



**REQUEST FOR PROPOSALS**  
**for**  
**PARKS AND RECREATION MASTER PLAN**

**RFP Release Date:**

**November 14, 2022**

**RFP Submission Deadline:**

**December 22, 2022**

**RFP #2022-003**

# Table of Contents

<b>GENERAL INFORMATION.....</b>	<b>3</b>
<b>OVERVIEW OF CITY OF GARDENA .....</b>	<b>3</b>
<b>PURPOSE.....</b>	<b>4</b>
<b>GENERAL CONDITIONS .....</b>	<b>5</b>
<b>MINIMUM QUALIFICATIONS .....</b>	<b>7</b>
<b>CITY PROPOSED SCOPE OF WORK .....</b>	<b>7</b>
<b>DELIVERABLES .....</b>	<b>9</b>
<b>PROPOSAL SUBMITTAL INSTRUCTIONS.....</b>	<b>10</b>
<b>PROPOSAL CONTENT .....</b>	<b>13</b>
<b>ATTACHMENT A.....</b>	<b>15</b>

## GENERAL INFORMATION

The City of Gardena is seeking proposals from highly qualified individuals or firms to manage, facilitate and prepare The City of Gardena's Parks and Recreation Master Plan. This plan will set the framework for decision-makers in the planning, maintenance, development and/or rehabilitation of the City of Gardena's parks, open space and outdoor recreation facilities for a 15-year horizon.

## OVERVIEW OF CITY OF GARDENA

The City of Gardena was incorporated on September 11, 1930, as a general law city and operates under the Council-Manager form of government. Policy-making and legislative authority are vested in a governing council consisting of four members of the City Council and an elected Mayor. Gardena offers a full range of municipal services, including police and code enforcement; recreation and human services; public works; streets and parks; planning and building services; engineering; transportation services and general administration.

The City of Gardena is a full-service city of 5.9 square miles with an ethnically mixed population of just under 62,000. The City of Gardena's Recreation and Human Services Department is dedicated to enriching the lives of Gardena residents by providing clean and safe recreation facilities that allow for exceptional recreational, therapeutic, cultural, educational, and social programs and services. The City of Gardena's Recreation and Human Services Department strives to provide high quality, affordable programs and services that help build strong families, empowered youth, vital seniors, and an overall healthy community.

The City of Gardena has six parks with community buildings, two gymnasiums, one parkette, a large-two story community center and the Gardena Wetland Preserve located next to Johnson Park. The Willows Wetland Preserve is 13.6 acres and includes a unique riparian/wetland area, a  $\frac{3}{4}$  mile easy trail perimeter path, living examples of Southern California native plant communities, a covered outdoor ramada for hands-on instruction, and a water-wise native plant demonstration garden. The City is currently in the process of a pool reconstruction project that includes building a new Senior Center at the old Primm Pool site. Also, a newly acquired Chase Bank Building located on Rosecrans Boulevard is slated to become a new Community Center. Mas Fukai Park is the process of a revision.

The City is responsible for the creation, development, implementation, and administration of recreational, social and community service programs and activities, as well as special events. Recreation programs are categorized into distinct service areas: adult sports, youth sports, and senior events. The City also provides several youth and family programs such as emergency food services, family child care, mental health services and homeless services. These programs service individuals and families on a walk-in, appointment, and referral basis. In addition, the city provides

resource services to at-risk youth and their families. Emergency food pantry services are provided five days a week to families in need.

### **Gardena Facilities:**

#### **Parks:**

- Bell Park - 14708 South Halldale Ave.
- Mas Fukai Park – 15800 South Brighton Ave. (Note: Mas Fukai Master Plan is already completed)
- Thornburg Park – 2320 West 149<sup>th</sup> Street
- Arthur Johnson Park – 1200 West 170<sup>th</sup> Street
- Freeman Park – 2100 West 154<sup>th</sup> Place
- Rowley Park & Gymnasium – 13220 S. Van Ness Ave.
- Rush Gymnasium – 1651 West 162<sup>nd</sup> Street
- Nakaoka Community Center – 1670 West 162<sup>nd</sup> Street

#### **Parkette:**

- Harvard Parkette – 160<sup>th</sup> Street / Harvard Blvd.

#### **Pool:**

- 1650 West 162<sup>nd</sup> Street

#### **Miscellaneous:**

- Chase Bank Building – Rosecrans Ave and Purche Ave

## **PURPOSE**

City of Gardena's existing parks infrastructure needs rehabilitation or redesign to better meet current and future recreation trends. There are a few opportunities for a new park development as well as planning use for the city acquired structure on Rosecrans. The Plan is intended to be a tool to be used in guiding City decision-making related to parks and recreation planning, programming, and funding on a long-term basis. When complete, the Plan will support planning and programming by achieving the following results:

- Establish Plan Vision, Goals and Objectives to create a Plan that is viable for at least 15-years.
- Evaluate existing conditions of Parks and Open Space, incorporating related City planning documents.
- Outreach to community and stakeholders
- Needs Assessment
- Recommendations: Documentation of the priorities and demands of the current population and charting a long-range plan for accommodating anticipated population growth and changes.

- Implementation: Development and prioritization of an implementation program that outlines projects anticipated costs, potential funding sources, and operation and maintenance implications.
- Include ADA Requirement – Accessibility Survey & Report completed by a Certified Access Specialist (CASP)

## GENERAL CONDITIONS

### A. Designated Contacts

Any explanation desired by a potential vendor regarding the meaning or interpretation of any RFP provision or questions must be submitted in writing via email to the Contract Administrator, Mary Simonell, [msimonell@cityofgardena.org](mailto:msimonell@cityofgardena.org), no later than 3:00 PM Pacific Time on December 2, 2022. Ms. Simonell is the only individual who may be contacted regarding the RFP and all inquiries should be sent to [msimonell@cityofgardena.org](mailto:msimonell@cityofgardena.org). Responses to the questions will be posted as an Addendum to the RFP by December 9, 2022, on Planet Bids.

### B. Schedule of Events

	ACTIVITY	DATE/TIME
1.	Release Request for Proposal	November 14, 2022
2.	Deadline to submit written questions	December 2, 2022
3.	Response to written questions posted on website	December 9, 2022
4.	Deadline for submitting proposal	December 22, 2022
5.	Evaluation Committee Review	Week of January 2 <sup>nd</sup> , 2023
6.	Interviews for selected firms	Week of January 9 <sup>th</sup> , 2023
7.	Final recommended selection	January 20, 2023
8.	Tentative contract award date	February 2023

Mandatory Informational/Job Walk Meeting has been scheduled on November 28, 2022, at 10:00 am. Send request to attend to [msimonell@cityofgardena.org](mailto:msimonell@cityofgardena.org) prior to the meeting for specific details. Request for Proposals will only be accepted by bidders who attend this meeting. The meeting will include a discussion of the project and walkthrough of parks and facilities.

## **C. References**

The City reserves the right to check any reference(s), regardless of the source of the reference information, including but not limited to, those that are identified by the company in the proposal, those that are identified during the review of the proposal, or those that result from communication with other entities involved with similar projects.

## **D. Communication with Staff**

From the date the RFP is issued until a contract is executed, communication regarding this project between potential vendors and individuals employed by the City is prohibited. Only written communication with the contract administrator, as listed in this Request for Proposal, is permitted.

Once a determination is announced regarding the selection of a vendor, the Vendor will be permitted to speak with person(s) participating in contract negotiations.

Violation of these conditions may be considered sufficient cause to reject a vendor's proposal and/or selection irrespective of any other condition.

The following exceptions to these restrictions are permitted:

- Contacts made pursuant to any pre-existing contracts or obligations; and
- Presentations, key personnel interviews, clarification sessions or discussions to finalize a contract, as requested by the City.

## **E. Legal and Insurance Requirements**

Prior to awarding any work, the selected Consultant will be required to execute a professional services agreement with the City. Any proposed change to the agreement shall be identified in the response to the Request for Proposals (RFP) and shall be subject to the sole approval of the City. The City requires the Consultant to obtain and maintain a policy of professional liability and other insurance as indicated in the sample agreement (see Attachment A).

## **BUSINESS LICENSE**

The selected consultant and sub-consultants will be required to have a current Gardena business license.

## **PROPRIETARY INFORMATION**

All information and data contained in the proposal becomes the property of the City and becomes public information upon opening the proposal.

If the Potential Vendor wishes to have any information withheld from the public, such information must fall within the definition of proprietary information contained within the state's Public Record statutes.

All proprietary information the Potential Vendor wishes the City to withhold from the public must be submitted via email to the RFP designated contact, which is separate from the remainder of the bid. The separate information must be clearly marked on the subject line of the email as PROPRIETARY INFO – RFP for Parks and Recreation Master Plan.

### **ADDENDUM TO THE RFP**

If any addendum is issued for this RFP, it will be posted on the City's website as an Addendum at [www.cityofgardena.org](http://www.cityofgardena.org) and on Planet Bids. The City reserves the right to cancel or amend the RFP at any time.

### **APPLICABLE LAW**

The laws of the State of California shall govern, and the appropriate venue and jurisdiction for any litigation which may arise hereunder will be in those courts located in the State of California, regardless of the place of business, residence or incorporation of the Vendor.

## **MINIMUM QUALIFICATIONS**

- The Proposer must demonstrate significant professional experience providing, managing, or planning for recreation services in the public sector;
- The Proposer must demonstrate experience in park equity and access with an understanding of demographics and access to existing parks; Ability to understand park systems through tools that will be used as a guide for city maintenance and planning;
- The Proposer must demonstrate availability to facilitate and attend night and weekend meetings as necessary;
- The Proposer must show that they have no conflict of interest with regard to any work performed or identify any potential conflicts as a Project Manager for the City of Gardena; and
- Include ADA Requirement – Accessibility Survey & Report completed by a Certified Access Specialist (CASP)
- The Proposer must show they have the requirements to obtain and maintain a City of Gardena Business License if selected.

## **CITY PROPOSED SCOPE OF WORK**

The following general description of the scope of work is not definitive and is intended as a guide to illustrate minimum project requirements. Consultants are encouraged to present their own concepts to producing a comprehensive Plan.

- Establish Plan Vision, Goals and Objectives
  - Incorporate themes of sustainability, inclusion, environmental stewardship, fire safety, preservation, and historical and cultural character.
  - Consider future trends and planning best practices for use of public space for recreation, wellness, and community building.
  - Report shall have clear, actionable and implementable steps for the city to prioritize with recommendations in the next 5 years, 10 years and 15 years.
- Evaluate Existing Conditions
  - Review City's existing plans and policies which are relevant to the Parks and Open Space System and recreation offerings.
  - Compile an inventory and assessment of the existing parks, open space, and athletic fields including the Gardena Willows Wetland Preserves. The analysis should consider the capacity of each amenity as well as their functionality, accessibility, condition, comfort, and convenience.
  - Evaluate opportunities in currently underdeveloped or proposed park and open space agencies.
- Outreach
  - Administer a community-wide survey through multiple outreach channels (e.g., online survey, stakeholder focus groups, community events, pop-up sites, neighborhood meetings) to assess community priorities and degree of satisfaction with current amenities and offerings. Survey results will be analyzed by neighborhood and citywide. Analyze correlations between various grounds and park amenity use.
  - Prepare handouts and other media for posting on the City's website and at community meetings.
  - Facilitate workshops.
  - Administer an online engagement to share ideas with community members and keep them apprised on updates.
  - Meet with City Staff and other key stakeholders to assess park conditions, understand community issues and vet recommendations.
- Community Engagement

The City of Gardena has a highly engaged community and anticipates that a high-level community engagement effort with both virtual and in-person tactics will be necessary in the successful completion of its Parks Master Plan. The City encourages Proposers to include the use of technology beyond email and social media in soliciting input and to organize and lead at least three (3) community wide workshops, study sessions, and/or walking tours.

  - Facilitate a minimum of six (6) Working Group meetings.
  - Conduct a series of at least five (5) Focus Group meetings, to be organized by geography or recreation activity.



- Develop content and promotional materials for the project including flyers, website and social media content, and handouts,
- Prepare for and present materials at:
  - at least three (3) meetings of Recreation and Parks Commission meetings.
  - a joint meeting of the Planning Commission and Recreation and Parks Committee.
- Needs Assessment
  - Perform a comparative analysis of parks system with communities of a similar size and density.
  - Analyze the park system usage, needs, desires, and interest of the community today and 15-years from today based on anticipated demographic, economic, and sociologic changes. General Plan growth projections and level of service standards will provide some of the framework for this analysis.
  - Identify emerging trends and needs from national and regional studies, regional collaborations, and stakeholder input.
  - Seek opportunities for incorporation of technology and art in non-traditional ways to enhance existing and new amenities.
  - Provide an assessment to assess if any of our current parks may benefit from a dog run/dog area.
  - Seek opportunities to enhance inclusion at existing and new amenities.
  - Consolidate findings into a gap analysis report.
- Recommendations
  - Document goals and criteria for evaluating and prioritizing recommended projects to achieve stated goals.
  - Identify and prioritize modifications to existing parks, fields, and open space system, incorporating the existing conditions and costs of all recommended modifications.
  - Identify and prioritize opportunities for acquisition and/or development of new park spaces.
  - Identify and prioritize implementation of new programs and/or projects in existing and new parks.
  - Identify new or modified citywide and specific park, field, and open space policies.
- Recommended Implementation action plan
  - Establish a detailed, prioritized implementation program for achieving the Plan's vision.
  - Provide estimates of annual costs (capital, operating, maintenance, and replacement) and funding sources.

## **DELIVERABLES**

The anticipated work products include, at a minimum, the following:

1. A timeline with milestones for the completion of the Plan
2. Periodic status reports to the City, which may include interactions with the City Council
3. Comprehensive, multi-lingual community outreach strategy that includes, at a minimum:
  - a. A public/online input questionnaire
  - b. Project website which includes periodic updates, and a chronology of the Plan process.
  - c. Public workshops and meeting materials
  - d. Strategies to engage with the community
4. Coordination with several developers of proposed development project that have included parks and/or open space as part of their project application
5. Technical memorandums which summarize existing conditions and needs assessments
6. One copy of the Administrative Draft
7. Master Plan – 15 bound copies
8. Three, 32" x 36", mounted, color renderings of the approved master plan and accompanying narrative describing park elements and key principles of design.

## **PROPOSAL SUBMITTAL INSTRUCTIONS**

The proposal shall be submitted via Planet Bids. No other submission methods will be accepted.

Proposals shall be signed by an authorized representative of the offeror. All information requested must be submitted. Failure to submit all information requested may result in the City requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Mandatory requirements are those required by law or such that they cannot be waived and are not subject to negotiation.

Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content. Elaborate brochures and excessive promotional materials are not required or desired.

**EMAILED, MAILED AND/OR FAXED PROPOSALS ARE NOT ALLOWED AND WILL NOT BE CONSIDERED.**

### **TERM OF THE AGREEMENT**

The term of the agreement shall be for the completion of the Parks Master Plan.

### **EVALUATION OF PROPOSAL**

Proposals will be reviewed by an Evaluation Panel made up of representatives of the City. The Evaluation Panel will select a "short list" of qualified vendors who will be formally interviewed and will be requested to provide a formal presentation to the City. The contract will be awarded to the Potential Vendor whose proposal the City determines, in its sole discretion, is the most advantageous to the City and in the City's best interest. Evaluations will be based on the required criteria listed, and qualitative evaluation. will also be based on:

- Minimum Threshold Requirements
  - Experience (must have a minimum of three (3) similar master plan projects completed within the last 10 years.
- Capacity to Perform
  - Respondents shall demonstrate the capacity to provide the services described in the RFP and to respond to the public, the City, and other stakeholders in a timely manner. Defined expectations for timeliness of service delivery and stakeholder communication should be outlined with the submittal.
- Community Outreach Strategy
  - All proposals will be evaluated with regard to community outreach. Respondents shall submit a detailed community outreach plan that accounts for stakeholder engagement ranging from community members, governmental/private organizations that are stakeholders in parks/open space initiatives, elected officials, etc.
- Cost Structure
  - The City is not required to accept the lowest bid for this RFP. However, as with any public procurement process, cost will be considered in the overall scoring of all proposals.
- Submission Quality
  - Proposals shall be well-organized, professionally communicated, and meets all RFP specifications.

## **WITHDRAWAL OF PROPOSAL**

Potential Vendors may request withdrawal of a posted, sealed proposal prior to the scheduled proposal opening time provided the request for withdrawal is submitted to the City's RFP Point of Contact in writing. Proposals must be re-submitted and time-stamped in accordance with the RFP document in order to be accepted.

No proposal may be withdrawn for a period of 120 calendar days after the date of proposal opening. All proposals received are considered firm offers during this period. The Potential Vendor's offer will expire after 120 calendar days. If a Potential Vendor intended for award withdraws their proposal, that Potential Vendor may be deemed non-responsible if responding to future solicitations.

## **BID PROTEST PROCEDURES**

Gardena Municipal Code Chapter 2.60 specifies the policies and procedures to be used to ensure that all purchases, franchises and services are obtained through fair and open competition. The Contract Administrator has the authority and the responsibility to ensure that all procurement is in compliance with this policy. The Contract Administrator shall also ensure that all prospective bidders are informed of the procedures to file a "Bid Protest".

Should any individual, organization or group believe that these policies have been violated they may make an appeal in writing to the Contract Administrator who is obligated to investigate the protest and provide an official response to the protest.

Protests must be submitted in writing within fourteen (14) calendar days of notification that a bid has been awarded. All protests must state specifically:

- 1) The bid title, opening or award date, purchase order or other identifying data;
- 2) The specific policy that is alleged to have been violated;
- 3) The adverse effect alleged to have resulted from the policy violation; and
- 4) The corrective action being sought as a remedy.

The Contract Administrator will respond in writing to the protester no later than fourteen (14) calendar days from receipt of the protest. The response shall include:

- 1) Review of the policy as applied in the transaction being questioned.
- 2) Response to each material issue raised in the protest.
- 3) Statement of whether a violation has indeed occurred.
- 4) Corrective action to be taken if any is warranted.

A copy of the complaint and the response will be forwarded to the City Manager for review prior to submittal to the protester.

According to City policies the decision of the Contract Administrator is appealable to the City Manager. If no appeal has been received in the office of the City Manager, the decision of the Contract Administrator shall be considered final on the fifth working day following the date of notification to the protester. Should an appeal be received by the City Manager, a response will be provided to the protester within 5 working days and shall be considered final.

Whenever possible, the award of procurement will not be made final until all bid protests have been satisfactorily resolved. Final award will not be made until five (5) calendar days after notification of protest decision has been provided to the protesting parties. The City does reserve the right to proceed with the award pending the resolution of the bid protest when it is determined that:

- a. The items to be procured are urgently required;

- b. Delivery or performance will be unduly delayed by failure to make the award promptly; or
- c. Failure to make prompt award will otherwise cause undue harm to the City or funding agent.

Email inquiries and correspondence shall be directed to:

Mary Simonell, Contract Administrator  
[msimonell@cityofgardena.org](mailto:msimonell@cityofgardena.org)

**Formal protest must state in the email subject line:**

**“BID PROTEST – PARKS AND RECREATION MASTER PLAN”**

## **PROPOSAL CONTENT**

Proposals must be concise, but with sufficient detail to allow accurate evaluation and comparative analysis. Proposals should be straightforward and provide “layman” explanations of technical terms that are used. Emphasis should be concentrated on conforming to the RFP instructions, responding to the RFP requirements, and on providing a complete and clear description of the offer. The proposal shall not exceed 75 pages. Proposals should include the sections as described in greater detail below. Do NOT include marketing brochures or other promotional material not connected with this RFP.

- **Cover Letter**

Proposals must be accompanied by a cover letter. The cover letter should include an introduction of the firm and summary statement of professional qualifications.

- **Firm Profile**

Proposers should provide a brief profile of the prime consultant and any sub-consultants. Information should include, but is not limited to the following information:

- Official name and address.
- Name, address, and telephone number of the consultant’s primary point of contact.
- Type of business entity of consultant (corporation, company, joint venture, etc.).  
Please enclose a copy of the Joint Venture Agreement if entity is a joint venture.
- Federal Employer I.D. Number

### **a. Statement of Project Understanding**

Consultant must include in this section its understanding of the project and understanding of the Scope of Services noted herein. Consultant should be able to articulate a thorough understanding of State, County and Local requirements, and other industry standards applicable to the project or services to be provided.

**b. Organizational Chart**

Consultant shall include an organizational chart that reflects key staff and roles/responsibilities of each individual assigned to provide services under this Proposal. Any roles or topics in which the proposer anticipates utilizing the expertise of subcontractors should be clearly identified.

**c. Schedule**

Proposer should present a schedule that details the timing and sequence of project tasks, deliverables, and community engagement efforts.

**d. Quality Assurance/Quality Control Approach**

Describe the firm's QA/QC processes that will be adhered to during the term of the agreement. Describe the Consultant's method of ensuring that the assigned personnel's quality of work is high.

**e. References**

Consultant must provide at least three references for which consultant has provided services similar in scope as set forth in the RFP or demonstrating relevant experience within the last ten (10) years. Reference information should include:

- Name of agency
- Name of agency project manager
- Email address and telephone number of contact person
- Description of project or services provided

## **ATTACHMENT A**