

REQUEST FOR PROPOSALS

CITY OF ALBANY PARKS, RECREATION AND OPEN SPACE MASTER PLAN UPDATE



Release Date: December 9, 2020

Due Date: January 21, 2021 by 2:00 PM

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Parks, Recreation and Open Space Master Plan Update

I. Introduction & Background

The City of Albany is a residential community located in northern Alameda County, California. The City encompasses 1.7 square miles and is bordered by the cities of El Cerrito and Richmond to the north, the City of Berkeley to the east and south, and by unincorporated Kensington in Contra Costa County to the north and east. The City is bound by San Francisco Bay to the west and has public beach access along the Bay frontage. At the time of the 2010 census the City of Albany had a population of 18,500 residents. Albany is a Charter City organized in accordance with the Council-City Manager form of government with a five-member City Council which annually elects a member to serve as Mayor.

The City of Albany is the primary provider of parks and recreational facilities in the City. The Albany park system consists of active and passive recreational areas. About half of the 43 acres of active space is associated with City parks and half is associated with public schools and University Village facilities which include a playground and athletic fields. The 91 acres of passive open space are located at the waterfront and Albany Hill and includes 5 creeks. Parks and open space are vital to the quality of life in Albany. They provide space for recreation, conservation, and contemplation. They enhance the aesthetic quality of the city, create a link to local history, and provide a connection to nature. Recreational services are provided to Albany residents through the Recreation and Community Services Department which operates the Albany Community Center, Albany Senior Center and two park facilities. The Department offers many activities targeted to specific age groups, coordinates sports programs, hosts a number of special events and provides staff supports to the Parks, Recreation and Open Space Commission (PROSC). Other providers include the Albany Unified School District, the University of California and the private and non-profit sectors. Most park maintenance responsibilities are assigned to the Public Works Department.

The Parks, Recreation & Open Space Master Plan adopted in 2004 outlined a set of policies and programmatic recommendations for improving and maintaining the existing park system, acquisition for future park, recreation and open space areas, a strategy for meeting the need, managing and maintaining sports field, and an approach for financing future improvements and long term maintenance requirements. The 2004 plan has been used to identify funding priorities and capital improvement needs for the Albany Park system. Many of the projects listed in the Master Plan have been completed while others remain unfunded.

The Albany 2035 General Plan (adopted in April 2016) includes policies, goals, and actions to preserve and enhance open space, expand and improve local park system to keep pace with

population growth, manage and maintain existing parkland to respond to community needs and emerging trends, provide high quality services and recreational programs to meet the needs of different park user groups, promote using non-City facilities to supplement City park and recreational facilities, and improve the local trail system to link neighborhoods and schools to recreational facilities and open spaces, including the waterfront.

II. Project Scope

The City of Albany is seeking proposals for professional services from qualified consultants to assist the City with the update to the Parks, Recreation and Open Space Master Plan. The update will provide a 10-year outlook and vision for the City of Albany parks, recreation facilities, and open space. The update will drive near-term and long-range planning, ensure our parks provide recreation opportunities for all members of our diverse community, and direct decision-making and resources toward a clearly defined vision for the future. The plan will include research, data gathering and analysis, community involvement, needs assessment and development of goals, recommendations, and action plans for all aspects of the Master Plan. The selected firm will have proven experience and knowledge in park and recreation planning, master plan preparation, inclusive practices, physical park access issues, project management, effective public involvement and board presentations.

The Parks, Recreation and Open Space Master Plan establishes goals, standards, guiding policies and action plans to guide the City in the development, acquisition, operations and maintenance of Albany parks, recreational facilities and open spaces in accordance with the General Plan. It is intended as a planning tool that addresses current and future needs and must provide recommendations for a systematic and prioritized approach to implementation of parks and recreational projects. Albany places significant emphasis on the provision of high-quality amenities and ample recreational opportunities for the community. The City has experienced growth in sports and fitness activities for all ages. Nationally recognized standards for park and recreation facilities establish general thresholds that should be recognized and considered, however, the standards and policies set forth in the Master Plan should be unique and specific to the community needs of Albany.

The Master Plan process should be approached collaboratively with the community, stakeholders, the Parks, Recreation and Open Space Commission and City staff. The project schedule should provide adequate time for each project component, including working with community members, the Parks, Recreation and Open Space Commission, City staff, facilitating public participation, data gathering and analysis, document preparation, and reviews by key stakeholders and policy makers, including the Parks, Recreation and Open Space Commission and City Council meetings.

The work described in this Section is the minimum required to complete this process. In their submittals, consultants should propose additions or edits to this scope that lend to the best

process and results. The City is seeking an effective, efficient and creative approach to providing these deliverables and meeting the City's goals and timeline for this project.

Task include, but are not limited to:

1. Project Management

Provide an outline of the process, timing and schedules from start of project to completion, concluding with City Council consideration of the Master Plan, including allowances for progress reports to the Parks, Recreation and Open Space Commission, staff review periods and edits, in a timely and budget conscious manner.

2. City Policy and Document Review

Provide an overview of the document organization, review and assessment of relevant plans, policies, projects, both internal and external to the organization, and data from existing resources that can be utilized in the Master Plan. The Consultant will be expected to obtain adequate knowledge about Albany as it pertains to preparing an update to the Parks, Recreation and Open Space Master Plan. This includes the review, evaluation, and consideration of existing reports and information in the process of updating the Master Plan, including, but not limited to the following:

- 2004 Parks, Recreation and Open Space Master Plan
- 2012 Albany Hill Creekside Park Master Plan
- City of Albany General Plan (Parks, Recreation, Open Space section)
- Public Art Master Plan
- Active Transportation Plan
- Climate Action & Adaptation Plan
- City of Albany Capital Improvement Plan (parks & recreation facilities projects)

3. Planning Context

Discuss the community profile that provides the framework for the Master Plan update. This should include a discussion of the natural resources, political boundaries and the population/demographic profile.

4. Community Involvement Process

Develop and implement a comprehensive strategy and methodology for community involvement that includes but is not limited to:

- a. Identifying relevant stakeholders in the master plan process for effective engagement and community involvement at public events.
- b. Development of effective public information materials (website, social media, brochures, etc.).
- c. Conducting a community survey with a return rate that accurately represents a sampling of the community population to identify community needs and issues, assess changing demographic, and community short and long-term needs and desires.
- d. Conducting and facilitating public community meetings and focus groups, including meeting(s) with the Parks, Recreation and Open Space Commission and individual stakeholder interviews and provide written records and summaries of the results of all public process, meetings, and communication strategies.
- e. Discuss the community involvement process in consideration of the restrictions due to the pandemic.

5. Needs Assessment

Inventory and analyze parks and open space system, sports fields and facilities. Determine the levels of services for parks and recreation facilities required with projected growth including park access issues. Evaluate how City parks and recreation facilities meet current and future needs, summarize regional, new, emerging and declining trends in recreation activities and whether modifications and/or additions will be required.

6. Recommendations

Establish Master Plan goals, strategies, and priority criteria and methodology based on an articulated vision for City parks, indoor and outdoor recreational facilities, open space and desired level of service to meet current and future needs. This deliverable should include recommendations on inclusive practices in the area of park usage and access. This deliverable should also outline priorities for the maintenance, repair and rehabilitation of existing parks and recreational facilities, as well as opportunities for potential enhancement, access improvements and expansion. All recommendations should reflect short-term and long-term maintenance needs and risk management considerations.

7. Financial Evaluation and Prioritization

Develop financial cost estimates, alternative funding strategies, and optimal financial plan for implementation of Master Plan recommendations, both maintenance and capital. Create framework for communicating and prioritizing the financial resources required to sustain current and desired assets at the appropriate level of service. Evaluate the

viability, cost-effectiveness and return on investment of suggested strategies and recommendations.

8. Inventory of Public and Private Memorials, Honors, and Other Installations on Public Land

Determine framework for a complete inventory list of all public and private memorials, honors and other installations on public land. Work with City staff to inventory existing memorials, estimate maintenance, repair and rehabilitation and/or relocation and improvements as appropriate. This task could be included as an appendix to the Master Plan document.

9. Plan Development and Timeline

Develop a timeline for submission of the plan elements for review at various milestones for the Parks, Recreation and Open Space Commission and City team to provide effective and timely feedback and support. List these milestones and the desired timeline for achieving the goal of bringing the Plan to the City Council for adoption. Plan development should include at least two (2) meetings with the Parks, Recreation and Open Space Commission to provide input. Staff team meetings should include at a minimum meeting with the Recreation and Community Services Department and Public Works Department.

10. Plan Submission

Draft Plan: The consultant will deliver ten (10) printed and bound color copy and an electronic copy and prepare written and graphic materials to present the draft plan at one (1) Parks, Recreation and Open Space Commission meeting.

Final Plan: The consultant will deliver twelve (12) printed and bound color copies, one (1) printed and unbound copy and an electronic copy and prepare written and graphic materials to present the final plan at no more than two (2) City Council Meetings.

CEQA Documentation

The City has not predetermined the outcome of the environmental analysis and will exercise its independent judgment when making any final determination as to the appropriate level of environmental review. For purposes of submitting a proposal, respondents should assume that the master plan will qualify for a categorical exemption provided under CEQA Guidelines. City staff will assume responsibility for CEQA documentation.

III. Proposal Submittal Format

The following minimum information should be provided in your proposal:

1. Title Page

Include the proposal subject, the firm name, address, telephone number, and website. Also include contact information (telephone, fax and email address) for the primary person responsible for your proposal who will be the point of contact for the City on all correspondence and communication pertaining to the RFP.

2. Statement of Project Understanding

Provide a detailed discussion (in narrative and illustrated format, as necessary) of your understanding of the nature of the work, approach to be taken to accomplish the project, and your vision; highlighting qualifications and strengths that will single out your firm as the best for this project.

3. Consultant's Work Plan

Explain in detail your proposed work plan with project schedule, timeline, milestones and deliverables to address the scope of work including all anticipated tasks, along with any supplemental tasks (those not specifically identified in this RFP) you deem necessary for successful completion of this project. Include a spreadsheet showing all project tasks, along with the proposed project team member assigned to each task and their estimated hours.

4. Community Involvement

Describe your approach to community involvement and how your firm will solicit, gather, compile and analyze community input in this process.

5. Statement of Experience and Qualifications

Provide a summary of your firm's background and capabilities, including information on the firm's history and areas of specialization or expertise as it relates to this Master Plan Project. Explain fully your firm's ability to perform the work stated in this RFP. Submit a resume for each member of the consultant team that will be assigned to this project. Resumes should highlight staff members' experience as it relates to this project. Explain your staff skillset by referencing other similar projects. Provide a list of relevant projects the firm has completed which are similar to this project. List three (3) representative Master Plan projects your firm has completed. Submit an electronic PDF version of the three (3) Master Plans to cityclerk@albanyca.org by the RFP due date and time.

6. References

Provide three (3) recent public agency references for your proposed Project Manager(s) and other key staff or sub-consultants; include names, addresses, email addresses and telephone numbers.

7. Cost Proposal

The anticipated consultant budget for the Master Plan is between \$50,000 to \$75,000 subject to approval by the Albany City Council.

In a separate sealed envelope, provide your estimated fee for providing the firm's work. Provide a breakdown of your fee by task, identifying project team members, billing rates and estimated hours per tasks. Include information of any other incidental cost, such as mileage, etc.

If the total cost for all requested tasks exceeds the allocated budget, a prioritized list of optional tasks should be provided.

8. Consulting Services Agreement and Insurance

Provide confirmation of your firm's ability to meet the City's standard Consulting Services Agreement and insurance requirements (Attached).

IV. Selection Process

Each proposal will be reviewed to determine if it meets the submittal requirements contained within this RFP. Failure to meet the requirements for the RFP can be cause for rejection of the proposal. The City may reject any proposal if it is conditional, incomplete or contains irregularities. It is likely that a select field of applicants will be selected for interviews and will be notified after the proposal submittal date to arrange an interview time.

Proposals submitted will be evaluated based upon, but not limited to, the following:

- Quality of the proposal
- Qualifications, education and experience of key personnel
- Approach to the Master Plan process and schedule with demonstrated clear understanding of project tasks
- Overall responsiveness of consultant's work plan to the RFP scope of work
- Experience in working with diverse community and governmental constituencies to reach consensus
- Experience in working with municipal governments including parks and recreation and public works departments
- Record of experience in strategic and master planning for parks, open space, recreation facilities and services
- Cost approach for services

RFP Schedule & Key Dates (subject to change)

Milestone	Date
RFP Issued	December 9, 2020
Proposals Due	2:00 PM, January 21, 2021
Consultant Interviews (as deemed necessary)	February 1-12, 2021
Consultant selection	February 2021
City Council Consideration/Approval of Consultant Agreement	March 2021
Project begins	April 2021
Parks, Recreation and Open Space Commission – Input/Outreach Meetings	May & July 2021
Parks, Recreation and Open Space Commission – Draft review	September 2021
Council Review and Adoption	October/November 2021

V. Submit a Proposal

Hard copies of proposal must be received by **Thursday, January 21, 2021 by 2:00 PM**. Proposals by email only will not be deemed as received and will not be considered.

Please submit five (5) copies of the proposal and one (1) electronic submittal via email. One (1) copy of the price quotation shall be submitted in a separately sealed envelope. Electronic file submission shall include the price quotation in a separate clearly named file.

Please remember to also submit electronic PDFs of the three (3) representative Master Plans mentioned above under Section III, 5. Statement of Experience and Qualifications.

Proposals must be sent to:

Anne Hsu, City Clerk
City of Albany
1000 San Pablo Avenue
Albany, CA 94706

E-mail: cityclerk@albanyca.org
Phone: (510) 528-5710

Inquiries concerning this Request for Proposals should be directed by email to Isabelle Leduc, Assistant City Manager/Recreation & Community Services Director at ileduc@albanyca.org. Such contact shall be for clarification purposes only.

VI. General Conditions

1. The City reserves the right to:
 - Waive any informalities or minor irregularities
 - Accept or reject any and all proposals, or any items or part thereof
 - Withdraw or cancel this RFP at any time without prior notice and the City makes no representations that any contract will be awarded to any proposer(s) responding to this RFP
 - Modify the RFP as it deems necessary;
 - Make available the proposals received by the City to any person upon request. Any information submitted to the City becomes public records and are subject to the Public Records Act
 - Seek any clarification or additional information from proposers as is deemed necessary to the evaluation of a response
 - Negotiate with the second-choice proposer if an acceptable contract is unable to be negotiated with the first-choice proposer within a reasonable period of time
 - Reject any and all proposals, and to seek new qualifications when it is in the best interest of the City to do so
 - Judge the correctness, substance, and relevance of the proposers' written or oral representations, including seeking and evaluating independent information on any of the proposers' work cited as relevant experience
 - Contract with separate entities for various components of the services.

2. All expenses related to any firm's response or other expenses incurred during the period of time the selection process is underway, are the sole obligation and responsibility of that firm. The City will not, directly or indirectly, assume responsibility for such costs except as otherwise provided by written agreement.

The firm awarded the contract will be required to enter into a Professional Services Agreement with the City of Albany which includes the City's standard Terms and Conditions including insurance requirements (see sample contract attached as Exhibit A). The firm awarded the contract will also be required to obtain a City of Albany business license before commencing work in the City.