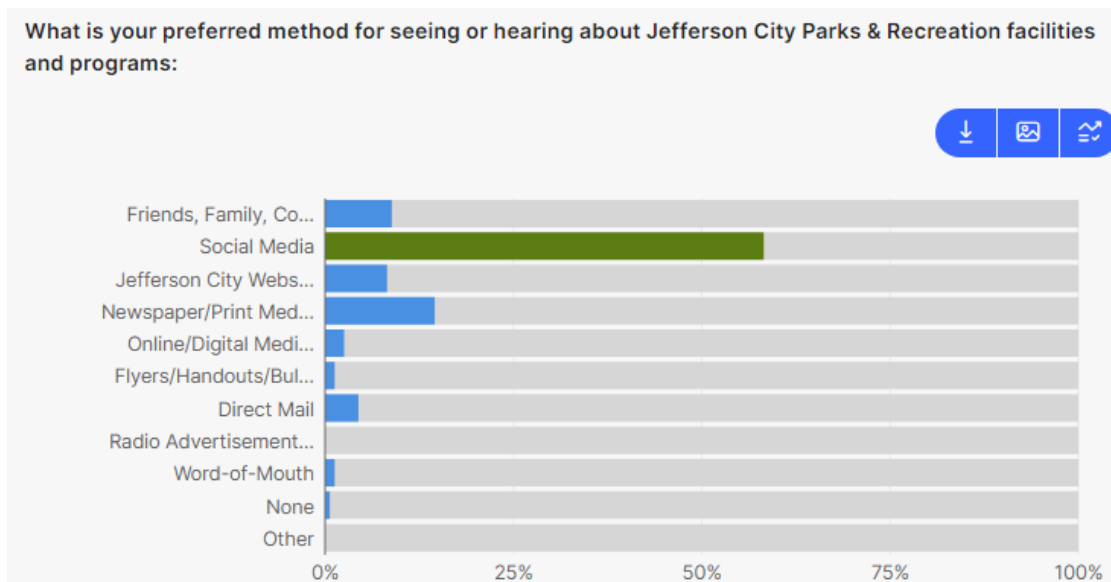
BARRIERS TO PARTICIPATION

Respondents were asked about barriers that prevent them from participating or using parks, facilities, or programs. The top three biggest barriers indicated were that facilities were poorly maintained (42.77%), that they did not know what was being offered (35.85%), and lack of quality programs (32.08%).

When asked about how they hear or see about parks and rec programs:

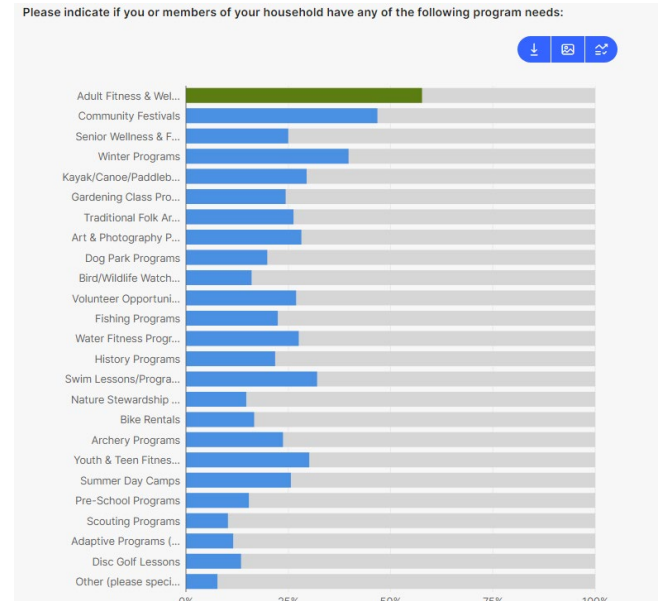
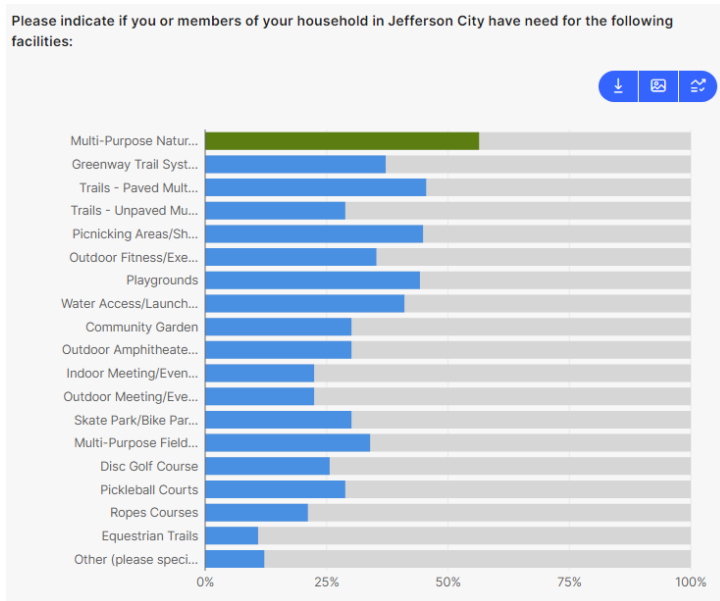


The top three methods were from friends/family/coworkers (58.86%), word-of-mouth (48.73%), and social media (44.3%). However, when asked about their preferred method for receiving information, the overwhelming preference was via social media.



COMMUNITY RECREATION FACILITIES & PROGRAM NEEDS

Participants were asked for their take on the needs of facilities and programs in relation to themselves and members of their household.



Respondents indicated the top most need for facilities was for multi-purpose nature trails (56.41%), paved multi-use trails (45.51%), and a close tie for third need between picnicking areas/shelters (44.87%) and playgrounds (44.23%). As for programs, respondents indicated their top most needs were adult fitness and wellness programs (57.69%), community festivals (46.79%), and winter programs (39.74%).

The next series of questions pertained to how participants felt that the city should orient themselves in focusing on our immediate recreational needs as a community.

Indoor or Outdoor Amenities?

ANSWER OPTION	%	# OF RESPONSES
Indoor	23.84%	36
Outdoor	76.16%	115
Total		151

Self-Directed or Organized Programs?

ANSWER OPTION	%	# OF RESPONSES
Self-Directed	47.68%	72
Organized	52.32%	79
Total		151

Entry-Level or Expert Programs?

ANSWER OPTION	%	# OF RESPONSES
Entry-Level	89.40%	135
Expert	10.60%	16
Total		151

Focus on children/youth or adults/seniors?

ANSWER OPTION	%	# OF RESPONSES
Children/Youth	68.21%	103
Adults/Seniors	31.79%	48
Total		151

Should programs offered by parks & recreation be subsidized (discounted/free) or fee-based (participation sustains the program)

ANSWER OPTION	%	# OF RESPONSES
Subsidized	57.62%	87
Fee-Based	42.38%	64
Total		151

KEY TAKEAWAYS & ANALYSIS

Conducting a recreational needs survey will assist the city in understanding, from the community, where our strengths and shortfalls are in the current services provided by our Parks & Recreation Department.

Regarding our parks and facilities, there is definitive feedback that lack of upkeep and maintenance is a barrier to participation. On the program side, it would appear there is lack of information conveyed to what is offered and available, but a significant desire for more programs oriented towards the youth and entry-level learning programs. Excellent feedback and suggestions were offered via the open-ended questions regarding amenities and programs that could elevate our current services.

There are certainly potential solutions that are being undertaken to address these shortfalls. Staffing changes have occurred in our Parks & Recreation Department with a new director and newly hired program coordinator. They are both optimistic towards the future of our service to the community and bring a renewed energy to the program. The city has made moves to increase its social media presence that will hopefully address communication as respondents have indicated that social media is overwhelmingly the preferred method for learning about our recreational parks, facilities, and programs.

The city hopes to frequently return to the use of these community surveys to monitor our progress and would like to convey its gratitude for everyone that shared the news of the survey and for those 408 that participated in this assessment.