

ATTACHMENT A

REQUEST FOR PROPOSAL

PARKS AND TRAILS MASTER PLAN

FOR

COUNTY OF EL DORADO

CONTACT INFORMATION:

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PROJECT OVERVIEW

El Dorado County is currently soliciting Proposals from qualified firms to provide consultant services necessary to complete the development of a County-wide Parks and Trails Master Plan. The Master Plan will assess existing parks, open space, trails and recreation programs in relation to the County's current needs, and guide the County in planning and development of new parks, open space and trails programs as the community grows in the future. The Consultant shall work closely with the County's Park and Recreation Commission, the Trails Advisory Committee, and the Department of General Services.

BACKGROUND

El Dorado County is rapidly growing with a current population of about 180,000. It covers over 1,700 square miles and stretches from El Dorado Hills in the west to Lake Tahoe in the east. The County has a unique opportunity to be the lead agency in planning for a county wide complimentary system of Parks, Recreation and Trails.

Currently, the Department of General Services manages the operation and maintenance of approximately XXX acres of parks and recreation areas, and is responsible for the planning and design of county-wide trail systems. Other park and recreation providers in the County include the Cities of Placerville and South Lake Tahoe, The El Dorado Hills and Cameron Park Community Services Districts and the Georgetown Divide Recreation and Park District. The scope of this Master Plan will include evaluation of land under the authority of the County and within the County's boundaries as well as parks and other recreational facilities within the County under the authority of other local government entities, non government organizations, federal and state agencies, and private sector organizations.

The County's General Plan was updated and adopted in 2004, and identifies guidelines for acquisition and development of park facilities. Parkland standards include 1.5 ac/1,000 population for regional and community parks and 2.0 ac/1,000 population for neighborhood parks.

A draft inventory of existing park and recreation facilities within the County was prepared in 2006 and will be made available for consultant use. In addition, a draft Trails Master Plan was prepared in 1999, and that document will also be made available. Neither one of these documents have been formally adopted by the Board of Supervisors. A final version of Trails Master Plan is expected to be included as part of the final document. Other relevant documents that will be made available include the River Management Plan and the County Bicycle Transportation Plan.

The County is looking to hire a "Prime" consultant to be responsible for coordination of all required sub-consultants (single point of contact). This prime consultant will be responsible for professional design services necessary to complete the phases described. A draft scope of services is included. The final scope, fee, and schedule of services will be negotiated with the prime consultant selected.

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SCOPE OF SERVICES OUTLINE

The Scope of Services shall include, but not be limited to, the following. Respondents to this RFP may use this as a baseline but should develop their own Scope of Services based on project understanding and past experience. The County is open-minded on the process that can best be applied to achieve the desired result.

1. Review General Plan, and County Ordinances
2. Review existing facilities, staffing, and programs associated both with the County and with the other Park and Recreation providers.
3. Review existing inventory of Park and Recreation facilities within the County and update and amend as necessary. Update should include quality evaluation of existing facilities and conditions, ADA compliance, etc.
4. Facilitate public input
5. Conduct needs assessment to determine the recreational needs and use patterns of County residents. The assessment will be based on information received through the public input process, stakeholder and/or focus group meetings, public opinion surveys, and contact with government officials and private citizens.
6. Conduct interviews with County Board of Supervisors and management staff regarding current conditions and desired service levels. Conduct interviews with principal representatives from other local government entities, non government organizations, federal and state agencies, and private sector organizations to determine existing levels of service and proposed plans for Capital Improvement Projects which may influence the Master Plan
7. Provide comparative analysis to industry standards and similar communities.
8. Provide recommendations for upgrades to existing facilities, staffing, and programs.
9. Analyze demographic trends in the region that may impact or affect recreation needs and demands for the next 5, 10 and 15 years. This should include an analysis of the social and economic benefits of park and trail facilities.
10. Clearly identify number, size, location, and type of parks and trails needed in each area of the county to meet the General Plan guidelines.
11. Make specific recommendations for developing park facilities in areas in the County that are currently not represented by cities or CSD's.
12. Develop prioritized short and long term Capital Improvement Project (CIP) lists for existing facility upgrades and new facility construction. Short term projects should enhance or add uses at existing facilities, or provide immediate relief to a community or group that is currently underserved. Long term projects include major construction and/or acquisitions and should consider needs, locations, and schedules, and financing strategies. All potential projects should be accompanied by cost estimates.

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13. Prepare economic evaluation to suggest funding strategies to implement the plan. This evaluation should include but is not limited to establishing Developer Impact Fees, grants, private funding and Zone of Benefit Assessments to fund park and trail development as well as ongoing operations and maintenance. Funding strategies should take into account land acquisition needs and well as future staffing and programming needs.

14. Prepare criteria (rating system) for evaluating potential CIP projects in terms of cost, feasibility, needs assessment, demand, etc.

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PROPOSAL SUBMITTAL:

Five (5) copies of the following information shall be submitted. The following format is required to allow easier comparison of proposals. Additional information, in the form of brochures, etc., may be submitted as appendices. If this is a joint proposal between multiple firms, items 2 and 3 shall include the required information for all firms involved in the proposal.

1. Legal name of firm, address and telephone number, and the year firm was established.
2. Identify who would be the principal in charge of the project, and who would be the County's project contact.
3. Names of proposed personnel for firm and any sub-consultants, their professional qualifications for the Master Plan, and any certifications/registrations.
4. Description of the firms approach to completing the Master Plan and the scope of services proposed, including a project timeline.
5. Give a representative listing of other pertinent Parks Master Plan projects completed in the past five years, including names and locations and reference information. If more than one firm is involved in this proposal, specify which firm was involved in the representative project, and whether or not the firms have worked together as a team on these projects.
6. List any other information that might aid in ascertaining your firm's qualifications, which was not covered above (such as awards or special recognition).
7. In a sealed envelope provide one copy of your 2008 Rate Schedule (Schedules for other sub-consultants too) and estimated "not to exceed" fee for the proposed services, including breakdown by task. The "not to exceed" fees shall include all costs, both direct and indirect including any reimbursable expenses.

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TENTATIVE SCHEDULE:

While the successful Consultant will be required to prepare a project schedule, the following are tentative dates scheduled for approval of the County's agreement with selected Consultant:

Description of Task Date(s)

Requests for Proposals sent to Consultants.....	3/01/08
Deadline to submit proposals.....	4/01/08
Selection of "Short List" for oral interviews	4/21/08
Oral Interviews	week of 4/28/08
Final selection of Consultant.....	5/12/08
Negotiate and finalize Consultant Agreement	June, 2008

SELECTION PROCESS:

The selection process will consist of the following:

1. A staff committee will review and evaluate the submitted proposals and develop a list of finalists. The evaluation will take into consideration recent experience with this type of project. Qualifications of firms, individuals and sub-consultants proposed to be used on the project will also be considered.
2. Finalists will then be invited to make an oral presentation to the committee. We anticipate that the number of finalists will be limited to five consultants. The committee will submit its final recommendations in order of preference.
3. After negotiation of a mutually satisfactory agreement, the final selection will be submitted to the Board of Supervisors with a recommendation for award of contract.

EVALUATION CRITERIA:

Firms will be evaluated using the following criteria. Each criterion will be weighed according to its importance to the particular services required for the project.