

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 01/22/07		Item Number: <u>A-1</u>	
AGENDA ITEM: Approve a Professional Services Agreement with Moore, Iacofano, Goltsman, Inc. (MIG) for Consulting Services for the Parks and Recreation Master Plan.			
Contact Person/Dept.: William La Pointe, Phone Number: (310) 253-6682 PRCS Director			
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Master Notification List (01/17/07); Parks and Recreation Commission (01/17/07); Planning Commission (01/17/07); Moore, Iacofano, Goltsman, Inc. (01/17/07).			
Department Approval: Bill La Pointe (01/04/2007)		City Attorney Approval: Heather Iker (01/17/2007)	
City Controller Approval: Marlee Chang (01/16/2007)		City Manager Approval: Jerry B. Fulwood (01/17/2007)	
<u>RECOMMENDATION:</u> Staff recommends the City Council approve a Professional Services Agreement with Moore, Iacofano, Goltsman, Inc. (MIG) for consulting services for the Parks and Recreation Master Plan. <u>BACKGROUND:</u> There have been numerous changes in Culver City's socio-economic and environmental conditions as well as in the Parks and Recreation professions "best practices" since the current Recreation Element of the City's General Plan was completed in 1968. Through the Fiscal Year 2006-2007 Budget process, City Council saw the value and the need of updating the City's General Plan with a new Parks and Recreation Master Plan Element and therefore provided funding for this work. The Parks and Recreation Commission, at its September 5, 2006 meeting, reviewed, discussed and gave general approval of the various aspects of the draft Request for Proposal (RFP) for Park Master Plan Consulting Services. The City Council at its October 9, 2006 meeting reviewed and approved the RFP for a Parks and Recreation Master Plan consultant and authorized the Parks, Recreation and Community Services Director to advertise for proposals. <u>DISCUSSION:</u>			

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Following standard City practices, the notice requesting proposals for the Parks and Recreation Master Plan was published on October 19, 2006. On November 7, 2006 the deadline for accepting proposals was extended from November 16th to November 30th. During the period of public notification, two organizations submitted proposals; MDA Johnson Favaro and MIG, Inc.

The original projected budgets of each proposal are shown in Attachments 1 and 2. While both organizations presented excellent proposals, MIG, Inc. submitted a proposal that most closely demonstrated the scope of work and, with minor program and budget modifications, could be accomplished within the current budget. The PRCS Director, Deputy Community Development Director and Public Works Director/City Engineer met with representatives of MIG on December 21, 2006. As a result of discussions held during that meeting, MIG submitted a revised program and budget (Attachment 3). Therefore, staff recommends that City Council approve a Professional Services Agreement with Moore, Iacofano, Goltsman, Inc. (MIG) for consulting services for the Parks and Recreation Master Plan.

MIG has successfully engaged people in park and recreation planning projects to produce implementation-focused plans with a high degree of community and City staff ownership since 1981. Their multidisciplinary team has developed comprehensive park and recreation master plans for over 65 communities. MIG has expertise in the following areas that are relevant to the creation of the Culver City Parks and Recreation Master Plan:

- Comprehensive Planning
- Recreation Programs and Community Services
- Feasibility Studies and Funding Options
- Strategic Planning
- Ecological Design and Landscape Architecture
- Park Maintenance and Operations
- Recreation Surveys
- Youth Involvement
- Community Outreach and Involvement
- Communications and Graphic Design
- Urban Design

For Council's information, the following material has been excerpted from MIG's proposal:

MIG utilizes a planning process that combines elements of comprehensive planning in a flexible and adaptable framework that can be customized to

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meet the needs of our clients. Our approach is highly interactive in order to ensure that the plan reflects your agency's character as well as the opinions of diverse residents and employees in the community... (Page 2)

...the MIG team will meet with City staff throughout the project via tele-conference calls and email to coordinate the development of key products and to review project findings. (Section 2, page 3)

MIG recommends the formation of a Project Management Team (PMT) composed of representatives from all relevant City departments and other relevant agencies. MIG will meet regularly with PMT throughout the process for briefings and review... MIG will develop agendas and handouts for the meetings and provide them to the City for duplication. MIG will prepare a summary report of the meetings. (Section 2, page 3)

FISCAL ANALYSIS:

There are currently sufficient funds in Park Facilities Assessment (Account No. 42000865) for the purpose of creating a Parks and Recreation Master Plan. Only MIG's proposal is within the \$135,000 allocated for the project.

ATTACHMENTS:

1. MDA Johnson Favaro's "Schedule of Fees: Proposed Cost Breakdown by Project Team Member" for the Culver City Parks and Recreation Master Plan
2. MIG's "Preliminary Cost Estimate" for the Culver City Parks and Recreation Master Plan
3. MIG's "Culver City Recreation and Parks Master Plan Projected Fees: Revised December 29, 2006"

MOTION:

That the City Council:

1. Approve a Professional Services Agreement with Moore, Iacofano, Goltsman, Inc. (MIG) for consulting services for the Parks and Recreation Master Plan,

and
2. Authorize the City Attorney to prepare the proper documents and authorize the City Manager to execute the Agreement on behalf of the City;