

REPORT TO THE CITY COUNCIL

City of Salinas, California

DATE: October 18, 2016

FROM: Cary Ann Siegfried, Library & Community Services Director

BY: Kristan Lundquist, Recreation & Community Services Superintendent

SUBJECT: **PROFESSIONAL SERVICES AGREEMENT WITH CONSERVATION
TECHNIX TO PREPARE THE MASTER PLAN FOR PARKS/OPEN SPACES
AND RECREATION & LIBRARY FACILITIES**

RECOMMENDATION:

It is recommended that the City Council approve a resolution authorizing the City Manager and City Attorney to enter into an agreement for professional services (the “Agreement”) with Conservation Technix to prepare a Master Plan for Parks/Open Spaces and Recreation & Library Facilities.

DISCUSSION:

Background:

The Library & Community Services Department seeks to develop a Parks/Open Spaces and Recreation & Library Facilities Master Plan (Master Plan) with the goal of developing a community-supported plan that provides guidance for future development and redevelopment of the City’s parks, recreation and sports facilities, and libraries. The Master Plan will guide policy development, prioritize demands and opportunities, and generate a strategic action plan to be updated every three years. The plan will seek to incorporate energy efficient strategies and environmental remediation opportunities, and will include elements that ensure the consideration of racial equity in resource allocation and service development. In addition to the consideration of current resources, the Master Plan will include recommendations relating to undeveloped parklands including the Carr Lake Area, as well as serving the future population’s needs in the North of Boronda Future Growth Area.

Furthermore, the Master Plan will serve to inform the City of Salinas General Plan. It is envisioned that the information contained in the Master Plan will ultimately be incorporated into the Conservation/Open Space Element (of the General Plan) as part of the update, as well as inform the Park Nexus Study that will be undertaken in the coming months.

Consultant Selection Process:

On June 17, 2016 the Library & Community Services Department issued a Request for Proposal (RFP) seeking a qualified firm to prepare the Master Plan for Parks/Open Spaces and Recreation & Library Facilities. The RFP stated the City’s desire for a multidisciplinary team of park planners, landscape architects, library planners, and recreation specialists with expertise in working in

economically distressed, culturally diverse, rural/urban communities. Three proposals from the following firms were received by the deadline of July 28, 2016:

- Placeworks, Berkeley, California
- rhaa Landscape Architecture + Planning, Mill Valley, California
- Conservation Technix, Portland, Oregon

The proposals were distributed to a ten (10) member panel consisting of staff and community stakeholders for review, comment and rating. Stakeholder panelists included representatives from Building Healthy Communities, The Big Sur Land Trust, and Return of the Natives. Staff from Library & Community Services, Public Works, Community Development and the City Manager's Office also participated in the review. The panelists reviewed and rated the written proposals based on the following evaluation criteria:

- Experience & qualifications relevant to key personnel and/or sub-contractors
- Understanding of the project goals, issues and local need and demonstration of innovative approaches to projects of this nature
- Level of experience with municipalities of similar size, structure and complexity
- Demonstration of effective public engagement efforts in diverse communities
- The feasibility and applicability of the consultant's proposed project methodology to this project, as well as the feasibility of the timeline/schedule proposed
- Ability to meet budget/value, costs which are competitive with other submitted proposals
- Quality, clarity and completeness of the submittal package; conformance to the specified RFP format
- References of previous clients; quality and completeness of prior work; reputation for professional integrity and competence

An average panel score for each proposal was calculated. As a result, the top two firms, Placeworks and Conservation Technix, were invited to participate in an oral interview process at a special meeting of the Library & Community Services Commission on September 28, 2016. The public meeting was conducted at the Building Healthy Communities Room at the Cesar Chavez Library and offered an opportunity for the community to view the consultants' presentation and listen to their responses to questions from the Commission. In addition, the community had an opportunity to submit written questions for the consultants. At the conclusion of the meeting, community members were asked to vote on the preferred consultant team by written ballot, giving the Commission the opportunity use this vote to inform their scores.

The weighting of the proposal and interview rating was based on the following formula:

- 50% Written Proposal (professional panel)
- 50% Oral Interview (Library & Community Services Commission)

Based on the scores, Conservation Technix emerged as the preferred consultant.

Conservation Technix Consultant Team:

Conservation Technix has significant expertise in park and recreation planning including over fifteen (15) years of experience in community-based planning, facilitation and project management. Due to the vast scope of the project and diverse subject matter, Conservation Technix has partnered with Sierra Designs (Visalia, CA) for inventory assessments and public outreach, Ballard*King & Associates (Highlands Ranch, CO) for recreation program assessments, and Group4 Architects (South San Francisco, CA) for library and facility planning. Sierra Designs is familiar with, and has done work in the City of Salinas most recently, the Natividad Creek Master Plan. They offer a creative and meaningful community engagement process which will be responsive to Salinas' diverse community and will also help to build facilitation capacity within staff, providing lasting effects on the community. In addition, the Conservation Technix team offers the opportunity to work directly with the principals at each firm offering efficiency, economy and personalized attention.

ISSUE:

Shall the City Council approve a resolution authorizing the City Manager and City Attorney to execute a professional service agreement with Conservation Technix for the preparation of the Parks/Open Spaces and Recreation & Library Facilities Master Plan?

FISCAL IMPACT:

The authorized Agreement amount is not to exceed Two Hundred and Fifty Thousand (\$250,000) Dollars. The funding source for the agreement is in the City's 2016-2017 FY Capital Improvement Program Budget, CIP Project 9380 (Park & Open Space Master Plan).

TIME CONSIDERATIONS:

The selection of a consultant team and the execution of an agreement for a negotiated scope of work is the first step towards commencing the Parks/Open Spaces and Recreation & Library Facilities Master Plan preparation. It is important that the community remain engaged and have confidence that the City is moving the process forward in a timely manner.

ALTERNATIVES/IMPLICATIONS:

As alternatives to approving this resolution, the City Council could:

1. Approve the resolution with modifications;
2. Take no action regarding this resolution;
3. Request that staff negotiate the agreement, scope of work and budget and return to the Council for further consideration;
4. Direct staff to reissue an RFP; or
5. Other actions the City Council deems appropriate in this matter.

However, staff will not be able to move forward with the Parks/Open Spaces and Recreation & Facilities Master Plan without an executed agreement with the selected consultant team, which would stall the preparation and implementation of the Plan.

CITY COUNCIL GOALS:

The preparation of the Parks/Open Spaces Master Plan will guide programs and service delivery in support of the City Council's goals (2016-2019) of:

- Safe, Livable Community
- Well Planned City and Excellent Infrastructure
- Quality of Life

CONCLUSIONS:

Based on Conservation Technix and their team's expertise in park, recreation and library planning, its experience facilitating and preparing community-driven plans, and track record of producing a quality work product on time and within budget, it is recommended that the City Council adopt the attached resolution authorizing the City Manager and City Attorney to execute an agreement for professional services with Conservation Technix to prepare a Parks/Open Spaces and Recreation and Library Facilities Master Plan.

Attachments:
Resolution
Conservation Technix Proposal