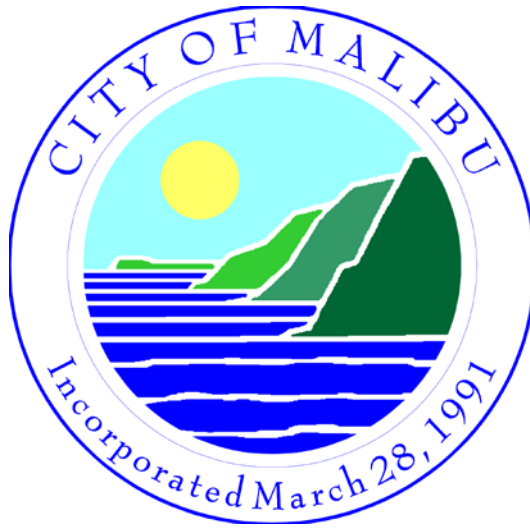




REQUEST FOR PROPOSAL

PARK & RECREATION MASTER PLAN

FOR

CITY OF MALIBU

Contact Information:

Bob Stallings, Parks and Recreation Director
City of Malibu
23825 Stuart Ranch Road
Malibu, CA 90265
310.456.2489 ext 225
bstallings@malibucity.org

Due Date:

August 9, 2011
5:00pm

City of Malibu
Parks and Recreation Department
Parks and Recreation Master Plan
REQUEST FOR PROPOSAL

GENERAL DESCRIPTION

The City of Malibu is requesting proposals from qualified firms to prepare a comprehensive 10 year Parks and Recreation Master Plan. This plan is to update and revise the current Parks and Recreation Master Plan completed in 2000. The consultant will collect and analyze data to develop goals, objectives, policies, and standards for the City's park system, open space, recreation facilities, and recreation program development.

The Parks and Recreation Master Plan will become an element of the City of Malibu General Plan and will require the approval of the Parks and Recreation Commission and Malibu City Council.

BACKGROUND

Incorporated in 1991, the City of Malibu offers a full range of municipal services, and operates as a general law city under a City Council/City Manager form of government. Malibu is located west of the City of Los Angeles and extends 27 miles along the coast, with a current population of approximately 13,500. The Parks and Recreation Department is staffed by 9 full time and 30-50 part time employees. At present, the City's Park system is made up of 10 parks (neighborhood, community, and wilderness) and City managed facilities encompassing more than 500 acres. Last year, over 150,000 people participated in a variety of recreation programs or visited one of the City's parks and managed facilities. Many of the goals set in the 2000 Parks and Recreation Master Plan (Master Plan) have been achieved through the City Council's commitment to providing high quality parks, recreation facilities, and recreation programs for the residents of Malibu. To fund this project, the Malibu City Council has allocated \$40,000 to update the Master Plan.

OBJECTIVES

The primary purpose of the project is to gather information necessary to update and revise goals, policies, and objectives by assessing the needs of the Malibu community. Information drawn from the updated Master Plan will provide direction to the City staff, Parks and Recreation Commission, and City Council for future development, re-development, and enhancement of the City's parks system, open space, trails, recreation facilities, recreation programs, and services.

SCOPE OF WORK

The scope of services is not definitive and is intended only as a guide to illustrate minimum project requirements. Consultants are encouraged to present innovative concepts to produce

a comprehensive Master Plan for improvement of the City's parks and recreation facilities and services. Based on funding limitations, the items in the Scope of Work are listed in order of priority. The Consultant should consider these priorities when managing resources in order to maximize the value of the project.

1. Citizen Interests, Needs, and Customer Satisfaction - Determine the citizen interests, needs, and customer satisfaction with the parks system, open space, recreation facilities and recreation programs and services.
2. Demographic Trends - Review and interpret demographic trends and characteristic of Malibu from available statistical information.
3. Goals, Policies and Objectives - Update goals, policies and standards to support the Parks and Recreation Master Plan.
4. Action Plan - Develop an action plan which will include issues, strategies, priorities, and an analysis for budget support and funding mechanisms for the parks system, open space, recreation facilities and recreation programs and services.
5. Park and Recreation Facilities Inventory - Update the inventory of existing City parks, open space, and recreation facilities and include other public and private parks, open space and recreation facilities in Malibu and the surrounding area.
6. Recreation Programs and Services Inventory - Develop a comprehensive inventory of existing City recreation programs and services and other public and private programs and services located in and around Malibu and compare them to current program offerings.
7. Prioritize Land Acquisition - Prioritize general land acquisition needs for the development of parks, open space and recreation facilities.
8. Recreation Facilities Maintenance and Renovation Program - Develop a set of prioritized recommendations for maintenance and renovation of existing parks and recreation facilities.
9. Work Plan - The consultant will provide the City with a final work plan within 10 days of the award of contract by the City Council.
10. General Design Guidelines/Principals - Based on citizen interests, needs, and customer satisfaction, develop general standards of development for parks and recreation facilities.
11. Benchmarking/Comparison of Parks and Recreation Resources – Benchmark / compare the parks and recreation resources of the City of Malibu with similar beach communities in Ventura, Los Angeles, and Orange Counties in regards to parks, park facilities, open space, recreation facilities, recreation programs, and services, revenues to expenditures, usage and staffing levels.

12. Local Standards - Update recommendations for local standards for parks, open space, recreation facilities and recreation programs and services.

PUBLIC INVOLVEMENT

Public involvement is the most important component of the project. The consultant will develop and utilize innovative and cost effective methods to generate and maximize public participation in the development of an updated Parks and Recreation Master Plan. Additionally, the consultant will work with the Parks and Recreation Commission, public officials and agencies, interested individuals and parties representing a wide range of parks and recreation user groups.

The following meetings and reports are suggested as the minimum requirements to complete the Master Plan:

1. One (1) orientation meeting with City staff and the Parks and Recreation Commission to review the work plan, timeline, and details of the master plan process
2. Three (3) Community meetings to provide broad-based community input
3. A minimum of one (1) community wide citizen survey
4. A minimum of one (1) meeting with the Youth Commission
5. One (1) public hearing with the Parks and Recreation Commission at the time of adoption of the Master Plan
6. A minimum of one (1) report to the City Council, to summarize the findings of the Master Plan

Note: The City shall be responsible for the arrangement, notice, and preparation costs associated with the above meeting schedule. The consultant shall review with the Parks and Recreation Director all prepared information for the public meetings at least three (3) days prior to the scheduled meetings.

DELIVERABLES

The consultant shall deliver to the City the following items:

1. Detailed plan of work.
2. Summary of existing conditions, inventories, and analysis.
3. A community wide citizen survey that the City will own.
4. Draft Master Plan, which will include all the information contained in the scope of work.

5. Twenty (20) copies of the Draft Master Plan to be used for distribution and review plus one (1) black and white and one (1) color reproducible copy, and one (1) digital copy for public distribution.
6. Final Master Plan to include all elements listed in the scope of work.
7. Twenty (20) copies of the Final Master Plan and fifteen (15) copies of the Executive Summary Report of the Final Master Plan along with digital copies of slides and color graphs to be used by the City for future reproduction. In addition, provide one (1) black and white and one (1) color reproducible copy of the Final Master Plan and the Executive Summary Report and one (1) digital copy of the Final Master Plan and Executive Summary Report so the Plan can be updated periodically.
8. Final Parks and Recreation Master Plan Map, which includes all parks, open space and recreation facilities, provided in color poster format (24" x 36"). The poster should include the goal, objectives, and policies of the Parks and Recreation Master Plan.

All written materials, graphics, and data shall be delivered in paper, camera ready and in digital format consistent with the City's software (MS Office 97 with Word, Excel, Access, and PowerPoint)

ITEMS TO BE PROVIDED BY THE CITY OF MALIBU

1. A City Project Manager - Parks and Recreation Director
2. An Advisory Committee - A subcommittee of the Parks and Recreation Commission and City Staff
3. Copies of all existing studies, plans, programs and other data including the City of Malibu General Plan, Parks, and Recreation Master Plan (2000) and the Parks and Recreation Department Quarterly Recreation Guide
4. Access to all applicable City records
5. Assistance with community meetings (see attachment)

CONSULTANT SELECTION PROCEDURE

The City will use a combination of objective and subjective criteria to determine each consultant's suitability to perform this work. Evaluation criteria for the proposals are as follows:

1. Successful experience with similar types of projects
2. Previous project references
3. Quality of the proposal and understanding of the work to be completed

4. Project team and key personnel qualifications
5. Proposed time schedule and budget
6. Compliance with insurance requirements per attached Agreement for Professional Services

The City's selection committee will review all proposals based upon the above-stated criteria and will select 2-3 consultant teams which will be invited to make individual presentations.

SUBMITTAL REQUIREMENTS

In order to be considered as a qualifying proposal, the following information is required:

1. Describe in detail your organization's experience and work history in leading and managing major Master Planning efforts relevant to the scope of work presented in this Request for Proposal. Describe your organization's approach and suggested methodologies for each of the components outlined in the scope of work. The consultant will be required to provide all necessary project management to oversee and coordinate this planning effort to conclusion in a timely manner.
2. Identify the team leader who will provide lead management of the Master Planning effort, as well as, team members and other firms or consultants that you will be retaining along with their qualifications. The City reserves the right to cancel or modify the contract if the chief consultant or team leader becomes unavailable to complete the contract work. City reserves the right of refusal for changes in project staff.
3. Describe the form and character of the final product or report to be developed. Include your suggestions for incorporation of multi-media and/or computer or web-based communications, products or processes.
4. Prepare a general work plan and schedule depicting time/hours to be expended, staff and tasks in order to demonstrate ability to complete the scope of work in a realistic time frame.
5. Provide at least three (3) references from other organizations with at least two from public agencies, for which you have performed work relevant to this RFP, in the last five (5) years. Include contact name, phone number and brief description of work performed.
6. Provide a detailed statement explaining any additional information, resource or work element, not listed in this Request, that, in the consultant's opinion, would provide a better work product.

PROPOSAL FORMAT

1. One (1) original and five (5) copies of the proposal shall be submitted in writing with all associated attachments on or before 5:00pm on the Proposal Due Date.
2. One (1) original and five (5) copies of a separate sealed cost proposal in an envelope identifying consultant's name and clearly labeled "Parks and Recreation Master Plan Update" on the front. Do not include fee breakdown within text of scope of work. Provide cost breakdowns per task and a summary of consultant fees. Total fee shall be given with a not-to-exceed amount and have a 60-day price guarantee. Enclose an hourly rate sheet for staff anticipated to work on the project and include anticipated reimbursable/expenses charges.
3. All proposals and copies shall be 8 ½" by 11" and in a spiral comb binding. A compact disc containing a digital copy is also highly desirable, although not required
4. An officer who is authorized to execute legal documents on behalf of the consultant shall sign the proposal.

Questions Concerning Proposal Requirements

All questions regarding this RFP should be addressed to:

Bob Stallings, Parks and Recreation Director
Phone: 310.456.2489 ext 225
Fax: 310.317.0539
E-mail: bstallings@malibucity.org

Evaluation and Selection Process

All applicants will be evaluated and rated based on the following criteria:

1. Applicant capability and experience in developing recreation facility and recreational program plans through a public process for other public agencies similar in size, population, and need.
2. Quality of the proposed service.
3. The applicant shall have, at minimum, the technical competence to perform the work specific in this Request for Proposal. Use of Internet survey tools and other techniques not specifically outlined in this RFP, but that may in the consultant's opinion, could enhance the work product, should be included.
4. Past record of performance as determined from all available information, including direct communication by the City with consultant's former clients. Factors to be considered include, but may not be limited to experience and familiarity with similar types of projects, cost control, work quality, and completion of work on schedule.
5. Consultant has demonstrated capability under current workload to perform the work within the project schedule and subsequent revision. Factors to be considered include, but may not be limited to work methodology, management methodology, activity

coordination methodology, and consideration of areas not addressed, but deemed essential to the effective conduct of the project.

The selection of an application for the project will be as follows:

1. All applications will be evaluated by a panel consisting of the Parks and Recreation Commission Sub Committee, Parks and Recreation Director, Planning Director, Public Works Director, and Recreation Manager.
2. Applications that rank high enough will be invited to participate in a finalist oral interview to clarify their applications and answer additional questions raised by the panel.
3. If a suitable candidate emerges from the oral interview, the qualified applicant will be recommended to the City Manager for approval.
4. The selected applicant will be recommended to the City Council for final approval and award of professional services contract.

PROJECT SCHEDULE

The following timetable is anticipated:

Request for Proposal Release Date	July 05, 2011
Proposal Deadline - 5:00pm	August 09, 2011
Consultant Interviews	August 17, 2011
City Council - Award Contract	September 12, 2011
Draft Master Plan Completed	January 17, 2012
Present Draft Master Plan to Parks and Recreation Commission	February 16, 2012
Master Plan Completed	February 23, 2012
Presentation of Draft Master Plan to City Council	March 12, 2012

NOTICE TO CANDIDATES

This Request for Proposal does not constitute a contract or an offer of employment. The cost of preparation of proposals shall be the sole obligation of the consultant. All proposals, whether accepted or rejected, shall become the property of the City.

The City reserves the right to reject all proposals. Elements and/or tasks may be added or deleted at the discretion of the City pending negotiation of the scope of work and compensation.

All completed work including surveys, workshop documents, ancillary reports, the final report, whether in written, video, or digital formats shall be turned over to the City at the end of the project at which time it becomes the property of the City.

The consultant selected to perform the work shall be considered an independent contractor and shall provide the insurance and indemnification set forth in the Agreement for Professional

Services (attached). The consultant shall certify that no official or employee of the City or any business entity, in which an official of the City has an interest, has been employed or retained to solicit or aid in the procuring of the Agreement for Park and Recreation Master Plan Update. No such person shall be employed in the performance of the Agreement.

The City assumes no responsibility for “late proposals” and it is the sole responsibility of the consultant to ensure that the proposal is received at the City office prior to the 5:00pm Tuesday, August 9, 2011 deadline. No faxes or emails will be accepted. Late responses, including responses postmarked after August 9, 2011, will not be accepted and will be returned unopened to the applicant. Proposal must have at least a 60-day price guarantee period.

City Staff Involvement

City Staff will provide consistent and thorough involvement in monitoring and coordinating the project, as well as in reviewing and evaluating submittals, etc. The City Council, who are committed to completing this project within the given time frame and the budget parameters, approves all final decisions regarding award of contract, policy decisions and adoption of final updated Park & Recreation Master Plan.