REQUEST FOR PROPOSAL

PARKS & RECREATION MASTER PLAN,
PARKS & RECREATION - DEDICATION AND FEES ORDINANCE UPDATE; GENERAL PLAN UPDATES TO THE LAND USE ELEMENT, CONSERVATION/OPEN SPACE ELEMENT AND PUBLIC FACILITIES ELEMENT

FOR THE

CITY OF EL CENTRO

Contact Information:

City of El Centro
Planning Department
1275 W. Main Street
El Centro, CA 92243
(760) 337-4545
www.cityofelcentro.org

Due Date: 5:00 p.m., Monday, April 9, 2007
I. PROJECT DESCRIPTION

The City of El Centro is requesting proposals for professional services to develop a comprehensive 20 Year Parks and Recreation Master Plan; Update the Parks and Recreation – Dedication and Fees Ordinance; and Update the City’s General Plan Land Use Element; Conservation/Open Space Element and the Public Facilities Element (relating to parks and recreation facilities). The work will include a review of background information, public consultation on community parks and recreation needs and facilities, and the development of a dynamic, useable Parks and Recreation Master Plan with implementation strategies. The consultant will collect and analyze data to develop goals, policies and standards for the City’s park system, open space, trails, recreation facilities and program development. The consultant should specialize in park planning, recreation facilities management and/or geotechnical and natural resource management. Firms submitting proposals must have a proven track record in preparing master plans and/or community-wide strategic plans and have fulfilled similar requirements and completed projects.

II. PROJECT LOCATION

The City of El Centro is located within the County of Imperial in one of the most highly developed agricultural regions of the Country surrounded by thousands of acres of prime farmland that has transformed the desert into one of the most productive farming regions in California with an annual crop production of over $1 billion. Agriculture is the largest industry in the Imperial County and accounts for 48% of all employment. Fifty percent of the jobs in the City of El Centro come from the service and retail sector.

The City is the County seat and a major commercial center of the region’s predominant agribusiness economy. The City is located along Interstate 8 and is about 120 miles east of San Diego and 12 miles north of the border with Mexico. The City is about 10.8 square miles in size and has a population of about 41,000 people.

The City updated its General Plan in 2004. At that time, the City had a total of 13 parks and approximately 127 acres of parkland. With an increasing population and a residential boom, complemented with a flurry of commercial growth and infrastructure improvements, the City is posed with the need to establish parks and recreation facilities and programs that will meet the growing demands of its future population and community.
III. SCOPE OF WORK

The scope of service for this proposal will include several components. Please note that consultants are not limited to the components presented here and are encouraged to expand on the suggested components and the approach they would take to develop the Master Plan report and required updated documents. The successful bidder will be responsible for, but not limited to, the following:

A. **Project Coordination**

   The City expects the consultant to work closely with staff from the Parks & Recreation Department and Planning Department throughout the course of the project. The Consultant shall communicate with City staff at least once a week and have a minimum of one monthly meeting. Monthly status reports shall be submitted to City staff in order to keep the project on schedule and to keep all identified stakeholders apprised of the progress in preparing the Master Plan report. The meetings are to facilitate communication and allow opportunity for input on project issues, status, schedule, coordination, and guidance. These meetings shall be held in person and documented.

B. **Guiding Principles**

   - Overall recreational commitments must remain within the financial capacity of the City
   - Existing and proposed facilities, whenever possible, should support multiple uses and/or joint uses/ownership facilities, including recommendations on enhancing existing parks and recreation facilities and programs.
   - General Plan update to include new Parks and Recreation Master Plan
   - Revenue generation: Parks and Recreation - Dedication and Fees Ordinance update
   - Maintenance and upkeep

C. **Prepare Necessary Environmental Documentation and Review for General Plan Update and Parks & Recreation - Dedication and Fees Ordinance Update**

D. **Inventory**

   - Compile and inventory an assessment of the existing parks, trails, open space and recreation facilities. The assessment should also include regional parks and recreation facilities and programs
located within a ten-mile radius of the City. The assessment will include a comparative analysis to communities of similar size and density, using regionally and nationally accepted standards. The analysis should consider the capacity of each amenity found within the system (playgrounds, ball fields, trails, natural areas, special facilities, etc.) as well as functionality, accessibility, condition, comfort and convenience. Each amenity should be evaluated regarding its service from both a resident and visitor perspective and recommend appropriate operators of amenities. Evaluation criteria should be based on the expressed values of the community. The analysis will also include identification of best possible providers of community and recreation services and recommendations for minimizing duplication and enhancing possibilities for partnerships where appropriate.

- Identify and map El Centro’s public parklands and facilities. This should be presented in a format compatible with the GeoViewer/GIS System currently used by the City. Attached as Exhibits A, B, and C respectively is a list of the City of El Centro Parks/Recreation Centers, a copy of the Land Use Policy Map, and a map of the City of El Centro Public Facilities.

E. **Needs Assessment**

- Participate with Parks & Recreation and Planning Department staff to review project parameters, gather available materials, identify additional information requirements, review preliminary community involvement strategy, and establish project timetable and products.
- Identify the community’s needs for active and passive recreation facilities and program development through public consultation, including parking, landscaping, lighting, and signage requirements. This project will involve significant public involvement and should include a minimum of three (3) public workshops and a minimum of two (2) focus group meetings (participants to be determined) to keep community members informed and to solicit input from the public during the planning process.
- Review 2005-2010 Parks and Recreation Strategic Planning Goals and Objectives.
- Review and interpret demographic trends and characteristics of the City using information from the Census Bureau, State Department of Finance and other regional and local sources.
• Review the Cumulative and Probable Future Project Maps and identify cumulative impact to park/recreation facilities and programs.

F. **“Gap” Analysis**

Conduct a “gap” analysis between the community's needs and the existing inventory.

G. **Action Plan**

Develop an Action Plan to close the “gaps” including:

- Upgrading/consolidating existing recreation facilities and programs.
- Identifying potential locations for future recreation facilities and programs, open spaces and trails.
- Providing a parks and recreation facilities maintenance and operations analysis.
- Developing an action plan, which includes strategies, priorities, and an analysis of budget support and funding mechanisms, for the short-term, mid-term and long term, for the park system, open spaces, trails, and recreation programs and services.
- Establishing land acquisition/disposition strategy.

H. **Master Plan Format**

The Master Plan Report shall include discussions, evaluations, analysis, findings and recommendations, etc. of all elements necessary to meet the City’s short-term, mid-term and long-term vision.

- An Executive Summary should be included that outlines the process taken to create the report as well a summarizing the research and findings (a prioritized list of goals and objectives should be included here). (Three (3) hard copies and an electronic version in MS Word for the City’s website shall be submitted.)
- Plan shall include written goals, plans, objectives, and policy statements that articulate a clear vision and “road map” and model for the Parks and Recreation’s Department’s future.
- Charts, graphs, maps and other data as needed to support the plan and its presentation to the appropriate audiences.
- A Financial Plan
- An Action Plan
- Performance Measurement Standards
- A final site plan document, in color, for public review and presentation.
I. Presentation of Draft Master Plan; Proposed Parks and Recreation - Dedication and Fees Structure; Update to the Land Use, Conservation/Open Space and Public Facilities Elements of the General Plan

- Provide Twenty-five hard copies and an electronic version in MS Word format of the draft Parks & Recreation Master Plan.
- Three (3) hard copies and an electronic version in MS Word format of the Draft Parks and Recreation – Dedication and Fees Ordinance.
- Prepare written and graphic materials and assist with presenting the project at a minimum of two reviews with Parks & Recreation and Planning Department staffs.
- Present project or provide updates upon request at City Council, Planning Commission, and Community Services Commission meetings.
- Prepare at least two schematic design alternatives, including conceptual level line-item construction cost estimates for each alternative.
- Include a tentative project schedule that divides the Scope of Work into specific tasks and establishes projected completion dates for these tasks.

J. Development of Final Parks and Recreation Master Plan; Parks and Recreation - Dedication and Fee Ordinance Update; Land Use Element; Conservation/Open Space Element, and Public Facilities Element Updates to the General Plan

- Provide Twenty-five hard copies of the Final Parks & Recreation Master Plan and one electronic version in MS Word format.
- Three (3) hard copies of the Updated Parks and Recreation – Dedication and Fee Ordinance and one electronic version in MS Word format.
- Three (3) hard copies of the Updated General Plan Land Use Element, Conservation/Open Space Element and Public Facilities Element and one electronic version in MS Word format.
IV. GENERAL CONDITIONS

A. Pre-Contractual Expenses
City shall not, in any event, be liable for any pre-contractual expenses incurred by the Consultant.

Pre-contractual expenses are defined as expenses incurred by Consultant in: (1) preparing the Proposal; (2) submitting the Proposal to the City; (3) presenting Proposal during selection interview; (4) negotiating with City any matter related to this Proposal; (5) incurring any other expenses by Consultant prior to an executed Agreement.

B. Withdrawal of RFP
The City reserves the right to withdraw this RFP at any time without prior notice. In addition, the City makes no representations that any Agreement will be awarded to any Consultant responding to this RFP. The City expressly reserves the right to postpone reviewing the Proposals for its own convenience.

C. Rejection of Proposals
The City reserves the right to reject any or all Proposals submitted. Any Contract awarded for these Consultant engagements will be made to the Consultant who, in the opinion of the City, is best qualified.

D. Non-discrimination
Any Contract to be awarded as a result of this Request for Proposal will be awarded without discrimination based on age, disability, medical condition, race, color, religion, sex, sexual orientation, marital status, or national origin.

E. Proposal Length
The Consultant’s Proposal shall be no more than 15 pages, excluding a cover letter of up to two pages, dividers, and certificates. The RFP will not be counted when included in the Proposal.

V. PROPOSAL CONTENTS

Please submit five (5) copies of your Request for Proposal. Each proposal must contain the following:
A. **Cover Letter:**

1. Name, address and phone number of the consultant.

2. Any qualifying statements or comments regarding the consultant’s proposal.

B. **Statement of Qualifications:**

Provide a list of specific examples of appropriate experience, including the size and scope of work completed and any relevant past or on-going work. Include the names, addresses and telephone numbers for your past and current clients who have contracted with you for similar services during the last five years.

C. **Sealed Itemized Cost Estimate and Time Schedule:**

Submit an itemized cost estimate and time schedule to perform the scope of work in a separate sealed envelope marked as follows:

*Itemized Cost Estimate and Time Schedule Proposal City of El Centro - Parks and Recreation Master Plan*

VI. **EVALUATION AND SELECTION CRITERIA**

A. The Qualifications Section of the consultant’s proposal will be evaluated by the Selection Committee consisting of two or more City staff, including but not limited to, City Manager, Parks Supervisor, Recreation Supervisor, Planning Director and Director of Public Works, and a Community Services Commission member and a City Council member. The review shall be based on the following criteria:

1. Completeness, accuracy and quality of proposal;

2. Understanding and ability to perform the scope of work;

3. Approach to performing the scope of work;

4. Demonstrated professional skills and credentials of the consultant and professional specialists to be assigned full term to this project;

5. Proven recent experience on projects of like nature;

6. Workload and record of meeting schedules and similar projects;

7. Familiarity with state and federal procedures.
B. Proposals failing to provide sufficient information and assurances of performance to accurately assess each category of the required services and failing to comply with requirements and conditions of the RFP will not be given further consideration.

VII. SELECTION PROCESS

A. After the proposals have been ranked by the Selection Committee, the top ranked consultant(s) as determined by the City, will be invited to participate in a finalist oral interview held by the Selection Committee (panel) to clarify their proposals and answer additional questions.

B. Based on the firm’s qualifications and proposal content, the panel may select a short list of qualified consultants for this project.

C. Each of the qualified consultants will be evaluated through an interview process. Interviews shall consist of a 20-minute formal presentation followed by a 20-minute question and answer period.

D. The lowest cost proposal will not necessarily be accepted. The City has the right to reject any and all proposals for any reason whatsoever.

E. The consultant selection panel will rank the consultants and submit the top ranked consultant for recommendation to the City Council for contract award upon successful completion of fee negotiation. Should negotiations fail, the City will begin fee negotiations with the next highest consultant and make a recommendation to the City Council for contract award upon reaching fee agreements. The process will continue as necessary until a successful consultant is retained. The City Council has the final authority in the selection of the firm.

F. The City of El Centro reserves the right to reject any and all proposals based on documented reasons including determining any or all proposals to be non-responsive. The decision of the City of El Centro shall be final and not subject to appeal. The services to be provided shall be in accordance with the standard City of El Centro Consultant Services Agreement (attached as Exhibit D).

VIII. TERMINATION FOR CONVENIENCE OF THE CITY

The City reserves the right to terminate the “Agreement for Consulting Services” for the “convenience of the City” at any time by giving ten (10) days written notice to the Consultant of such termination and specifying the effective date thereof. All finished or
unfinished drawings, maps, documents, field notes and other materials produced and procured by the Consultant under the said aforementioned Agreement is, at the option of the City, City property and shall be delivered to the City by the Consultant within ten (10) working days from the date of such termination. The City will reimburse the Consultant for all acceptable work performed as set forth in the executed Agreement.

IX. ANTICIPATED SELECTION SCHEDULE

The following timetable is anticipated:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Services Commission Meeting</td>
<td>January 11, 2007</td>
</tr>
<tr>
<td>Planning Commission Meeting</td>
<td>February 6, 2007</td>
</tr>
<tr>
<td>City Council RFP Approval Date</td>
<td>February 7, 2007</td>
</tr>
<tr>
<td>Request for Proposal Released</td>
<td>February 9, 2007</td>
</tr>
<tr>
<td>Proposal Preparation</td>
<td>February 9, 2007 to April 9, 2007</td>
</tr>
<tr>
<td>Proposal Due</td>
<td>April 9, 2007 by 5:00 p.m.</td>
</tr>
<tr>
<td>Anticipated Proposal Interviews</td>
<td>April 16, 2007 (week of)</td>
</tr>
<tr>
<td>Anticipated City Council Selection and Award</td>
<td>May 2, 2007</td>
</tr>
</tbody>
</table>

X. REQUESTED SUBMITTAL

All proposals must be received prior to 5:00 p.m. on Monday, April 9, 2007 at the following address:

City of El Centro
Planning Department
1275 W. Main Street
El Centro, CA  92243

The proposals shall be enclosed in a sealed envelope and be plainly marked on the upper left hand corner with the name and address of the bidder and bear the following:

City of El Centro
Planning Department
Parks & Recreation Master Plan

Attachments:

- Exhibit A  City of El Centro Parks/Recreation Centers
- Exhibit B  Land Use Policy Map
- Exhibit C  City of El Centro Public Facilities Map
- Exhibit D  Agreement for Consulting Services
Available On-line (www.cityofelcentro.org):

1. Parks and Recreation – Dedication and Fees Ordinance (Section 24-35 of the City Code);
2. Land Use Element, Conservation/Open Space Element and Public Facilities Element of the City’s General Plan (Planning Dept. Page);
3. 2005-2010 Parks & Recreation Strategic Planning Goals and Objectives (Home Page);
4. Cumulative and Probable Future Projects Map (Planning Dept. Page);
5. Big League Dreams – Feasibility Study (Planning Dept. Page); and
EXHIBIT A

City of El Centro Parks/Recreation Centers

<table>
<thead>
<tr>
<th>Park/Recreation Grounds</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams Park</td>
<td>400-700 Park Avenue</td>
</tr>
<tr>
<td>Aguilar Park</td>
<td>1500 Pico Road</td>
</tr>
<tr>
<td>Bucklin Park</td>
<td>1350 S. 8th Street</td>
</tr>
<tr>
<td>City Swimming Pool</td>
<td>485 N. 8th Street</td>
</tr>
<tr>
<td>Community Center</td>
<td>375 S. 1st Street</td>
</tr>
<tr>
<td>Conrad Harrison Youth Center</td>
<td>750 Park Avenue</td>
</tr>
<tr>
<td>Debbie Pittman Park</td>
<td>1999 Orange Avenue</td>
</tr>
<tr>
<td>Farmers Park</td>
<td>18th &amp; Whitney Way</td>
</tr>
<tr>
<td>Frazier Park</td>
<td>1150 N. 6th</td>
</tr>
<tr>
<td>Gomez Park</td>
<td>900 S. Hope Street</td>
</tr>
<tr>
<td>Leeper Park</td>
<td>250 S. Lotus Avenue</td>
</tr>
<tr>
<td>Lotus Park Basin</td>
<td>650 S. Lotus Avenue</td>
</tr>
<tr>
<td>Mc Gee Park</td>
<td>375 S. 1st Street</td>
</tr>
<tr>
<td>McMillin Park</td>
<td>18th &amp; Barbara Way</td>
</tr>
<tr>
<td>Old Post Office Pavilion</td>
<td>230 S. 5th Street</td>
</tr>
<tr>
<td>Stark Field</td>
<td>831 S. 4th Street</td>
</tr>
<tr>
<td>Sunflower Park</td>
<td>350 N. Lotus Avenue</td>
</tr>
<tr>
<td>Swarthout Park</td>
<td>350 Euclid Avenue</td>
</tr>
<tr>
<td>Wildflower Park</td>
<td>950 S. Lotus Avenue</td>
</tr>
</tbody>
</table>
EXHIBIT B

City of El Centro

Land Use Policy Map
EXHIBIT C

City of El Centro

Public Facilities Map
EXHIBIT D

Agreement for Consulting Services