

**STAFF REPORT****CITY OF OCEANSIDE**

DATE: December 16, 2009

TO: Honorable Mayor and City Councilmembers

FROM: Neighborhood Services Department

SUBJECT: **APPROVAL TO ISSUE A REQUEST FOR QUALIFICATIONS FOR CONSULTANT SERVICES FOR THE MASTER PLAN OF PARKS AND RECREATION UPDATE**

**SYNOPSIS**

Staff recommends that the City Council approve the issue of a Request for Qualifications (RFQ) for consultant services for the Master Plan of Parks and Recreation Update.

**BACKGROUND**

As a State requirement, the City of Oceanside has a General Plan for the long-range planning and policy direction regarding development for the City. The General Plan serves to address change and as a policy guide for determining the physical development and character of the City. The General Plan is comprised of ten elements related to specific areas of development, including a Community Facilities Element.

The Community Facilities Element serves as the overall source of direction for the development of adequate community facilities for the provision of services to the community. In order to provide a comprehensive and current inventory, the Community Facilities Element is dependent on primary field inventories and data within various master plans such as the Master Plan of Parks and Recreation. Parks and Recreation is listed as one of four "Primary Levels of Analysis" for which the Community Facilities Element provides summarized data toward the General Plan.

While the Community Facilities Element provides for more of a summarized form of data which constitutes the General Plan, the Master Plan of Parks and Recreation serves as a detailed source of data to the Community Facilities Element. The Master Plan of Parks and Recreation inventories and reports data collected in regard to physical development of parks for the provision of recreation services to the community.

The Community Facilities Element was originally drafted in 1990 and was textually reformatted in 2002. The Master Plan of Parks and Recreation was last updated in 1996.

## **ANALYSIS**

As a "Primary Level of Analysis", it is essential for the Master Plan of Parks and Recreation to reflect current inventories and data for the physical development of parks and recreational needs of the community. Over the course of 14 years, the City of Oceanside has grown consistent with projections made in the 1996 master plan, which has enabled the City of Oceanside to be prepared to serve the community today. The population has increased by approximately 40,000, new neighborhoods have flourished, the El Corazon development site has been planned, and parks and facilities have been built.

In order to provide a "Primary Level of Analysis" to the Community Facilities Element, it is necessary for the City to update its inventory of park development and amenities and conduct a community-wide needs assessment. Given the available staff resources, consultant services is the most efficient approach to master planning. Consultant services will enable the City to utilize a specialized team of professionals who have conducted recent, similar work to obtain the most accurate portrait of the City's diverse character and the most achievable approach to the provision of community services.

Staff recommends that an emphasis be placed on the City's existing park system and potential for new park facilities for its neighborhoods while being fiscally and environmentally responsive throughout the plan. The planning process will ensure transparency and maximum community participation through four general phases.

### **Phase One: Information Gathering**

The initial phase of the planning process will involve the gathering and analysis of all relevant information. The consultant will develop a complete understanding of the existing framework within which Parks and Recreation operations are functioning through the review of current planning documents, interviews of pertinent staff and members of the community, and conducting field visits. Review of planning documents shall consist of the City's General Plan, the Community Facilities Element, the current Master Plan of Parks and Recreation, Recreational Trails Element, Bicycle Master Plan, El Corazon Specific Plan, Joe Balderrama Master Plan, Beach Master Plan, Neighborhood Revitalization Plan, Center City Property Study, and other applicable programs and plans as identified by City staff. Interviews will be conducted with City staff, key community members, and local organizations.

### **Phase Two: Public Participation**

It is the desire of the City to not just reach out to the public, but to have active public participation and education during this phase of planning. It is the City's expectation that the consultant will prepare, promote, facilitate, and assemble public input from a needs assessment survey and from a series of public workshops. The workshops will allow for the public to receive information regarding current trends in park maintenance with regard to water conservation and energy-efficient facility operations with a focus on effective service implementation and fiscal and environmental responsibility while also being able to express concerns and desires for the provision of essential services to the

community. Upon completion of a draft plan that has been fully vetted by City staff, the consultant will conduct an open house at which the community can review the document and ask questions.

Throughout the planning process the Consultant will be expected to provide updates that will be posted to the City's website and at City facilities. Updates will contain information discussed and public comments that arise from such information as well as responsive measures that are taking place to ensure the public input is lending relevance to the plan.

### Phase Three: Plan Preparation

With information and direction received during the prior phases of the planning process, the Consultant will prepare a Master Plan of Parks and Recreation Update that includes, at minimum, the following components:

- ✓ Overview of history, relationship to other plans, and goals and policies;
- ✓ Description of existing facilities, demographics and economic conditions;
- ✓ Description inclusive of tables and diagrams of the needs assessment and public participation;
- ✓ A feasibility study for a trail system that identifies opportunities and constraints, proposed trail alignments, and minimum design standards;
- ✓ Detailed and prioritized outline of proposed improvements;
- ✓ Detailed list of design standards specific to the proposed improvements with consideration for green incentives;
- ✓ Update of the City Developer Fee Assessment;
- ✓ Implementation plan inclusive of a detailed financial forecast of achievable funding opportunities; and
- ✓ Illustrative maps and renderings.

The expectation is that the final document be highly illustrative and make clear to any reader what the priorities and standards are for which improvements shall be made.

### Phase Four: Final Plan Review and Approval

Working closely with City staff, the Consultant will guide the Master Plan update through the City's formal review and approval process. Along with City staff, the Consultant will present the project to the Parks and Recreation Commission, the Oceanside Planning Commission, and City Council at separate public meetings.

The RFQ proposals will be reviewed and short-listed by staff based on the criteria listed in the RFQ. The short-list of candidates will then be invited to participate in interviews, from which, candidates will be selected to move forward with the proposal process. Staff will further define the four phases discussed above into a scope of work which will be the basis for the final candidates' proposals and cost estimates for a potential award of contract for the implementation of a Master Plan of Parks and Recreation Ten-Year Update.

## **FISCAL IMPACT**

The Parks Capital Improvement Project (CIP) Budget is budgeted for \$188,000 toward the update of the Master Plan of Parks and Recreation. The Parks CIP receives revenues from developer fees, specifically for the development and improvement of parks and has no impact to the General Fund. Additional funds are available in the Parks CIP.

The Parks and Recreation Master Plan Update will include identification of revenue sources with potential for funding the projects derived from the Parks Master Plan Update.

## **COMMISSION OR COMMITTEE REVIEW**

At its regular meeting on November 12, 2009, the Parks and Recreation Commission recommended that the City Council approve the issuance of an RFQ for consultant services for the Master Plan of Parks and Recreation Ten-Year Update.

## **CITY ATTORNEY ANALYSIS**

The referenced document has been reviewed by the City Attorney and approved as to form.

**RECOMMENDATION**

Staff recommends that the City Council approve the release of a request for qualifications for consultant services for the Master Plan of Parks and Recreation Update.

PREPARED BY

  
\_\_\_\_\_  
Megan Crooks  
Management Analyst

SUBMITTED BY

  
\_\_\_\_\_  
Peter A. Weiss  
City Manager

REVIEWED BY:

Michelle Skaggs-Lawrence, Deputy City Manager

  
\_\_\_\_\_

Margery M. Pierce, Neighborhood Services Director

  
\_\_\_\_\_

George Buell, Development Services Director

  
\_\_\_\_\_

Joe Arranaga, Public Works Director

  
\_\_\_\_\_

Jerry Hittleman, City Planner

  
\_\_\_\_\_

Scott O. Smith, City Engineer

  
\_\_\_\_\_

Teri Ferro, Financial Services Director

  
\_\_\_\_\_

Attachments: Request for Qualifications



# Master Plan of Parks and Recreation for the City of Oceanside Ten-Year Update

## REQUEST FOR QUALIFICATIONS

*The City of Oceanside is seeking a team of park planning professionals to guide an active, public planning process to update the Master Plan of Parks and Recreation. The City intends to create an achievable, fiscally responsible and environmentally sustainable plan to direct future improvements as well as sustain and enhance our aging Park System.*



## **I. INTRODUCTION**

The City of Oceanside seeks a qualified team of park planners, landscape architects, facility architects, and trail specialists to submit a response to the Request for Qualifications (RFQ) for the update of the Master Plan of Parks and Recreation. The City intends to conduct the update which will include but not be limited to the following tasks:

- Assemble and review of existing facilities, parks and program information through all available sources of documentation (current Master Plan) and interviews;
- A community-wide statistically valid needs-assessment survey;
- Preparation and facilitation of a minimum three community forums;
- Recommend design standards for the modernization and re-design of elements within the neighborhood park system that will maximize operational efficiency, usability of space, and conservation of resources;
- Update of park and facility inventory including an analysis of amenities to be used to ensure that the changing demographics and demands of the community are being met and that recreational trends of the future are planned for;
- Establishment of a trail system in existing natural and urban park areas;
- Prioritization of future capital park and facility projects;
- Development of an implementation plan and schedule with estimated improvement costs;
- Identification and financial analysis of alternative funding opportunities to include revenue generation, developer fee assessment, fundraising opportunities, corporate sponsorship, and assessment potential;
- Achieve community consensus and approvals from various City advisory groups and City Council.

\*The Master Plan Update does not include the El Corazon property.

The Master Plan Update's purpose is to provide guidance to the City Council, Parks and Recreation Commission, Planning Commission, staff, various advisory committees and to the general public as to the actions necessary to carry out the intent of the General Plan as related to parks, recreation facilities, recreation service programs and open space that can accommodate recreational activities. This master planning process should provide for staff, commission/committee and community involvement and cover all aspects of City parks, trails and recreation operations including facility and program planning strategies, operation and maintenance standards, facility and park improvement timelines and priorities, current and future program criteria, and revenue sources.

The City anticipates that the planning process will take from 6-9 months to provide adequate time for public participation and review by key stakeholders and policy makers. The outcome of the process will be an update to a series of Master Plans which was last updated in 1996, including a recreation needs assessment, program recommendations, park and facility improvement recommendations, trail development plan, a prioritized plan and schedule for implementation, and a financial analysis of the

overall program that presents the planning process, the research, the analysis, and opportunities and strategies that will guide the City for the next 10 years.

## **II. PROJECT DESCRIPTION**

The City of Oceanside was incorporated in 1888 as a General Law city and is governed under the Council – Manager form of government. The City Council is comprised of five members who are elected at large, serving staggered four-year terms. The City is located in Northern San Diego County along the Pacific Ocean with U.S. Marine Corps Base Camp Pendleton as its northern border. Neighboring cities are the City of Carlsbad to the South and the City of Vista and unincorporated County of San Diego to the East. Oceanside industries include agriculture, sports and recreational manufacturing, biotech and medtech companies, and is home to Tri-City Hospital.

The Oceanside community boasts 187,000 residents over an approximate 42 square miles. The residents share 35 parks, 4 skateparks, 2 pools, 2 senior centers, 5 recreation centers, and 2 gymnasiums, totaling approximately 594 acres of usable park space. Other recreational attractions include 3.5 miles of beach, a small-craft harbor, community theater, nature center, museum of art, surf museum, 8 miles of class-I bicycle trail, 3 miles of coastal bicycle trail, and 2 municipal golf courses. The City of Oceanside is approaching residential build-out with areas of redevelopment utilizing mixed-use commercial and low-income housing projects. The future plans for the City of Oceanside include the development of the 465-acre El Corazon Park, the revitalization of the Oceanside Boulevard corridor, the revitalization of parts of Coast Highway, and continued Redevelopment of the Oceanside Beachfront.

Oceanside is a thriving and diverse community that provides all the conveniences of a modern city. The Oceanside Neighborhood Services Department provides a wide variety of cultural and sporting events, and programming for all segments of the Oceanside community through its Parks & Recreation Division. Youth sport leagues dominate Oceanside parks during the weekends and evenings along with a highly active use for family picnics and barbecues. Oceanside Unified School District aquatic sports occupy the two pools during the school year with the City's beaches hosting three surf contests monthly. Oceanside has set the course for numerous running and cycling events, has been home to the Ironman 70.3 California half triathlon for the past eight years, and hopes to see major youth/adult soccer tournaments at its El Corazon park site in the future.

Partnerships and collaborations with neighborhood resource centers, local non-profit agencies, school districts and neighborhood advocacy groups are vital components to the fabric of the community and delivery of service to its neighborhoods. Oceanside contains pockets of low-income, high-crime neighborhoods where youth are at risk with the negative influence of gangs and drugs. Two of the recreation centers house an afterschool program to serve school-age youth and teens while all recreation centers offer enrichment classes and recreational sports leagues. Neighborhood partners and local agencies host a variety of cultural events representative of the community including arts fairs and Filipino, Samoan, Latino, and African-American celebrations.

The Neighborhood Services Department is committed to family programming, bringing families out into the community through events such as movies, concerts in the park and holiday celebrations.

The City's senior population, ages 65 years and better, make up just over 20 percent of the City's population. The City's two senior centers offer an array of recreational, social and educational activities for both senior participants and senior volunteers to join. Diversity and the vast geographical resources offer Oceanside the opportunity to embrace culture, health and wellness, life long learning, and environmental stewardship.

The Parks and Recreation Division is staffed by 24 full-time staff, supported by approximately 40 seasonal staff, 275 volunteers and numerous community partners. The Oceanside Public Works Department oversees and maintains the parks, playgrounds, streets, facilities, landscaping and open space which is not included in the Parks and Recreation Division's operating budget. The Public Works Department continues to be challenged with mandated reductions in water use, elimination of positions, and reduced funding. The Oceanside Development Services Department houses the City's Engineering Division which has oversight of the Parks Capital Improvement Projects (CIP) and budget. The Parks CIP has recently completed the construction of the City's final community park, the integration of 2 new skateparks, extension of the San Luis Rey River Trail and the construction of the City's second senior center.

It is time to update the Master Plan of Parks and Recreation specifically designed for the unique needs of Oceanside, especially our changing demographics and trends, aging facilities and parks, and our regional necessity for conservation.

### **III. SUBMITTAL FORMAT**

All submittals shall be from Consultants who have demonstrated experience in producing innovative and achievable park planning documents that are regulatory in nature and have received final approval and shown some level of implementation. All submittals shall be organized in the format shown below. No cost proposals are requested at this time, a short-list of candidates will be interviewed and may be invited to submit cost proposals as stated in Section IV. RFQ and Evaluation Schedule.

Submittal Cover – Include the Request for Qualification title and submittal due date, the name, address, fax number, and the telephone number of the principal firm and contact.

Table of Contents – Include a complete and clear listing of headings and pages to allow easy reference to key information.

1. Cover Letter – The cover letter must convey a basic understanding of the planning context, the prospective project and its key objectives, and overview of the Project team. The cover letter must state why the candidate is interested in pursuing the project, how the project relates to other work the candidate has

successfully performed, consultant philosophy as it pertains to community facilitation, park planning, and environmental stewardship, and why the candidate should be selected to move forward to the next step in the selection process, which is the submittal of a cost proposal. The cover letter should be signed by the principal contact for a potential award. In addition, the letter's signatory must be the person authorized to bind the firm to any subsequent contract with the City.

2. Team Qualifications and Experience - Provide a clear description of the principal firm's Project Manager and the proposed team with names, resumes, project responsibilities and proposed staffing numbers. Experience listed should be from the last three to five years with projects relevant to the Scope of Work in this Project. The listed experience should distinguish between the experience and projects of the firm, individuals, and team. Firms and personnel listed in this section will be considered committed to the Project.
3. Organizational Chart – An organizational chart containing the names of all key personnel, joint venture partners and sub-consultants with titles and their specific task assignment for this Project.
4. Example of Most Recent Work - Candidates must provide a hard copy of the most recently completed Parks and Recreation Master Plan from another City.
5. Reference List - Please provide a list of client references. Each listed reference shall have a contact name(s) and current telephone number(s).

**RESPONSES THAT DO NOT INCLUDE THE ABOVE REQUIRED ITEMS WILL BE DEEMED NON-RESPONSIVE AND WILL NOT BE CONSIDERED.**

#### **IV. RFQ and EVALUATION SCHEDULE**

The distribution, receipt, and evaluation of proposals, as well as selection of the Consultant, will conform to the following schedule:

<b>Release of the RFQ:</b>	<b>December 18, 2009</b>
<b>Responses Due:</b>	<b>January 29, 2010</b>
<b>Develop Short List of Candidates:</b>	<b>February 3, 2010</b>
<b>Interview Short List of Candidates:</b>	<b>February 8-11, 2010</b>
<b>Invitation to submit a Cost Proposal:</b>	<b>February 15-26, 2010</b>
<b>Final Consultant Selection:</b>	<b>March 1-5, 2010</b>

**V. SUBMITTAL DATE AND DIRECTIONS**

One original and six copies of the submittal shall be delivered to the address below no later than 4:00 pm on Friday, January 29, 2010:

**City of Oceanside  
Neighborhood Services Department  
Parks & Recreation Division  
300 N. Coast Highway  
Oceanside, CA 92054**

**Attn: Megan Crooks, Management Analyst**

Copies received by FAX or e-mail shall not be deemed received.

**VI. SUBMITTAL SELECTION PROCESS AND EVALUATION CRITERIA**

As noted earlier, the City is seeking the guidance and facilitation of matters related to research, public participation, design standards, conservation, diverse public services, and financial planning. It will be the task of the consultant to assemble a team of experts who can prepare, facilitate, and document an inclusive, transparent, and efficient community planning process that produces a park plan to effectively guide facility and park improvement, energy conservation, and community and environmental stewardship for the next ten years.

A selection committee will review all proposals meeting the requirements outlined in this request for qualifications. The committee will short-list the most qualified candidates, utilizing the selection criteria listed below. Short-list candidates may be invited for interviews, in such case, all key project personnel and Project Manager will be expected to attend.

Submittals received by the City of Oceanside will be evaluated according to the criteria listed below:

- Organization, presentation, and content of the submittal;
- Specialized experience and technical competence of the candidate with regard to services required; the complexity of prior projects; record of performance; and the strength of key personnel dedicated to the project;
- Proposed methods and overall strategy to accomplish the work in a timely, thorough, inclusive and effective manner;
- Knowledge and understanding of the planning context;
- Degree of availability;
- Record of experience and expertise in park master planning;

- Relevancy of similar work experience;
- Experience of the Project Manager in master planning and public process;
- Management approach to the project and philosophy toward master planning;
- Demonstrated ability to lead, facilitate and coordinate projects involving extensive community participation;
- Capacity to accomplish the work in the required time;
- Experience in working with governmental agencies;
- Experience of individuals or sub-consultants assigned to this project, including but not limited to survey firms and landscape architects;
- Quality of firm as evidenced by previous work that has been implemented;
- Experience of team (if applicable) working together; and
- Reference check.

These evaluation criteria are not necessarily in order of importance.

Incomplete submittals, incorrect information or late submittals shall be cause for immediate disqualification.

## **VII. PUBLIC DISCLOSURE**

As a general rule, all documents received by the City of Oceanside are considered public records and will be made available for public inspection and copying upon request.

## **VIII. TERMS AND CONDITIONS**

Issuance of the RFQ does not commit the City of Oceanside to advance a candidate to the next step of the selection process, to pay any costs incurred in the preparation of a response to this request, or to award a contract for services. All respondents should note that the execution of any contract pursuant to this RFQ is dependent upon the approval of the City Council of the City of Oceanside.

The City reserves the right to retain all qualifications for a period of sixty (60) days for examination and comparison. The City also reserves the right to waive non-material irregularities in any submittal, to reject any or all submittals, to reject or delete one part of a submittal and accept the other, except to the extent that the submittals are qualified by specific limitations.

Once the submittal has been selected and all negotiations completed, the consultant will be asked to execute the City's Standard Professional Services Agreement and return it to the City with all necessary documentation including Certificate of Insurance and Endorsements. Once the City Attorney has reviewed and approved the signed agreement, a presentation will be scheduled for approval of the contract by the City Council.

All studies, reports, documents, and other materials prepared by or in possession of the consultant as part of work or services under the contract shall become the permanent property of the City and shall be delivered to the City upon demand.

## **IX. EQUAL OPPORTUNITY PROGRAM REQUIREMENTS**

The City of Oceanside is committed to equal opportunity in solicitation of professional service consultants doing business with, or receiving funds from the City. The City encourages candidates to share this commitment.

## **X. CITY CONTACT**

The City of Oceanside looks forward to receiving your proposal. If you have any questions regarding this RFQ, please contact:

Megan Crooks, Management Analyst  
(760) 435-5048  
mcrooks@ci.oceanside.ca.us

## **XI. RESOURCES**

In submitting an RFQ Package, it is recommended that a number of documents should be reviewed and analyzed, including but not limited to the following:

The following documents are available and can be obtained online at the City's Web site [www.ci.oceanside.ca.us](http://www.ci.oceanside.ca.us):

- (a) City of Oceanside Master Plan of Parks and Recreation (1996)
- (b) City of Oceanside General Plan
- (c) City of Oceanside - Standard Professional Services Agreement
- (d) City of Oceanside Zoning Ordinance
- (e) City of Oceanside RFQ for Master Plan of Parks and Recreation 10-year Update