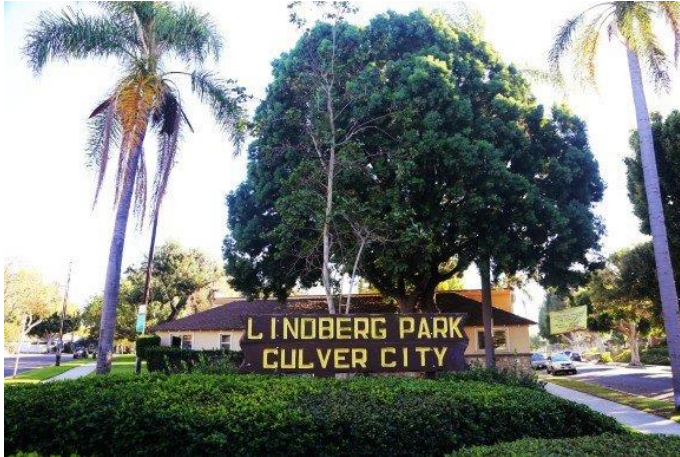


**PARKS, RECREATION &
COMMUNITY SERVICES
PARK MASTER PLAN
REQUEST FOR PROPOSALS**

Issue Date:

Deadline:

Introduction



The City of Culver City invites qualified landscape architecture or park planning teams to submit a response (the "Proposal") to the Request for Proposals ("RFP") for managing, facilitating, and preparing the City of Culver City's Parks, Recreation and Community Services Park Master Plan ("the Plan or "the PRCS Plan"). The Plan will set the framework for decision-makers in the planning, maintenance, development, and/or

rehabilitation of Culver City's parks, open spaces, and recreation facilities for a 15-year horizon. Equally important will be that the Plan provide a systematic and prioritized approach to implementation of parks and recreation projects, including acknowledgement of Community Needs through the following:

- In-person Community Meetings
- Virtual Community Meetings
- Public Surveys
- Park, Recreation and Community Services Department Recommendations

The project is funded from City funds. Proposals that provide the scope of work in the most cost-effective manner will be viewed more favorably.

Background

THE CITY

Culver City is a Charter City incorporated in 1917, and is a destination filled with outdoor cafes, unique shops and galleries opening onto pedestrian-friendly boulevards. Culver City has a dedicated staff of approximately 700+ employees with an overall operating budget of over \$235 million. The city provides a full range of municipal services including Fire, Police, Community Development, Public Works, Parks, Recreation and Community Services, and Transportation.

The Culver City Parks, Recreation and Community Services Department provides comprehensive events, services, classes, and outreach to the City's residents and the surrounding region, including:

- i. Over 750 recreational classes annually
- ii. Low- and no-cost senior, inclusive, and human services programming
- iii. Over 12 special events annually
- iv. Access to high-quality facilities, including
 1. Indoor and outdoor rental facilities
 2. Senior center
 3. An Aquatics Facility
 4. A skate park
 5. Lighted and unlighted sports fields, indoor and outdoor basketball courts, and tennis courts
 6. 10 park sites and 2 parkettes
 7. Weekend play area through a joint use agreement with Linwood E. Howe Elementary



Divisions: The Parks, Recreation and Community Services Department comprises the following operational and budgetary Divisions: Administrative, Veteran's Memorial Complex, Recreation Services, Parks and Facilities, Camp Programs, Pool and Aquatic Programs, Culver City Afterschool Recreation Program, Recreation and Enrichment Programs, Teen Center, Community Events, Fiesta La Ballona, Parks Division, and Community Services.

Staff: The Department employs 32 full time benefitted staff and approximately 100 Project/Seasonal staff.

Budget: \$12.2 million annual total in its operational budget. The City's entire [Fiscal Year 2022-23 Annual Operating Budget](#) is available on the City of Culver City's website (culvercity.org).

Purpose

Culver City's existing parks infrastructure needs rehabilitation or redesign to better meet current and future recreation trends. The PRCS Plan is intended as a tool to be used in guiding City decision-making related to parks and recreation planning, programming, and funding on a long-term basis. When complete, the Plan will support planning and programming by achieving the following results (more detail is provided in the Description section):

- Establish Plan Vision, Goals & Objectives to create a PRCS Plan that is viable for at least 15 years
- Evaluate and Assess: Existing Conditions of Parks, Open Spaces, and Recreational Facilities incorporating related City planning documents
- Outreach to community and stakeholders, such as but not limited to renters and special event grant recipients
- Needs Assessment
- Recommendations: Documentation of the priorities and demands of the current population and charting a long-range plan for accommodating anticipated population growth and changes.
- Implementation: Development and prioritization of an implementation program that outlines projects, anticipated costs, potential funding sources, and operation and maintenance implications.
- Development of a record of issues discussed and decisions made.

In addition to Department staff involvement, a PRCS Plan Advisory Team (PPAT) will be established to help oversee the development and progress of the master plan.

DESCRIPTION OF REQUESTED SERVICES

The following general description of the scope of services is not definitive and is intended as a guide to illustrate minimum project requirements. Consultants are **encouraged** to present their own path to producing a comprehensive PRCS Plan.

Tasks

i. Establish Plan Vision, Goals & Objectives

1. Incorporate themes of sustainability, inclusion, equity, environmental stewardship, fire safety, preservation, and historical and cultural character.
2. Consider future trends and planning best practices for use of public space for recreation, wellness, and community building.

ii. Evaluate Existing Conditions

1. Review City's existing plans and policies which are relevant to the Parks System and recreational offerings. These may include but are not limited to the General Plan, Environmentally Preferable Purchasing Policy from the Public Works Department (dated October 18, 2021), the City of Culver City Microgrid Feasibility Report (dated March 1, 2019), and the Stormwater Quality Master Plan (dated May 2021), which includes analysis for Syd Kronenthal Park, Tellefson Park, Veterans Memorial Park, Lindberg Park, Blanco Park, and Fox Hills Park.
2. Compile an inventory and assessment of the existing parks, trails, open space, and athletic fields, and recreational facilities. The analysis should consider the capacity of each amenity (playgrounds, ballfields, sports courts, trails, natural areas, amenities, etc.) as well as their functionality, accessibility condition, comfort, and convenience.
3. Evaluate opportunities in currently undeveloped and/or non-traditional park areas.
4. Evaluate opportunities to leverage or connect with adjacent park and open space agencies.



iii. Outreach

1. Administer a community-wide survey through multiple outreach channels (e.g., online survey, stakeholder focus groups, community events, pop up sites, neighborhood meetings) to assess community priorities and the degree of satisfaction with current amenities and offerings. Survey results will be analyzed by neighborhood and citywide. Analyze correlations between various groups and park amenity use. Survey must provide access to individuals with language barriers and disabilities.
2. Prepare handouts and other media for posting on the City's website and at community meetings.
3. Facilitate one in-person community meeting per park site. In-person community meetings must provide access to individuals with language barriers and disabilities.
4. Facilitate one virtual community meeting per park site. Virtual Community meetings must provide access to individuals with language barriers and disabilities.
5. Facilitate one conceptual design presentation for the community per park site. Conceptual design community meetings must provide access to individuals with language barriers and disabilities.
6. Administer an online engagement tool to share ideas with community members and keep them apprised of updates.
7. Meet with Parks and Recreation Department and other key staff members to assess park conditions, understand community issues, and vet recommendations.

iv. Needs Assessment

1. Perform a comparative analysis of the parks system with communities of a similar size and density.
2. Analyze the park system usage, needs, desires, and interests of the community today and 15 years from today based on anticipated demographic, economic, and sociologic changes. General Plan growth projections and level of service standards will provide some of the framework for this analysis. Review recent planning permit project status lists to identify areas with current development. Use City's registration data for recreational programming statistics. Conduct Park usage study.
 - a) Identify emerging trends and needs from national and regional studies, regional collaborations, and stakeholder input.
 - b) Seek opportunities for incorporation of technology and art in non-traditional ways to enhance existing and new amenities.
 - c) Seek opportunities to enhance inclusion and accessibility at existing and new amenities.
 - d) Consolidate findings into a gap analysis report.
 - e) Water Quality: The Consultant shall coordinate with the City for the Low Impact Development (LID) requirements of the project and prepare a Water Quality Management Plan (WQMP) if deemed required. Consultant shall provide BMPs with appropriate size based on treatment and peak flow rates, freight to job site

and one year of maintenance to include units and cost in the engineer's cost estimate. Consultant will work with staff to meet AB 1881 requirements.

3. Recommendations

- a) Document goals and criteria for evaluating and prioritizing recommended projects to achieve stated goals.
- b) Identify and prioritize modifications to existing parks, fields, and recreational facilities, incorporating the existing conditions and costs of all recommended modifications.
- c) Identify and prioritize opportunities for acquisition and/or development of new and/or non-traditional park spaces.



4. Implementation

1. Establish a detailed, prioritized implementation program for achieving the plan's vision with themes of sustainability, inclusion, equity, environmental stewardship, fire safety, preservation, and historical and cultural character.
2. Provide estimates of annual costs (capital, operating, maintenance, and replacement) and funding sources.

Deliverables

The anticipated work products include, at minimum, the following:

- A timeline with milestones for the completion of the plan
- Periodic status reports to the city
- A public input questionnaire – administered online and through outreach
- Project website which includes periodic updates.
- Community meeting materials
- At least two (2) conceptual designs for community meetings per site.
- One (1) final design plan with estimated construction costs per site.
- Technical memorandums which summarize existing conditions and needs assessments
- One (1) Adobe Portable Document Format (PDF) copy of the Administrative Draft
- One (1) Adobe Portable Document Format (PDF) of the Final Draft, incorporating revisions
- Ten (10) bound copies, one (1) electronic copy in Adobe Portable Document Format (PDF) of the Final Plan

Meetings & Presentations

The project will require, at minimum, a variety of meetings, such as the following:

- One (1) kick-off meeting with staff
- Eight (8) project management meetings
- Four (4) PRCS Plan Advisory Committee meetings
- Six (6) stakeholder focus group discussions:
 1. In-person community meeting per park site.
 2. Virtual community meeting per park site.
 3. Conceptual design community meeting per park site.
 4. Two (2) Parks and Recreation Commission meetings
 5. Planning Commission meeting, as necessary
- Three (3) City Council meetings

The City of Culver City will provide the following:

- A City Project Manager
- A PRCS Plan Advisory Committee including representation from stakeholder groups, City decision makers and City Staff.
- Access to all available plans, data, maps, forecasts, etc.
- Assistance with logistics and execution of all community meetings.

The City seeks to defray costs wherever possible by preparing exhibits, meeting materials, etc. in house. Travel time will not be compensated.



Submittal Requirements

The content of your submittal should include six (6) sets of the following in summary form:

Proposals shall have a 30-page limit (not including front and back cover, table of contents or sealed fee proposal). Double sided is encouraged. Each consultant should adhere to the following order and content for proposal sections. Each section should be labeled for ease of reference:

A. Cover Sheet with Contact Information

The cover sheet should have the primary contact information including name, organization, phone number, email, and address.

B. Transmittal Letter

The transmittal letter should state the team's interest in the project and summarize the unique qualities and approach to the master plan, anticipated interaction and involvement with City staff, approach to community outreach, and a clear mission statement of how a master plan should be developed.

C. Qualifications

This section will discuss in detail the proposing team's qualifications, experience, and ability in managing municipal master planning projects. Include:

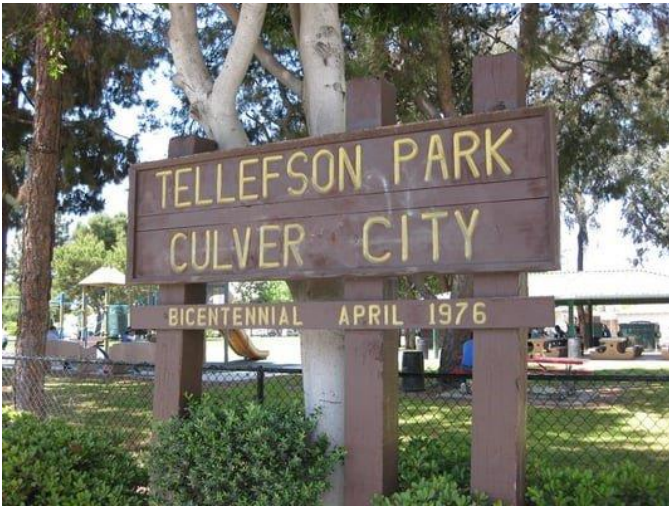
- Lead firm description.
- Sub-consultant(s) description(s).
- Team member resumes. Clearly identify the lead firm's project manager and include up to three (3) resumes of lead firm staff and one (1) resume for each sub consultant.
- Organizational chart illustrating the management structure of the entire project team.
- Similar projects. Include the name, location, completion date, and project description of a minimum of three (3) similar master plan projects completed in the last 10 years. In each example, provide the name(s) of team members involved who will be assigned to this project and client contact references (including name, title, phone number, and email address). The City of Culver City reserves the right to contact any of the organizations or individuals listed.

D. Approach and Methodology

Describe your firm's approach to master planning projects, the form or character of the final product, and suggested methodologies for issues anticipated and tasks to be completed. The City is open to any creative suggestions to the Scope of Work outlined in the RFP that will improve the project.

E. Detailed Scope of Services

Using the general scope provided in this RFP as a guide, describe the sequential work tasks planned to carry out in accomplishing each of the components including a detailed, itemized description of each task and service to be completed, meetings with staff and the community as well as associated deliverables.



F. Project Schedule

Provide a project schedule indicating anticipated milestones and meetings, with the estimated length of time for completion of the Master Plan process. Time estimates should be expressed in number of days/weeks without reference to a specific starting date. The schedule should identify when draft and final work products will be submitted to City staff.

G. Contract Exceptions

Indicate any concerns with the terms of the City's "Agreement for Professional Services" attached as "Attachment A". Please make comments as specific as possible.

H. Conflict of Interest Statement

Include a statement disclosing any involvement with plan/development projects in the City of Culver City by the consultant (and sub-consultants) within the last two years. The City of Culver City reserves the right to reject any proposals having the potential for conflict of interest.

I. Hourly Rates

Include an hourly rate schedule for all personnel who may participate in current or future projects.

J. Fee Proposal

Submit with the proposal, under separate sealed envelope, one (1) hard copy of your compensation summary in a spreadsheet format to include breakdowns of the phases and the costs for each. The consultant is free to format tasks/milestones under each phase as deemed appropriate based on experience and understanding of the project. Also include the hourly rates (for the lead firm and all sub-consultants), and any other applicable fees or expenses. The City may elect to contract for all or only some of the phases of work.

K. Insurance Requirements

The selected Proposer(s), at Proposer's sole cost and expense and for the full term of the Agreement or any extension thereof, shall obtain and maintain, at a minimum, all the insurance requirements outlined in Attachment F.

All policies, endorsements, certificates and/or binders shall be subject to the approval of the Risk Manager of the City of Culver City as to form and content. These requirements are subject to amendment or waiver if so, approved in writing by the Risk Manager. The selected Proposer agrees to provide the City with a copy of said policies, certificates and/or endorsement upon award of contract.

L. Other Information

Include any other information you consider to be relevant to the proposal.

SELECTION PROCESS

Proposals may be evaluated using the following criteria and ranked accordingly:

- Demonstrated ability to perform the services described.
- Experience, qualifications, and expertise of the individuals assigned to the project.
- Experience in leading and delivering master planning services for Parks and Recreation Departments.
- Quality of work as verified by references.
- Ability to complete the project on schedule.
- An understanding of the City of Culver City and its needs in a consultant.
- Willingness to accept the City's contract terms.
- Cost effectiveness.
- Any other factors the selection committee deems applicable.

The City of Culver City reserves the right to reject any late or incomplete submission, and all proposals for whatever reason.

The selected consultant will be asked to enter into a Professional Services Agreement with the City of Culver City and comply with the insurance requirements set forth therein. Culver City Parks and Recreation Department staff will supervise the project and coordinate the work.

Proposals will be evaluated for qualifications, references, project approach, project cost and schedule. California law requires selection of Architectural and Engineering (A&E) contract services based on demonstrated competence and professional qualifications. Negotiations shall begin with the most qualified consultant. Should negotiations not result in a price the City considers to be fair and reasonable, negotiations shall be formally terminated, and the City shall then undertake negotiations with the second most qualified consultant. If the negotiation with the second most qualified firm is not successful, negotiations shall be formally terminated, and the City shall then

undertake negotiations with the third most qualified consultant, etc. until the price is determined to be fair and reasonable by the City. (California Government Code, Chapter 10, Sections 4525 through 4529.5).

Below is a sample timeline for the RFP process and is not a formalized announcement.

Date/Time	Item
May 8, 2024, 5:00 PM	Deadline for Consultant questions
May 15, 2024, 5:00 PM	Response to Submitted questions
May 24, 2024, 5:00 PM	Deadline for Receipt of Proposals
May 31, 2024	Selection of up to 4 consultants for additional information
Week of June 3, 2024	In person interviews with up to 4 consultants
June 10, 2024	Selection of most qualified consultant and begin negotiation of Agreement
TBD	Finalize Agreement Negotiation, Scope of Work, and Cost
TBD	Culver City Council authorization to enter into a Professional Services Agreement



SCHEDULE

As part of a Professional Services Agreement, city staff and the selected consultant will discuss and agree to a schedule for each of the deliverables outlined in the scope of work. The consultant is encouraged to submit a tentative schedule of their services to be included in the RFP submittal.

FEES

Consultant fees shall be negotiated and established on time and materials basis with a not to exceed amount, supported by an agreed schedule of rates and mark-ups. Consultant must provide the city with the firm's current fee schedule including fees for associates and sub-consultants. Progress invoices will be paid monthly related to the progress of the work. City reserves the right to change the funding of the project.

Please deliver six (6) copies of your proposal no later than, **4:00pm on May 24, 2024**, to:

**City of Culver City
Parks, Recreation and Community Services Department
ATTN: Master Plan Request for Proposal
4117 Overland Ave.
Culver City, CA 90230**

Questions about the requirements of this RFP or the submissions to be included in the proposal should be directed to:

**City of Culver City
Parks, Recreation and Community Services Department
ATTN: Master Plan Request for Proposal
4117 Overland Ave.
Culver City, CA 90230**

Attachment A

SAMPLE TABLE FORMAT QUALIFICATIONS OF FIRM RELATIVE TO CITY'S NEEDS

Project Name	Client	Description of work performed	Total Project Cost	Percentage of work firm as responsible for	Period work was completed	Client contact information*
<p>Did your firm meet the project schedule? (Circle one): Yes or No</p> <p>Give a brief statement of the firm's adherence to the schedule and budget for the project:</p>						
<p>Did your firm meet the project schedule? (Circle one): Yes or No</p> <p>Give a brief statement of the firm's adherence to the schedule and budget for the project:</p>						
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SAMPLE PROJECT DESIGN



A proposal by area residents presented at the Parks, Recreation & Community Services Commission Meeting of April 7, 2009