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Title: CONSIDER AWARDING A CONTRACT SERVICES AGREEMENT WITH RJM DESIGN GROUP TO COMPLETE A PARKS, RECREATION, AND COMMUNITY SERVICES MASTER PLAN STUDY FOR THE CITY OF CARSON (CITY COUNCIL)

Sponsors: Community Services

Indexes:

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Attachments: 1. Exhibit 1 - RJM Design Group Proposal, 2. Exhibit 2 - Bid Evaluation Summary, 3. Exhibit 3 - Contract Services Agreement - RHJ Design Group

| Date | Ver. | Action By | Action | Result |
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Report to Mayor and City Council

Tuesday, July 06, 2021

Consent

SUBJECT:

CONSIDER AWARDING A CONTRACT SERVICES AGREEMENT WITH RJM DESIGN GROUP TO COMPLETE A PARKS, RECREATION, AND COMMUNITY SERVICES MASTER PLAN STUDY FOR THE CITY OF CARSON (CITY COUNCIL)

I. SUMMARY

Since the City of Carson’s incorporation in 1968, the City has never undertaken an assessment of its recreation facilities, nor the programs and services it offers to ensure that it is meeting the needs of the community. To respond to this gap of understanding and insight, the Community Services Department has initiated a process to embark on this study. On May 17, 2021, the City released a Request for Proposals (RFP) for a Parks, Recreation, and Community Services Master Plan study and report for the City of Carson. A total of four (4) firms submitted proposals. After reviewing and evaluating the submissions, RJM Design Group was selected by staff as the recommended consultant, based on responsiveness to the RFP’s proposal requirements and experience. Staff is requesting the City Council’s approval to award a contract services agreement with RJM Design Group to complete the assessment.

II. RECOMMENDATION

1. APPROVE a contract services agreement with RJM Design Group to complete a Parks, Recreation and Community Services Master Plan study and report for the City of Carson, in an amount not to exceed \$245,940.00.
2. AUTHORIZE the Mayor to execute the agreement, following approval as to form by the City Attorney.

III. ALTERNATIVES

TAKE any other action the City Council deems appropriate.

IV. BACKGROUND

Since its incorporation in 1968, the City of Carson has never pursued the opportunity to conduct a comprehensive study of the City's network of parks, or recreational programs and services offered to the community. Additionally, limited attention has been given to the assessment of facility conditions and interests that residents may have in existing and potentially new program offerings.

In 2015, the County of Los Angeles, Department of Parks and Recreation conducted the LA Countywide Comprehensive Park and Recreation Needs Assessment to catalogue park amenities throughout the region. Although the assessment included a section dedicated to the City of Carson, the engagement effort lacked the level of detail necessary to fully document all of the City's needs. The final report identified \$77.7 million in improvements needed to bring the community the facilities required for the population of residents. However, the document was silent on the need for program enhancements, as it focused largely on critical infrastructure. At the same time, staff identified a need to fully catalogue the City's current park assets and programs and determine capacity for growth into the future. In comparison, other regional agencies have completed similar studies with the assistance of qualified master planning firms in the Parks and Recreation industry.

Seeing the need for this study, staff surveyed agencies from throughout California and drafted a Request for Proposals (RFP) incorporating relevant components of various agencies' master planning processes. As a result, the following were identified as preferred tasks for a comprehensive master plan for the City of Carson:

- Task 1: Work Plan
- Task 2: City Policy and Standards Review Regarding Park infrastructure
- Task 3: Existing Parks, Recreation and Community Services Facilities and Programs Inventory/Analysis
- Task 4: Demographic Analysis
- Task 5: Gather & Assess Community Needs
- Task 6: Facility Master Plans & Opportunity Sites
- Task 7: Draft Parks, Recreation, and Community Services Master Plan Report
- Task 8: City Boards and Commissions Study Session
- Task 9: Community Master Plan Review Meeting
- Task 10: Parks, Recreation, and Community Services Master Plan

Staff published a Request for Proposals (RFP) on Monday, May 17, 2021. A non-mandatory pre-proposal meeting was held on June 1, 2021 to provide interested consultants the opportunity to make any inquiries. By the June 10, 2021, deadline to turn in submissions, a total of four (4) proposals were received.

Proposals were reviewed and evaluated by staff from Community Services, Community Development, Finance, and Public Works Departments. RJM Design Group was selected by staff as the recommended consultant, based on responsiveness to the RFP's requirements and vendor experience, as illustrated below:

| Firm | Price | Score (Points) |
|---|--------------|-----------------------|
| Allen Compton Associates, Inc. | \$423,995.00 | 71.4 |
| GreenPlay, LLC | \$162,999.00 | 81.8 |
| RHL Landscape Architects Planners, Inc. | \$508,730.00 | 77.6 |
| RJM Design Group | \$230,940.00 | 85 |

RJM Design Group submitted a proposal that incorporated all tasks outlined in the RFP and expanded the scope with more detail in select tasks as follows:

- Task 1: Work Plan
- Task 2: Existing Documentation Review
- Task 3: Inventory of Recreation Facilities, Parks, and Programs
- Task 4: Demographic Assessment
- Task 5: Gather & Assess Community Needs
 - Project Portal/Website Development
 - Stakeholder Interviews
 - Community Workshop #1
 - Community Workshop #2-#5
 - Community Workshop #6
 - Commission Study Session
 - Multi-Modal Community Survey
 - Custom Park Standards Calculation
- Task 6: Community Needs Assessment
- Task 7: Gap Analysis & Opportunity Sites
- Task 8: CIP Study
- Task 9: Operations & Maintenance Plan
- Task 10: Policy Review and General Plan Updates
- Task 11: Financial Strategy Plan
- Task 12: Report Development and Public Presentations

In addition to these tasks, the assessment will identify short, medium and long-term goals and objectives for parks capital development and recreation program enhancement. To achieve further insight, the assessment includes substantial community engagement through workshops, meetings and surveys of stakeholders that include Parks, Recreation, and Cultural Arts Commissioners; Youth Commissioners; Senior Citizens Advisory Commissioners; and residents at-large.

On June 24, 2021, the Parks, Recreation and Cultural Arts Commission reviewed staff's recommendation during its regular meeting and unanimously approved the recommendation for City Council to approve a contract service agreement with RJM Design Group. The Commission requested that staff conduct additional reference checks with the cities of Downey and Huntington Beach, as both agencies utilized RJM Design Group to complete their Parks Master Plan studies in previous years. Staff has completed those checks and has confirmed satisfactory referrals from each.

Should the City Council approve the recommendation, the anticipated project timeline is as follows:

- Award of Contract - 7/6/2021
- Contract Execution and Notice to Proceed - 7/20/2021
- Begin Engagement - 8/2/2021
- Complete Engagement - 4/30/2022

V. FISCAL IMPACT

The total cost of the contract is not to exceed \$245,940.00. This total includes \$230,940.00 for core tasks of the study, plus up to \$15,000.00 for potential reimbursable costs as outlined in RJM Design Group's proposal. Funding for the Master Plan has been appropriated in the Fiscal Year 2021-2022 Adopted Budget in the Parks Development Impact Fee and Quimby Fund Accounts.

VI. EXHIBITS

1. RJM Design Group Proposal (pg. 5-42)
2. Bid Evaluation Summary (pg. 43)
3. Contract Services Agreement - RJM Design Group (pg. 44-83)

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