

January 11, 2007

TO: City Council

FROM: Donna Silva, Parks & Community Service Director  
Anne Brunette, Community Partnership Coordinator

RE: Parks and Recreation Facilities Master Plan Information/Addendum to Original Report

During November 28<sup>th</sup> presentation of the update of the Parks and Recreation Facilities Master Plan Council asked a very important question:

*Can city staff prepare the update in house and save the consultant costs?*

During the meeting staff indicated that the answer was no, but little time was spent explaining this answer. The basic answer is that the city would have to allocate a high-level staff person 90-100% time for at least the next nine months to complete the comprehensive update of the Parks & Facilities Master Plan. The Parks & Community Services Department does not have the staffing capacity to undertake this project.

In addition, consultants who develop Parks & Facilities Master Plans have the expertise and a variety of resources, including experts in survey techniques and analysis, graphic resources, public meeting and facilitation skills to reach consensus with limited resources, knowledge about trends in Master Plans, recreational programming and facilities, and demographics, and experience and knowledge about the variety of ways that cities are approaching master planning.

The updating of the Master Plan includes the following tasks:

<b>Data Collection and Defining Needs</b>	<b>Resulting product</b>
Community Survey Demographic trends/analysis Plans & Studies Site Maps of all parks Park & Facilities Inventories Parkland & Facilities Evaluation Park Standards Research Recreation Facilities Analysis Trends	Needs Assessment with: <ul style="list-style-type: none"><li>• Vision and Goals</li><li>• Park &amp; Facility Needs Analysis</li><li>• Program Analysis</li><li>• Community Survey Report</li></ul> Assessment of options with standards, capital/finance plans and M&O analysis

Staff is certainly sympathetic to minimizing consultant costs whenever we can. There are simply some cases where it is worth the investment to ensure a quality and useful product. We believe this is the case with the Master Plan. The Master Plan will be the basis for recommendations from staff and the Recreation and Park Commissions to the Council. The quality and foundation of the Master Plan will help the public understand the basis for decisions that benefit the needs of the community.

## **Staff Report**

**TO:** City Council

**FROM:** Anne Brunette, Community Partnership Coordinator

**SUBJECT:** Parks and Recreation Facilities Master Plan update Request for Proposals "RFP"

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### **Recommendation**

1. Direct Staff to circulate the attached Request for Proposals for an update of the Parks and Recreation Master Plan and return to the Council with a recommended consultant.
2. Approved the attached budget adjustment to transfer funds from the Parks and Community Services Department Administration, and Public Education account (\$40,000); and Park Impact Fees (\$25,000) to Parks and Facilities Planning/Development to fund the master planning project.

### **Fiscal Impact**

The RFP calls for proposers to submit their not to exceed cost along with their scope of work. Staff estimates the cost at approximately \$50,000-75,000. A large portion of the costs is for the city wide survey of residents regarding parks and facilities usage and needs. The funds for the update identified in the budget adjustment are from currently budgeted General Fund (62%) accounts and new appropriation of Park Impact Fees (38%) for a total of \$65,000. Program 4114 currently has \$10,000 which will also go towards this project depending on the bid amounts. The project is not to exceed \$75,000.

### **Council Goal(s)**

#### **4. Parks and Recreation**

Provide a comprehensive parks and recreation system, with both passive and active features, that addresses the needs of resident youth and adults, as well as income-generating elements for visitors.

- Youth programs are a major part of life for many families. We should continue to provide adequate facilities to assure the high quality character and livability of the community.
- We should promote recreation and sports destination activities in Davis.
- Passive open space remains a valuable component of a livable city.
- Positive programs help address at-risk behaviors and keep kids out of trouble.
- Healthy lifestyles for all ages.

Objective 4.5 request an Update of the Parks and Facilities Master Plan to be started in Winter 2007 and completed in 2007.

**Background and Analysis**

Following the adoption of the 1993 General Plan the city of Davis had a plan for where new parks should be located and what size and type of parks there should be. Once that decision was made the city began the development of the Parks and Recreation Facilities Master Plan to determine what types of amenities should be in each park. The goal was to provide equitable amenities for both active and passive recreation user groups city wide. The city contracted with consultants to survey the community, collect data, survey user groups, provide comparisons to other jurisdictions and establish various standards for park amenities.

In 1998 the City Council adopted the Parks and Recreation Facilities Master Plan. The Master Plan applied the standards to the planned new parks and was used as the basis for the individual park Master Plans. This process provided a balance of active and passive recreation uses spread through out the city park system. The process also resulted in some needed active recreation/ball fields not being provided. Those fields have been the subject of the Ad Hoc Fields Committee discussions for the past approximately six years. In 2001 the city adopted a new General Plan which was consistent with the Parks and Recreation Facilities Master Plan. Both plans note a shortage of park acreage to meet the adopted standards.

Since the adoption of the Parks and Recreation Facilities Master Plan in 1998 the city has started or completed construction of the following parks and facilities identified in the Parks and Recreation Facilities Master Plan:

- Walnut Park – 16 acres
- Arroyo Park – 15.5 acres
- Mace Ranch Community Park – 24 acres
- John Barovetto Park (currently under construction) – 6.9 acres
- Sandy Motley Park – 5 acres
- Robert Arenson Park – 5 acres
- Toad Hollow Dog Park – 2.5 acres
- Senior Center expansion
- Arroyo Community Park pool
- Veterans Memorial Center addition under construction
- Joint Use Gym with Davis Joint Unified School District
- Pence Gallery
- Brady Family Aquatic Building
- E Street Plaza

With the construction of the Mace Ranch Neighborhood Park all planned parks in the Parks and Recreation Facilities Master Plan have been built. During the Master planning process for several parks planned facilities were eliminated. In addition, a number of planned facilities were not built due to lack of park impact fee or other funding sources. The consultant will need to include

an analysis of unbuilt facilities in their long range planning efforts to determine if they are still needed. Those amenities include:

- 1 – Lighted adult and older youth baseball field at Harper Jr. High
- 1 – Lighted adult softball field at Harper Jr. High
- 1 – Lighted Little League field at Mace Ranch Community Park
- 2 – Youth softball/baseball fields (1 at Walnut Park and 1 at John Barovetto Park)
- 3 – Soccer fields (1 at Covell Center, 1 at Mace Community Park and 1 at Toad Hollow).
- 2 – lighted soccer fields at Harper Jr. High
- 1 – Swimming pool at Walnut Park
- 2 – in-line hockey rinks (1 at Arroyo Community Park and 1 at Mace Ranch Community Park)
- Civic center Gym expansion
- 2 - Community Centers (1 at Mace Ranch Community Park and 1 at Walnut Community Park)
- Community Garden Center
- Community Park storage expansion
- Completion of Robert Arneson Park (developer installed just the basic components of a park)
- Davis Municipal Golf Course expansion – This project was put on hold after an economic analysis showed that too many golf courses were constructed in the Sacramento region in the late 1990's over saturating the market.

In addition to the Parks and Recreation Facilities Master Plan the city has work on the Ad Hoc Field needs committee to determine youth sports facilities needs primarily for little league, soccer and softball. The analysis continues to show shortages of fields to meet current and future needs which will need to be address in the process.

Development activities are moving more toward infill development. Infill development impacts existing parks by adding more users living within close proximity to facilities planned for fewer users. Additionally, the increase population from infill development adds additional pressure on the need for active recreation fields especially to meet the needs of youth sports. Infill development can also change the demographics of the park users. As the city transitions from the development of new parks to ensuring that existing parks meet current needs it is appropriate to update the Parks and Recreation Facilities Master Plan.

Staff is recommending that consultants be hired to prepare the update to the Parks and Recreation Facilities Master Plan. A copy of the current Parks and Recreation Facilities Master Plan is attached. The attached Master Plan has not been updated to reflect the unbuilt facilities listed above. Attached to this report is a Draft Request for Proposals. The RFP is to update the Parks and Recreation Facilities Master Plan. The scope of work will focus on three components; Needs Assessment, Review and Recommend modifications to parks to meet current and future needs and a Financial Implementation Component.

Needs Assessment/Provision of Facilities - The Needs Assessment will study the parks system, existing demographics projected demographics and public input to determine how well existing and planned facilities address the community's current and future needs. The Needs Assessment will include a survey of city residents to determine how often park and

recreation facilities are used and determine if there are unmet needs. The Needs Assessment will compare existing and projected population growth and parks facilities and will identify where surpluses and deficiencies exist.

The scope of work shall include the Administration of a statistically valid community-wide survey (survey method has not been determined). Analyze survey results by sub-planning area and city-wide; perform cross-tab analysis to determine what correlations exist between various groups and facilities use. Survey consultant will work closely with City staff to develop a questionnaire after staff has solicited input from the Recreation and Parks Commission and Senior Commission. Portions of the questionnaire may be used to informally survey community leaders, recreation providers and other special groups whose opinions are often missed in community-wide surveys. The Needs Assessment will include a survey of sports groups/organizations to determine their existing and projected needs.

The Master Plan will take into account the extent to which UC Davis' recreational amenities and student/staff population affect the City's parks and facilities development. Additionally, the plan will take into account recreation amenities provided by both Davis Joint Unified School District and private recreation providers and their roles in meeting the recreational needs of the community.

Recommended Modifications to Parks The Needs Assessment will provide the data and information necessary to evaluate how the parks meet current and future needs and whether modification and/or additions to parks and recreation facilities will be required. The successful proposer will be expected to make recommendations which take into account the future needs, condition of existing facilities and cost of modifications in recommending how the current park facilities could be modified to serve long range needs of the community. The recommendations will be discussed at public meetings with the Recreation and Parks Commission who will make a recommendations to the City Council on the updated plan in consultation with the consultant.

Financial Implementation A review of revenue sources and detailed financing strategies, in coordination with City staff, will be completed as part of the Plan. Because the General Plan is close to buildout, limited amounts of impact fees are available for plan implementation. The city of Davis is moving more toward infill development which will generate Quimby Fees. The plan will be used as a basis for future expenditures of Quimby Fees to rehabilitate parks consistent with state law. The plan will serve as the nexus document showing a reasonable relationship of fees collected and needed park improvements.

The RFP will have exact dates added prior to release. The Project timeframe called for in the RFP and subject to negotiation with the successful bidder is:

CONTRACT INITIATION	2/07
INITIAL SCOPING MEETING	2/07
COMPLETION OF PHASE I (NEEDS ASSESSMENT)	5/07
COMPLETION OF PHASE II (MASTER PLAN)	9/07

## INTRODUCTION

The City of Davis' Parks and Community Services “PCS” Department is requesting Proposals and Statements of Qualifications from interested consultants to update the City's Parks and Recreation Facilities Master Plan. The current Parks and Recreation Facilities Master Plan was adopted by the Davis City Council in 1998. A copy of the current Parks and Recreation Facilities Master can be download in PDF at <http://cityofdavis.org/pcs/misc/pdfs/davis-parks-and-rec-masterplan.pdf> The update will examine current and future demographics, user needs and financial strategies. The City invites you to submit a Proposals and a Statement of Qualifications no later than **DATE at 5:00 P.M.**

### Background

The City of Davis is nationally recognized for well planned systems of parks, greenbelts, open space and interconnected bike paths and lanes. The city has a long tradition of embracing new designs and concepts to meet the needs of the Community. The Davis General Plan provides Goals and Objectives for city parks, recreation planning and activities. In 1998 the City of Davis adopted a Parks and Recreation Master Plan to further define the existing and proposed physical facilities used by the public for both passive and active recreation in our community. The Master Plan was based on detailed demographics and assessment of facilities needs for city use and youth sports groups. The Master Plan became the implementation tool for determining what types of amenities would be designed for the proposed new parks identified in the General Plan.

The successful proposer will be expected to work closely with PCS staff and the eight-member Recreation and Parks Commission (RPC). The Commission is an advisory Commission to the Davis City Council. The Commission works closely with staff, user groups, consultants and the general public to develop guidelines, policies and standards for parks and recreation in our community. The Commission will be an active participant in the updating of the Parks and Recreation Master Plan.

Since 1998 the majority of the City of Davis' General Plan has been built out. The city is currently constructing the last park envisioned in the General Plan. With the construction of this neighborhood park the city is moving from developing new parks to reviewing changes in demographics and current user group needs to determine what if any changes are needed in our existing parks and recreation facilities or standards.

The updated Parks and Recreation Master Plan will continue to set the framework for decision makers in the planning and rehabilitation of the City's parks and recreation facilities. The updated Master Plan is intended as planning tool that addresses future needs, sets parks and facilities standards. Equally important will be that the Plan provide a systematic and prioritized approach to implementation of needed parks and facilities projects.

The updated Master Plan will be inherently linked to the City's Capital Improvement Plan (CIP) and Fixed Assets Plan. The city of Davis is in the process of preparing a Capital Assets and Infrastructure Inventory & Valuation Services (GASB 34). As part of that contract the city of Davis is also inventorying parks and recreation facilities, their condition and expected life span

to better track facility replacement needs. Part of the inventorying effort includes creation of a Geographic Information Systems “GIS” layer of park amenities. That data base will be used as the basis for establishing facilities replacement fees and expenditures of Quimby fees for rehabilitation of existing parks. It is important that the updated Master Plan clearly articulate the standards and guidelines that support the recommendations for both new facilities and rehabilitation of existing facilities in conjunction with the parks inventory.

The scope of work will focus on updated needs assessment, administrative policy and procedures, planning and funding of parks development. Specific recreational and cultural programs will be addressed only in terms of the structural facilities needed to accommodate them.

### **Scope of Work**

The scope of work will focus on three components, Needs Assessment, Review and Recommend modifications to parks/facilities to meet current and future needs and a Financial Implementation Component.

NEEDS ASSESSMENT/PROVISION OF FACILITIES The Needs Assessment will study the parks system, existing demographics projected demographics and public input to determine how well existing and planned facilities address the community's current and future needs. A Needs Assessment will compare existing and projected population growth and parks facilities and will identify where surpluses and deficiencies exist. The Needs Assessment will include a survey of sports groups/organizations to determine their existing and projected needs.

The scope of work shall include the Administration of a statistically valid community-wide survey (survey method has not been determined). Analyze survey results by sub-planning area and city-wide; perform cross-tab analysis to determine what correlations exist between various groups and facilities use. Survey consultant will work closely with City staff to develop a questionnaire. Portions of the questionnaire may be used to informally survey community leaders, recreation provider and other special groups whose opinions are often missed in community-wide surveys. The use of survey tools should be discussed in detail in the proposal.

The Master Plan will take into account the extent to which UC Davis’ recreational amenities and student/staff population affect the City's parks and facilities development. Additionally, the plan will take into account recreation amenities provided by both Davis Joint Unified School District and private recreation providers and their roles in meeting the recreational needs of the community.

RECOMMENDED MODIFICATIONS TO PARKS The Needs Assessment will provide the data and information necessary to evaluate how the parks meet current and future needs and whether modification and/or additions to parks and recreation facilities will be required. The successful proposer will be expected to make recommendations which take into account the current and future needs, condition of existing facilities and cost of modifications in

recommending how the current park facilities could be modified to serve long range needs of the community. The recommendations will be discussed at public meetings with the Recreation and Parks Commission who will make a final recommendation on the updated plan in consultation with the consultant.

FINANCIAL IMPLEMENTATION A review of revenue sources and detailed financing strategies, in coordination with City staff, will be completed as part of the Plan. Because the General Plan is close to buildout, limited amounts of impact fees are available for plan implementation. The city of Davis is moving more toward higher density infill which will generate Quimby Fees. The plan will be used as a basis for future expenditures of Quimby Fees to rehabilitate parks consistent with state law. The plan will serve as the nexus document showing a reasonable relationship of fees collected and needed park improvements. The city's parks/facilities inventory and conditions assessment will be available for use in updating the Master Plan.

***Project Structure and Process*** The Master Plan process will involve close coordination and effective communication between City staff and the consultant team. The City's project manager will serve as the consultant's principal contact for consultation and decision making. City staff will be largely responsible for providing information to the public regarding the Master Plan process.

### ***Project Timeframe/Status of Project***

The Parks and Community Services Department has prepared a tentative schedule by which to anticipate the project's time for completion. Dates are subject to change based upon the timing of contract negotiations.

CONTRACT INITIATION	2/07
INITIAL SCOPING MEETING	2/07
COMPLETION OF PHASE I (NEEDS ASSESSMENT)	5/07
COMPLETION OF PHASE II (MASTER PLAN)	9/07

## **PRODUCTS**

The selected firm will provide:

- PERIODIC STATUS REPORTS TO CITY STAFF
- STATISTICALLY VALID SURVEY
- PUBLIC WORKSHOP FACILITATION MATERIALS FOR TWO RPC MEETINGS
- TECHNICAL MEMOS WHICH SUMMARIZE FINDINGS FOR EACH COMPONENT OF THE NEEDS ASSESSMENT
- TEN (10) COPIES MASTER PLAN NEEDS ANALYSIS
- FIVE (5) COPIES OF MASTER PLAN ADMINISTRATIVE DRAFT(S) AND APPENDIX
- TWENTY (20) COPIES AND 1 CAMERA-READY COPY OF THE MASTER PLAN FINAL DRAFT AND APPENDIX

## MEETINGS AND PRESENTATIONS

The consultant team must be available to participate in meetings with staff and public forums. The proposal cost estimate should be based on ten (10) meetings, but should note in the fee schedule a per meeting unit cost for any additional meetings.

ONE (1) INITIAL SCOPING MEETING  
TWO (2) INFORMAL WORKSHOPS WITH RPC  
SIX (6) PROJECT MANAGEMENT TEAM MEETINGS  
ONE (1) CITY COUNCIL MEETING(S)

## AVAILABILITY OF BACKGROUND INFORMATION

The selected consultant team will be provided with data and relevant materials compiled by the Parks and Community Services Department. Exhibit 3 provides a matrix of the types of data available. The consultant will need to determine what additional data will be required.

## PROPOSAL FORMAT

A brief description of the consultant's philosophy and/or approach to the project should demonstrate the team's understanding of the project, the relevant issues, and the project's relationship to the General Plan update process. If the consultant is unable to determine the extent of work required based on the information provided in the RFQ/RFP, this should be stated as well.

**Scope of Work** Describe the consultant's approach to accomplishing the objectives stated in the RFP and identify the methodology proposed. The consultant is encouraged to include suggestions or supplemental tasks which may enhance the project or streamline the scope of work and improve cost effectiveness. State your assumptions clearly. Include the decisions, products, data and corollary information that the consultant expects from City staff.

**Cost Summary** The City estimates a budget range of \$50,000-\$75,000 for consultant fees. As described in the Scope of Services section, the consultant is expected to submit a proposal that falls within this range. The cost summary shall be submitted in a separate sealed envelope. For ease of identification, include a spreadsheet cost breakdown according to task and person(s) assigned to that task. Any optional tasks and their corresponding costs should be readily identifiable. All costs should reflect "not to exceed" figures. Fee schedules, including hourly rates for the prime consultant and all subconsultants, meetings and reproduction costs, should accompany the cost summary.

***Work Program Timeline*** Include a timeline showing the estimated length of time required for completion of the two phases as described in the consultant's scope of work. Time estimates should be expressed in number of days/weeks without reference to a specific starting date. The timeline should identify when draft and final work products will be submitted to City staff. The consultant should assume a 10-day turnaround time for each review of two Master Plan administrative drafts.

***Statement of Qualifications and Relevant Experience*** Include any related supplemental information concerning key personnel or team experience which may be relevant. Please state in the proposal the project manager and principal contact who will be permanently assigned to the project (it is strongly preferred that they are one and the same person).

***Contract Information*** The City's standard agreement for environmental consulting services will serve as the contract for this project. Contract agreements will be finalized between the City and the consultant following completion of the selection procedure. A payment schedule will be negotiated at that time.

***Conflict of Interest Statement*** Include a statement disclosing any involvement with plan/development projects in the City of Davis by the consultant (and subconsultants) within the last year. The City of Davis reserves the right to reject any proposals having the potential for conflict of interest.

***Signature*** The proposal shall be signed by an official who is authorized to bind the consulting firm and shall contain a statement which guarantees that the proposal/cost estimate is valid for one hundred twenty (120) days.

## **PROPOSAL SUBMITTAL**

Five (5) labeled copies of the proposal with a separate sealed and labeled envelope containing the cost estimate and fee schedules must be received in the City of Davis City Clerks Office, 23 Russell Boulevard, Davis, CA 95616 no later than **Date at 5:00 P.M.** Postmarks will not be accepted.

The City of Davis will not pay any cost incurred by any consultant resulting from preparation or submittal of a proposal in response to this RFP. The City reserves the right to modify or cancel in part, or in its entirety, this RFP. The City reserves the right to reject any or all proposals and to waive any defects and/or informalities.

**INSURANCE REQUIREMENTS** The successful proposer will be expected to carry and maintain for the duration of the contract insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the consultant, his/her agents, representatives, or employees. The consultant shall

include all subconsultants as insured under its policies or shall furnish separate certificates and endorsements for each subconsultant. All insurance shall be evidenced by a Certificate of Insurance acceptable to the City Attorney prior to contract initiation.

WORKERS COMPENSATION	Statutory
GENERAL LIABILITY	\$1,000,000 per occurrence
ERRORS & OMISSIONS LIABILITY	\$1,000,000 per occurrence
AUTOMOBILE LIABILITY	\$1,000,000 each accident

**PROPOSERS QUESTIONS** All questions from proposers shall be made in writing to Anne Brunette, Community Partnership Coordinator, Parks and Community Services Department, 23 Russell Blvd. Davis, CA 95616 or preferably via email to [abrunette@ci.davis.ca.us](mailto:abrunette@ci.davis.ca.us) . Questions and responses will be posted on the city web site at .....

**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.

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**

1. A statement of your firms qualifications, including at least one sample of a recent Parks and Recreation Master Plan. If the sample was not prepared by the team members who will be working on the City of Davis Updated Master Plan include relevant samples of works by those team members. Include in the qualification statement the firms ability to meet the insurance requirements of the city.
2. A brief description of your philosophy and/or approach to the project which demonstrate the team's understanding of the project and the relevant issues.
3. A proposed public input process including expected outcomes of each meeting.
4. A proposed Scope of Work describing your approach to accomplishing the objective stated in the RFP and identify the methodology proposed. The consultant is encouraged to include suggestions or supplemental tasks which may enhance the project or streamline the scope of work and improve cost effectiveness. Clearly articulate all

assumptions regarding data and information that you expect from the city. Provide a detailed list of all products that will be provided to the City.

5. Proposed timeline
6. Cost Summary - The city estimates a budget range of \$50,000- \$75,000 including the community wide survey.
7. Five (5) copies of the proposal including the cost estimate and fee schedules must be received by the City of Davis City Clerks Office, Attention Anne Brunette, 23 Russell Blvd. Davis, CA 95616 by no later than DATE at 5:00 P.M. Postmarks will not be accepted. The City of Davis will not pay any cost incurred by any consultant resulting from preparation or submittal of a proposal in response to this RFP. The City reserves the right to modify or cancel in part, or in its entirety, this RFP. The City reserves the right to reject any or all proposals and to waive any defects and/or informalities.