

REQUEST FOR PROPOSALS

April 8, 2022

The City of Desert Hot Springs is soliciting proposals from qualified firms to perform Professional Public Outreach and Urban Planning Services to provide public outreach leading to the completion of the **Desert Hot Springs Parks and Recreation Master Plan**. Specific project tasks are outlined in the Scope of Work.

Project Limits:

Desert Hot Springs' City Limits

Project Description:

This project consists of the completion of a Parks and Recreation Master Plan, developed through public outreach and input utilizing current urban planning design and standards. The master plan shall include: a public outreach report, City demographics, community needs assessment, recommendations for implementation of plan with funding sources, total costs of projects based on community priority, and a 10 year capital improvement plan for implementation.

Project Background:

The City of Desert Hot Springs Parks currently utilizes the Parks and Recreation Master Plan that was completed in 2013, which consisted of community demographics, existing conditions of facilities, program inventory, and needs assessments. It also provided recommendations, costs, and a capital improvement plan for implementation. *This master plan is available and may be used as reference in developing a new Parks and Recreation Master Plan.*

In 2021, the City Council formed the Parks Committee which is made up of Mayor Scott Matas, Councilmember Roger Nuñez, and members of the Desert Hot Springs community. One of the main roles of the Parks Committee is to review the parks and recreation facilities/programs and make recommendations to the City Council if necessary actions are needed. The Parks Committee reviewed the 2013 Parks and Recreation Master Plan and unanimously agreed on the need for an update. On February 1st, 2022, City Council approved the Parks Committee recommendation to authorize Staff to issue a Request for Proposal to hire a consultant to update and complete a new Parks and Recreation Master Plan.

Services Requested:

In general, the consulting services will include two key elements; Public Outreach, and the Preparation of Parks and Recreation Master Plan. These elements must include but are not limited to the completion of the following tasks and deliverables:

1. Public Outreach

Task 1.1: Create Outreach Plan to Achieve City Demographic Representation (EJ) at Public Outreach Meetings

- This task will result in the creation of an Outreach Plan that suggests ways to engage the various stakeholders in the community including young people ages 0-31, Senior Citizens, Hispanics, African Americans, and those who are economically distressed. The stated benefit of the master plan is to complete a plan that identifies the needs, goals, and future demands of the Desert Hot Springs community. It is only through equitable outreach that the goal is achieved.

Task 1.2: Create Outreach Plan and Arrange for Bilingual Outreach

- Create a plan and procedures for translating all printed materials, publicity, and arrange for translation to be available at all Community Workshops.

Task 1.3: Project Publicity

- Notify the Public via all available means including radio – both Spanish and English language, newspaper, the City’s web page, participant web pages like the City website, the school district, local schools, local youth sports organizations, and any others recommended by the outreach workshops. Specify that bi-lingual services will be available.
- Look for ways to increase participation like giving away a sports gear and/or hiking gear to workshop attendees.

Task 1.4: Community Workshops (2 total)

- Take into consideration the location and times of community outreach meetings so that those without transportation and non-traditional work schedules can attend.
- Community Workshops will be held at a specific site to serve a section of the City.
- The workshop will guide participants through a process that will include why the master plan is being created, and what benefits it will offer to the community.
- Participants will be guided through a process that will allow them to provide feedback as to the current and future needs, site locations, types of facilities and recreation programs, etc...
- The workshops will promote the involvement of low income and minority communities.

Task 1.5: Parks Committee Meeting/Workshop

- The Parks Committees will discuss and provide input into the planning process.

Task 1.6: Data Consolidation – Priorities Ranking Report

- Combine data from all workshops into a report, with a detailed summary.

Task 1.7: Report on Citizen and Stakeholder Workshops

- Create and present a report detailing the efforts undertaken during the Public Participation portion of the project including what efforts were made to create demographic diversity at Outreach Workshops and how participation was impacted by the effort. Detail what issues and considerations were raised and covered in the Workshops and how those translated into ranked priorities. Detail what site locations, park and recreation facilities and programs were important to stakeholders and citizens.

Required Deliverables:

Task	Deliverable
1.1	<i>Plan for Demographic Representation</i>
1.2	<i>Plan for Bi-Lingual Outreach with names of interpreters</i>
1.3	<i>Evidence of coverage on radio, newspaper, web pages etc...</i>
1.4	<i>Notes from meeting</i>
1.5	<i>Notes from meeting</i>
1.6	<i>Future needs/demands of parks and recreation facilities and programs with ranking of priorities from high to low</i>
1.7	<i>Citizen and Stakeholder Input Report</i>

2. Parks and Recreation Master Plan

Task 2.1: City demographics and future projections

Task 2.2: Existing conditions of parks, trails, and recreation facilities and programs

- Inspect all existing facilities, take pictures, make notes, survey any issues associated with the site(s).
- Gather data on existing recreation programs through City and local youth sports organizations

Task 2.3: Proposed needs and demands of parks, trails, and recreation facilities and programs

- Provide scope of work, proposed site maps, drawings, land use details.
- Provide future needs and demands for recreation programs
- Provide costs estimates for land acquisition, construction of facilities, annual maintenance costs, staffing requirements, and administration of programs

Task 2.4: Draft Master Plan

- Draft Master Plan at a minimum shall include the following;
 1. Public Outreach Report
 2. City Demographics and future projections
 3. Existing conditions parks, trails, and recreation facilities and programs with site maps and land information
 4. Future needs/demands of parks, trails, and recreation facilities and programs with proposed site maps and land information.
 5. Community needs assessment of parks, trails, and recreation facilities and programs
 6. Recommendations for implementation of plan with funding sources
 7. Total costs and breakdown project costs
 8. Identify all park, trails, and recreation projects and programs by scope of work and costs, and based on community priority
 9. 10 year capital improvement plan for implementation of parks, trails, and recreation facilities and programs

Task 2.5: Planning Commission Meeting

- Present draft master plan to the Planning Commission for review and comment. The commission shall provide input and guidance to be integrated in the Final Master Plan. During the planning commission meeting the community will have the opportunity to also comment on the draft master plan and/or provide an additional task.

Task 2.6: Final Master Plan

- Present Final Master Plan to the City Council for adoption.

Required Deliverables:

Task	Deliverable
2.1	<i>City demographics and projects</i>
2.2	<i>Existing facilities and programs report with site maps</i>
2.3	<i>Future needs and demands report with site maps</i>
2.4	<i>Draft Master Plan</i>
2.5	<i>Notes from Planning Commission Meeting</i>
2.6	<i>Master Plan</i>

PROPOSAL FORMAT AND CONTENT

Submittal

Three (3) copies of the proposal must be received by the City Clerk on/or before Monday May 9th, 2022 at 2:00 p.m. Proposals received after the stated deadline shall not be accepted. Proposal packages are to be submitted to the following address;

PROPOSALS: PARKS AND RECREATION MASTER PLAN

City Clerk
City of Desert Hot Springs
11999 Palm Drive
Desert Hot Springs, CA 92240

Proposals should be prepared with the intent of providing specific information relevant to the type of skill sets and experience necessary to complete the requested services. Recent experience for these types of public outreach/master plan design that are requested will be given greater weight than experience with typical public outreach. Proposals should be submitted on 8-1/2 x 11 (letter) size paper.

Letter of Transmittal

The Letter of Transmittal should identify the following information:

1. Name, title, address and telephone number of the contact person during the period of proposal evaluation;
2. Project Manager and key task leads, including resumes;
3. All associated sub-consultants, including office location and description of services by firm; and
4. Statement to the effect that the proposal shall remain valid for a period of not less than 90 days from the date of submittal. The Letter of Transmittal should be signed by a company officer empowered to commit the firm and should be addressed to City of Desert Hot Springs, 11999 Palm Drive; Desert Hot Springs, CA 92240, Attention: Daniel Porras, Assistant City Manager.
5. Bid Proposal

The Consulting Services Agreement will not be awarded based upon low fees. Consultants are asked to submit the technical qualifications as requested in this RFP. A bid proposal is to be included in this RFP process and should be provided in a separately seal envelope labeled "BID PROPOSAL" in addition to a cover letter. The bid proposal should be in the BID PROPOSAL FORM format as provided in this RFP. The Consultant shall also identify in the technical proposal and include in the bid proposal additional tasks not identified in this RFP that are necessary or recommended for the completion of the Project. The Consultant shall submit a project schedule/timeline for the completion of all tasks. Upon completion of the initial evaluation and interviews, if conducted, negotiations will commence with the highest ranked firm based upon the technical proposals.

A copy of the Consulting Services Agreement is attached for your review. The selected consultant will be expected to sign the agreement as presented. If you have questions regarding the agreement, please let us know in writing and we will respond.

Selection Process

Upon selection of the best qualified firm, negotiations will commence to finalize scope of work, personnel, timelines, performance measures, project schedule, and compensation based upon the detailed bid and technical proposals. Should the City be unable to negotiate a satisfactory contract with

the firm considered to be the most qualified, negotiations with that firm shall be formally terminated. Negotiations will then be undertaken with the next most qualified firm(s) in order of their evaluation ranking until an agreement is reached.

Attachments: 1. Bid Proposal Form
2. Sample Consulting Services Agreement