

**PLEASANT VALLEY RECREATION & PARK DISTRICT
CITY OF CAMARILLO, CITY HALL COUNCIL CHAMBERS
601 CARMEN DR., CAMARILLO, CALIFORNIA**

**BOARD OF DIRECTORS
REGULAR MEETING AGENDA
December 1, 2016**

6:00 P.M.

REGULAR MEETING

NEXT RESOLUTION #569

- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. ROLL CALL**
- 4. AMENDMENTS TO THE AGENDA** - This is the time and place to change the order of the agenda, delete, or add any agenda item(s) and to remove any consent agenda items for discussion.
- 5. PRESENTATIONS**
 - A. District Highlights/Spotlight on Parks
 - B. Community Volunteer Recognition
 - C. Full-time Employee Recognition
 - D. Friends of the Camarillo Dog Parks
- 6. PUBLIC COMMENT** - In accordance with Government Code Section 54954.3, the Board reserves this time to hear from the public. If you would like to speak about an item on the agenda, we would prefer you complete a Speaker Card, give it to the Clerk of the Board, and wait until it comes up. If you would like to make comments about other areas not on this agenda, in accordance with California law, we will listen, note them, and bring them back up at a later date for discussion. Speakers will be allowed three minutes to address the Board.
- 7. CONSENT AGENDA** – Matters listed under the Consent Agenda are considered routine and shall be acted upon without discussion and by one motion. If discussion is desired the item will be removed from the Consent Agenda for discussion and voted on as a separate item. If no discussion is desired, then the suggested action is for the Chair to request that a motion be made to approve the Consent Agenda.
 - A. Minutes for Regular Meeting of November 3, 2016**
Approval receives and files minutes.
 - B. Warrants, Accounts Payable & Payroll**
Approval of District's disbursements dated on or before November 21, 2016.
 - C. Financial Report**
Monthly unaudited financial reports are presented to the Board for information. Approval receives and files the financial reports for October 31, 2016.

8. NEW ITEMS-DISCUSSION/ACTION

A. Swearing In of New Board Members

Newly elected Board of Directors will be sworn in.

B. Board Officer Elections

Every December the Board of Directors elects their officers for the next calendar year; newly elected officers take their new seats at the January Regular Board Meeting.

Suggested Actions: Nominations for Chair, Vice-Chair and Secretary will be requested until all three positions are filled.

C. Consideration and Approval of Regular Board Meeting Dates for 2017

Yearly review of meeting dates for the upcoming calendar year.

Suggested Action: A MOTION to Approve the dates for the Regular Board Meetings for calendar year 2017.

D. Needs Assessment Agreement

Proposals have been submitted for review for the Needs Assessment Agreement.

Suggested Actions: A MOTION to Approve and 1) Review the proposals received in response to the Needs Assessment Request for Proposals (RFP) 2) Authorize General Manager to enter an agreement with RJM to perform Phase 1 of the District Needs Assessment.

E. Consideration and Adoption of Resolution No. 568 Requesting a Loan from the Capital Account to the General Fund Account

Adoption of temporary loan from the Capital Account to the General Fund Account will provide funds for personnel costs and operations.

Suggested Actions: A MOTION to Adopt Resolution No. 568 directing staff to loan funds from the Capital Account to the General Fund Account.

F. Recommend and Approve Staff to Send Out Request For Proposals (RFP) for Legal Counsel

Bid specifications are included in the District's RFP for Legal Counsel Services.

Suggested Actions: A MOTION to Approve the attached bid specifications and RFP for the solicitation of new legal counsel.

G. Consideration, Selection, and Vote for a LAFCo Special District Alternate Member

A run-off election for the Ventura LAFCo Special District Alternate Member is needed because a majority vote was not obtained in the October election. A vote is needed to select a candidate and by motion, cast the Board's vote for the selected candidate.

Suggested Actions: A Motion to Approve the selection and vote for a LAFCo special district alternate member.

H. Consideration and Discussion on a State of the District Annual Meeting

Consideration is to be given as to the need for a State of the District annual meeting.

Suggested Actions: Give staff direction.

I. Recognition of the 2016 Board Chairman

Staff will provide a memento of appreciation.

9. INFORMATIONAL ITEMS, which do not require action, will be reported by members of the Board and staff:

- A. Chairman Mishler
- B. Ventura County Special District Association/California Special District Association
- C. Santa Monica Mountains Conservancy
- D. Standing Committees – Personnel and Finance
- E. Foundation for Pleasant Valley Recreation and Parks
- F. General Manager's Report

10. ORAL COMMUNICATIONS- Informal items from Board Members or staff not requiring action.

11. ADJOURNMENT

Notes: The Board of Directors reserves the right to modify the order in which agenda items are heard. Written materials related to these agenda items are available for public inspection in the Office of the Clerk of the Board located at 1605 E. Burnley Street, Camarillo during regular business hours beginning the Friday preceding the Wednesday Board meeting.

Announcement: Public Comment: Members of the public may address the Board on any agenda item before or during consideration of the item. [Government Code section 54954.3] Should you need special assistance (i.e. a disability-related modification or accommodations) to participate in the Board meeting or other District activities (including receipt of an agenda in an appropriate alternative format), as outlined in the Americans With Disabilities Act, or require further information, please contact the General Manager at 482-1996, extension 114. Please notify the General Manager 48 hours in advance to provide sufficient time to make a disability-related modification or reasonable accommodation.



**PLEASANT VALLEY RECREATION AND PARK DISTRICT
CO-SPONSORED GROUP
ANNUAL UPDATE**

Group: Friends of Camarillo Dog Park **Date:** 11/18/2016

A representative from your organization must attend the following PVRPD Board Meeting on:
Thursday, December 1st, 6:00pm City Hall Chambers located at 601 Carmen Drive, CA

OFFICERS	NAME	ADDRESS	EMAIL	CELL PHONE
Chair	Cheryl Marks	Camarillo	Chair.FCDP@gmail.com	805-987-4129 - Home
Vice Chair	N/A			
Treasurer	Deborah Faneros	Camarillo	deborahfaneros@yahoo.com	805 - 746-9222 Cell
Secretary	Open			

Number of participants last year: 4 Board Members, 700+ FB Followers, 500+ Email Subscribers

Projected number of participants upcoming year: 6 Board Members, 700+ Social Media Followers, 500+ Email subscribers

Changes Organization has made from previous year: Due to changes in personal circumstances, ProTem Secretary resigned from the FCDP Board before the end of 2015. Around the same time, the Treasurer announced her intention to retire from the FCDP Board at the end of the year, once her duties were wrapped up. Plans for 2017 are to include active recruitment of new members to the FCDP Board.

Comments for the PVRPD Board of Directors: Thank you to the PVRPD Board of Directors and Staff once again for helping us have another successful year. We could not do what we do at the dog parks without PVRPD's continued support.

Primary Facility (ies) Used? Camarillo Grove, Mission Oaks & Springville Parks

What Time are Board Meetings Held? 6:30pm

Where are Board Meetings Held? Community Center or Restaurants

When are new Board Members Elected? January

When are new Board Members Installed? February

Pleasant Valley Recreation and Park District Liaison: Amy Stewart, Recreation Services Manager

Please attach a copy of your By-Laws to this form. N/A

Please Complete and Return the Annual Update and Financial Statement by Friday, Nov 18 and return to:

Amy Stewart
1605 E. Burnley Street, Camarillo, CA 93010
Phone: 482-1996 x 115
Fax: 805-482-3468

Form Completed by (print): Deborah Faneros/Cheryl Marks Date 11/19/2016

Sign: _____ Date 11/19/2016



**PLEASANT VALLEY RECREATION AND PARK DISTRICT
COMMUNITY SERVICE GROUP - ANNUAL REVIEW
FINANCIAL STATEMENT**

NAME OF ORGANIZATION

Friends of Camarillo Dog Parks

Last Year's Financial Statement

Proposed Budget/Goals 2017

Period: Jan. 01, 2016-Oct 31, 2016 (10 Months)

Period: 2017

CHECKING

CHECKING

Beginning Balance: \$ 17,993.48

Beginning Balance: \$ 23,769.41

Revenue:

Revenue:

Direct Public Support: \$ 154.21

Direct Public Support: \$ 250.00

Fundraisers: \$ 2,273.66

Fundraisers: \$ 1,500.00

Rattlesnake Aversion: \$ 4,046.38

Rattlesnake Aversion: \$ 2,300.00

Total Revenue \$ 6,474.25

Total Revenue \$ 4,050.00

Expenses:

Expenses:

Advertising/Promo \$ 200.00

Advertising/Promo \$ 215.00

Contribution To PVRPD - for General
Maintenance & Supplies

PO Box \$ 82.00

PO Box \$ 86.00

FCDP Logo Wear \$ 213.82

FCDP Logo Wear \$ -

Operating Expenses \$ 202.50

FCDP Operating Expenses \$ 421.00

Web Domains/Hosting \$ -

Web Domains/Hosting \$ 335.00

Total Expense: \$ 698.32

Total Expense: \$ 1,057.00

Ending Balance: \$ 23,769.41

Ending Balance: \$ 26,762.41

Bank Balance as of 10/31/16* \$ 24,409.41

*Does not reflect money
due to Axxess costs \$ (640.00)

\$ 23,769.41

Total Spent per park to date:

Cam Grove: \$ 6,631.13

Mission Oaks: \$ 19,856.33

Springville: \$ 27,012.36

TOTAL \$ 53,499.82

(Direct to park improvements)

List Savings/CDs/Investments here:

Savings Account \$

CD Account ___ month \$

CD Account ___ month \$

Investment Account \$

Other Account \$

Total Other Accounts \$

Checking + Other \$

List Savings/CDs/Investments here:

Savings Account \$

CD Account ___ month \$

CD Account ___ month \$

Investment Account \$

Other Account \$

Total Other Accounts \$

Checking + Other \$

**Pleasant Valley Recreation and Park District
Minutes of Regular Meeting
November 3, 2016**

1. CALL TO ORDER

The regular meeting of the Board of Directors of the Pleasant Valley Recreation and Park District was called to order at 6:00 p.m. by Chairman Mishler.

Call to Order

2. PLEDGE OF ALLEGIANCE

Jane Raab led the pledge.

3. ROLL CALL

Ayes: Kelley, Magner, Malloy, Dixon, Chairman Mishler

Absent:

ALSO PRESENT: General Manager Mary Otten, Administrative Services Manager Leonore Young, Recreation Services Manager Amy Stewart, Park Services Manager Bob Cerasuolo, Administrative Analyst Mitchell Cameron, Customer Service Lead and Recording Board Secretary Karen Roberts, Recreation Supervisors Jane Raab and Lanny Binney, Denise Cleric, Bob Aaron, Dan Thaxton, Mark Schienbein, Mike Williams and Rene Randel.

Roll Call

4. AMENDMENTS TO THE AGENDA

General Manager Mary Otten requested that Item 5.D. *Presentations – CPBA* be presented before Item 5.B. *Presentations – Wii Bowling*.

Chairman Mishler called for a motion. A motion was made by Director Malloy and seconded by Director Magner to approve the Agenda as amended.

**Motion to
Approve
Amended
Agenda**

Voting was as follows:

Ayes: Malloy, Magner, Kelley, Dixon, Chairman Mishler

Noes:

Absent:

Motion: Carried

Carried

5. PRESENTATIONS

A. District Highlights/Spotlight – Holiday Events

Recreation Services Manager Amy Stewart presented the highlights of the District's October/November activities, programs and special events. Halloween in the Park on October 31 brought in around 2000 people to the Community Center Park for trick or treating, a costume contest, a movie and a creepy crawly show. Hikes in Camarillo Grove Park and at Mission Oaks Park continue to be popular along with the October 8 Rummage Sale at the Senior Center. The Wii Bowling Tournament brought in 15 senior groups on October 13 and on October 25 the Senior Center hosted a senior Halloween Dance. Tennis court rentals have increased 81% in the last year to the high school and various tennis associations. Pickle Ball has been popular on Monday and Wednesday mornings from 8:30am to 10:30am at the Freedom Gym.

In addition to the highlights, Ms Stewart focused on a few of the District's holiday events. Upcoming is the Senior lunch/movie on December 1, Breakfast with Santa on December 3, the Christmas Parade at 10am and Santa's Village Holiday Carnival from 9am to 2pm on December 10 with Grand Marshal Tommy Lasorda and special guests Dave Daniels and Dave Randal with KHAY and KBBY along with the Dance Time Boys. On December 11, the Camarillo Community Band will be presenting a free holiday concert at 4:30pm and there is plenty of room in the District's holiday classes offering the creation of greeting cards, gourd Christmas vase making classes, and a succulent wreath class.

B. CPBA

Recreation Supervisor Lanny Binney introduced Rene Randel, the treasurer for the Camarillo Pony Baseball Association who presented the group's annual update. The group spent over \$114,000 last year for field maintenance, laser leveling and the purchase of scoreboards. Mr. Randal mentioned the group's concern about the safety of foul balls at the ball fields, especially between fields 2 & 3 at Bob Kildee Park. CPBA has received estimates of about \$50,000 in costs to purchase and install netting to cover and protect the area from foul balls at Bob Kildee Park. Adopting the advanced baseball league (ABL) structure has allowed CPBA to enhance registration and allows for an advanced league and a recreational league.

C. Wii Bowling

Recreation Supervisor Jane Raab introduced the members of the Pleasant Valley Wii Bowling Team for the only county wide event with senior representatives from across the county. Connie Martel, Lee Gunther, Pat Wordgar, and Merle Power received certificates and flowers in recognition for their participation and their second place achievement.

D. CYBA

Recreation Service Lanny Binney introduced Mark Schienbein, chairperson in his 14th season with the Camarillo Youth Basketball Association. He has served as chairperson for eight seasons and as a program director for six years. Mr. Schienbein's wife has assisted with the league as well as his daughter Rachel who assists with referee training. CYBA has a skill rating system that selects teams and evenly distributes the skill level among the teams. First games start in January and the commissioners for all of the leagues have been filled. A new social media chair has been able to increase communication and recruit volunteers through Facebook and Constant Contact. CYBA has decided to not participate in the V-League due to the inconsistent quality of play and the desire to focus on the recreational league. Some of CYBA's existing Dons teams have opted to continue and will use the fees normally paid to the V-League to enter open tournaments. Recreation Supervisor Lanny Binney reported that the school district has an online reservation system in place for facility usage.

6. PUBLIC COMMENT

Chairman Mishler accepted two speaker cards from Administrative Analyst Mitchell Cameron. The first speaker, Dan Thaxton, a Camarillo resident for 44 years stated that on September 24, he received a parking ticket at PV soccer fields, where there is not enough parking and only 14 handicapped spots. Mr. Thaxton suggested that the "no

parking” signs be removed to allow more parking spaces in the dirt area. Mr. Thaxton stated it was not fair for people who pay for parking to receive parking citations because there is not adequate parking available and that all parking tickets should be forgiven.

Bob Aaron of Camarillo stated that spending money for a needs assessment survey will not be worth the results received and that it will serve as more of a distraction. Mr. Aaron mentioned that his experience in the field has shown that someone from outside of this area will not have the capability to have the gut feel of the community and that District staff and interested community members would provide a more accurate grasp of the community’s needs.

7. CONSENT AGENDA

- A. Minutes for Regular Board Meeting October 5, 2016 and Special Board Meeting October 20, 2016
- B. Warrants, Accounts Payable & Payroll thru October 19, 2016
- C. Financial Report

Chairman Mishler called for a motion. A motion was made by Director Magner and seconded by Director Malloy to approve the Consent Agenda.

Motion to Approve Consent Agenda

Voting was as follows:

Ayes: Magner, Malloy, Kelley, Dixon, Chairman Mishler

Noes:

Absent:

Motion: Carried

Carried

8. NEW ITEMS – DISCUSSION/ACTION

A. Approve the Specifications for the Purchase of a Replacement Vehicle

Park Services Manager Bob Cerasuolo presented the bid specifications for a replacement vehicle for the recently damaged and non-repairable Park Ranger vehicle. Discussion included fleet vehicle replacement funds, need for a four passenger vehicle, merits of a Ford Escape for the intended application, better electronics of the 2017 model, state wide fleet management contract, maintenance, extended warranties and negotiating prices.

Chairman Mishler called for a motion. A motion was made by Director Malloy and seconded by Director Magner to approve the bid specifications for the purchase of a 2016 or 2017 Ford Escape fleet vehicle.

Motion to Approve Bid Specs for Vehicle

Voting was as follows:

Ayes: Malloy, Magner, Kelley, Dixon, Chairman Mishler

Noes:

Absent:

Motion: Carried

Carried

B. Refunding \$12,775,000 Series 2008 Certificates of Participation (COPS)

Administrative Services Manager Leonore Young and Administrative Analyst Mitchell Cameron presented the evaluation process in the refunding of COP debt service bonds. Mike Williams, a partner with C.M. deCrisis & Co. and financial advisor explained recommendations. Discussion included familiarity of past transaction facilitators, final approval of financial team's recommendations at December Board meeting, recommended negotiated sale versus competitive sale, policy versus financial reward, negotiating power with an RFP, advanced refunding, taking advantage of lower interest rates, acceptable savings percentages, and current bond market conditions.

Chairman Mishler called for a motion. A motion was made by Director Dixon and seconded by Director Magner to approve 1) the refunding of the 2008 Certificates of Participation debt service bond for Pleasant Valley Fields, 2) the authorization for the General Manager to enter into agreements with the Finance Team (Financial Advisor, Bond Counsel, Underwriter, Disclosure Counsel, Underwriter's Counsel) and 3) the move forward with the transaction using a Negotiated Sale of the Bonds.

Motion to Approve COPS Refunding, a Financial Team And Negotiated Sale Choice

Voting was as follows:

Ayes: Dixon, Magner, Kelley, Malloy, Chairman Mishler

Noes:

Absent:

Motion: Carried

Carried

C. Consideration and Approval to Sign a Five-Year Lease Agreement Between the District and Konica Minolta for a New Copier

Administrative Analyst Mitchell Cameron presented proposals for a copier lease agreement from local providers. Staff recommended the lease of a Konica Minolta copier. Discussion included savings of \$255 per month, high volume use, merits of a new machine, and Minolta's direct service offer.

Chairman Mishler called for a motion. A motion was made by Director Malloy and seconded by Director Magner to approve and authorize staff to sign a five-year lease agreement between the District and Konica Minolta for a new copier.

Motion to Approve 5 Yr Copier Lease with Konica Minolta

Voting was as follows:

Ayes: Malloy, Magner, Kelley, Dixon, Chairman Mishler

Noes:

Absent:

Motion: Carried

Carried

D. Consideration and Approval of Grant Submission to GameTime for Purchase and Replacement of Playground Equipment

Administrative Analyst Mitchell Cameron presented options for the replacement of playground equipment at Adolfo, Encanto and Woodside Parks utilizing revenue from Quimby fees and a matching funds grant from GameTime. Discussion include user age range of 5 to 12 year olds, enhancement of play value at parks, utilization and visibility of chosen parks, impacts on neighborhoods, repair and maintenance versus replacement,

compliance issues with older equipment, and non-profit groups that remove and refurbish old playground equipment to send to other countries.

Chairman Mishler called for a motion. A motion was made by Director Malloy and seconded by Director Kelley to approve playground equipment replacement at Adolfo Park with option #6 (\$69,962) less any costs for utilizing the existing swing set if possible. Discussion included the request for staff to update on the flexibility of the option and cost savings versus new swing set installation.

Motion to Approve Option #6 at Adolfo

Voting was as follows:

Ayes: Malloy, Kelley, Magner, Chairman Mishler

Noes: Dixon

Absent:

Motion: Carried

Carried

Chairman Mishler called for a motion. A motion was made by Director Magner and seconded by Director Malloy to approve playground equipment replacement at Encanto Park with option #1 for the total cost of \$75,387 to the District.

Motion to Approve Option #1 at Encanto

Voting was as follows:

Ayes: Magner, Malloy, Kelley, Dixon, Chairman Mishler

Noes:

Absent:

Motion: Carried

Carried

Chairman Mishler called for a motion. A motion was made by Director Dixon and seconded by Director Malloy to approve playground equipment replacement at Woodside Park with option #3 (\$94,476) leaving the current swing set intact instead of the zip line if there is a cost savings associated with that. Discussion included the climbing wall in option #2 and the greater accessibility with the swings versus the zip line.

Motion to Approve Option #3 at Woodside

Voting was as follows:

Ayes: Dixon, Malloy, Kelley, Magner

Noes: Chairman Mishler

Absent:

Motion: Carried

Carried

9. INFORMATIONAL ITEMS

A. Chairman Mishler –Chairman Mishler mentioned that *The Acorn* reported on issues within the Camarillo Health Care District and reminded the Board and staff to continue to be aware of their actions. The District has regular audits and double check systems are in place. Chairman Mishler and Director Malloy attended the October 14 & 15 State Water Project tour in northern California, visiting the Oroville Dam and Fishery, the Delta waterway system and its pumping station. The original delta has been replaced with levies built by land users who pumped out the water. If

- there was an earthquake in the area, there would be over 300 breaks in the aging levies and all the fresh water would be replaced by salt water.
- B. Ventura County Special District Association/California Special District Association- Director Magner and Administrative Services Manager Leonore Young attended the annual conference for CSDA and visited a desalinization plant in San Diego. Ms. Magner will be attending the CSDA meeting in Sacramento next week and has been appointed to the Fiscal Committee and to the Professional Development Committee.
 - C. Santa Monica Mountains Conservancy – Chairman Mishler attended the October 24 meeting which covered the trail access to Escondido Park on Escondido Lane in Malibu. Residents have hired a security guard to keep people off of the privately owned road, but SMMC says they have right of way on the road to get to the trail.
 - D. Standing Committees – Finance – Director Malloy stated that finances are on track and that spending is reviewed every month and the Finance Committee and the Board are familiar with the seasonal nature of expenses.
 - E. Foundation for Pleasant Valley Recreation and Parks – Director Dixon stated the September 24 fundraiser held at the Camarillo Grove Park Nature Center was very successful. From last year’s event, the Foundation was able to donate \$10,000 for the adaptive play equipment at the Community Center Park playground. The Foundation would like to continue the annual event and raise money to support the Camarillo Grove Nature Center and rehabilitation of the house on the property as an education center. Dr. Dixon mentioned that the Foundation is looking for new board members and also for those who are interested in investing right back into their own community with a tax deductible donation to the Foundation.
 - F. General Manager’s Report – General Manager Otten reported Mel Vincent Park will have its grand opening in February 2017 and that the Camarillo Grove Park Trail completion will have its grand opening in January 2017.

11. ORAL COMMUNICATIONS

Director Kelley requested that if the public wants to contact him they can call his law office number in Camarillo since he has been having issues receiving e-mails from the public. Director Malloy thanked Mitchell Cameron for the presentations on the COP process and the copier lease agreement. Referring to his northern California ground water trip, Mr. Malloy commented how politically challenging the management of the delta is, but that it will have to change because the ground is sinking one to six inches a year. Mr. Malloy stated that the delta needs to be restored back to its natural state, but it is hard to have everyone agree. The next water tour will be to the Colorado River. Chairman Mishler acknowledged that Matt Lorimer attended a city council meeting last week and redirected a citizen with a public comment about a park to Chairman Mishler.

12. ADJOURNMENT

Chairman Mishler adjourned the meeting at 8:50 p.m.

Respectfully submitted,

Karen Roberts
Recording Secretary

Approval,

Mike Mishler
Chairman

**PLEASANT VALLEY RECREATION AND PARK DISTRICT
STAFF REPORT / AGENDA REPORT**

TO: BOARD OF DIRECTORS

FROM: MARY OTTEN, GENERAL MANAGER
By: Leonore Young, Administrative Services Manager

DATE: December 1, 2016

SUBJECT: FINANCE REPORT – OCTOBER 2016

RECOMMENDATION

It is recommended the Board review and approve the Financial Statements for October 31, 2016 for Fund 10 and Fund 20.

ANALYSIS OF COMPARATIVE FINANCIAL THROUGH OCTOBER 31, 2016

Attached you will find the PVRPD Statements of Revenues and Expenditures for the period of July 1, 2016 through October 31, 2016 with a year-to-date comparison for the period of July 1, 2015 through October 31, 2015. The percentage rate used for the 2016-2017 fiscal year budget is 33.3% for Period 4 of the fiscal year.

REVENUES

Total revenue for the 4th month ending October 31, 2016 for Fund 10 (General Fund) has an increase of \$3,071,651. This is due to the Park Dedication Fee received which was \$3,123,562. If the Park Dedication Fee is not factored in, the District has a decrease in year to date comparison of \$51,911 over the same period as last year. This decrease is primarily due to the decrease in Public Fees of \$33,480 due to the timing of the posting of the Christmas Parade revenue along with the cancellation of swim classes due to the parking lot work at Bob Kildee Park and a decrease of \$29,387 in the Rental line item due to the inconsistency of the club teams renting District facilities, along with an increase of \$9,215 in Cell Tower Revenue due to the timing of payments being received.

Total revenue for the 4th month ending October 31, 2016 for Fund 20 (Assessment District) is at less than 1.0% of budget and expenses are at 31.7% of budget. The monthly financial report will see limited revenue posted to the Assessment District until the December 2016 tax apportionment is received. Staff will continue to book the monthly expenses to the Assessment District so that the proper accounting of the Assessment District expenses will continue, but until the tax apportionment is received in December, the Board will see that expenses outweigh revenue.

EXPENDITURES

Personnel Expenditures have decreased by \$5,235 for FY 2016-2017 in comparison to personnel expense for the same time period. Even though full time wages are higher than last year and part time wages are down in comparison to fiscal year 2015-2016, overall Personnel is running under budget.

Service and Supply Expenditures have increased \$50,101 in comparison to the same time period as last year. This increase is primarily due to the water line item which is \$31,244 higher than fiscal year 2015-2016 due to warmer weather over the same time period as a year ago. The increase of \$13,174 in the Ground Maintenance line item is due to thatching and turf maintenance. The \$5,172 increase in Janitorial Supplies is due to a recent order to replenish low inventory.

Capital projects currently underway or completed for FY 2016-2017 are the upgraded phone system and the Eston Street tree projects. Over the course of the next few months the Board will see activity in the other Capital projects.

FISCAL IMPACT

Overall the District is under the approved budget for Fund 10 by 5.66% and Fund 20 by 1.6%. Staff is constantly reviewing ways to make the District run effectively and efficiently while staying within the approved budget.

RECOMMENDATION

It is recommended the Board review and approve the Financial Statements for October 31, 2016 for Fund 10 and Fund 20.

ATTACHMENTS

- 1) Financial Statement of Revenues and Expenditures as of October 31, 2016 Fund 10
(3 pages)
- 2) Financial Statement of Revenue and Expenditures as of October 31, 2016 Fund 20
(1 page)

General Ledger
Statement of Revenues and Expenditures
Fund 10 General Fund
October 2016 33%

Description	Account	Period Amount	One Year Prior Actual	Year to Date	Budget	Budget Remaining	% of Budget Used
Revenue							
Tax Apport Cur Year Secured	5110	\$ -	\$ -	\$ -	\$ 5,825,276.00	\$ 5,825,276.00	0.00%
Tax Apport Cur Year Unsec	5120	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Tax Apport Prior Year Sec	5130	\$ -	20,592.37	43,613.97	\$ -	43,613.97	0.00%
Tax Apport Prior Year Unsec	5140	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Tax Deeded Sales	5150	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Tax Apport Protested Tax	5160	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
RDA Property Tax Trust Fund	5205	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Cur Supplemental Pass Thru	5210	\$ 10,602.51	9,240.52	10,602.51	\$ -	10,602.51	0.00%
Supplemental Redemption	5215	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
HOPTR	5230	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Supplemental Assessment Roll	5240	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Housing Authority Apport	5260	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
ERAF Distribution Apport	5270	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Interest Apport Fund	5310	\$ -	\$ -	16,242.40	17,364.00	1,121.60	93.54%
Other Interest Income	5320	\$ -	1,097.06	\$ -	\$ -	\$ -	0.00%
Loan Proceeds	5350	\$ -	66,130.00	\$ -	\$ -	\$ -	0.00%
Park Dedication Fees	5400	\$ -	\$ -	3,123,562.00	\$ -	3,123,562.00	0.00%
Dividends CAPRI Prior Years	5460	\$ -	\$ -	\$ -	11,477.00	11,477.00	0.00%
Assessment Revenue	5500	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Carryover Balance	5502	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Facility Cleaning Fee	5505	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Park Patrol Citations	5506	\$ -	1,532.22	860.50	3,520.00	2,659.50	24.45%
Plan Check Fee	5507	\$ -	\$ -	\$ -	100.00	100.00	0.00%
Public Fees	5510	\$ 22,000.30	231,280.08	197,800.18	588,319.00	390,518.82	33.52%
Certificates	5512	\$ -	107.03	\$ -	\$ -	\$ -	0.00%
Swim PassAdult Splash (20)	5513	\$ 153.00	4,485.33	867.00	7,344.00	6,477.00	11.81%
Swim PassSenior Splash (10)	5514	\$ 180.00	382.50	517.50	1,890.00	1,372.50	27.38%
Senior Services Revenue	5515	\$ 75.00	1,705.00	1,200.00	\$ -	1,200.00	0.00%
Swim Pass Senior Splash (20)	5516	\$ 425.00	1,443.00	1,147.50	3,570.00	2,422.50	32.14%
Swim PassSenior Splash (20)	5517	\$ -	324.00	270.00	2,916.00	2,646.00	9.26%
Swim PassSenior Fitness (10)	5518	\$ 720.00	4,320.00	3,456.00	5,670.00	2,214.00	60.95%
Swim PassSenior Fitness (20)	5520	\$ 874.75	10,098.95	8,795.50	26,529.00	17,733.50	33.15%
Swim PassAdult Splash (10)	5524	\$ 162.00	891.00	807.00	5,508.00	4,701.00	14.65%
Vending Concessions	5525	\$ 121.38	484.27	709.58	3,160.00	2,450.42	22.46%
Swim PassAdult Fitness (10)	5526	\$ -	408.00	100.00	3,240.00	3,140.00	3.09%
Swim PassAdult Fitness (20)	5527	\$ 14.00	1,610.00	653.00	5,400.00	4,747.00	12.09%
Swim Passes Summer Single	5528	\$ -	160.00	130.00	960.00	830.00	13.54%
Swim Passes Summer Family	5529	\$ 70.00	306.00	269.00	1,680.00	1,411.00	16.01%
Rental	5530	\$ 22,155.04	135,757.54	106,370.62	270,302.00	163,931.38	39.35%
Cell Tower Revenue	5535	\$ 4,226.62	8,725.63	17,940.96	66,398.00	48,457.04	27.02%
Annual Passes	5536	\$ 115.00	\$ -	577.00	3,000.00	2,423.00	19.23%
Parking Fees	5540	\$ -	\$ -	7,532.22	17,602.00	10,069.78	42.79%
Dues	5550	\$ 307.00	707.00	737.00	2,240.00	1,503.00	32.90%
Activity Guide Revenue	5555	\$ 1,590.00	1,500.00	2,690.00	6,000.00	3,310.00	44.83%
Scrap Sales on Asset Disposal	5560	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Banner Income	5562	\$ -	1,490.00	\$ -	\$ -	\$ -	0.00%
Gain/(Loss) LAIF Investments	5565	\$ -	1,589.14	1,703.98	\$ -	1,703.98	0.00%
General Donation	5569	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Donations	5570	\$ 1,205.00	76,669.98	79,569.00	79,220.00	349.00	100.44%
Donations for CIP Projects	5571	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Grant Revenue NRPA	5572	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Scholarships	5573	\$ -	\$ -	19.00	\$ -	19.00	0.00%
Grant Greenfield Fitness Equ	5574	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Other/Purchase Discount Taken	5575	\$ 8,464.07	19,743.35	27,128.33	45,621.00	18,492.67	59.46%
Cash Over/Under	5580	\$ 25.00	18.47	25.00	\$ -	25.00	0.00%
Incentive Income	5585	\$ 539.80	2,906.35	1,175.06	1,600.00	424.94	73.44%
Reimbursement ROPS	5600	\$ -	93,916.20	114,200.16	67,100.00	47,100.16	170.19%
Revenue		\$ 74,025.47	\$ 699,620.99	\$ 3,771,271.97	\$ 7,073,006.00	\$ 9,758,085.27	53.32%
YTD Comparison				\$ 3,071,650.98			
Expense							
Full Time Salaries	6100	\$ 162,854.15	\$ 581,182.59	\$ 607,096.97	\$ 2,186,026.00	\$ 1,578,929.03	27.77%
Overtime Salaries	6101	\$ 1,254.13	\$ 2,862.46	\$ 4,061.35	\$ 37,691.00	\$ 33,629.65	10.78%
Car Allowance	6105	\$ 462.70	\$ -	\$ 2,590.27	\$ 9,600.00	\$ 7,009.73	26.98%
Cell Phone Allowance	6108	\$ 1,071.12	\$ -	\$ 4,143.74	\$ 15,765.00	\$ 11,621.26	26.28%
PartTime Salaries	6110	\$ 37,308.66	\$ 211,056.29	\$ 189,034.36	\$ 668,327.00	\$ 479,292.64	28.28%
Retirement	6120	\$ 27,019.63	\$ 104,351.84	\$ 101,696.97	\$ 382,260.00	\$ 280,563.03	26.60%

General Ledger
Statement of Revenues and Expenditures
Fund 10 General Fund
October 2016 33%

Description	Account	Period Amount	One Year Prior Actual	Year to Date	Budget	Budget Remaining	% of Budget Used
457 Pension	6121	\$ 135.22	\$ 540.88	\$ 6,365.52	\$ 4,100.00	\$ 2,265.52	155.26%
Employee Insurance	6130	\$ 16,996.07	\$ 93,862.70	\$ 60,575.01	\$ 266,030.00	\$ 205,454.99	22.77%
Workers Compensation	6140	\$ 9,852.57	\$ 39,192.13	\$ 37,909.87	\$ 188,091.00	\$ 150,181.13	20.16%
Unemployment Insurance	6150	\$ -	\$ -	\$ 3,136.65	\$ 9,000.00	\$ 5,863.35	34.85%
Loan Pension Obligation	6160	\$ 19,234.00	\$ 74,991.00	\$ 76,936.00	\$ 230,808.00	\$ 153,872.00	33.33%
OPEB Expense	6161	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
PERS Unfunded Liability	6170	\$ 16,820.66	\$ 58,024.00	\$ 67,282.64	\$ 201,662.00	\$ 134,379.36	33.36%
Personnel		\$ 293,008.91	\$ 1,166,063.89	\$ 1,160,829.35	\$ 4,199,360.00	\$ 3,043,061.69	27.64%
YTD Comparison				\$ (5,234.54)			
Service and Supplies							
Communications	6200	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Telephone	6210	\$ 1,233.59	\$ 4,635.12	\$ 4,776.84	\$ 21,276.00	\$ 16,499.16	22.45%
Internet Services	6220	\$ 623.98	\$ 2,008.00	\$ 2,129.98	\$ 44,136.00	\$ 42,006.02	4.83%
Pool Chemicals	6310	\$ 454.93	\$ 6,418.36	\$ 2,223.73	\$ 15,000.00	\$ 12,776.27	14.82%
Janitorial Supplies	6320	\$ 5,763.60	\$ 17,681.58	\$ 22,853.74	\$ 48,375.00	\$ 25,521.26	47.24%
Kitchen Supplies	6330	\$ -	\$ 40.98	\$ 105.72	\$ 1,650.00	\$ 1,544.28	6.41%
Food Supplies	6340	\$ -	\$ 2,575.09	\$ 1,077.82	\$ 8,636.00	\$ 7,558.18	12.48%
Water Maint & Service	6350	\$ 134.55	\$ 332.70	\$ 336.05	\$ 1,320.00	\$ 983.95	25.46%
Laundry/Wash Service	6360	\$ -	\$ -	\$ -	\$ 860.00	\$ 860.00	0.00%
Janitorial Services	6370	\$ -	\$ -	\$ -	\$ 1,800.00	\$ 1,800.00	0.00%
Medical Supplies	6380	\$ -	\$ 365.03	\$ -	\$ -	\$ -	0.00%
Insurance Liability	6410	\$ 8,815.83	\$ 33,583.68	\$ 35,263.33	\$ 105,790.00	\$ 70,526.67	33.33%
Equipment Maintenance	6500	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Fuel	6510	\$ 2,342.96	\$ 11,296.36	\$ 8,008.89	\$ 48,000.00	\$ 39,991.11	16.69%
Vehicle Maintenance	6520	\$ 3,754.70	\$ 7,243.70	\$ 12,236.73	\$ 34,200.00	\$ 21,963.27	35.78%
Office Equipment Maintenance	6530	\$ -	\$ -	\$ -	\$ 2,300.00	\$ 2,300.00	0.00%
Computer Equip Maintenance	6540	\$ -	\$ -	\$ -	\$ 2,795.00	\$ 2,795.00	0.00%
Building Maintenance	6600	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Building Repair	6610	\$ 5,172.34	\$ 26,957.62	\$ 17,100.48	\$ 78,300.00	\$ 61,199.52	21.84%
Bldg Equip Maint/Repair	6620	\$ 390.18	\$ 1,751.56	\$ 564.21	\$ 27,300.00	\$ 26,735.79	2.07%
Improvements/Maintenance	6630	\$ -	\$ 1,949.94	\$ 8,284.77	\$ 22,500.00	\$ 14,215.23	36.82%
Incidental Costs Assess	6709	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Grounds Maintenance	6710	\$ 13,868.36	\$ 19,063.22	\$ 32,237.35	\$ 93,980.00	\$ 61,742.65	34.30%
Parking Lot Repair Assess	6718	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Tree Care Assess	6719	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Contracted LS Services	6720	\$ -	\$ 775.20	\$ -	\$ -	\$ -	0.00%
Playgrnd Replacmnt Assess	6721	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Park Amenities Assess	6722	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Park Signage (Branding)	6725	\$ -	\$ -	\$ 35.00	\$ -	\$ 35.00	0.00%
Contracted Pest Control	6730	\$ -	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00	0.00%
Rubbish & Refuse	6740	\$ 3,360.10	\$ 19,265.43	\$ 13,573.30	\$ 56,800.00	\$ 43,226.70	23.90%
Vandalism/Theft	6750	\$ -	\$ 4,784.70	\$ -	\$ 5,000.00	\$ 5,000.00	0.00%
Memberships	6810	\$ -	\$ 995.00	\$ 6,144.50	\$ 12,799.00	\$ 6,654.50	48.01%
Office Expense	6900	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Office Supplies	6910	\$ 1,541.93	\$ 7,350.20	\$ 5,694.48	\$ 27,996.00	\$ 22,301.52	20.34%
Postage Expense	6920	\$ 613.43	\$ 6,598.30	\$ 5,873.05	\$ 26,218.00	\$ 20,344.95	22.40%
Advertising Expense	6930	\$ 1,205.00	\$ 1,060.32	\$ 4,099.29	\$ 15,092.00	\$ 10,992.71	27.16%
Printing Charges	6940	\$ 777.01	\$ 3,452.82	\$ 3,408.27	\$ 20,213.00	\$ 16,804.73	16.86%
Bank & ActiveNet Charges	6950	\$ 2,579.17	\$ 19,737.71	\$ 18,026.38	\$ 50,410.00	\$ 32,383.62	35.76%
Approp Redev/Collection Fees	6960	\$ -	\$ -	\$ -	\$ 373,394.00	\$ 373,394.00	0.00%
Minor Furn Fixture & Equip	6980	\$ 74.53	\$ 2,549.07	\$ 596.99	\$ 1,546.00	\$ 949.01	38.62%
Comp Hardware/Software Exp	6990	\$ -	\$ 14.99	\$ 1,949.31	\$ 8,874.00	\$ 6,924.69	21.97%
Fingerprint Fees (HR)	7010	\$ 128.00	\$ 568.00	\$ 128.00	\$ 2,440.00	\$ 2,312.00	5.25%
Fire & Safety Insp Fees	7020	\$ 956.05	\$ -	\$ 956.05	\$ 4,090.00	\$ 3,133.95	23.38%
Permit & Licensinq Fees	7030	\$ -	\$ 332.64	\$ -	\$ 2,700.00	\$ 2,700.00	0.00%
State License Fee	7040	\$ -	\$ -	\$ 657.50	\$ -	\$ 657.50	0.00%
Professional Services	7100	\$ -	\$ -	\$ -	\$ 900.00	\$ 900.00	0.00%
Legal Services	7110	\$ -	\$ 11,855.67	\$ 4,003.80	\$ 69,150.00	\$ 65,146.20	5.79%
Typeset and Print Services	7115	\$ 2,200.00	\$ 11,892.22	\$ 11,745.39	\$ 50,204.00	\$ 38,458.61	23.40%
Instructor Services	7120	\$ 9,649.27	\$ 56,789.33	\$ 54,645.50	\$ 140,473.00	\$ 85,827.50	38.90%
PERS Admin Fees	7125	\$ -	\$ 861.77	\$ -	\$ 1,975.00	\$ 1,975.00	0.00%
Audit Services	7130	\$ 1,000.00	\$ 785.00	\$ 6,640.00	\$ 11,300.00	\$ 4,660.00	58.76%
Medical & Health Svcs (HR)	7140	\$ 345.00	\$ 870.00	\$ 445.00	\$ 5,500.00	\$ 5,055.00	8.09%
Security Services	7150	\$ 433.50	\$ 1,591.26	\$ 2,111.10	\$ 4,740.00	\$ 2,628.90	44.54%
Entertainment Services	7160	\$ -	\$ 150.00	\$ -	\$ 2,450.00	\$ 2,450.00	0.00%
Business Services	7180	\$ 285.84	\$ 22,824.26	\$ 31,450.95	\$ 84,923.00	\$ 53,472.05	37.03%
Umpire/Referee Services	7190	\$ 230.00	\$ 590.00	\$ 860.00	\$ 2,000.00	\$ 1,140.00	43.00%
Publication/Legal Notices	7200	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Subscriptions	7210	\$ 35.00	\$ 2,972.10	\$ 35.00	\$ 3,604.00	\$ 3,569.00	0.97%

General Ledger
Statement of Revenues and Expenditures
Fund 10 General Fund
October 2016 33%

Description	Account	Period Amount	One Year Prior Actual	Year to Date	Budget	Budget Remaining	% of Budget Used
Rents and Leases	7300	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Rents & Leases Equip	7310	\$ 842.66	\$ 8,743.64	\$ 1,602.52	\$ 28,760.00	\$ 27,157.48	5.57%
Bldg/Field Leases & Rental	7320	\$ -	\$ 5.00	\$ 15.00	\$ 10,938.00	\$ 10,923.00	0.14%
Event Supplies	7410	\$ -	\$ 728.05	\$ 925.96	\$ 2,210.00	\$ 1,284.04	41.90%
Supplies	7420	\$ -	\$ 275.34	\$ 168.15	\$ 7,016.00	\$ 6,847.85	2.40%
Binco Supplies	7430	\$ 578.13	\$ 2,690.04	\$ 2,375.59	\$ 7,800.00	\$ 5,424.41	30.46%
Sporting Goods	7440	\$ 1,968.27	\$ 2,317.27	\$ 3,463.61	\$ 8,125.00	\$ 4,661.39	42.63%
Arts and Craft Supplies	7450	\$ -	\$ 571.97	\$ 384.62	\$ 4,700.00	\$ 4,315.38	8.18%
Training Supplies	7460	\$ -	\$ -	\$ -	\$ 3,420.00	\$ 3,420.00	0.00%
Camp Supplies	7470	\$ -	\$ 447.51	\$ 659.52	\$ 1,080.00	\$ 420.48	61.07%
Small Tools	7500	\$ 574.49	\$ -	\$ 1,931.94	\$ 15,950.00	\$ 14,018.06	12.11%
Safety Supplies	7510	\$ 231.63	\$ 2,875.32	\$ 1,776.33	\$ 7,484.00	\$ 5,707.67	23.74%
Special Department Expense	7600	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Uniform Allowance	7610	\$ 446.18	\$ 1,204.59	\$ 1,624.78	\$ 12,688.00	\$ 11,063.22	12.81%
Safety Clothing	7620	\$ 358.49	\$ 3,125.87	\$ 843.08	\$ 3,150.00	\$ 2,306.92	26.76%
Transportation and Travel	7700	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Conference&Seminar Staff	7710	\$ 80.00	\$ 1,329.21	\$ 1,787.68	\$ 12,790.00	\$ 11,002.32	13.98%
Conference&Seminar Board	7715	\$ -	\$ -	\$ 212.47	\$ 2,840.00	\$ 2,627.53	7.48%
Conference&Seminar Travel Exp	7720	\$ -	\$ 1,839.87	\$ 1,860.40	\$ 9,758.00	\$ 7,897.60	19.07%
Out of Town Travel Board	7725	\$ -	\$ -	\$ 303.92	\$ 6,355.00	\$ 6,051.08	4.78%
Private Vehicle Mileage	7730	\$ 275.94	\$ 1,014.29	\$ 799.74	\$ 4,556.00	\$ 3,756.26	17.55%
Transportation Charges	7740	\$ -	\$ -	\$ -	\$ 1,750.00	\$ 1,750.00	0.00%
Buses/Excursions	7750	\$ 600.00	\$ 4,338.30	\$ 2,427.64	\$ 21,966.00	\$ 19,538.36	11.05%
Tuition/Book Reimbursement	7760	\$ -	\$ 161.00	\$ -	\$ -	\$ -	0.00%
Utilities Gas	7810	\$ 1,479.20	\$ 3,678.79	\$ 3,998.27	\$ 26,491.00	\$ 22,492.73	15.09%
Utilities Water	7820	\$ 100,080.52	\$ 228,764.77	\$ 260,008.60	\$ 742,489.00	\$ 482,480.40	35.02%
Utilities Electric	7830	\$ 14,077.10	\$ 58,781.87	\$ 52,500.30	\$ 231,245.00	\$ 178,744.70	22.70%
Reserve Designated Project	7902	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Awards and Certificates	7910	\$ 387.98	\$ 6,251.21	\$ 4,762.23	\$ 18,186.00	\$ 13,423.77	26.19%
Meals for Staff Training	7920	\$ -	\$ 471.66	\$ 112.00	\$ 2,710.00	\$ 2,822.00	4.13%
Employee Morale	7930	\$ -	\$ 928.78	\$ 58.33	\$ 3,475.00	\$ 3,416.67	1.68%
COP Debt PV Fields	7950	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Reserve Vehicle Fleet	7970	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Reserve Computer Fleet	7971	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Reserve Designated Project	7972	\$ 2,500.00	\$ -	\$ 10,000.00	\$ 30,000.00	\$ 20,000.00	33.33%
Reserve Dry Period	7973	\$ 7,583.33	\$ -	\$ 30,333.33	\$ 91,000.00	\$ 60,666.67	33.33%
Reserve Capital Improvements	7974	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Reserve Repair/Oper/Admin	7975	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Scholarships	8105	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Discounts Military	8110	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Land Improvements	8200	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Structures & Improvements	8300	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Service and Supplies		\$ 200,032.78	\$ 655,113.28	\$ 705,214.52	\$ 2,863,941.00	\$ 2,160,335.48	24.62%
YTD Comparison				\$ 50,101.24			
Capital	8400	\$ -	\$ -	\$ -	\$ 502,790.00	\$ 502,790.00	0.00%
LWCF Grant	8401	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
NRPA Grant	8402	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
HCF Grant Trails	8403	\$ -	\$ -	\$ 58.87	\$ -	\$ 58.87	0.00%
Greenfield Outdoor Fitness Equ	8404	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
HCF Grant Wildlife Programs	8405	\$ -	\$ 256.79	\$ 2,697.86	\$ -	\$ 2,697.86	0.00%
Grnfield Outdoor Fitness Equip	8406	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Springbrook Software	8407	\$ -	\$ 66,130.00	\$ -	\$ -	\$ -	0.00%
Cam Grove Park	8409	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Equip/Facility Replacement	8420	\$ -	\$ -	\$ -	\$ 45,200.00	\$ 45,200.00	0.00%
Telephone System	8421	\$ 5,481.26	\$ -	\$ 9,981.26	\$ -	\$ 9,981.26	0.00%
Needs Assessment FY 1617	8422	\$ 87.38	\$ -	\$ 87.38	\$ -	\$ 87.38	0.00%
Bob Kildee Parking Lot FY1617	8423	\$ 236.44	\$ -	\$ 236.44	\$ -	\$ 236.44	0.00%
Capital		\$ 5,805.08	\$ 66,386.79	\$ 13,061.81	\$ 547,990.00	\$ 561,051.81	2.38%
YTD Comparison				\$ (53,324.98)			
Total Expense w/out Capital		\$ 293,008.91	\$ 1,166,063.89	\$ 1,160,829.35	\$ 4,199,360.00	\$ 3,043,061.69	27.64%
YTD Comparison				\$ (5,234.54)			

General Ledger
Statement of Revenues and Expenditures
Fund 20 Assessment District
October 2016 33%

Description	Account	Period	Amount	One Year Prior	Actual	Year to Date	Budget	Budget Remaining	% of Budget Used
Revenue									
Transfer In	1500	\$	-	\$	-	\$ (0.06)	\$ -	\$ 0.06	0.00%
Interest Apport Fund	5310	\$	-	\$	-	\$ (154.34)	\$ (1,536.00)	\$ (1,381.66)	10.05%
Other Interest Income	5320	\$	-	\$	(377.71)	\$ -	\$ -	\$ -	0.00%
Park Dedication Fees	5400	\$	-	\$	-	\$ -	\$ -	\$ -	0.00%
Dividends - CAPRI Prior Years	5460	\$	-	\$	-	\$ -	\$ -	\$ -	0.00%
Assessment Revenue	5500	\$	-	\$	(1,993.06)	\$ (7,509.41)	\$ (1,046,037.00)	\$ (1,038,527.59)	0.72%
Carryover Balance	5502	\$	-	\$	-	\$ -	\$ (379,171.00)	\$ (379,171.00)	0.00%
Revenue		\$	-	\$	(2,370.77)	\$ (7,663.81)	\$ (1,426,744.00)	\$ (1,419,080.19)	0.54%
YTD Comparison						\$ (5,293.04)			
Expense									
Full Time Salaries	6100	\$	7,260.70	\$	31,347.90	\$ 25,999.60	\$ 96,247.00	\$ 70,247.40	27.01%
Overtime Salaries	6101	\$	-	\$	-	\$ -	\$ -	\$ -	0.00%
Car Allowance	6105	\$	100.00	\$	-	\$ 400.00	\$ 1,200.00	\$ 800.00	33.33%
Cell Phone Allowance	6108	\$	60.18	\$	-	\$ 306.18	\$ 975.00	\$ 668.82	31.40%
Part-Time Salaries	6110	\$	-	\$	-	\$ -	\$ -	\$ -	0.00%
Retirement	6120	\$	1,223.16	\$	4,984.03	\$ 3,978.04	\$ 16,504.00	\$ 12,525.96	24.10%
457 Pension	6121	\$	-	\$	-	\$ -	\$ -	\$ -	0.00%
Employee Insurance	6130	\$	1,117.67	\$	3,687.34	\$ 4,470.67	\$ 13,412.00	\$ 8,941.33	33.33%
Workers Compensation	6140	\$	621.77	\$	2,633.23	\$ 3,034.21	\$ 8,085.00	\$ 5,050.79	37.53%
Unemployment Insurance	6150	\$	-	\$	-	\$ -	\$ -	\$ -	0.00%
Loan - Pension Obligation	6160	\$	-	\$	-	\$ -	\$ -	\$ -	0.00%
OPEB Expense	6161	\$	-	\$	-	\$ -	\$ -	\$ -	0.00%
PERS Unfunded Liability	6170	\$	-	\$	-	\$ -	\$ -	\$ -	0.00%
Personnel		\$	10,383.48	\$	42,652.50	\$ 38,188.70	\$ 136,423.00	\$ 98,234.30	27.99%
YTD Comparison						\$ (4,463.80)			
Service and Supplies									
Incidental Costs - Assess	6709	\$	-	\$	15,348.25	\$ 15,610.13	\$ 27,500.00	\$ 11,889.87	56.76%
Grounds Maintenance	6710	\$	-	\$	-	\$ -	\$ -	\$ -	0.00%
Parking Lot Repair - Assess	6718	\$	-	\$	-	\$ -	\$ -	\$ -	0.00%
Tree Care - Assess	6719	\$	-	\$	-	\$ -	\$ -	\$ -	0.00%
Contracted LS Services	6720	\$	32,656.49	\$	103,124.12	\$ 109,436.58	\$ 403,560.00	\$ 294,123.42	27.12%
Bank & ActiveNet Charges	6950	\$	-	\$	-	\$ 30.00	\$ -	\$ (30.00)	0.00%
Approp Redev/Collection Fees	6960	\$	-	\$	-	\$ -	\$ 2,625.00	\$ 2,625.00	0.00%
Business Services	7180	\$	-	\$	-	\$ 5,000.00	\$ -	\$ (5,000.00)	0.00%
COP Debt - PV Fields	7950	\$	62,655.42	\$	246,340.44	\$ 250,621.67	\$ 751,865.00	\$ 501,243.33	33.33%
Service and Supplies		\$	95,311.91	\$	364,842.81	\$ 380,698.38	\$ 1,185,550.00	\$ 804,851.62	32.11%
YTD Comparison						\$ 15,855.57			
Total Expense		\$	105,695.38	\$	407,495.31	\$ 418,887.07	\$ 1,321,973.00	\$ 903,085.93	31.69%
YTD Comparison						\$ 11,391.76			

Agenda Item 8.A.

SWEARING IN OF NEWLY ELECTED DIRECTORS

- 1. Administrative Analyst Mitchell Cameron will conduct the Swearing In Ceremony.**
- 2. Directors Dixon, Malloy and Chairman Mishler should meet Mitchell at the front by the screen. Mitchell will call the three up at the same time.**
- 3. Mitchell will read:**

PER CALIFORNIA GOVERNMENT CODE, SECTION 1360 AND AS DEPUTY COUNTY CLERK FOR THE COUNTY OF VENTURA IN THE STATE OF CALIFORNIA, IT IS MY DUTY TO ADMINISTER THE OATH OF OFFICE.

(everyone look at oath)

PLEASE REPEAT AFTER ME TOGETHER AS A GROUP, STATING YOUR NAME WHERE NOTED.

AS A DIRECTOR FOR THE PLEASANT VALLEY RECREATION AND PARK DISTRICT,

I, (MIKE MISHLER, NEAL DIXON, MARK MALLOY) DO SOLEMNLY SWEAR THAT I WILL SUPPORT AND DEFEND THE CONSTITUTION OF THE UNITED STATES AND THE CONSTITUTION OF THE STATE OF CALIFORNIA AGAINST ALL ENEMIES, FOREIGN AND DOMESTIC;

THAT I WILL BEAR TRUE FAITH AND ALLEGIANCE TO THE CONSTITUTION OF THE UNITED STATES AND THE CONSTITUTION OF THE STATE OF CALIFORNIA;

THAT I WILL TAKE THIS OBLIGATION FREELY, WITHOUT ANY MENTAL RESERVATION OR PURPOSE OF EVASION;

AND THAT I WILL WELL AND FAITHFULLY DISCHARGE THE DUTIES UPON WHICH I AM ABOUT TO ENTER.

CONGRATULATIONS!

PLEASE RETURN TO YOUR SEATS.

OATH OF OFFICE
(Section 1360, Government Code of California)

PLEASANT VALLEY RECREATION AND PARK DISTRICT

STATE OF CALIFORNIA}

ss.

COUNTY OF VENTURA}

As a Director for the **PLEASANT VALLEY RECREATION AND PARK DISTRICT**

I, **Neal P. Dixon**, do solemnly swear (or affirm) that I will support and defend the Constitution of the United States and the Constitution of the State of California against all enemies, foreign and domestic; that I will bear true faith and allegiance to the Constitution of the United States and the Constitution of the State of California; that I take this obligation freely, without any mental reservation or purpose of evasion; and that I will well and faithfully discharge the duties upon which I am about to enter.

Signature

Subscribed and sworn to before me

This ____ day of _____, 20____.

Signature of Authorized Agent

Title

OATH OF OFFICE

(Section 1360, Government Code of California)

PLEASANT VALLEY RECREATION AND PARK DISTRICT

STATE OF CALIFORNIA}

ss.

COUNTY OF VENTURA}

As a Director for the **PLEASANT VALLEY RECREATION AND PARK DISTRICT**

I, **Mark Malloy**, do solemnly swear (or affirm) that I will support and defend the Constitution of the United States and the Constitution of the State of California against all enemies, foreign and domestic; that I will bear true faith and allegiance to the Constitution of the United States and the Constitution of the State of California; that I take this obligation freely, without any mental reservation or purpose of evasion; and that I will well and faithfully discharge the duties upon which I am about to enter.

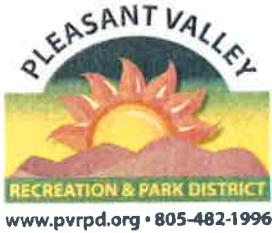
Signature

Subscribed and sworn to before me

This ____ day of _____, 20____.

Signature of Authorized Agent

Title



Pleasant Valley Recreation & Park District

1605 E. Burnley St., Camarillo, CA 93010
Phone: (805) 482-1996
FAX: (805) 482-3468

BOARD OF DIRECTORS
MIKE MISHLER
NEAL DIXON
MARK MALLOY
ROBERT KELLEY
ELAINE MAGNER

GENERAL MANAGER
MARY OTTEN

Nomination for Chair: _____

A nomination by Director _____

and seconded by Director _____

Voting was as follows:

Ayes: _____

Noes: _____

Abstain: _____

Absent: _____

Nomination for Chair: _____

A nomination by Director _____

and seconded by Director _____

Voting was as follows:

Ayes: _____

Noes: _____

Abstain: _____

Absent: _____



Pleasant Valley Recreation & Park District

1605 E. Burnley St., Camarillo, CA 93010
Phone: (805) 482-1996
FAX: (805) 482-3468

BOARD OF DIRECTORS
MIKE MISHLER
NEAL DIXON
MARK MALLOY
ROBERT KELLEY
ELAINE MAGNER

GENERAL MANAGER
MARY OTTEN

Nomination for Vice-Chair: _____

A nomination by Director _____

and seconded by Director _____

Voting was as follows:

Ayes: _____

Noes: _____

Abstain: _____

Absent: _____

Nomination for Vice-Chair: _____

A nomination by Director _____

and seconded by Director _____

Voting was as follows:

Ayes: _____

Noes: _____

Abstain: _____

Absent: _____



Pleasant Valley Recreation & Park District

1605 E. Burnley St., Camarillo, CA 93010
Phone: (805) 482-1996
FAX: (805) 482-3468

BOARD OF DIRECTORS
MIKE MISHLER
NEAL DIXON
MARK MALLOY
ROBERT KELLEY
ELAINE MAGNER

GENERAL MANAGER
MARY OTTEN

Nomination for Secretary: _____

A nomination by Director _____

and seconded by Director _____

Voting was as follows:

Ayes: _____

Noes: _____

Abstain: _____

Absent: _____

Nomination for Secretary: _____

A nomination by Director _____

and seconded by Director _____

Voting was as follows:

Ayes: _____

Noes: _____

Abstain: _____

Absent: _____

**PLEASANT VALLEY RECREATION AND PARK DISTRICT
STAFF REPORT / AGENDA REPORT**

TO: BOARD OF DIRECTORS

FROM: MARY OTTEN, GENERAL MANAGER
By: Mitchell Cameron, Administrative Analyst

DATE: December 1, 2016

**SUBJECT: CONSIDERATION AND APPROVAL OF REGULAR
BOARD MEETING DATES FOR 2017**

RECOMMENDATION

It is recommended the Board review and approve the dates for the Regular Board Meetings for calendar year 2017.

BACKGROUND

The meeting dates for the new year are traditionally reviewed at the December meeting. It was suggested to bring the calendar to the Board for approval in the event adjustments need to be made to meeting dates. The City has confirmed that the listed dates are compatible with the City Hall Council Chambers 2017 schedule.

It is recommended that the Board review all the meeting dates and make recommendations for any additional changes because of holidays or conflicts.

RECOMMENDATION

It is recommended the Board review and approve the dates for the Regular Board Meetings for calendar year 2017.

ATTACHMENTS

- 1) Board of Directors Regular Meeting Dates 2017 Calendar (1 page)

PLEASANT VALLEY RECREATION AND PARK DISTRICT

BOARD OF DIRECTORS REGULAR MEETING DATES CITY OF CAMARILLO, CITY HALL COUNCIL CHAMBERS 601 CARMEN DRIVE, CAMARILLO *(unless otherwise noted)*

2017 DATES

- Wednesday, January 4, 6:00pm
- Wednesday, February 1, 6:00pm
- Wednesday, March 1, 6:00pm
- Wednesday, April 5, 6:00pm
- Wednesday, May 3, 6:00pm
- Wednesday, June 7, 6:00pm
- Wednesday, July 5, 6:00pm
- **Wednesday, August 2**, 6:00pm *(typically dark)*
- **Thursday, September 7**, 6:00pm
- Wednesday, October 4, 6:00pm
- **Thursday, November 2**, 6:00pm
- **Thursday, December 7**, 6:00pm

**PLEASANT VALLEY RECREATION AND PARK DISTRICT
STAFF REPORT / AGENDA REPORT**

TO: BOARD OF DIRECTORS

FROM: MARY OTTEN, GENERAL MANAGER
By: Mitchell Cameron, Administrative Analyst

DATE: December 1, 2016

SUBJECT: NEEDS ASSESSMENT AGREEMENT

RECOMMENDATION

It is recommended the Board:

- 1) Review the proposals received in response to the Needs Assessment Request for Proposals (RFP)
- 2) Authorize the General Manager to enter an agreement with RJM Design Group to perform Phase 1 of the District's Needs Assessment

BACKGROUND

In 2013 the District embarked on a Strategic Plan to set direction for making decisions over a five-year period (2013-2018). This document was developed to address the following areas:

- 1) Collaborations with strategic partners
- 2) Balance between programming and facilities
- 3) Changes in Demographics
- 4) Organizational health to meet the District's service goals

The District also developed a 5-year Capital Improvement Plan (2013-2018); this plan included facilities and parks that would require modification, replacement and improvement over the next 5 years. This Needs Assessment will accomplish a few of the visions set three (3) years ago, and identify additional funding mechanisms, facilities, and programs as well as gaps to meet the needs identified in the 2013 Strategic Plan and Capital Improvement Plan.

At the September 2016 Board Meeting, the Board approved an RFP for the District's Needs Assessment. RJM Design Group and Conservation Technix submitted proposals which have been included in the attachments. On November 8th, the ad hoc Board committee, District staff and a staff member from the City of Camarillo interviewed the companies that sent in proposals. After reviewing all proposals and conducting interviews, District Staff is recommending that the Board consider selecting RJM Design Group as the consultant for our District's Needs Assessment.

ANALYSIS

The purpose of the Needs Assessment is to identify, evaluate and report on the recreation and leisure needs, desires, and future developments of the groups and individuals within the District.

This Assessment has become more important than ever in the current economic climate of leaner budgets and operating funds. The District must critically analyze all expenditures, facilities, and programs offered in a continued effort to better serve the public, while maintaining a balanced budget with diminishing cash flow.

The RFP included five tasks to develop a comprehensive recreation and park Needs Assessment that addresses current gaps in recreation and park offerings as well as project needs that will enable future planning efforts. The five different tasks staff have identified include:

- 1) Community Outreach and Public Participation
- 2) Level of Service Analysis
- 3) Park and Recreation Gap Analysis
- 4) Feasibility and Implementation
- 5) Final Presentation

District staff will utilize the data captured within this assessment to develop a comprehensive plan that will meet the needs of the community for years to come.

Proposals have been evaluated by District Staff utilizing the following eight criteria:

- 1) Past Performance Record
- 2) Staffing Capabilities/Technical Competence
- 3) Approach to Work
- 4) Quality Control
- 5) Ease of Use
- 6) Creativity
- 7) References
- 8) Fees

A key component of the Needs Assessment will be a systematic approach to data collection. Collecting data from people in the community provides them with the opportunity to gain a voice in the process of policy making. Having reliable citizen input data serves an extremely important procedural purpose since many policy decisions could be adjusted by what the citizens might say and/or want as the District makes choices between different kinds of recreation options. The methods which RJM Design Group will use to gain citizen input are: stakeholder interviews, a statistically valid telephone survey, a senior questionnaire summary, and community wide meetings. In the event the Needs Assessment confirms the need for a facility, RJM has the capability to design and construct facilities. Although the District would go out to bid for any such projects, RJM would have a comprehensive understanding of the needs and wants of our residents.

The Needs Assessment as proposed would be a two-phase process. Phase one would consist of:

- 1) Stakeholder Interview Summary
- 2) Facility Recreation Inventory
- 3) Facility Gap Analysis
- 4) Demographic Analysis and Projections
- 5) Senior Questionnaire Summary
- 6) Statistically Valid Telephone Survey
- 7) Facility Demand Needs.

As part of this process staff will be working closely with RJM to assist and provide Facility Analysis and complete the Capital Improvement Plan. RJM has also agreed to work with staff and provide training throughout the process in hosting community meetings, developing surveys, and holding stakeholder interviews.

Examples of Projects the organizations have worked on in the past can be accessed at:
http://www.pvrpd.org/administration/directors/agenda/needs_assessment_example.asp

FISCAL IMPACT

The District Budget for FY 16/17 allocated \$68,790 for the Needs Assessment and the fiscal impact for Phase One of the Need Assessment will be approximately \$54,225. This implementation strategy would keep the District around \$14,000 under budget for FY 16/17. Phase Two would go back before the Board as part of the Budget for FY 17/18 and the approximate cost would be \$38,550.

RECOMMENDATION

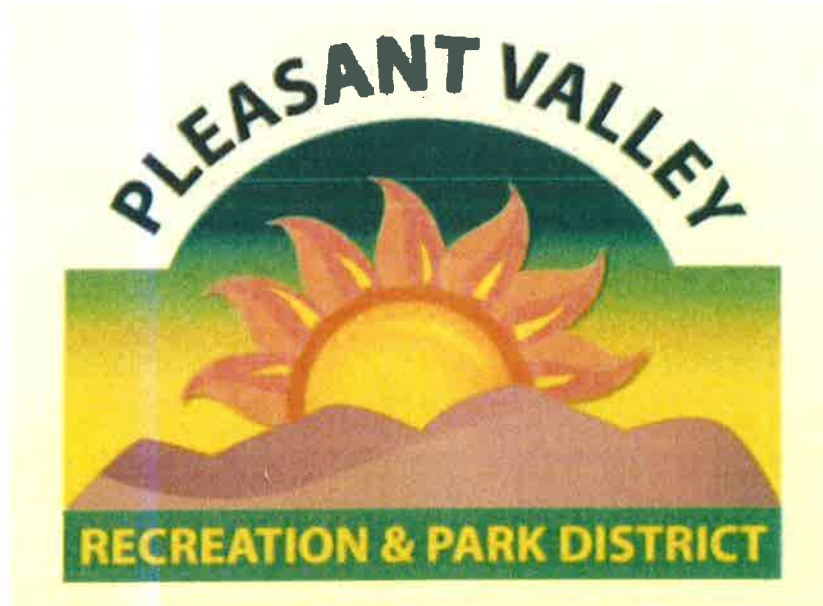
It is recommended that the Board of Directors:

- 1) Review the proposals received in response to the Needs Assessment Request for Proposals (RFP)
- 2) Authorize the General Manager to enter an agreement with RJM Design Group to perform Phase 1 of the District's Needs Assessment

ATTACHMENTS

- 1) RFP Needs Assessment (10 pages)
- 2) Conservation Technix Proposal (32 pages)
- 3) RJM Proposal 1(8 pages)
- 4) RJM Proposal 2(8 pages)
- 5) RJM Proposal (39 pages)
- 6) Comparison (1 page)

**REQUEST FOR PROPOSALS (RFP)
FOR
RECREATION AND PARKS NEEDS ASSESSMENTS**



September 7, 2016

Submit Proposals to:

Pleasant Valley Recreation & Park District

Attn: Mitchell Cameron

1605 E. Burnley Street

Camarillo, CA 93010

(805) 482-1996 x15

Mcameron@pvrrpd.org

RFP responses to be received until 2:00pm Friday October 7, 2016

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Firm Selection 9

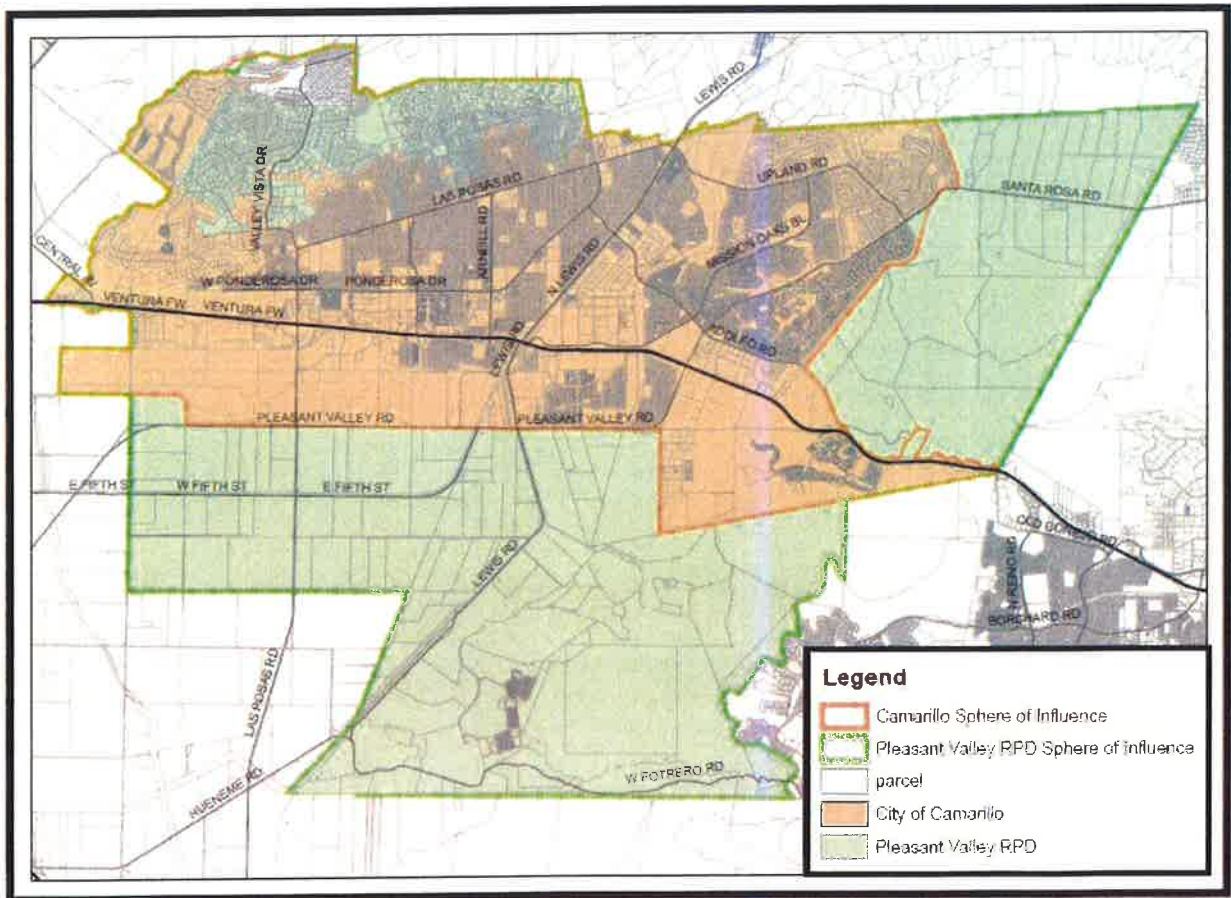
Project Schedule 10

The Pleasant Valley Recreation and Park District (PVRPD) is issuing this Request for Proposals (RFP). PVRPD seeks to retain the services of a consultant firm, or firms working in partnership, to carry out a comprehensive recreation and parks needs assessment. This effort will require close coordination with the PVRPD, the City of Camarillo, and other community recreation providers.

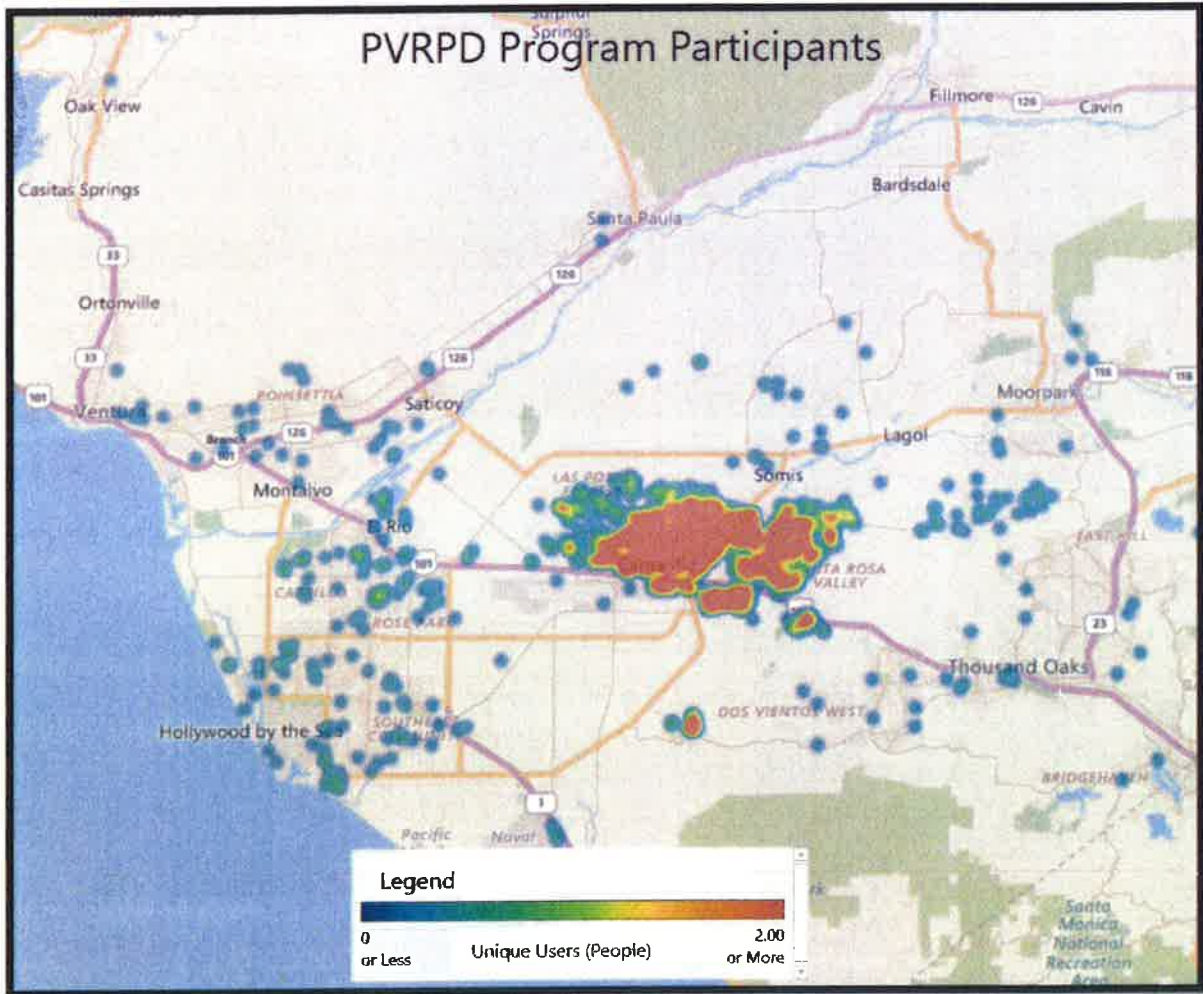
Introduction

The Pleasant Valley Recreation and Park District, an independent special district, was formed in January 1962 under the State Public Resources Code of California. The birth of the District was approved by the voters in the Camarillo community to provide quality programs, parks and facilities that could be enjoyed by everyone. The District is located in and around the city of Camarillo, serves a population of over 70,000 and covers an area of approximately 45 square miles. It has grown from one park to 27 parks since its inception 54 years ago. Within the District, a variety of recreational facilities exist including: a senior center, an indoor aquatic center, a community center, dog parks, lighted ball fields, tennis courts, a running track, walking paths, premier soccer fields, hiking trails, picnic pavilions, children’s play equipment, and barbecue areas.

Below is a map that displays the District’s sphere of influence:



Below is a heat map that displays the residence of participants in our programs:



Project Goal

The overall goal of this project to develop a comprehensive recreation and parks needs assessment that addresses current gaps in recreation and parks offerings and projected needs that will enable future planning efforts.

Project Scope

This RFP requests proposals to accomplish several tasks:

1. Community Outreach and Public Participation:

The community outreach process for this project will be critical in engaging the community and building support for the identified needs related to parks and recreation. The consultant shall determine satisfaction levels of current

offerings and identify unmet needs in the community. Examples of community outreach may include:

- a. Focus Group Meetings
- b. Community Wide Meetings
- c. Surveys (Mail/Telephone/and Internet)
- d. Stakeholder/User Group Interviews (Board/City/HealthCare District)
- e. Community Workshops
- f. Statistically-Valid Survey

Special Considerations:

The proposed outreach plan must include an approach to obtain input from PVRPD nonresidents located in Somis and Santa Rosa Valley who utilize District facilities. The plan shall also include a strategy to obtain input from difficult to reach user groups including those with time constraints and language barriers.

Deliverables: The consultant shall include a statistically valid survey, a combination of other survey methodologies and prepare summary reports with supporting data for all outreach activities. The summary reports should include photographs, graphics, maps and an electronic searchable inventory of outreach materials and input provided at any meeting. The report should include a community profile with the potential to break reports up by demographics.

2. Level of Service Analysis

The consultant shall perform an inventory of District assets and perform a level of service analysis that can be broken down by demographic and neighborhood, a minimum expectation would include:

- a. An overview of District offerings
- b. Asset inventory and analysis
- c. Facility inventory and analysis
- d. Parks inventory and analysis
- e. Recreation Programs inventory and analysis
- f. Analysis of potential partner organizations

3. Park and Recreation Gap Analysis

The consultant shall conduct a gap analysis of Park and Recreation with the purpose of identifying underserved and overserved neighborhoods and demographics.

The gap analysis should at minimum compare:

- a. The District offerings
- b. The community need
- c. The Industry standard and trend

The analysis should include:

- a. An itemized list of programs, facilities and assets that would fill current gaps between the need and current District offerings
- b. Prioritized list based off current needs
- c. Identification and prioritization of future needs

Deliverables: Develop a map, prioritized list and other visual aids that identify projects and programs that will meet current and future needs of PVRPD users and residents. The methods used to conduct this analysis should be clearly explained. All raw data must be included in final electronic submission.

4. Feasibility and Implementation

The consultant will provide financial cost estimates and projected costs related to all identified projects, programs and recommendations presented in the report. This report will include:

- a. Identification of potential funding source
- b. Timeline for implementation with future cost taken into account
- c. Maintenance and operation cost analysis
- d. Plan to develop programming based off analysis
- e. Develop a program for acquisition and development of parkland, recreation, facilities, open space, trails, and parks maintenance and administration of facilities for the future
- f. Implementation plan which includes strategies, priorities, and an analysis of budget support and funding mechanisms for the short term, mid-term and long term

Deliverables: Develop a comprehensive report outlining recommendations and results of analysis.

5. Final Report Preparation and Presentation

Administrative Draft Report

- a. The consultant shall prepare a Draft report for District/City Staff review and comment.

Deliverables: The consultant shall include 5 hardcopy Administrative Draft Reports and 1 electronic report for District/City Staff review and comment. The

consultant will conduct a meeting with staff to review and discuss refinements to the administrative draft.

Final Report and Presentation

- a. The consultant shall prepare a final report and present their findings to the PVRPD Board.

Deliverables: The consultant shall submit one digital reproducible final report on a USB thumb drive, 5 hard copies of the final report, and all of the supporting data. In addition, the consultant will present the final report with a PowerPoint presentation and any other visual aids to the PVRPD Board.

PVRPD staff intends to work closely with the selected consultant throughout this process to refine the scope of work as is appropriate to complete the objectives of the assessment.

Submission Requirements

1. Questions: Inquiries concerning the RFP should be addressed on or before 2pm Friday October 7, 2016 to:

Mitchell Cameron, Administrative Analyst at mcameron@pvrpd.org

Proposal Submission: This Request for Proposals (RFP) cannot identify each specific task required to successfully implement this project. PVRPD relies on the experience, professionalism and competence of the proposing firm to be knowledgeable of the general areas identified in the project description and of professional expectations for this sort of work. This includes but is not limited to required tasks and subtasks, personnel commitments, work hours, direct and indirect costs, etc. to complete the tasks and subtasks.

Unnecessarily elaborate brochures or other presentations beyond those sufficient to present a complete and effective response to the solicitation are not desired and may be construed as an indication of the consultant's lack of cost consciousness. Elaborate art work, expensive paper, and expensive visual and other presentations are neither necessary nor desired.

2. Six (6) copies of the proposal, plus an electronic version must be submitted containing the following elements:
 - o Cover letter
 - o Previous project history, including the firm's specific role in the project. Include key personnel that worked on each project

listed for the firm. A firm must include in its proposal a complete disclosure of any alleged significant prior or ongoing contract failures, any civil or criminal litigation or investigation pending which involves the firm or in which the firm has been judged guilty or liable within the last five (5) years. If there is no negative history to disclose, the firm must affirmatively state in its proposal that there is no negative history to report.

- A brief narrative which indicates the management structure of the firm, tenure of management, and ownership of the firm.
- The resumes of professional personnel who will be working on this project and their specific responsibilities. The firm's project manager, who will be responsible for planning, coordinating and conducting the majority of the work, must be identified and committed to the project. The District must approve changes to key personnel committed to work on the project subsequent to award of contract.
- A narrative briefly describing the proposed approach, using general descriptions for the activities and how this approach will ensure timely completion of the project. Also, supply a work flow diagram with performance milestones and relative time frames for completion.
- A summary and description of the methodologies that will be utilized to accomplish the overall goal of this project
- A client reference list from previous projects of similar scope and magnitude. List should include key personnel, contact information and their position within the agency.
- A hyperlink or hardcopy of similar projects completed by the firm.
- An itemized cost proposal and the firm's hourly rate. This must be included in a separate sealed envelope.
- A disclosure of all personal, professional or financial relationships with any officer or employee of the District.

Failure to comply with the terms of this provision may disqualify any proposal. Late submissions after the deadline will not be accepted. The District reserves the right to reject any proposal based upon the firm's prior documented history with the District or with any other party, which documents, without limitation, unsatisfactory performance, adversarial or contentious demeanor, significant failures to meet contract milestones or other contractual failures.

Firm Selection

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 District may reject any proposal if it is conditional, incomplete or contains irregularities. The District may waive an immaterial deviation in a proposal, but this shall in no way modify the proposal document or excuse the consultant from compliance with the contract requirements if the consultant is awarded a contract. The District will evaluate all proposals and may elect to set up interviews to help identify the most qualified firm. The proposals will be evaluated on a variety of factors including but not limited to:

Past Performance Record

Experience in work of similar complexity and scale. Efficiency and timeliness in completion of projects. Experience in projects completed for public entities.

Staffing Capabilities / Technical Competence

Familiarity with applicable codes and regulations. Training and proven expertise in the area of work required.

Approach to Work

Methodology to be implemented to address and coordinate the various elements within the project.

Quality Control

Demonstrated ability to provide professional level deliverables, accurate and qualified research and narrative writing style that meets professional and District standards.

Ease of Use

Final report shall contain enough technical detail to satisfy District staff, but also contain summaries and figures that will easily communicate its message to elected officials and the public.

Creativity

The District recognizes the complexity of this project and encourages the creativity in firms to accomplish the overall goal of this project.

References

The District will contact the references of the top proposals and will use that information in the evaluation and selection process.

Fee

Fees charged in the proposal will be considered along with other proposal evaluation factors.

The successful firm to whom work is awarded shall, within 30 days of Board approval, enter into a contract with the District for the work in accordance with the specifications and shall furnish all required documents necessary to enter into said contract.

Project Schedule

1. Request for Proposal Open- September 18, 2016
2. **Deadline for Proposals- October 7, 2016 2:00pm**
3. Consultants Selected for Interview October 14, 2016
4. Interviews Conducted- October 19-21, 2016
5. Approval and Award of Project- November 3, 2016
6. Completion of Preliminary Assessment- April 2017
7. Presentation of Final Report to PVRPD Board- May 2017



Proposal for Pleasant Valley Recreation & Park District Recreation & Parks Needs Assessment



CONSERVATION
TECHNIX

PO Box 12736 - Portland, OR 97212
conservationtechnix.com
503.989.9345

In Collaboration with:
Ballard*King & Associates



Assisting local agencies and non-profits finance
and conserve greenspaces today.

PLANNING TODAY...
GREENING TOMORROW



7 October 2016

Pleasant Valley Recreation & Park District
Attn: Mitchell Cameron, Administrative Analyst
1605 E Burnley Street
Camarillo, CA 93010

RE: Letter of Interest for the Recreation and Parks Needs Assessment

Dear Mr. Cameron and members of the Selection Committee:

Conservation Technix is pleased to submit our team's qualifications in response to your solicitation. With **special focus and significant expertise** in park and recreation planning, Conservation Technix is a well-qualified choice to assist the Pleasant Valley Recreation and Park District in preparing a new recreation and parks needs assessment. With over 15 years of experience in community-based planning, facilitation and project management, the firm provides a creative, solutions-oriented approach to projects and excels at integrating long-range planning, implementation strategies and fiscal analysis into its work.

Corporate Information:

Conservation Technix Inc
Federal EIN: 20-4481835
CA Corp. ID: 3762079

Authorized Representative & Lead Contact:

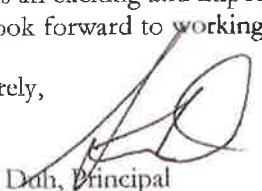
Stephen Duh, Principal
PO Box 12736, Portland OR 97212
503-989-9345
steve@conservationtechnix.com

Bringing the strongest possible depth of experiences to this project, we have partnered with **Ballard*King & Associates** for assistance with recreation program planning. Our team is distinguished in many ways:

- Our team has **extensive experience with community-based, park and open space planning** and includes service-sector leaders in all aspects of the project. We have successfully completed parks, recreation and open space plans, needs assessments and strategic plans with municipalities across the western US. Our team includes Certified Park and Recreation Planners (CPRP), certified Planners and registered Landscape Architects experienced in municipal park planning and strategy.
- We **understand the needs and challenges of park and recreation service delivery** with significant hands-on experience and insight as former, public sector park agency staff. As such, the Conservation Technix team offers a **client-side perspective** on issues of communications, policy, funding and operational demands. Our staff have implemented multi-million dollar bond programs, established voter-approved park districts and managed park acquisition programs.
- Our small size and talented staff offer **efficiency, economy and personalized attention**. We will be nimble, flexible and responsive and produce a plan uniquely suited to Redmond's needs.

This is an exciting and important endeavor for the District. We encourage you to contact our references and look forward to **working** with your community in support of a vital parks and recreation program.

Sincerely,


Steve Duh, Principal

1 Executive Summary

The goal of the Recreation and Parks Needs Assessment is to enable a planning process that creates a forward-looking document that defines a future direction for the Pleasant Valley Recreation and Park District's parks and recreation facilities and program areas. The project will guide what residents value, what the District provides and how those services fit within its core objectives. At its base, the project is about guiding the District's future and addressing the leadership to achieve it.

Core Competencies & Specialized Experience

This proposal will demonstrate that our team has the capacity and experience to engage the City on every aspect of park and recreation planning; we are a full-service team. Conservation Technix has led and managing over 30 community-based planning projects in the past 5 years, and we have significant local experience.

- Park, trail & recreation system planning is our **core focus and specialty**.
- Our team has the **technical know-how** to facilitate a smooth and dynamic planning process.
- As **former public-sector planners**, we are a strong partner in facilitating public and advocacy group input.
- We have the capacity to **work as an extension of staff** and collaborate across multiple City departments.
- We craft **custom, actionable plans with clear strategy** and policy direction that can be used as a communications tool for the department.

In addition to traditional parks and recreation master plans, Conservation Technix has developed plans that incorporate other aspects of community livability into our plans. These include in-depth trails plans with design standards, healthy community and active lifestyle approaches, cultural and human service policies, funding strategies and clear implementation tools. We recognize the challenges related to financing improvements requested by the community, and we devote considerable energy to building a capital improvements plan that is both thoughtful and affordable, but also includes smaller projects to build momentum for the program and that can utilize volunteer support to grow future program supporters.

Our staff offer a tremendous depth of experience with community engagement and surveys. Conservation Technix has facilitated a variety of public engagement models, ranging from large public meeting presentations, to workshop-style open houses, to intimate stakeholder conversations. Our approach will help build a plan that focuses on more than just the programs and facilities that make up the parks system – it will frame parks and recreation in light of local economic, social and personal benefits.

Our team also offers a unique method of assessing service areas and system deficiencies. We utilize a network-based **walkshed gap analysis** that can illustrate areas of the city with optimal parkland access, as well as highlight areas underserved by park and recreation facilities. Our approach to service standards is based on the local context, available landbase and the potential for opportunities to expand. We aim to offer **locally-appropriate and well-reasoned standards** built from staff and community guidance.

Lastly, our team includes **leaders in parks and recreation planning**, and we bring the unique experience as former public park agency staff. This is important because we understand from your perspective the challenges of growing a system, making projects pencil out and having the resources to maintain them. We have prepared park district feasibility studies that look at revenue potential and operational loads. We also have prepared detailed proformas for expansive park development programs that are built on realistic capital cost estimates, known and projected revenues and known and anticipated operating expenditures for growing park and recreation systems.

With every project, we strive to be **innovative, visionary and strategic**, while crafting an actionable plan that is also practical and functional. Our plans help clients take action and build partnerships.

There are no requirements of the RFP that our team cannot meet.

Proposal Highlights

The proposal outlines the capabilities of our team and a recommended project scope to meet the requirements of the RFP. Our planning projects are built from the ground up and rely significantly on community input. Our approach to the public process for this project utilizes some tried and true methods, such as stakeholder discussions and public meetings, but it also embraces and integrates social, mobile technology. Our firm has seen tremendous benefits from using an online engagement platform, called mySidewalk. The platform functions as a virtual town hall, where stakeholders can generate ideas, help others evolve their ideas, and identify ideas for a project. In addition, stakeholders can use social media networks to share their ideas and comments from a mySidewalk website. The highlights of the process include the following:

- 2 community meetings
- Mail and online community survey
- 6 stakeholder discussions
- 2 sessions with the Adhoc Committee
- 1 session with District Board
- Content for your website and social media accounts
- mySidewalk online engagement tool (optional)

The Conservation Technix team is ready to assist the District in crafting a new needs assessment with an in-depth process and with substantial support from firm principals and senior staff throughout the duration of the project.

Project Management & Communications

Conservation Technix has developed a solid foundation of interdisciplinary expertise to provide the most reliable and responsive services possible to our clients. One key advantage is our size and efficiency. As a small, independent firm, we can quickly and directly respond to your requests and provide consistency in communications. We do not over-commit on multiple projects, and by focusing on our core expertise, we effectively manage our workload and maintain availability for new assignments.

Conservation Technix is committed to clear, consistent and timely communication with District staff and the project team. We will hold periodic project coordination meetings with staff to review and discuss work products, prepare for community outreach, refine objectives and develop plan implementation strategies. We also understand that our public sector clients value continuity, so we make a conscientious effort to maintaining the same assigned team members throughout the duration of a project. By providing the District with a consistent workforce, we enhance our relationship with you and will be able to quickly and efficiently address any issues or concerns that may arise.

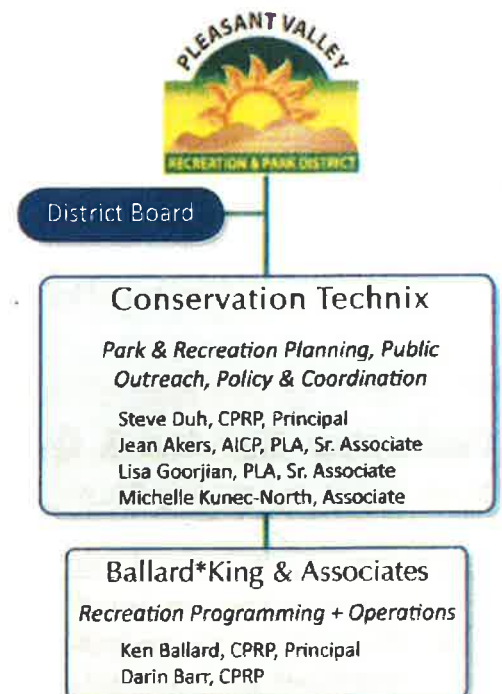
2 Introduction & Overview

Team Introduction

Conservation Technix is excited about the opportunity to submit our qualifications for the PVRPD Recreation and Parks Needs Assessment and has organized an experienced, professional team with the knowledge, expertise and capacity to meet the timeline and challenges of this critical, community project. Our team brings the unique perspective of past roles as municipal park planners, and as such, we understand the nuances related to policy development and public involvement and the need for succinct, implementable and realistic planning documents. The project team brings significant, direct public-sector experience to this project, including park and trail system planning, recreation and facility planning, and implementation strategy.

The Conservation Technix team is well-qualified to assist the District through this important planning process and will bring a depth of experience to the project. Our team is guided by the principle that the active use and conservation of open spaces promotes the **environmental, social and economic vitality** of communities. We see parks and recreation as an **essential and core building block** to community livability and as a means to promote healthy lifestyles and economic vitality. We are committed to a lively and rich community-based planning process that encourages broad resident input.

As the prime consultant, Conservation Technix will lead the team and be responsible for overall coordination, planning and outreach. We have partnered with Ballard*King & Associates for assistance with recreation program planning and operations costing. Our staff will be nimble, flexible and responsive, while providing creative solutions built on recent public sector park experiences, and our team will be guided by significant principal and senior staff involvement throughout the duration of the project.



Firm Profiles



Conservation Technix :: Primary Consultant

Founded in March 2006, Conservation Technix assists local government and non-profit organizations in efforts to finance and conserve greenspaces through innovative solutions and dynamic strategy development and provides the following professional services:

- Comprehensive Park, Recreation and Natural Resource Planning
- Public Involvement & Facilitation
- Fiscal, Policy and Trend Analyses
- Conservation Strategy, Real Property Acquisition & Grant Writing

Conservation Technix specializes in developing comprehensive park system master plans that address park and recreation facilities, open space and trails, programs and services, maintenance, and future staffing and funding strategies. Through significant and relevant experience in public administration and management, Conservation Technix's staff have "on the ground" knowledge of plan implementation, marketing and finance strategy

development, along with a keen understanding of the requisite integration of capital facility planning, budgeting and operations. Conservation Technix's approach to open space planning enables substantial public involvement and engenders guidance from policymakers to ensure an implementable plan adapted to specific community goals.

Conservation Technix is registered as an Oregon corporation. The firm is located in Portland and is a certified Tier-1 Emerging Small Business. All 6 professional staff have experience as public sector park planners, with over 60 years of combined experience. We are active in the National Recreation & Parks Association, Society of Outdoor Recreation Professionals, American Planning Association and International Society of Arboriculture.



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CONSULTING FIRM

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Ballard*King & Associates :: Recreation Program Assessment

Ballard*King & Associates is a recreation facility planning and operations consulting firm established in 1992. In response to the need for market-driven and reality-based planning for recreation centers and recreation facilities, B*K provides needs assessments, market analysis, operations pro-formas and audits specific to recreation centers and recreation facilities. With over 70 combined years of facility management and planning experience in the public, non-profit, collegiate and private sector, our consulting firm has completed over 500 projects in 47 states and has working relationships with more than 80 architects coast-to-coast.

Customer Service & Quality Control

At our core, we are a planning firm that embraces and respects community-based public processes and aims to use public engagement to build community understanding for and support in client projects and programs. Our aim is to provide high quality, good value and consistent services to our clients - seeking to provide our services in a timely manner that meets client expectations and needs. We work under the following tenets:

- We encourage customer feedback - whether positive or negative. We listen to client feedback about our services and deliverables and proactively seek to redress any issues or concerns.
- Our staff can respond quickly to changing needs and circumstances of clients, and do so with tight team integration and coordination.
- Senior management is fully and visibly engaged in client communications, service delivery and quality control - allowing us to monitor customer service on a regular and consistent basis.

All of our professional staff are former public sector employees, and as such, we have a unique and special understanding for the role of residents and local stakeholders to a project of this nature and extend the highest quality customer service and respect to them. We understand that our performance can be viewed as an extension of the City, and this is why we place such importance on frequent communications with staff and for pre-planning and strategy sessions in advance of public meetings, events or other activities in the public realm.

3 Qualifications & Personnel

Qualifications

Our team has the **capacity and experience** to engage the District on every aspect of park and recreation planning; we are a full-service team. Our team understands your needs from your perspective, and we can work closely with the District **as an extension of staff** to enable a smooth, efficient plan development and review process.

The team is composed of service-sector leaders. **Ballard*King** has conducted 30 operational assessments and completed over 500 recreation facility projects in 48 states.

Staff resumes are provided on the following pages.

Team Member Roles & Availability

Steve Duh, the firm's principal, will be the project manager and point of contact with PVRPD. He will keep the team cohesive and well-directed, while facilitating for creative, strong ideas. All key personnel will be **available** throughout the duration of this project, and the chart summarizes team personnel and their roles.

Personnel		Roles							Availability
		Park System Planning	Inventory & Assessment	Standards & LOS	Public Involvement	Needs Assessment	Capital Planning & Finance	Goals & Strategies	
Conservation Technix	Steve Duh, CPRP, PIC	L	s	L	L	s	s	s	60%
	Jean Akers, RLA, AICP	s	s	s	L	s	L	L	55%
	Lisa Goorjian, RLA	s				s	s	s	15%
	Michelle Kunec	s		s	s	L	s	s	20%
	Maria Davila Bores	s			s				8%
Ballard*King	Ken Ballard	L				L	s	s	12%
	Darin Barr	s				s			10%

NOTE: "L" refers to Lead staff person; "s" refers to support.

Credentials

- Master of Urban and Regional Planning, Portland State University
- B.S., Environmental Science, SUNY College of Environmental Science & Forestry
- NRPA Rocky Mountain Revenue Management School
- Certified Parks & Recreation Professional

Steve Duh, CPRP, Principal, Conservation Technix

Steve is a Certified Park and Recreation Professional and has over 15 years experience in public sector and non-profit program management. Steve brings six years of hands-on public agency experience as program manager for Vancouver-Clark Parks and Recreation Department where he helped establish a voter-approved parks district to enable a \$40 million program of park development, established an off-leash dog area program, managed the parks capital program and led several interagency plans. Steve will lead the system planning, including policy frameworks, strategies and partnership opportunities. As project manager, he will be responsible for the timeliness and completeness of team work and providing overall quality control on the project.

Credentials

- Master of Science, Horticulture; Ohio State University
- Bachelor of Landscape Architecture; Temple University
- Bachelor of Agriculture; Ohio State University
- Certified Planner
- Registered Landscape Architect

Jean Akers, PLA, AICP, Senior Associate, Conservation Technix

Jean is a certified Planner and registered Landscape Architect with over 25 years of significant local and state park planning and design experience. With professional experiences that range from site-specific landscape design to community and regional approaches for land conservation, development and use, Jean has the ability to work across multiple scales with a diverse cross-section of stakeholders. She is very effective at leading the public participation process through her years as college instructor, project manager, planner and public speaker. Jean's efforts will be focused toward park system planning, site assessments and operations, and public engagement.

Credentials

- Master of Landscape Architecture, University of Oregon
- Bachelor of Landscape Architecture, University of Oregon
- Bachelor of Art - Fine Art, University of Oregon
- Registered Landscape Architect

Lisa Goorjian, PLA, Senior Associate, Conservation Technix

Lisa is a registered Landscape Architect with over 18 years of expertise in local and state park, acquisition, planning, development; operations and maintenance; senior level management, and excellent communication and leadership skills valuable in cultivating a positive working environment. Her work is rooted in providing excellent outdoor recreation experiences where compatible with natural and cultural resources and is guided by a belief that our public lands are fundamental and should be accessible for people of all abilities and backgrounds. Lisa's experience will be directed toward operations and trail planning.

Credentials

- Master of Community & Regional Planning; University of Oregon
- B.S. Environmental Science; University of Virginia
- Bachelor of Urban & Environmental Planning; University of Virginia

Michelle Kunec-North, Associate, Conservation Technix

Michelle is a planner with 10 years of experience in multi-sector public facility planning, including parks, green infrastructure and transportation systems. Michelle is committed to creating healthy, active communities and has led collaborative, multi-agency partnerships to integrate health and equity in public planning and policy. Michelle's efforts will be focused toward park system planning, strategic planning and needs assessment.

Credentials

- Bachelors Degree in Architecture, University Autonomous of San Luis Potosi, Mexico
- Sustainable Building Certificate, Portland Community College

Maria Davila Bores, Project Specialist, Conservation Technix

Maria is a native Spanish speaker who is passionate about parks and recreation. She has five years of experience working closely with the public with a main focus with the Latino community. She has provided information regarding a variety of programs and initiatives, including community centers, Trails Master Plan and natural areas, among others. Maria will provide Spanish translation for outreach materials and the design of the community survey.

Credentials

- Bachelor of Science in Recreation, University of Colorado
- Certified Parks & Recreation Professional

Ken Ballard, CPRP, Principal, Ballard*King & Associates

Ken has provided planning, feasibility and operations consulting to more than 300 recreation projects across the country and is well known for his knowledge of recreation facility development and operations. Ken is active with the Colorado Parks and Recreation Association's Recreation Facilities Design and Management School, and he was a faculty member at the Athletic Business Conferences, where he presented numerous sessions on recreation facility planning. He has been a speaker at several National Park and Recreation Association Congresses and numerous state parks and recreation conferences. Ken will lead the recreation program review and assessment.

Steve Duh, CPRP

PRINCIPAL



Steve is a Certified Parks & Recreation Professional and ISA-certified arborist and has over 15 years experience in public sector and non-profit program management. Steve's background includes urban and land use planning, park and open space planning, urban forestry, real property acquisitions, public involvement and facilitation, policy and budget development, financial and trend analysis, and project management. Steve's recent projects include managing the public involvement, land use planning and project management for the City of Tigard's \$17 million park bond program, along with a parks, recreation and open space plan update for the City of Covington (WA) focusing on recreation programming and facilities.

Prior to founding Conservation Technix, Steve was the senior parks planner and design section manager for the Vancouver-Clark Parks & Recreation Department. He authored and managed a study to enable the creation of a voter-approved metropolitan parks district and a \$40 million capital park construction program, oversaw capital financing programs, conducted impact fee rate and methodology revisions, developed policies and established several local partnerships. He is very familiar with capital funding programs in Washington, along with grant and philanthropic opportunities. His experience and insights on park system planning will be directed toward the level of service analysis, capital project list prioritization and service area analyses.

REPRESENTATIVE PROJECTS

Las Cruces Parks & Recreation Master Plan – Las Cruces, NM

Steve Duh led the five-year update to the Las Cruces Parks and Recreation Master Plan. As New Mexico's second largest city, Las Cruces has been challenged with 31% population growth over the past decade and rapidly aging recreational infrastructure. The core issues for the master plan update involved ways to address service delivery in the newly developed residential areas of the community, strategizing for system-wide infrastructure upgrades and expanding the parkland footprint to fill crucial gaps in service. The project included a review of national recreation trends, outlined targeted management considerations for service delivery and prioritization and recommended a streamlined approach special event permitting. The implementation strategy assessed a range of potential funding mechanisms and explore the potential of performance-based budgeting and revenue retention.

- Delano Recreation Master Plan; Delano, CA
- Covington Capital Facilities Plan Update & Cost Estimating; Covington, WA
- Corvallis Park and Recreation District Feasibility Study; Corvallis, OR
- Lake Forest Park 100-Year Park Legacy Project - Financing Toolbox; Lake Forest Park, WA
- Regional Parks Assessment of The Intertwine (Portland Metro); Portland, OR
- Tigard Parks Acquisition & Improvement Bond Program Implementation; Tigard, OR
- Clark County Parks, Recreation & Open Space Plan; Clark County, WA

EDUCATION

- Master's degree, Urban and Regional Planning; Portland State University
- Bachelor of Science, Environmental Science; SUNY College of Environmental Science & Forestry
- NRPA Rocky Mountain Revenue Management School

PROFESSIONAL HIGHLIGHTS

- Presenter: *Green Infrastructure: From Single Site to Region*; National Association of Recreation Resource Planners Conference; Portland 2010
- Presenter: *Metropolitan Park Districts in Washington*; Joint Washington and Oregon State Parks & Recreation Association Conference; Vancouver, WA 2006
- Design Manager/Park Planner; Vancouver-Clark Parks & Recreation; Vancouver, WA, 2000-2006
- Community Outreach Coordinator & Neighborhood Planner; Portland, OR, 1996-2000

Jean Akers, PLA, AICP

SENIOR ASSOCIATE



Jean Akers is a registered, professional landscape architect and a certified planner with the American Institute of Certified Planners. With professional experiences that range from small-scale, site-specific landscape design to community and regional approaches for land conservation, development and use, Jean is able to work across multiple landscape scales with a diverse cross-section of stakeholders. She is very effective at leading the public participation process through her years as a college instructor, project manager, planner and public speaker.

While working for the Vancouver-Clark Parks and Recreation Department, she designed neighborhood and community parks, prepared master plans and feasibility studies for regional parks, and developed policies and best management practices while integrating GIS into park and trail planning and asset management. Jean managed a \$19 million park acquisition program and led a community-wide planning effort to explore the future of parks and recreation in Clark County as government revenues continued to fall short of expenses and funding support for the public park and recreation system steadily diminished.

Jean has considerable experience in municipal planning activities as both a private consultant and public planner, and she taught municipal planning as an instructor for the Pennsylvania Municipal Planner's Educational Institute, where her combined planning expertise and teaching experience assisted community leaders in growth management and community planning.

REPRESENTATIVE PROJECTS

- Coquille Parks Master Plan; Coquille, OR
- Bluffdale Parks, Trails, Recreation & Open Space Plan; Bluffdale, UT
- Vancouver Metropolitan Parks District Study; Vancouver, WA
- Fife Parks, Recreation & Open Space Plan; Fife, WA
- Wood Village Parks Master Plan; Wood Village, OR
- Clark County Parks & Open Space Plan; Clark County, WA
- Thurston County Urban Forestry Management Plan; Thurston County, WA
- Swatara State Park; Pine Grove, PA

EDUCATION

- Master of Science - Horticulture; Ohio State University
- Bachelor of Landscape Architecture; Temple University
- Bachelor of Agriculture; Ohio State University

PROFESSIONAL HIGHLIGHTS

- National Association of Recreation Resource Planners, 2010, presentation.
- American Planning Association Annual Meeting, 2004, presentation.
- Annual Symposium: New Directions in the American Landscape, 2002.
- Pennsylvania Parks & Recreation Society Annual Conference, 2002, presentation.
- American Society of Landscape Architects National Conference, 1998, 2001, published.
- Chief Parks Planner; Vancouver-Clark Parks & Recreation; Vancouver, WA. 2007-2011
- Professor; Conway School of Landscape Design; Conway, MA. 2002-2006

AFFILIATIONS

- Society of Outdoor Recreation Professionals; *Vice-Chair, Board Member* (formerly NARRP)
- American Society of Landscape Architects; *Professional Landscape Architect*
- American Planning Association; *AICP*

Lisa Goorjian, PLA

SENIOR ASSOCIATE



Lisa is a registered Landscape Architect with over 10 years of significant local and state park planning and design experience. Her work is rooted in providing excellent outdoor recreation experiences where compatible with natural and cultural resources and is guided by a belief that our public lands are fundamental and should be accessible for people of all abilities and backgrounds. Lisa's work experiences ranges from large state parks, to county parks and trails to small historic cemeteries. With keen interpersonal communication skills, she successfully executes on project delivery, along with strategic planning evaluation and decision-making.

REPRESENTATIVE PROJECTS

Covington Capital Facilities Plan Update & Cost Estimating – Covington, WA

Lisa led the development of an updated capital facilities plan for the Covington Parks and Recreation Department. The project included detailed cost estimating across a range of acquisition, development and renovation projects covering parks, trails and other system amenities. The estimating was a build-up of costs by major work task and scope for each project. The resulting CFP provided a baseline for annual budgeting and an update to the city's park impact fee methodology and rate structure.

Bi-State Trails Plan for the Portland - Vancouver Metropolitan Area – Clark County, WA

The 2010 Bi-State Trails Plan is the first trail planning document for metro Portland-Vancouver to fully leverage existing plans with the express purpose that one coordinated document will successfully achieve and accelerate the objectives of many district plans. Lisa co-authored with Metro staff the bi-state trail planning initiative and planning document that advocated for comprehensive trail planning efforts throughout the metro region. The plan includes a written report, as well as individual conceptual alignments for 17 trails in SW Washington.

- Big Sugar Creek State Park Chinquapin Trail & Trail Head; Pineville, MO
- 2006 Clark County Trail & Bicycle System Plan; Clark County, WA
- Johnson Shut-In's State Park Equestrian Trail Head, Campground & Trail; Lesterville, MO
- Vancouver Lake Trail Design & Permitting; Vancouver, WA
- Hawn State Park Trail and Overlook; Ste. Genevieve, MO

EDUCATION

- Master of Landscape Architecture; University of Oregon
- Bachelor of Landscape Architecture; University of Oregon

PROFESSIONAL HIGHLIGHTS

- Presenter: *Weaving the Tapestry of Recreation and Restoration: Trail and Park Development on the East Fork*; National Association of Recreation Resource Planners Conference; Portland, OR. 2010
- Presenter: *Low Maintenance Park Development Compatible with Natural Resources*; Joint Washington and Oregon State Parks & Recreation Association Conference; Vancouver, WA. 2006
- Trail Program Manager; Vancouver-Clark Parks & Recreation; Vancouver, WA. 2007-2010
- Park Designer; Vancouver-Clark Parks & Recreation; Vancouver, WA. 2002-2007
- Senior Park Planner; Missouri State Parks; Jefferson City, MO. 1999-2002

AFFILIATIONS

- Society of Outdoor Recreation Professionals (formerly NARRP)
- American Society of Landscape Architects; *Registered Landscape Architect*
- American Trails Association
- Washington State Trails Association

Michelle Kunec-North

ASSOCIATE



Michelle has eleven years of experience as a professional planner working to increase opportunities for people to lead healthy, active lives. She has developed coordinated parks, open space, trail and other public facility plans for several Northwest cities, including capital improvement programs, available land assessments, short- and long-term acquisition strategies and revenue analysis. She enjoys facilitating conversations between agency staff, stakeholders and the public to identify priorities and develop strategies that balance multiple community objectives. Michelle has also participated in local and national collaborations to integrate health in public planning and has experience in Health Impact Assessments. Michelle also speaks Spanish and has used her language skills in a variety of meeting settings.

REPRESENTATIVE PROJECTS

The Portland Plan

Michelle co-lead development of the Portland Plan's Healthy Connected City Strategy to create complete, active and green communities. To develop this multi-agency strategy, she convened a technical advisory committee that included representatives from parks, transportation, health, environmental services, emergency management and planning agencies. The resulting policies and action plan focus on coordinated land use, parks, green infrastructure, greenway, and multi-modal transportation investment and programs to advance health and livability and promote stewardship of public resources.

Vancouver-Clark Comprehensive Parks, Recreation & Open Space Plan

Michelle managed the development and adoption of the Vancouver-Clark Parks, Recreation & Open Space Plan - a 20-year plan for acquisition and management of a 7,000-acre park and trail system. The planning process included extensive stakeholder and public involvement, including focus groups, workshops and surveys, as well as inventory and trend analysis. Michelle oversaw capital facility plan development – including service standards, prioritization criteria, and funding strategies – for multiple jurisdictions with over \$20 million in combined annual expenditures.

- City of Delano Recreation Master Plan; Delano, CA
- City of Kirkland Parks, Recreation & Open Space Plan; Kirkland, WA
- City of Portland Infrastructure Condition & Capacity Assessment; Portland OR
- City of Seaside Parks Master Plan; Seaside, OR
- City of Maple Valley Parks, Recreation, Cultural & Human Services Plan; Maple Valley, WA

EDUCATION

- Master of Community and Regional Planning, University of Oregon
- Bachelor of Urban and Environmental Planning, University of Virginia
- Bachelor of Science, Environmental Science, University of Virginia

PROFESSIONAL HIGHLIGHTS

- Led Healthy Eating Active Living partnerships for the City of Portland with Multnomah County Health Department and health advocacy organizations
- Advisory committee member for projects including the Portland Bicycle Plan for 2030; Health Impact Assessment of Metro's Climate Smart Communities; Portland Climate Adaptation Plan; and Multnomah County Community Health Assessment
- Policy Analyst/Planner; Bureau of Planning and Sustainability, Portland, OR, 2008-2013
- Parks Planner; Vancouver-Clark Parks & Recreation; Vancouver, WA, 2005-2008

AFFILIATIONS

- Northwest Trail Alliance, volunteer grant writer
- International Mountain Biking Association

Maria Rosa Davila Bores

PROJECT SPECIALIST



CONSERVATION
TECHNIX

Maria is a native Spanish speaker who is passionate about parks and recreation. She has four years of experience working closely with the public with a main focus in the Latino community in Washington County providing information regarding a variety of programs and initiatives, including community centers, Trails Master Plan, natural areas, travel options (walking, biking, transit, etc) and waste reduction.

Maria has a Bachelors Degree in Architecture from Mexico and is currently working at Hillsboro Parks and Recreation in the Development and Operations Department as a Project Specialist assisting and managing Parks programs and projects. She is the Chair of the Latino Engagement Committee (LEC), an internal Hillsboro committee, that has a mission to increase Latino community participation and awareness in the City's opportunities and events.

REPRESENTATIVE PROJECTS

¡Vámonos! Map Project - Metro

Maria worked for Metro helping with the design and development of the ¡Vámonos! Map. Maria was responsible for gathering community input to create a comprehensive map for the Latino community. She led a multi-faceted outreach effort that included a range of tactics from intercept surveys to attending Latino hubs, such as Centro Cultural, Adelante Mujeres and M&M swap meet center, to personally connect with the community. It was a big effort, and the final walking and biking maps for the Cities of Hillsboro, Cornelius and Forest Grove are some of a very few examples of bilingual and bi-cultural maps in the U.S.

- City of Delano Recreation Master Plan; Delano, CA

EDUCATION

- Bachelors Degree in Architecture, University Autonomous of San Luis Potosi, Mexico
- Sustainable Building Certificate, Portland Community College

PROFESSIONAL HIGHLIGHTS

- Experience facilitating open houses and community meetings for the Latino community
- Language skills: Spanish, French, English
- Parks Project Specialist; Hillsboro Parks & Recreation, 2012-Present
- Outreach event coordinator; Metro, 2011-2012
- Designer and Drafter; OCA - Oscar Cadena Architectural Firm, 2006-2007
- Supervisor; Instituto de Vivienda del Estado (Government Housing Program), 2005-2006
- Software skills: CAD, GIS, Adobe, Office suite



BALLARD* KING
& ASSOCIATES LTD
Recreation Facility Planning and Operation Consultants



KEN BALLARD, C.P.R.P
President

***Professional Experience**

As a founding partner of Ballard*King & Associates, Ken has over 35 years of experience in parks and recreation planning. Ballard*King & Associates was established in 1992 by Ken Ballard and Jeff King in response to the need for market driven and reality based planning for recreation agencies. In his years of work with B*K, Ken has provided master planning consulting services to more than 30 communities across the country. Ken is well known for his vast knowledge of recreation programming, facility development and operations, as well as organizational planning and facility maintenance. His expertise has been developed over the years from a wide breadth of experiences within the parks and recreation field.

Key parks and recreation master plan projects that Ken has been directly responsible for include:

- Forest Grove, OR
- Tualatin Hills Park & Recreation District, OR
- Covington, WA
- Edmonds, WA
- Seattle, WA
- Longmont, CO
- Flagstaff, AZ
- South Lake Tahoe, CA

***Education**

University of Colorado
BS Recreation, BA History

Certified Parks & Recreation
Professional

***Professional Affiliations**

Athletic Business Conference
Advisory Board

Colorado Parks & Recreation
Association

National Recreation & Park
Association

Metropolitan State College of
Denver – Former Adjunct Faculty

*Ballard*King and Associates is committed to comprehensive planning and operations consulting services, providing for the effective and efficient use of available resources to develop and operate sports, recreation and wellness facilities.*

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4 Project Experience

Parks, Recreation & Open Space Planning Experience

Our team is committed to utilizing our full range of experience for the Recreation and Parks Needs Assessment. The chart below illustrates the breadth of the team's experience across a sampling of recent projects. Having worked with numerous growing and mid-sized jurisdictions, we recognize the unique needs and constraints regarding municipal park service delivery, and we offer pragmatic, forward-looking and creative solutions to support growing park and recreation departments and legacy facilities. We have a deep working knowledge of national park planning trends, along with a thorough understanding of financing options.

The summaries on the following pages highlight the variety and complexity of public agency projects undertaken by team members. Additional project descriptions and references can be made available upon request.

Jurisdiction	Project	Population	SERVICES									
			System Planning	Community Outreach	Community Survey	Needs Assessment	GIS Analysis	Standards & LOS	Financing Tools & Strategies	Trail & Pathway Planning	Staffing & Operations	
Bluffdale, UT	Parks, Trails, Rec & Open Space Plan	8,400	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Cornelius, OR	Parks Master Plan, ADA Transition Plan & SDC Study	10,950	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
San Juan County, WA	Parks, Trails, and Natural Areas Plan	16,100	✓	✓	✓	✓		✓	✓	✓	✓	✓
Covington, WA	Parks, Recreation & Open Space Plan	18,200	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Maple Valley, WA	Parks, Recreation, Cultural & Human Services Plan	24,800	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bremerton, WA	Parks, Recreation & Open Space Plan	36,900	✓	✓	✓	✓	✓	✓	✓			✓
Lynnwood, WA	Parks, Arts, Recreation & Conservation Plan	37,100	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Delano, CA	Recreation Master Plan	52,800	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Corvallis, OR	Recreational Trails Plan	55,000	✓	✓		✓	✓	✓	✓	✓		
Stanly Co, NC	Parks & Recreation Comprehensive Plan	60,600	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Santa Fe, NM	Citywide Parks & Recreation Master Plan	70,300	✓			✓	✓	✓	✓	✓	✓	✓
Medford, OR	Parks, Recreation & Leisure Services Plan	78,000	✓	✓		✓	✓	✓	✓	✓	✓	✓
Kirkland, WA	Parks, Recreation & Open Space Plan	82,000	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Las Cruces, NM	Parks & Recreation Master Plan + PIF Update	98,600	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Clark County, WA	Greater Clark Park District Feasibility Study	110,000	✓	✓	✓	✓	✓		✓	✓		
Clark County, WA	Parks, Recreation & Open Space Plan	445,000	✓	✓	✓	✓	✓	✓	✓			✓
Portland Metro, OR	Regional Park System Assessment	2,200,000	✓	✓	✓	✓	✓	✓				

Las Cruces Parks & Recreation Master Plan & Park Impact Fee Study – Las Cruces, NM



Conservation Technix led the five-year update to the Las Cruces Parks and Recreation Master Plan. As New Mexico's second largest city, Las Cruces has been challenged with 31% population growth over the past decade and rapidly aging recreational infrastructure. The project entailed a comprehensive public participation program, which included a random sample community survey, a series of 6 community meetings, 10 stakeholder small group panel discussions and communication with multiple citizen advisory commissions. The core issues for the master plan update involved ways to address service delivery in the newly developed residential areas of the city, strategizing for system-wide infrastructure upgrades and expanding the parkland footprint to fill crucial service gaps.

The project included a review of national recreation trends, outlined targeted management considerations for service delivery and prioritization and recommended a streamlined approach special event permitting. A comparable cities analysis was completed to see how well Las Cruces is performing against peer communities in the Southwest. Through the survey data, we also conducted benchmarking of resident opinions about park and recreation services to an aggregation of recent polling research from across the country. The implementation strategy assessed a range of potential funding mechanisms and explore the potential of performance-based budgeting and revenue retention. A revised park impact fee methodology and policy framework were developed to address capital funding and the city's relationship with the development community. Contact: Mark Johnston, Parks Administrator, 575-541-2550; mjohnston@las-cruces.org; \$88,275; Completed January 2012 / 16 months.

Citywide Recreation Master Plan – Delano, CA



Conservation Technix teamed with Sierra Designs to develop Delano's first citywide Recreation Master Plan, which will become the guiding document for parks and recreation services. The project entailed the evaluation of park and recreation facilities and the development of a comprehensive community needs assessment drawing from demographics, population forecasts, recreational trends and community feedback. A rich community engagement process created the foundation in formulating the plan. Working in this diverse community, public meetings and a community survey were conducted in English and Spanish. The Plan included an overall needs assessment, discussion of deferred maintenance, implementation strategies focusing on partnerships and funding options. Contact: Sunee Batth, Recreation Manager, 661-721-3335; sbatth@cityofdelano.org; \$45,430; Completed May 2016 / 14 months.

Lynnwood Parks, Arts, Recreation & Conservation (PARC) Plan – Lynnwood, WA



Conservation Technix led a diverse team of professionals to craft a new Parks, Arts, Recreation and Conservation (PARC) Plan for Lynnwood, a rapidly growing city north of Seattle. The Plan is a ten-year guide and strategic plan for managing and enhancing park and recreation services. It established a path forward for providing high quality, community-driven parks, trails, open spaces and recreational opportunities. The PARC Plan created a vision for an innovative, inclusive and interconnected system of parks, trails and open spaces that promotes outdoor recreation, health and environmental conservation as integral elements of a livable community. The Plan also proposed updates to service standards for parks and trails and addressed departmental goals, objectives and other management considerations.

Mapping analytics were an important feature of the PARC Plan. With the goal to better understand the local demographics, a series of equity maps were compiled to analyze and illustrate the concentration and distribution of low-income households, ethnic minority households and senior populations in relation to the physical access to park and trail facilities. Also, a series of park and trail walkshed maps were prepared to illustrate physical access to the park, trail and open space system against distribution, proximity and accessibility criteria recreation opportunities and define those areas of the city that have inadequate services.

The project included an in-depth assessment of the City's facilities that looked at quality and accessibility of recreational features to identify potential needs for improvement, enhancement or renovation, along with opportunities to establish or improve sustainable design, management practices and increasing health opportunities. A conditions assessment matrix was prepared and included deferred maintenance conditions and cost implications.
Client: Sarah Olson, Deputy Director, Parks & Recreation; 425-670-5503; solson@ci.lynnwood.wa.us

"For a small firm, Conservation Technix packs a big punch. Steve Duh and his staff showcase a depth of experience that offers insights, thoroughness and cutting-edge thinking. They examine, discuss and analyze data to offer sound recommendations - even if they part from the status quo or expected. The team's presentation to our boards, commissions, community and council meetings were articulate, compelling and relatable. The City of Lynnwood is thrilled with the finished Parks, Arts, Recreation & Conservation Plan - one that is already been put to great use and won't just sit on the shelf.."

- Sarah Olson, City of Lynnwood

Medford Leisure Services Plan & SDC Methodology Update – Medford, OR

Conservation Technix prepared a major update to the City's Leisure Services Plan, which serves as a ten-year guide and strategic plan for managing and enhancing park, trail and recreation services in Medford. As Southern Oregon's largest provider of recreation services, Medford's Parks and Recreation Department is CAPRA accredited and manages over 2,500 acres of public parkland and recreation facilities and coordinates over 300 programs, services and events each year. The Leisure Services Plan reinforces the City's vision for its park and recreation system, proposes updates to service standards for parks and trails, and addresses departmental goals, objectives and other management considerations toward the continuation of high-quality recreation opportunities. The public engagement process included a wide-ranging series of stakeholder discussions, open house meetings in each City Council ward and an online engagement platform, along with an analysis of a recently completed community survey.
Client: Brian Sjothun, City Manager; 541-774-2400; Brian.Sjothun@ci.medford.or.us

Covington Parks Recreation & Open Space (PROS) Plan – Covington, WA

King County



Conservation Technix managed the PROS Plan update for the City of Covington, which has experienced 35% growth in the past 10 years and operates a young parks department responsible for several legacy (former county-owned) parks. Covington is bisected by a major state highway route, and it includes several creek watersheds with associated remnant natural areas. A core planning challenge to the project was to strengthen the relationship between the two sides of the community, while seeking ways to utilize the natural corridors as linkages and buffers.

The project entailed a complete inventory of the City's parks, natural areas, trails and facilities, along with the development of an integrated trail network plan. A robust public outreach program was initiated to include several open house meetings and stakeholder discussions. A random-sample telephone survey was conducted to assess Covington residents' awareness levels, recreational needs, preferences and priorities, including specific recreation services provided by the City. A supplemental online survey was also conducted to expand community outreach. A series of small group discussions were held with local stakeholders that included sport interests, teens, recreation program users and economic development interests. Presentations to the Parks and Recreation Commission, Planning Commission and City Council were conducted to review the findings of public outreach and discuss the policy and project recommendations of the Plan.

The new PROS Plan focuses on active living as a core theme, with specific outreach to local clinics, health providers and private fitness centers as a means to improve collaboration and communication. The Plan analyzed the existing levels of service for various facility types, updated service standards and offered a unique approach to park gap analysis through street-based walksheds. Specific acquisition target areas were identified to help fill projected gaps in the system and prioritized to balance with available funding. The PROS Plan established a 6-year capital plan with specific funding alternatives and included an operations and maintenance proforma to assess the on-going maintenance demands of the system. *Client: Angie Feser, Parks Planner (former); 425-295-0580; afeser@sammamish.us*

"Conservation Technix exceeded our expectations, and I would highly recommend this firm for any work related to parks and recreation planning, policy development, community engagement, grants, project management and acquisitions. This plan update took more than a year and every benchmark deadline was made, quality deliverables were always on time and the project easily finished on budget."

- Angie Feser, City of Covington

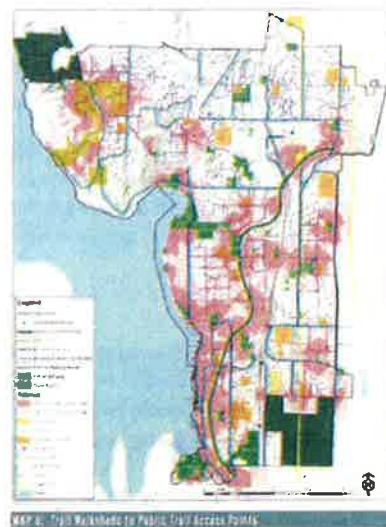
Bluffdale Parks, Trails, Recreation & Open Space Plan – Bluffdale, UT

Conservation Technix led the development of Bluffdale's first citywide park system master plan. Bluffdale is a transitional suburban community that has experienced significant residential growth in the recent past. The core planning challenge was balancing the needs of current residents with planning for the recreational needs related to growth and the planned doubling of the City's population in the coming decade. The Parks, Trails, Recreation & Open Space (PTROS) Plan laid the foundation for strategic parkland acquisitions and trail corridor alignments,

while also focusing on specific recommendations for enhancements to existing park facilities. The project entailed an in-depth public outreach program consisting of a mail survey to every household, online engagement via the mySidewalk platform, community meetings, stakeholder discussions and meetings with the Parks Committee and City Council. A full inventory of park and trail assets was completed, which helped inform prioritization of the capital improvements plan component. Recommendations about implementation tools included local taxing options, state and federal grant programs, and creative methods such as incentive measures, sponsorships and trusts.
Client: Grant Crowell, Planning & Economic Development Manager; 801-858-0489; gcrowell@bluffdale.com

Kirkland Parks, Recreation & Open Space (PROS) Plan – Kirkland, WA

Conservation Technix managed the Parks, Recreation & Open Space Plan for the City of Kirkland, which had recently increased its population by over 60% via a large, voter-approved annexation. The parks plan was conducted in concert with several concurrent city-wide planning efforts including the Comprehensive Plan, Transportation Master Plan and the Cross Kirkland Corridor. The primary planning challenge was to assess and provide direction toward equitable and affordable service standards between the more established parts of the city and the new annexation area. The robust public engagement program included a random sample telephone survey, a community wide online survey, three open house meetings, five large group stakeholder discussions, web content and Park Board meetings. The Plan provided goals and implementation strategies directed toward parkland acquisition and development, waterfront access, trail connectivity, natural area management and partnership maintenance. *Client: Michael Cogle, Deputy Director; 425-587-3310; mcogle@kirklandwa.gov*



Washington D.C. Parks & Recreation Master Plan – Washington, DC (Ballard*King)

Ballard*King & Associates, working with other team members, was responsible for developing a trends analysis that looked at recreation programs and services, facilities, as well as maintenance, funding and organization/management. B*K also developed a recreation program plan for the department that identified areas of emphasis for the future. B*K Key Personnel: Ken Ballard.

Ft. Lauderdale Parks & Recreation Master Plan – Ft. Lauderdale, FL (Ballard*King)

Ballard*King & Associates, working with other team members, focused its efforts on recreation programs and services assessment and development, as well as recreation center classification and future development requirements. B*K Key Personnel: Ken Ballard, Jeff King, and Darin Barr. The primary contact for this project is now the superintendent for Seattle Parks and Recreation.

Forest Grove Parks & Recreation Master Plan – Forest Grove, OR (Ballard*King)

Working with other project team members, B*K completed an analysis of the need and demand for a new recreation center as part of the master plan process. This study included a market assessment of the Forest Grove area as well as the exploration of a number of development options for a possible center. A partnership analysis was also completed as part of the study.

Sample Plans

Copies of work samples have been provided on the CD enclosed with this proposal.

5 References

City of Kirkland

Michael Cogle, Deputy Director
 425-587-3310; mcogle@kirklandwa.gov
 505 Market St., Suite A, Kirkland, WA 98033

Project: Kirkland Parks, Recreation & Open Space Plan
 Cost: \$82,855
 Work Period: April 2013 - August 2014 (17 months)
 Role: Prime Consultant

Conservation Technix prepared a new Parks, Recreation & Open Space Plan for the City of Kirkland. Outreach entailed a phone and online survey, small group stakeholder discussions, and public open house meetings. The Plan provided goals and implementation strategies directed toward acquisition and development, waterfront access, trail connectivity, natural area management and partnership maintenance.

City of Wood Village

Scott Sloan, PE, Public Works Department
 503-489-6862; scotts@ci.wood-village.or.us
 2055 NE 238th Drive, Wood Village, OR 97060

Project: Citywide Parks Master Plan
 Cost: \$25,775
 Work Period: May 2015 - November 2015 (7 months)
 Role: Prime Consultant

Conservation Technix prepared Wood Village's first Parks System Master Plan and helped the City focus its energies toward park renovations and enhancements. The project included a mail and online community survey and two community open house meetings. The project also included conceptual site planning for four unique park properties, with the intent to identify each site's opportunities and constraints.

City of Covington

Angie Feser, Parks Planner (former), Parks & Recreation
 425-295-0580; afeser@sammamish.us
 16720 SE 171st St, Covington, WA 98042

Project: Parks, Recreation & Open Space Plan
 Cost: \$74,500
 Work Period: April 2015 - February 2016 (9 months)
 Role: Prime Consultant

Conservation Technix managed the Parks, Recreation & Open Space Plan for the City of Covington, which has experienced 35% growth in the past 10 years and operates a young parks department responsible for several legacy (former county-owned) parks. The PROS Plan established a 6-year capital plan with specific funding alternatives.

City of Medford

Brian Sjothun, City Manager (former Parks & Recreation Director)
 541-774-2400; Brian.Sjothun@ci.medford.or.us
 701 N. Columbus Avenue, Medford, OR 97501

Project: Leisure Services Plan & SDC Rate Update
 Cost: \$72,500
 Work Period: August 2015 - September 2016 (13 months)
 Role: Prime Consultant

Conservation Technix led Medford's update to their Leisure Services Plan, which addressed UGB expansion, service standards and a park and trail gap analysis. The public engagement process included a wide-ranging series of stakeholder discussions, open house meetings in each City Council ward and an online engagement platform. Strategies and priorities for capital planning were core considerations and related to the SDC update.

City of Lynnwood

Sarah Olson, Deputy Director, Parks & Recreation
 425-670-5503; solson@ci.lynnwood.wa.us
 PO Box 5008, Lynnwood, WA 98046-5008

Project: Parks, Arts, Recreation & Conservation Plan
 Cost: \$110,800
 Work Period: August 2015 - February 2016 (9 months)
 Role: Prime Consultant

Conservation Technix coordinated a strong technical team to develop a new 10-year comprehensive PARC Plan for Lynnwood. The team also compiled a current valuation of the park system that acknowledged depreciation and replacement costs systemwide. Conservation Technix prepared a series of equity maps and walkshed assessments for parks and trails.

City of Delano

Sumeet Batth, Recreation Manager
 661-721-3335; sbatth@cityofdelano.org
 925 Ellington St. Delano CA 93215

Project: Recreation Master Plan
 Cost: \$45,430
 Work Period: March 2015 - May 2016 (14 months)
 Role: Prime Consultant

Conservation Technix led the development of Delano's first citywide Recreation Master Plan, which will become the guiding document for parks and recreation services. Working in this diverse community, public meetings and a community survey were conducted in English and Spanish. The Plan included an overall needs assessment, discussion of deferred maintenance, implementation strategies focusing on partnerships and funding options.

6 Project Approach

Project Understanding

This project entails the development of a district-wide Recreation and Parks Needs Assessment built upon significant community involvement and an engaged Project Committee, along with review and approval by the District Board. The Plan will provide a framework for decision-making to guide the planning, development and maintenance of PVRPD's park and recreation programs over 5- and 10-year time horizons. The major objectives are to:

- Engage local residents through meaningful public outreach and engage local recreation partners and providers to inform plan development;
- Update the park system inventory and conduct a conditions assessment of parks, facilities and programs to guide the development of a systemwide needs assessment;
- Compose germane goals, strategies and guidelines to enhance service delivery and respond to community needs relating to park and recreation facilities, programs and operations; and
- Develop a concise, adaptive and actionable plan with clear implementation strategies with completion by late summer 2017.

The goal of the Needs Assessment is to enable a strategic planning process that creates a forward-looking document that defines a future direction for the District's parks and recreation programs, building on the outreach and policies from other existing plans.

Our team strongly believes that public involvement is crucial to the success of this project. Specifically, we will work with staff to define a comprehensive public participation program, and we will offer an inclusive engagement program to connect with residents, users and stakeholders to validate the goals and strategies of the Plan. The public involvement program also must be practical and guide our work with the District to translate the community's vision into a plan that is both bold and implementable. Our team will embrace and incorporate staff and public input to deliver a Plan that is relevant and specific to the needs of District residents.

The following pages detail our team's approach to the scope of work requested in the RFP. While many variations toward the overall project may exist, we are confident that the scope we have outlined will serve the Pleasant Valley community well and result in a strong Plan built from an engaged public. However, our team is open and willing to discuss amendments to the scope to better align with your needs, resources and priorities for specific work tasks.

Task 1: Project Initiation & Management

Hold a project kick-off meeting with District staff to refine the scope of the project and to consider the following:

- Review and discuss the overall goals, objectives and milestones for the project
- Define a public participation plan to include team and staff roles
- Identify key community stakeholders including agencies, organizations and individuals; Discuss current community interests and issues
- Discuss any concurrent planning efforts underway to assess need for integration and/or coordination of efforts

Hold periodic project coordination meetings, in-person or via phone conference, with District staff to review and discuss work products, prepare for community outreach, refine objectives and develop implementation strategies.

Task 2: Existing Conditions & Baseline Analyses

Our team will build upon readily-available background information for the Needs Assessment by conducting an in-depth assessment of existing park facilities, recreation opportunities and District properties.

Task 2.1. Existing Plan & Policy Review

Assemble, review and analyze all pertinent, existing print and electronic District-wide planning materials, including the 5-Year Strategic Plan, the Open Space, Trails & Greenways Study, budget and past surveys, among others.

Task 2.2. Community Profile & Demographics

Compile relevant community statistics to include Census figures by neighborhood and California Department of Finance projections to profile population trends and other socioeconomic conditions. Examine recent studies and statistics, such as the California Outdoor Recreation Plan, NRPA data and sports industry association data, to develop a trend assessment uniquely-focused toward the City's demographics.

Task 2.3. Base Mapping & Spatial Analysis

Obtain all existing, relevant GIS datasets from the District to create and analyze an updated park system inventory, along with the capability to assess acquisition and development gaps based on service standards and community needs. We will use GIS as an aid to define and suggest approaches to service delivery, to include the following.

- Analyzing the park, trail and open space system against distribution, proximity and accessibility criteria, along with transportation, geographic and other barriers and neighborhood data
- Assessing park system levels of service and service standards for various park types, while identifying limitations to access or broader, potential community connections
- Making informed recommendations about potential candidate acquisition areas that fill known gaps and maximize resource utility, while managing potential long-term development and operating costs
- Identifying potential links to parks, trails corridors and recreational lands to enhance connectivity and create opportunities for interagency cooperation

Our team has strong skills in GIS, and we offer a unique method of assessing service areas and system deficiencies. We utilize a network-based watershed gap analysis that can illustrate areas of the city with optimal parkland access, as well as highlight areas underserved by park and recreation facilities.

Task 2.4. Park, Facility & Program Inventory & Assessment

Expanding upon existing District documentation, conduct a physical assessment of existing parks, open spaces and facilities to identify potential needs for improvement, enhancement or renovation, along with opportunities to establish or improve sustainable design and management practices. Meet with operations staff to discuss facility needs, best management practices or challenges regarding the planned and potential growth of system assets and facilities.



We will prepare a parkland and facility summary and categorize the conditions, constraints and potential operational enhancements of the parks, trails and recreation system.

Task 3: Community Engagement

Task 3.1. Public Participation Plan

We will begin by ensuring the outreach goals defined in the RFP will yield the results the District hopes to achieve. We will utilize the project kick-off meeting to clearly identify realistic goals, measurements of success, define roles and finalize an outreach strategy. We will prepare a public participation plan to define the methods and tools connect with residents (i.e., public meetings, stakeholder sessions, etc.) and to distribute project information.

Task 3.2 Adhoc Committee Discussions

Meet with the Committee as a unique stakeholder up to two times during the project. The initial session would occur at the onset of the project and will focus discussions toward visioning, challenges and opportunities. The subsequent session would address goals, priorities, strategies and potential partnerships.

Task 3.3. Community Survey

Working closely with staff, we will design and implement a mixed sample mail- and online-based survey to identify general community sentiment and preferences, needs, demand and the general use of parks and recreation facilities and to inform and guide the direction and development of the Needs Assessment. The survey will be prepared for mail distribution and consist of 4 pages and up to 20 questions. We propose a random sample of 3,000 residents using GIS-based information. The aim is to have at least 300 surveys completed by resident households. The mail survey will provide an internet address to those who want to take the survey via the internet (English and Spanish). We will compile and analyze the data and prepare summary findings as a technical memorandum to highlight key subgroup responses (age, gender, etc) and core attitudes toward parks and recreation issues.

Task 3.4. Stakeholder Discussions

We will conduct a small group stakeholder discussion of up to six participants, plus up to five individual interviews by phone or in-person, to more deeply address areas of partnerships, programming, service delivery or community needs. Potential stakeholders may include the Camarillo Health Care District, YMCA, Boys and Girls Club, Pleasant Valley School District, sport groups and civic clubs, such as the Rotary and Kiwanis clubs.

Task 3.5. Community Workshops

Coordinate and facilitate up to two public workshop meetings, with logistics support from District staff. These meetings will be used to explore core recreational needs of the community and to seek feedback in specific areas, such as capital project priorities, partnerships and implementation strategies. We will prepare presentation materials, facilitate group discussions, record public comments and produce meeting summaries.

Task 3.6. mySidewalk Web-based Community Engagement (Optional)

In a time of social media and online information sharing, our team will utilize the mySidewalk platform for an integrated, on-going online community discussion. The tool allows for seamless integration with more traditional public meeting engagement, and it enables residents to submit ideas, feedback and respond to questions about key issues or topics. This tool is designed to enhance community engagement and solicit feedback from residents who may not attend meetings. We will integrate the tool into the public involvement plan and provide summary results.

Task 3.7. Public Information

Coordinate with the District to prepare and circulate informational materials to inform the public about the project and research findings. Work with staff to outline and prepare project webpage content for the District's website to promote meetings, allow access to project materials and give transparency to the process, as well as include meeting notices, meeting minutes, presentation graphics and draft and final reports.

Task 4: Community Needs Assessment

Task 4.1. Level of Service Assessment

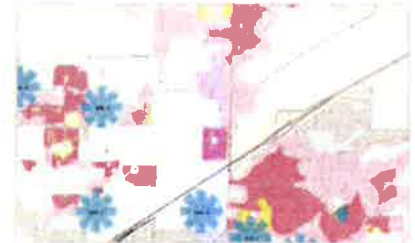
We will utilize GIS, community survey and national data to assess PVRPD's existing and future levels of service. We will coordinate with staff on the approaches to service standard assessments, which may include NRPA's PRORAGIS database and local history. We will review current park system classifications in terms of hierarchy,

appropriateness and function, and we will discuss the potential for locally-relevant revisions to classifications to fit with local recreation needs, staff direction and an estimate of financial implications.

Task 4.2. Gap Analysis

Conduct a park system gap analysis utilizing GIS modeling and findings from the inventory assessment. Summarize findings and statistics and specifically address potential park, trail, program and maintenance improvements to meet the service demands requested by the community and stakeholders.

- Assess park service area needs and identify future demand for parks, amenities and recreation facilities.
- Evaluate service standards and re-align them as appropriate to meet the community’s vision and existing and planned park system assets.
- Evaluate the existing and potential trail system for connections across the District and to surrounding recreational resources.
- Identify potential target areas for future acquisitions.



With extensive work in park system planning, our planning and analytical models exceed the customary “as the crow flies” assessments to consider reality-based networks and barriers to park access, along with treatment for private and quasi-public spaces.

Task 4.3. Recreation Programming Assessment

We will systematically review the past and present District recreation program offerings. This review will be based on information gathered during the initial site visit, a review of records and information provided by staff, and meetings with key recreation staff. Areas of focus will include current recreation program characteristics, such as program offerings by category, location of facilities, age groups being served and enrollment numbers. Ballard*King & Associates will lead the recreation program assessment and analysis.

We will conduct a thorough gap analysis for recreation programs and services in the District. This will be accomplished through information gathered in the inventory phase, as well as public input and by interviews with District recreation staff, and through tours of the individual facilities. This effort will consist of the following:

- Assess current District programs and services
 - Strengths and weaknesses
- Determination of programs and services that are in demand
 - Priorities
 - Needed support facilities
 - Program delivery options
- Determination of future direction for the District
 - Role of the District in providing recreation services
 - Role of other providers in the area
 - Partnerships

Task 5: Draft Report Development

Task 5.1. Administrative Draft Needs Assessment Report

The draft Report will outline a framework for the improvement and growth of District recreation facilities, amenities and parks to the specific needs of the community. This framework will help clarify funding, program objectives, development or resource goals, and it will set a long-range vision for the District and provide clear action items and strategies for implementation.

The draft Report will include a compilation of all the analysis and recommendations from the planning process to date and will include chapters detailing the public process, system inventory, community needs, goals and implementation actions and strategies. The Plan will incorporate the following:

- Articulate clear goals and discrete policies for park, open space and program service delivery
- Recommend levels of service adjustments; Examine standards and guidelines that address minimum and recommended site improvements, along with maintenance enhancements or efficiencies
- Identify opportunities for cooperative arrangements with civic groups and businesses and initiatives with nearby municipalities
- Explore potential public funding sources, grants and strategic partnerships with private entities
- Identify opportunities for volunteer activity, neighborhood / citizen participation in the City's recreation offerings and opportunities for regional and interagency cooperation



Our team is well suited to actively listening to residents and users, while crafting innovative planning solutions sensitive to local needs and the system's capacity.

Task 5.2. Capital Improvements Plan

We will develop a 5-year and 10-year Capital Improvements Plan that identifies in priority order and sequences the actions necessary to implement Report recommendations. Generate initial cost projection for all proposed park and recreation components, renovation and redevelopment, potential land acquisition and potential new development. Prepare a strategy and priorities for phased implementation of proposed recommendations. Examine the cost of the capital improvements plan with existing or potential funding and grant options. Compile a maintenance and operations cost analysis for planned and projected projects.

Task 6: Report Review & Approval

Task 6.1. District Board Review

To facilitate formal adoption of the Report, attend a work session with the Board and present the Report with staff. The intent will be to review the key findings, financing measures, recommendations and implementation strategies.

Task 6.2. Plan Revisions & Final Documentation

Incorporate final comments to finalize the Needs Assessment. Coordinate with staff regarding the final approval by Board. Produce and publish the document in color and in booklet format, delivered in both hard copy (5 copies) and electronic format. A CD of all deliverables will be provided in digital formats at project completion.

Timeline

Our team estimates approximately 9 months from project initiation to the compilation of the draft Report, as described in the project scope outlined above.

Major Tasks & Deliverables	Duration
Project Management	
1 Project Initiation Meeting	November
Existing Conditions & Information Gathering	
Review Existing Plans	November - December
Demographic & Trend Data Summary	December
Site Assessments & Inventory	December - February
Draft Mapping Products	December - February
Community Engagement Process	
Committee sessions	January, April
Community Survey	January - February
2 Small Group Stakeholder Sessions, plus 5 interviews	February - March
2 Community Meetings	March, May
Public Information Collateral & Interactive Communications, incl. mySidewalk	On-going
Needs Assessment	February - May
Draft Report Development	
Preliminary Needs Assessment Plan	April - June
Draft CIP	May
Report Review & Approval	
Board session	June
Final Needs Assessment Report	June - July

6 General Requirements

Legal Proceedings & Conflict of Interest Disclosure

Conservation Technix has not been subject of any civil or criminal litigation, legal proceedings, arbitration, court action or investigation by County, State, and/or Federal agencies since inception.

Neither Conservation Technix nor its project partners have any past, on-going or potential conflicts of interest or relationships with the District that would affect or impair the performance of work for this project.

7 Cost Proposal / Price

To complete the scope of work identified in the Project Approach section of this submittal, we propose a total not-to-exceed cost of \$71,480 including all costs and excluding the optional tasks. Staff rates and an fee summary by firm and task are noted below.

We will work with the District to prepare a revised scope and budget, consistent with the available resources, if needed. All charges for services will be a not-to-exceed fee, as submitted with, and made part of, this quote.

As noted in the Project Scope, we identified one optional item. The pricing for the optional task is noted below the fee summary.

Staff Rates

Firm	Staff	Billing Rate
Conservation Technix	Principal	\$ 135
	Senior Associate I	\$ 120
	Senior Associate II	\$ 105
	Associate	\$ 95
Ballard*King & Associates	Principal	\$ 135
	Associate	\$ 85

Fee Summary

TASK	Fee Subtotal	Percent of Total Fee	Conservation Technix	Ballard*King
Task 1: Project Initiation & Management	\$ 1,890	3%	\$ 1,890	\$ -
Task 2: Existing Conditions & Baseline Analyses	\$ 9,900	14%	\$ 9,900	\$ -
Task 3: Public Engagement	\$ 15,240	21%	\$ 15,240	\$ -
Task 4: Recommendations & Analyses	\$ 15,170	21%	\$ 3,780	\$ 11,390
Task 5: Needs Assessment Report Development	\$ 16,640	23%	\$ 8,550	\$ 8,090
Task 6: Review & Approval	\$ 2,190	3%	\$ 2,190	\$ -
Direct Costs	\$ 10,120	14%	\$ 7,600	\$ 2,520
Overhead	\$ 330	0%	\$ 330	\$ -
GRAND TOTAL	\$ 71,480			

Optional Services

3.5. mySidewalk Online Engagement Tool	\$ 1,570	14
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PVRPD Recreation & Needs Assessment - Fee Schedule

Tasks	Labor (Total Hours)	Labor (Total Fee)	Percent of Total Fee	Conservation Technik						Ballard*King	
				S. Duth PIC, PM, Lead Planner	J. Akers Park Planner, AICP, PLA	L. Goorjian Park Planner	M. Kuncic Park Planner	M Davila Project Specialist	K. Ballard Recreation Planner	D. Barr Recreation Planner	
Task 1: Project Initiation & Management											
1.1. Project Initiation Meeting	4	\$540	%	4							
1.2. Project Management & Coordination Meetings	10	\$1,350	2%	10							
Task 2: Existing Conditions & Baseline Analyses											
2.1. Review of Existing Plans & Studies	16	\$1,890	3%	4	6			6			
2.2. Demographics & Trends	6	\$690	1%	2				4			
2.3. Base Mapping & Spatial Analysis	22	\$2,490	3%	6				16			
2.4. Inventory & Assessment	40	\$4,830	7%	2	32	6					
Task 3: Public Engagement											
3.1. Public Participation Plan	4	\$510	3%	2	2						
3.2. Adhoc Committee Meetings (2)	12	\$1,620	2%	12							
3.3. Community Survey	44	\$4,810	7%	8	2			26	8		
3.4. Stakeholder Discussions (6)	18	\$2,280	3%	8	10						
3.5. Community Open House Meetings (2)	44	\$5,120	7%	10	16				4		
3.6. mySidewalk Online Engagement Tool (Optional)	0	\$0	0%								
3.7. Public Information	8	\$900	1%	2				6			
Task 4: Recommendations & Analyses											
4.1. Level of Service Assessment	14	\$1,740	2%	4	10						
4.2. Gap Analysis	56	\$5,670	8%	2	2				10	30	
4.3. Recreation Assessment	66	\$7,760	11%	2					41	23	
Task 5: Needs Assessment Report Development											
5.1. Preliminary Draft Parks Plan	62	\$7,200	1%	10	14	4	4	20	8	6	
5.2. Capital Facilities Plan	84	\$9,440	3%	4	14	6	6		28	32	
Task 6: Review & Approval											
6.1. District Board Review (1)	6	\$810	1%	6							
6.2. Report Revisions & Final Documentation	12	\$1,380	2%	2	4			6			
Total Hours	528			100	112	16	16	110	12	91	
Hourly Rate				\$135	\$120	\$120	\$120	\$105	\$95	\$85	
TOTAL LABOR COST		\$61,030		\$13,500	\$13,440	\$1,920	\$1,920	\$11,550	\$1,140	\$7,735	
Direct Costs											
Travel - mileage, plus travel reimbursables		\$6,320									
Printing/Postage - Displays, Draft & Final Reports & Mail Survey		\$3,800									
Prime Consultant Mark-up of Subconsultants (1.5%)		\$330									
TOTAL DIRECT COST		\$10,450									
GRAND TOTAL, LABOR & DIRECT COSTS		\$71,480									

"...technically proficient, highly responsive to client needs, and possesses the political experience to help staff navigate the myriad groups involved in adoption of public planning documents."

- Wyn Birkenthal, City of Bremerton

"I find that Steve and his staff develop a comprehensive plan that is easy to read and follow. We have also appreciated the open dialog with Conservation Technix in order to create a plan that represents our community's needs and level of services based from citizen's input. The plan is not developed based off of national standards, but what is real and achievable."

- Brian Sjothun, City of Medford

"After Tigard voters passed the 2010 Parks and Open Space Bond Measure, Public Works advertised for a consultant that could help our staff produce the multiple park bond projects that were quickly lining up. After a competitive RFP and interviews, Conservation Technix was selected, and Steve Duh was quickly working and scheduling projects. Steve Duh worked as the project manager and was responsible for moving multiple projects from the "wish list" through project charters, planning, and permitting, to the active project list, and through to completion. Without Conservation Technix, Tigard could not have produced the volume of work that was accomplished in three short years. Steve's experience and knowledge were invaluable in helping ensure that quality projects were completed in a timely manner."

- Steve Martin, City of Tigard

"Conservation Technix exceeded our expectations, and I would highly recommend this firm for any work related to parks and recreation planning, policy development, community engagement, grants, project management and acquisitions. This plan update took more than a year and every benchmark deadline was made, quality deliverables were always on time and the project easily finished on budget."

- Angie Feser, City of Covington



CONSERVATION
TECHNIX

PO Box 12736
Portland, OR 97212
Phone: 503.989.9345

conservationtechnix.com

Pleasant Valley Recreation & Park District

Cost Proposal for



Recreation and Parks Needs Assessment

October 7, 2016



1803
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Cost Proposal

FEE SCHEDULE

It is the objective of our Design Team to provide the most comprehensive, yet efficient, approach to the development of the Pleasant Valley RPD Recreation and Parks Needs Assessment. This fee includes all costs to be incurred by RJM Design Group, Inc. with the exception of reimbursable expenses. Fees for the work are as follows:

<u>Description of Work</u>	<u>Fee</u>
Task 1: Community Outreach and Public Participation	\$ 15,654.00
Task 2: Level of Service and Gap Analysis	\$ 21,530.00
Task 3: Final Report Preparation and Presentation	<u>\$ 19,140.00</u>
Total Fee*:	\$56,324.00

Optional Tasks

Sports Organization Questionnaire	\$ 2,300.00
Statistically Valid Telephone Survey	\$ 17,250.00
Facility Demand and Needs Analysis (phone survey & sports org. questionnaire required)	\$ 5,175.00
Funding Strategies	\$ 5,750.00
Prioritized Capital Improvement Plan	\$ 3,450.00

*Note: This fee summary represents our current understanding of the project scope as outlined in the RFP. The scope of work and associated fees are subject to refinement at Client's request.

REIMBURSABLE EXPENSES (Estimated Allowance \$6,000.00)

When incurred, the following project expenses will be billed at cost plus 15% administrative fee in addition to the above fee proposal:

- Printing, plotting, copying, scanning, photography, graphic expenses
- Delivery and handling of documents, shipping
- Permits, plan check, and inspection fees
- City business license
- Soils testing

PAYMENTS

Payments are due and payable on a monthly basis following the completion of any substantial phase of work. Carrying charges for overdue accounts beyond 30 days of billing date are charged at 1.5% of the amount due, compounded monthly.

ADDITIONAL SERVICES

Professional services not specifically identified in the scope of work will be considered additional services and may be performed at Client's request, reimbursable at consultant's standard hourly rates. Additional services may include, but are not limited to:

- Additional meetings, presentations, or site visits beyond those identified in the scope of work.
- Exhibit preparation beyond that identified in the scope of work.
- Revisions to documents required as a result of changes in Client's direction; changes subsequent to Client's approval; or changes in governmental codes or regulations.
- Design of improvements beyond the designated project site, or due to changes in project phasing schedule.
- Engagement of other consultants not specifically identified below.



Cost Proposal

CONSULTANTS' HOURLY RATES

Compensation for additional services will be billed hourly at our standard rates* below:

RJM DESIGN GROUP, INC.

Principal Landscape Architect	\$165 - \$185 per hour
Associate Landscape Architect	\$145 - \$155 per hour
Landscape Architect	\$130 - \$140 per hour
Job Captain / Landscape Designer	\$115 - \$125 per hour
CADD Technician	\$100 - \$110 per hour
Graphics	\$ 90 per hour
Word Processor	\$ 75 per hour

GALLAGHER CONSULTING

Principal	\$125 per hour
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RESEARCH NETWORK LTD.

Principal	\$125 per hour
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*charges for subconsultant services are billed at cost plus a 15% coordination fee.

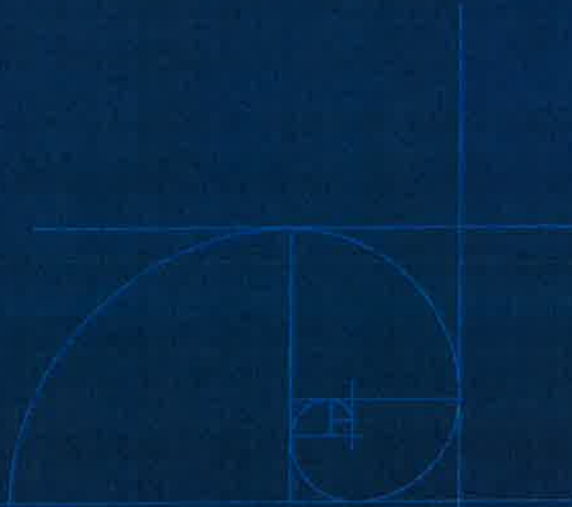
Billings for all time and materials and contract extension work shall be in accordance with the level of work performed based on the categories listed above.

Hourly rates will be escalated each August 1st in accordance with any increase in the Consumer Price Index or other mutually agreed upon cost index, beginning with August 1, 2017. Provisions for fee escalation pertain to all contract extensions and additional work.

Knowledge inspires us to create spaces in natural harmony with our environment.

Upon analyzing the sequence of numbers 1, 2, 3, 5, 8, 13, 21, 34, 55, 89, 144, 233, the 13th-century Italian mathematician Fibonacci realized that each number was the sum of the two preceding numbers. Divide a Fibonacci number after the 14th number in the sequence by the next highest number, and the quotient is .618034 times as large as the number that follows. This natural equation is used in art and architecture and is the basis for the shape of playing cards, The Parthenon, sunflowers, nautilus shells, and the great spiral galaxies of outer space. The Greeks called it "The Divine Proportion".

Community Inspired Spaces



618034

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Revised WBS Summary Fee Breakdown
November 18, 2016

Description of Work	Fee	Schedule
Phase I		
Task 1: Project Start-up		Jan-Feb
1.1 Work Plan	\$ 1,200.00	
1.2 Document Review	\$ 3,800.00	
Task 2: Community Data Collection I		Feb-May
2.1 Interviews	\$ 6,030.00	
2.2 Park Inventory	\$ 5,200.00	
2.3 Gap Analysis	\$ 2,500.00	
2.4 Demographics	\$ 7,800.00	
2.5 Group Questionnaire	\$ 2,300.00	
2.6 Phone Survey	\$ 17,250.00	
2.7 Facility Demands	\$ 5,175.00	
	Phase I Total: \$ 51,255.00	
	Reimbursable Expenses (Estimated Allowance 3,000.00)	
<i>Phase I Deliverables:</i>		
• Stakeholder Interview Summary		
• Facility Recreation Inventory		
• Facility Gap Analysis		
• Demographic Analysis and Projections		
• Sports / Senior Questionnaire Summary		
• Telephone Survey Summary		
• Facility Demand Needs		
Phase II		
Task 1: Community Data Collection II		June-Aug
1.1 Program Inventory	\$ 2,700.00	
1.2 Workshops	\$ 6,400.00	
1.3 Trends	\$ 780.00	
1.4 Needs Analysis	\$ 780.00	
1.5 Funding	\$ 5,750.00	
Task 2: Final Report and Presentation		Aug-Oct
2.1 Draft Report	\$ 15,000.00	
2.2 Final Report	\$ 4,140.00	
	Phase II Total: \$ 35,550.00	
	Reimbursable Expenses (Estimated Allowance 3,000.00)	
<i>Phase II Deliverables:</i>		
• Program Inventory and Evaluation Summary		
• Workshop Summary		
• Trends Analysis		
• Combined Needs Analysis Summary		
• Funding strategies		
• Final Report Summary and Appendix Document for all reports		
Total Project:		
	Phase I Total: \$ 51,255.00	
	Phase II Total: \$ 35,550.00	
	Total Project Cost: \$ 86,805.00	
	Total Reimbursable Expenses (Estimated Allowance 6,000.00)	

Phase I

Task 1: Project Start-up

1. *Work Plan*

RJM will conduct an initial kick-off meeting via GoToMeeting with the District to confirm and clarify the scope of work and project parameters, project background and objectives, product deliverables, methodology, schedule, as well as roles and responsibilities.

2. *District Document Review*

RJM will review documentation pertinent to the development of the Recreation Needs Assessment. With this information we will generate a database of existing **resources** to be utilized in subsequent tasks. Review available information provided by the District, **including but not limited to:**

- General Plan
- Previous Parks, Recreation and Open Space **Master Plans**
- Trails Map
- Community Demographics
- School District Projections on Future Student Populations **by Age**, etc.
- 5-Year Capital Improvement Program
- Recreation and Community **Newsletters**
- Recreation Programs Registration **Logs**
- Recreation Facilities Rentals **Logs**
- Recreation Special Events **Logs**
- Parks and Open Space **Maintenance Manuals/Policies/Procedures**
- Current Parks and Recreation **Facility Inventory**
- Recreation Program **Inventory (for the past 2 years)**
- List of Joint-Use Partnership **Agreements**
- List of **Other Service Providers/Agencies**
- Digital City **Base Plan (with City boundary, land use and major streets)**
- Park and School plans for existing and proposed sites.

Task 2: Community Data Collection I

1. *Stakeholder Interviews*

One-on-one interviews with District selected stakeholders such as District Commissioners, Parks and Recreation staff, School District representatives, and City representatives. These one-on-one interviews provide the opportunity to seek insight into the District's values, strengths, weaknesses, and distinctive competencies as well as to identify any private sector and/or non-profit organizations and their capabilities to compete or collaborate with the District in delivery of services. These interviews lay the ground work for an engaging and active public planning process. Consultants will work with staff to identify interviewees. Estimate eight (8) interviews, 30-45 minutes long to be conducted during one day.

2. *Park and Facility Recreation Inventory*

Our team will inventory and assess the parks and recreation facilities in the District (27 Parks). This snapshot of the supply of recreation facilities available to residents will include an assessment of current conditions, quality, capacity, and functionality for each facility. A facility inventory matrix will be developed to catalog the number of facilities by type and the amenities associated with each including indoor and outdoor facilities, acreage, facility attributes (game/practice, overlay/design use, field size or adult/youth, lighting, and surface.) NOTE: This inventory can later be compared with the responses received from facility user organizations to identify underutilized facilities and the reasons for their lack of use.

3. *Park and Facility Gap Analysis*

With an updated inventory, the information will be analyzed by service area to identify underserved neighborhoods or community planning areas. Finally, a mapping analysis will also be developed to form a foundation to determine the distribution of types of recreation facilities throughout the District, an analysis that aids in the identification of recreation facility gaps.

4. *Socio-Demographic Analysis and Projections.*

Understanding the recreation needs and preferences of District residents first depends upon an understanding of the population and its demographic characteristics. Steps in this process involve a review of data regarding the City of Camarillo population base as defined in the 2000 and 2010 Censuses as well as the most recent American Community Survey. Current estimates of key variables can also be obtained from the California Department of Finance. As available, demographic data regarding age, household size, ethnic profile and income characteristics will be used in the analysis. Trends in these measures, that tend to be highly correlated with recreation patterns, will be examined.

Today's decisions regarding recreation facilities and programs need to accommodate both population growth as well as change in demography. The historic data will be analyzed and projections of future population will be prepared using information and input from other agencies and City of Camarillo staff.¹ This evaluation will provide estimates of the current population base and projections of future growth.

Detailed demographic data regarding such variables as age, presence of children, ethnicity, household size, and income characteristics will be analyzed in order to identify special populations such as seniors, teens, preschoolers, etc. for use in the recreation facility demand analysis. Special attention will be given to any sub-groups of the population that show unusual trends of change.

5. *SENIOR USER GROUP QUESTIONNAIRE*

Soliciting the attitudes and perceived needs of community stakeholders is an essential element in the process. A special interest organization survey can not only achieve the objective of outreach to these community stakeholders, it further provides valuable information regarding facility usage. The consultants will provide a survey form containing questions relevant to the usage of District recreation facilities. It is expected that the District will take responsibility for distributing these forms to the user groups within the District and following up to assure that each group returns a completed survey. The results will then be tabulated and used to verify and update the participation rates in these elements for use in the demand analysis.

¹ In addition, the Consultants will interview City Planning and Development Department staff to define the extent and timing of future population growth.

6. STATISTICALLY-VALID TELEPHONE SURVEY

We recommend random sample telephone interviewing as the most effective and statistically reliable method to generate unbiased, detailed and accurate data regarding the true current demand for recreation facilities and programs specific to the District.

The ability of the telephone survey to represent the current recreation needs of the District's residents is the result of the design of a custom survey questionnaire for Pleasant Valley Recreation and Park District. The subject areas of this survey will be developed through conversations with Staff, and/or community stakeholders.

Survey topics may include, but are not limited to, selected demography and attitudes regarding recreation and current usage patterns of community/neighborhood parks and recreation facilities and programs. Profiles of users and non-users can also be developed and reasons for non-use explored. Most importantly, respondents can be questioned regarding how frequently they, and all members of their household, participate in the various activities that most commonly occur in local parks. The answers to this questioning will be used to develop current participation rates specific to the residents of the District.

For the telephone survey, we recommend completion of 200 questionnaires among a random sample of District resident households. The scope assumes a questionnaire length of 10 minutes with a maximum of five questions containing open end/other specify approximate opportunities. Furthermore this scope assumes that the primary language of the survey will be English.

This work effort will facilitate an understanding of the differences in recreation attitudes, patterns, and preferences of distinct population groups that comprise the Pleasant Valley Recreation and Park District. Statistically reliable analysis of the results of the survey questions may be available for a menu of respondent and response variables (eg., ethnicity, presence of children, income, frequency of recreation facility or program use, etc.)

7. FACILITY DEMAND AND NEEDS ANALYSIS (SPECIAL INTEREST ORGANIZATION QUESTIONNAIRE AND TELEPHONE SURVEY REQUIRED)

Analysis of Demand for Parks and Recreation Facilities Within the District.

In order to determine the current and forecast needs for Parks and Recreation Facilities within the District, it is first necessary to define the recreation usage patterns and resulting recreation facility usage of the residents of the District. Several sources of information will be used to fully identify the needs and priorities for parks and facilities in the District.

Recreation Activity Participation Rates and Standards

Over the last 30 years, a number of national and State base studies have been prepared to define population participation rates for a wide variety of recreation and park activities.² However, these rates have been determined to be inaccurate for use at the local level and are no longer recommended for such use. Their inadequacies are grounded in their inability, from a National or State perspective, to represent the population and recreation needs of a local jurisdiction.

The National Recreation and Park Association in their 1983 update to the publication *Recreation, Park and Open Space Standards and Guidelines* stated: "Park and recreation services are community services. Ideally, the national standards should stand the test in communities of all sizes. However, the reality often makes it difficult or inadvisable to apply national standards without question to specific locales. The uniqueness of every community, due to differing geographical, cultural, climatic, and socioeconomic characteristics,

² One of the first of these was the Outdoor Recreation Resource Committee study completed in the early 1960s. Similar such studies have been prepared at the state level in California and in various other areas throughout the U.S. Standards developed by the National Recreation and Park Association (NRPA) and published in the 1980's were once used by cities in determining facility need.

makes it imperative that every community develop its *own* standards for recreation, parks and open space.”

Techniques described below will generate current and forecast participation rates that are specific to the current residents of the District. These rates will then be used to determine the recreation needs unique to the District.

Development of Facility Standards

The results of the community-wide survey regarding the level of participation in a comprehensive variety of recreation activities by the residents of the District will be calculated and arrayed as a starting point in the analysis. Using a statistical analysis technique that the Consultants have developed for more than fifty California communities previously, the participation rates will be converted into peak day demand estimates for each of the types of recreation activities. By applying design standards, developed in conjunction with the District staff, an estimate of the number of facilities of each type required to satisfy the current and projected demand will be determined. These relationships can be converted into facility level of service standards or "facility need ratios" that correlate specifically to the District. They will take the format of one facility required for every X thousand population and will be specific to a menu of different types of recreation facilities. These measures of facility demand will be used to determine how many of each type of facility (e.g., ball fields by type, tennis courts, picnic tables, etc.) are required both currently and projected into the future as the population of the District grows and changes.

This analysis represents a unique methodology that has been tested by the Consultant in park and recreation needs studies throughout the State and provides facility standards that are specific to the residents of the District. The approach used follows the most recent recommendations of the National Recreation and Park Association as determined by their Standards Revision Task Force and utilizes participation data unique to the community being studied. Considerations such as seasonality, design day (or peak day usage), design capacity, and turnover rates are all incorporated into this advanced approach to determining facility need.

The facility standards based on the results of the analysis will be compared to those developed elsewhere and to other information collected during the course of the study to test for reasonableness and applicability to conditions in the District. If indicated, adjustments will be made to the demand estimates.

Recreation Facility Needs Analysis

The demand estimates described above will then be evaluated in light of the current inventory of recreation facilities to identify surpluses and deficiencies in the existing parks and recreation-related facilities to serve the population base as it exists now and with projections into the future. The degree of need will be used as one criterion to help establish priorities in developing the capital improvements plan.

One of the primary advantages to this methodology for determining need is that it provides a quantitative, unbiased evaluation of the surpluses and deficits in the District's park and recreation facilities, both currently and in terms of future development. Thereby, special interest group needs are exhibited in a context of the entire spectrum of recreation needs and consensus is more readily obtained.

Phase II

Task 1: Community Data Collection II

1. *Recreation Program Inventory and Evaluation*

Consultant will conduct a community-wide inventory of recreation programs and services offered by Pleasant Valley Recreation and Park District and by other area providers within the last two years, including partner agencies. This inventory may include program offerings and uses of recreation facilities and will identify other service providers that also meet the recreation needs of District residents and to identify those recreational areas that are lacking or not being served in the Pleasant Valley area.

Consultant shall provide a comparison of the District's level of service with three similar regional cities. The program evaluation shall provide analysis and rating of how well the District is doing in the areas of programming including but not limited to Tiny Tots/Toddlers, Youth/Teens, Adults, and Seniors. The evaluation shall indicate any gaps in service and what programming Pleasant Valley should consider implementing to fill those gaps and meet new recreation trends.

2. *Community Wide Meetings / Workshops*

Workshops can be held in various locations throughout the District to encourage participation from a variety of geographic areas. An integral component in the creation of a collaborative vision and mission for the Needs Assessment is our utilization of an innovative public workshop process. The community will be offered a series of opportunities to participate and will be informed of the Plan's process. The community feedback from the workshops will provide important input to prioritization of future parks, recreation facilities, and program development in the District. RJM shall plan and conduct three (3) community workshops to allow maximum community participation. This workshop process will clarify and augment the identified desires of the community developed through other public planning methods. Most importantly, the workshop method is designed to arrive at consensus regarding the priorities perceived by the public for improvements to the Park System.

Each workshop includes up to a three-hour session, inclusive, for up to 50 participants. We propose to work closely with District Staff to organize and further define the approach to be used in this process. District staff will be responsible for the promotion of the workshops, facility and equipment coordination, and provision of staff to assist with the workshops. RJM will provide staff training on how to work within groups as a scribe and/or facilitate individual groups. Number of staff needed is coordinated with consultant team no less than two (2) weeks prior to the workshop.

- A. **Community Workshop #1:** The first public workshop will focus on what the public sees as community recreation characteristics, issues, and current opportunities and constraints to address the community's issues.
- B. **Community Workshop #2:** The second workshop will focus on special interests (i.e. sports groups, seniors, etc.) and their experiences with the recreation programs and facilities in the District.
- C. **Community Workshop #3:** The final workshop will reflect the citizen input from the first two workshops, summarize the needs assessment process, and seek public comment regarding prioritization of needs.

3. *Trends*

Research recreation trend information and the social and economic impacts of parks and recreation through resources such as American Demographics, Institute of the Future, CPRS, NRPA, the State of California Park and Recreation Department Needs Survey (2008), the CPRS Action Plan, Outdoor Industry Association Surveys, California Arts Council and others to complete a trends and implications report

4. *Needs Analysis*

The demand estimates will then be evaluated in light of the current inventory of recreation facilities to identify surpluses and deficiencies in the existing parks and recreation-related facilities to serve the population base as it exists now and with projections into the future. The degree of need will be used as one criterion to help establish priorities in developing the capital improvements plan.

One of the primary advantages to this methodology for determining need is that it provides a quantitative, unbiased evaluation of the surpluses and deficits in the District's park and recreation facilities, both currently and in terms of future development. Thereby, special interest group needs are exhibited in the context of the entire spectrum of recreation needs and consensus is more readily obtained.

5. *FUNDING STRATEGIES*

Project Team will anticipate costs for delivery of recreation services, park maintenance and administration for the future (up to 20 years) based on the development of sustainability and potential modifications/changes in operations and maintenance practices. In conjunction with this data, cost for recommended capital improvements for existing parks, recommended development cost of new parks and facilities, and the cost of each site identified for acquisition, the Consultant Team can perform an analysis of possible funding and acquisition alternatives and provide potential implementation strategies. This will include strategies, priorities and an analysis of budget support, funding mechanisms for the short-term to long-term.

The funding strategies analysis will also consider at a minimum, single and bundled grant opportunities, including matching grants; city capital improvement funds (park funds, development impact fees, general fund, etc.); park bonds, revenue bonds, and lease purchase financing coupled with revenue alternatives; collaborative funding opportunities with other public and nonprofit agencies; asset management opportunities (naming rights, advertising programs, concessions, leases and rentals); establishment of enterprise funds if users can be charged; and, private foundation, sponsor and donation options for funding. All financial strategies and recommendations will be developed as a collaborative effort of the project team and District staff.

The political, financial, administrative and legal feasibility of each funding resource or mechanism for each possible type of park or recreation program and facility can be assessed through discussions with staff and other knowledgeable authorities.

In addition, the analysis will include the following:

Fiscal Capacity of Parks

- Develop budgets for the creation of new park development, maintenance of existing parks, and operating programs.
- Identify resources needed to operate and maintain future parks and recreation programs based on past funding, operating, and maintenance trends.
- Based on the park user profile and community needs assessment, identify funding resources that would be required to meet park and recreation needs. Project costs for the next 20 years.

Alternative Funding

- Determine best alternative funding sources for the District such as assessment districts; recommend options to address any funding gaps; and identify best funding practices in other cities that can be explored by Pleasant Valley Recreation and Park District.

Task 2: Final Report Preparation and Presentation

1. *Draft Recreation Needs Assessment Report*

Based on previously outlined tasks, RJM Design Group, Inc. and our team shall develop a draft Needs Assessment Document and submit (4) administrative copies to District for review. RJM will conduct a meeting with District staff to review and discuss refinements to the administrative draft comment. Upon receipt of one set of non-conflicting comments from the District, we will revise the document as appropriate. The District will review the administrative draft documents and provide all requested refinements necessary to develop a final camera ready document.

2. *Final Needs Assessment Report and Presentation*

Final documents will include recommendations specific to parks, recreation facilities and programs, and all summaries related to the development of the findings such as the workshop summary, inventories, prioritization matrix, recently completed studies, and questionnaires. The final master plan will be submitted in one digital and one hard copy for review. RJM will be available to present the findings to District staff and District Board of Directors.

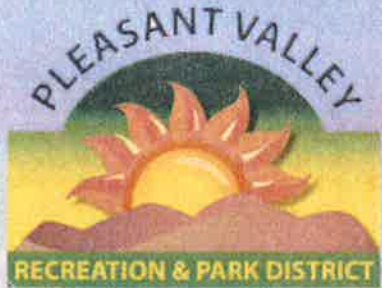
DRAFT

Pleasant Valley Recreation & Park District

Response to Request for Proposals for

Recreation and Parks Needs Assessment

October 7, 2016



Community Inspired Spaces



618034

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Playground at Mission Oaks Park

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- a. Team Organizational Chart
- b. Team Overview
- c. Resumes for Key Personnel

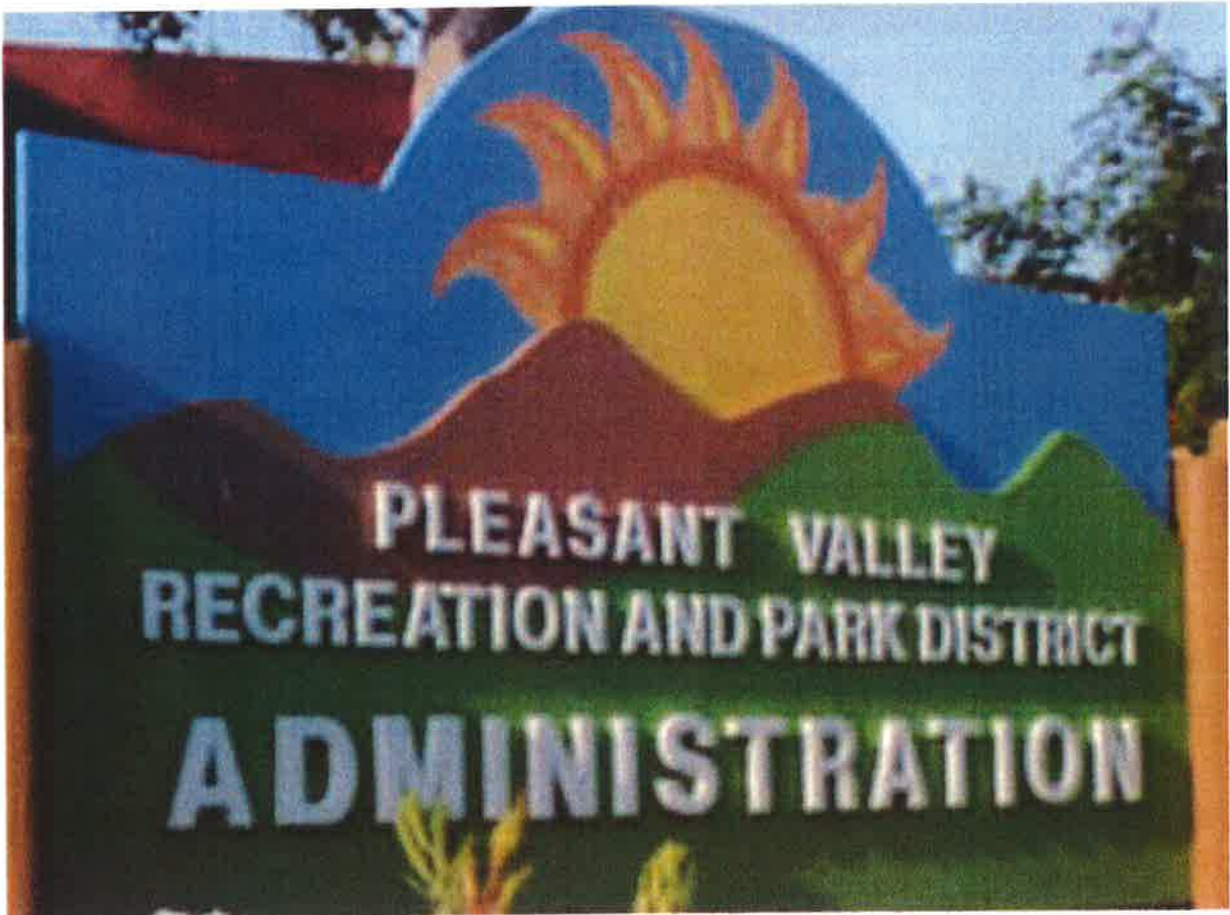
Work Plan 19

- a. Detailed Scope of Work and Schedule

Cost Proposal (submitted under separate cover)

Pleasant Valley Recreation & Park District • Recreation and Parks Needs Assessment

Cover Letter



Cover Letter

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October 6, 2016

Mitchell Cameron
Pleasant Valley Recreation & Park District
1605 E. Burnley Street
Camarillo, CA 93010

RE: Proposal for Professional Services to Prepare the Recreation and Parks Needs Assessment

Dear Mitchell and Selection Committee:

RJM Design Group is pleased to submit our qualifications and proposal to the Pleasant Valley Recreation & Park District. Our Parks and Recreation Master Plans are based on a process of community involvement resulting in statistically valid solutions which articulate and reinforce a sense of place, that are responsive to the community's goals and policies, anticipate future trends, and ultimately create healthy and happy communities.

Based upon your RFP, and our experience on similar projects, we have developed a planning process with a "community driven" input methodology, and comprehensive scope of services. We anticipate a close working relationship with the District staff, members of the community, and various stakeholders because we believe they provide a forum in working together to arrive at planning and design solutions, which are truly remarkable and insightful. RJM understands the outcome of the Pleasant Valley Recreation and Parks Needs Assessment Report will include an inventory of parks, recreation facilities and programs; community wide needs assessment, as well as key strategies for implementation including opportunities and recommendations.

I will be serving as the Principal for this project and have 30 years of experience in the preparation, processing, and management of a wide range of community based, recreation-planning projects. Our team includes specialty consultants with stellar qualifications and the technical expertise in various disciplines to provide a focused direction relative to the specific requirements for this project. Our team has worked together in the successful completion of many Recreation and Parks Needs Assessment projects.

RJM's Team has available and qualified staff to begin work on this project immediately. We are interested in this assignment and eagerly look forward to working with the Pleasant Valley Recreation and Park District. RJM does not have any personal, professional or financial relationships with any officer or employee of the District.

Should you have any questions or require clarification or supplemental information, please contact our office. Thank you in advance for your consideration.

Sincerely,
RJM Design Group, Inc.



Robert J. Mueting, RA, LLA, LEED AP (BD+C)
Principal

Pleasant Valley Recreation & Park District • Recreation and Parks Needs Assessment

Qualifications



The District provides parks and recreation facilities to the community.



Qualifications

a. Overview of Firm

Established in 1987, RJM Design Group has evolved into a multi-disciplinary landscape architectural, planning and design firm committed to serving the needs of cities, public agencies and organizations throughout California. During our 29 years of preparing Parks and Recreation Master Plans, we have continually evaluated and analyzed our process and products to better address our client’s needs. The most significant improvement in our process that sets the RJM team apart from all others is:

Provides a Defensible Needs Assessment (DNA)© that accurately reflects the unique recreation characteristics and collaborative vision identified for your community.

The accuracy of our needs assessment approach is primarily due to the collection of actual recreation activity participation and the identification of facility needs based on those levels of participation. By analyzing recreation activity, we are able to identify demographic variables that are predictors of future recreation activities. This analysis enables us to model the community for the future as the population changes due to growth, aging, ethnic change, or other characteristics. This forecast of needs for the future becomes vital in making decisions for today. Contemplation of major capital expenditures for facilities must take into account not only today’s needs but the needs of the future community as well.

We understand that the Recreation and Parks Needs Assessment will be a model for future development of parks, recreation facilities and programs in the District. Goals and policies are developed based on the needs identified during the Master Plan process. Ultimately a set of guidelines and recommendations for the planning of improvements for a City’s park and recreation facilities programs serves as a planning guide. Some of the considerations for planning include open space, parks, trails and trail heads, streetscapes and gateways, schools, historic areas, and recreational facilities.

The full name and location of the office that will be working on this project are:

Full Legal Company Name:	RJM Design Group, Inc.
Years in Business:	29
Type of Company:	S-Corporation
Contact Information:	31591 Camino Capistrano; San Juan Capistrano, CA 92675 P: 949.493.2600; F: 949.493.2690
Contacts:	Robert Mueting, President; bob@rjmdesigngroup.com Zachary Mueting, Associate; zach@rjmdesigngroup.com
Number of Employees:	17



Qualifications

RJM'S ACCOMPLISHMENTS:

- ☛ Firm was established in 1987 to uniquely serve public agencies, specifically the parks and recreation industry.
- ☛ RJM has completed more than 3,000 projects in California.
- ☛ The RJM Team has worked in highly diverse environments from the financially challenged cities (i.e. San Bernardino) to affluent areas (i.e. Huntington Beach). Our experience includes working with diverse communities each with their unique challenges.
- ☛ Our team has over 30 years of Master Planning experience together! Our cohesive team includes a former parks and recreation manager, and personnel that specializes in parks and recreation.
- ☛ Our team has over 30 years of Park Planning and Design! We can provide real world solutions to park development.
- ☛ We become the extension of City staff and carry the same accountability as they do in serving their communities.

NEGATIVE HISTORY

RJM Design Group, Inc. is not involved in any bankruptcy or re-organization proceedings, and the firm is not subject to any pending litigation. No conditions exist that could impede the firm's ability to complete this project.

RJM Design Group, Inc. is not presently debarred, suspended, or otherwise prohibited from professional practice or working with any federal, state, local or public agency, and the firm is not subject to any pending actions.

The firm has never encountered financial difficulty in the completion of projects of any size.

Qualifications

b. Team's Experience on Similar Projects

PROJECT NAME	CLIENT NAME	ELEMENTS INCLUDED IN RECREATION AND PARKS NEEDS ASSESSMENTS											
		Parks and Facility Inventory	Program Inventory	Focus Groups	Stakeholder Interviews	Maintenance Analysis	Statistically Valid Phone Survey	Demand & Needs Analysis (DNA©)	Community Workshops	Cost Estimates and Financing	Concept Plans	Public Presentations (Commission/Council)	Adopted Master Plan
Parks and Recreation Master Plan	City of Menifee	X	X	X	X	X	X	X	X	X	X	X	*
Parks and Open Space Master Plan	City of Downey	X	X			X	X	X	X	X		X	*
Parks and Recreation Master Plan	City of Huntington Beach	X	X			X	X	X	X	X	X	X	X
Parks and Recreation Master Plan	City of Goleta	X	X				X	X	X		X	X	X
Parks and Recreation Master Plan	Jurupa Community Services District	X	X	X		X	X	X	X	X	X	X	X
Parks and Recreation Master Plan Update	City of Murrieta	X	X				X	X	X	X		X	X
Parks, Trails, Open Space and Recreation Master Plan Update	City of San Bernardino	X	X	X	X	X	X	X	X	X	X	X	X
Parks, Recreation, and Open Space Master Plan Update	City of Santa Clarita	X	X			X	X	X	X	X		X	X
Parks, Recreation and Open Space Master Plan Update	City of Chino Hills	X	X	X	X	X	X	X	X	X	X	X	X
Green Space/Recreation Element and Recreation & Parks Master Plan	City of Pasadena	X	X	X	X		X	X	X	X	X	X	X
Master Plan of Park, Recreation, Trails, and Open Space	City of Dana Point	X	X				X	X	X	X	X	X	X
Open Space Master Plan of Parks and Recreation Update	City of Costa Mesa	X	X		X		X	X	X	X	X	X	X

*Adoption anticipated in 2016

Qualifications

c. Project Experience and References



Parks and Open Space Master Plan

Downey, CA

Year Delivered
 2016 (Anticipated)

Project Team
 Robert Mueing
 Tim Gallagher
 Pam Wooldridge
 Chris Coman

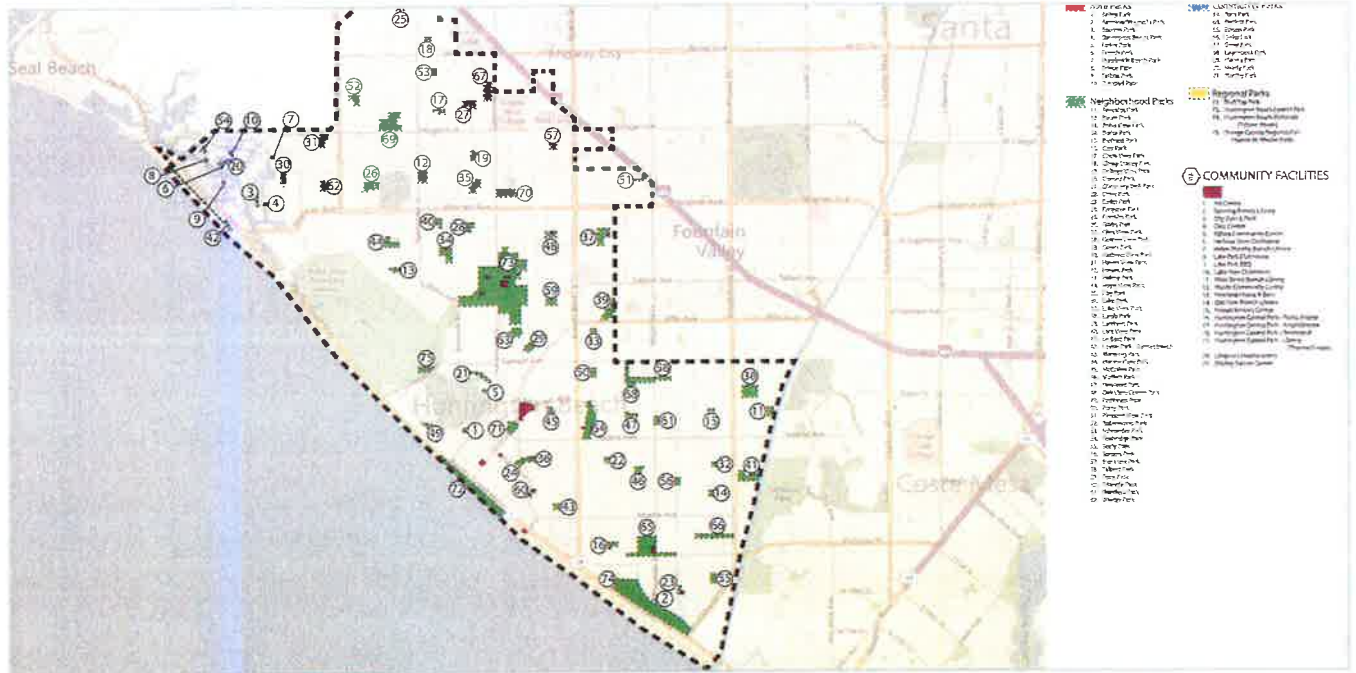
Client Reference
 Sonya Mecham
 City of Downey
 1111 Brookshire Avenue
 Downey, CA 90241
 (562) 904-7238

Project Summary

The City of Downey has contracted RJM Design Group to develop a Parks and Open Space Master Plan for the City of Downey. The Master Plan will provide guidance for the City to 1) Acquire, develop, and maintain quality parks and trails; 2) Improve the existing condition of parks and community facilities to encourage use; 3) Update community facilities to maximize use for all ages; 4) Enhance the value of sports and fitness, quality of life, and arts and social gathering places; and 5) Celebrate healthy living in Downey.

As part of the process, the project will provide opportunities for the community to share issues and concerns regarding improvements to facilities and services, foster public dialogue regarding expectations, solutions, and vision for the parks and recreation, and allow the community to author recommendations regarding program and facility priorities. The Master Plan process will include Focus Groups, Telephone Survey, a Sports Organization Questionnaire, Community Workshops, and an Online Questionnaire, which will be used to identify the needs associated with Parks and Recreation for the City of Downey. In addition to the community engagement efforts, the Master Plan will include a socio-demographic analysis and projections, a community issues and recreation trends analysis, a demands and needs assessment, facility gap analysis, recommendations on parks, facilities, and amenities, connectivity and access analysis and recommendations, programs recommendations, funding strategies analysis, and operations and maintenance analysis.

Qualifications



Parks and Recreation Master Plan

Huntington Beach, CA

Year Delivered
 2015

Project Team
 Zachary Mueing
 Tim Gallagher
 Pam Wooldridge
 Chris Coman

Client Reference
 Janeen Laudenback
 Director of Community Services
 City of Huntington Beach
 2000 Main Street
 Huntington Beach, CA
 92648
 (714) 536-5495
 jlaudenback@surfcity-hb.org

Project Summary

Nicknamed “Surf City” for its beautiful wide beaches and consistently breaking surf, The City of Huntington Beach has a large and well-established park system with over seventy five parks and numerous community recreation buildings. The City contracted RJM Design Group to update its existing Parks and Recreation Master Plan. The first phase of the project included a background review of the demographics and community trends and their impact on the park system. The second phase involved a detailed inventory of the facilities and programs currently provided in the City, as well as a gap analysis of the existing facilities to determine locations where recreational opportunities are needed. The third phase included a thorough public involvement process including executive interviews, sports organization questionnaire, telephone survey, and public workshops. The fourth phase looked at the demand and needs for facilities based on the inventory of existing facilities and the data derived from the prior phases. Recommendations will include an opportunities feasibility analysis, acquisition plan, cost estimates, capital improvement plan, and sustainable practices/maintenance and operations management plan.

Qualifications



Recreation Needs Assessment

Goleta, CA

Year Delivered
 2015

Project Team
 Zachary Muefing
 Tim Gallagher
 Pam Wooldridge
 Chris Coman

Client Reference
 Vyto Adomaitis
 Neighborhood Services &
 Public Safety Director
 130 Cremona Drive, Suite B
 Goleta, CA 93117
 (805) 961-7555
 vadomaitis@cityofgoleta.org

Project Summary

The City of Goleta is a recently incorporated City (2002) in Santa Barbara County with over 20 park facilities. The City contracted RJM Design Group to prepare a Recreation Needs Assessment in order to carefully guide the development of parks and recreation facilities for the City. The Recreation Needs Assessment includes an inventory of existing recreation facilities and a review of the current and project demographics of the community. Community Outreach tasks provided for a clear understanding of the needs of the community, and included Stakeholder Interviews, a Telephone Survey, Community Workshops and an Online Survey. This data will be used to develop the Needs Analysis and specific recommendations to direct the future of parks and recreation in the City of Goleta.

Qualifications



Parks and Recreation Master Plan

Jurupa Community Services District (JCSD); Eastvale, CA

Year Delivered
 2014

Project Team
 Robert Mueling
 Zachary Mueling
 Tim Gallagher
 Pam Wooldridge

Client Reference
 Richard Welch
 Director of Parks and
 Community Affairs
 Jurupa Community
 Services District
 11201 Harrel Street
 Jurupa Valley, CA 91752
 (951) 727-3516

Project Summary

In 2012, RJM Design Group completed a Parks and Recreation Master Plan for the Jurupa Community Services District (JCSD) Parks and Recreation Department, which provides services in northwestern Riverside County within the boundary of the City of Eastvale. The Master Plan serves as a guide and implementation tool for the management and development of parks and recreational facilities and programs and is part of the defined strategy of the JCSD Parks and Recreation Department to achieve its objective of providing high quality parks, facilities and recreation programs which meet the needs of the community through a process that engages, community leaders and civic organizations.

RJM utilized methods of community involvement including a telephone survey, stakeholder interviews, community workshops, and workshop attendee questionnaires, which provided an understanding of community issues, recreational facility and program usage patterns, and community needs for parks and recreation facilities and programs. RJM provided recommendations for programs and facilities, facility costs, and opportunities for potential funding sources.

Qualifications



Parks Master Plan

Menifee, CA

Year Delivered

Anticipated in 2016

Project Team

Robert Mueing
 Zachary Mueing
 Pam Wooldridge

Client Reference

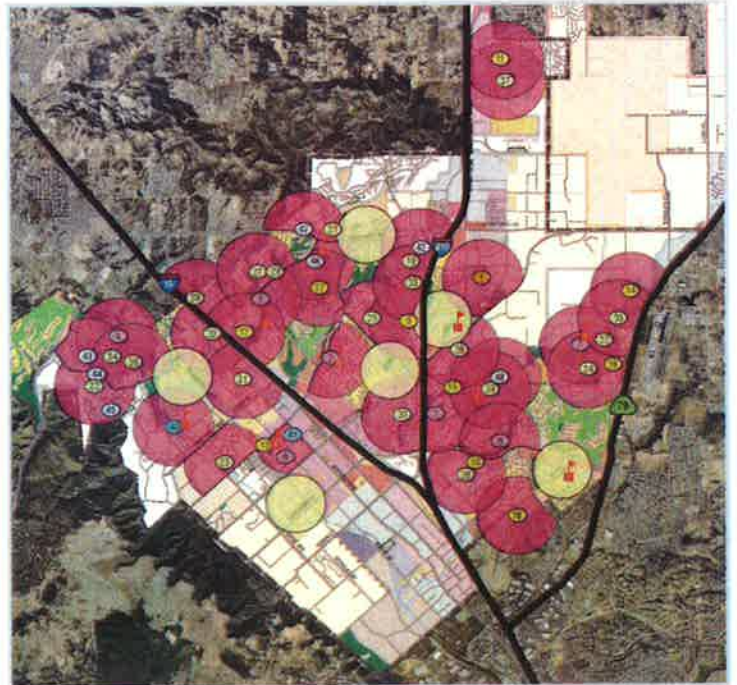
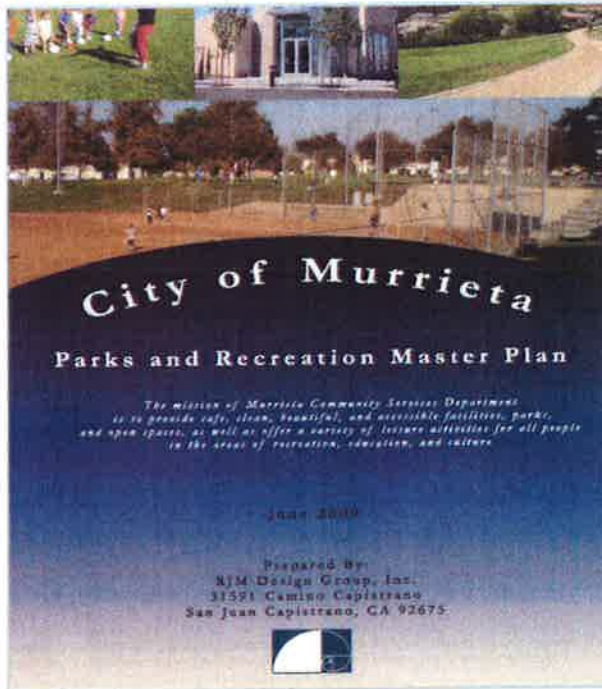
Robert Lennox
 Community Services
 Director
 City of Menifee
 29995 Evans Road
 West Annex
 Menifee, CA 92586
 (951) 723-3880

Project Summary

The City of Menifee’s Parks, Trails, Open Space, and Recreation Master Plan (PTOSRMP) is a clear set of objectives to provide direction for development, re-development, expansion and enhancement of City’s park system, open spaces, trails, and recreation facilities program and services for short term, mid-term and long term. Highlighted in this project was the inclusion of a developer donated parkland recommendations section. Menifee has experienced a dramatic increase in population due to large new developments. Menifee’s Master Plan is intended to unify new developments with the city’s vision for the future. The Plan study includes:

- BACKGROUND RESEARCH
- INVENTORY
- PUBLIC INVOLVEMENT
- NEEDS ASSESSMENT
- RECOMMENDATIONS

Qualifications



Parks and Recreation Master Plan Update

Murrieta, CA

Year Delivered
 2010

Project Team
 Robert Mueiting
 Zachary Mueiting
 Pam Wooldridge
 Chris Coman

Client Reference
 Lea Kolek
 Parks and Recreation
 Manager
 City of Murrieta
 26442 Beckman Court
 Murrieta, CA 92565
 (951) 461-6116

Project Summary

The updated Master Plan set the framework for decision makers in the planning and rehabilitation of the City's parks and recreation facilities as well as a planning tool that established park and facility standards for the next ten years. Furthermore, the updated Master Plan provided a systematic and prioritized approach to the implementation of needed parks and facilities. The finished update included three main components: (1) a needs assessment and gap analysis, (2) recommended modifications to parks and facilities to meet current and future needs, and (3) a financial implementation plan. The main challenge for Murrieta in the coming years will be expanding its physical facilities to meet currently underserved recreation needs of its 28,000 residents. The community has expressed a need for additional facilities such as tennis courts, BMX, equestrian amenities, sports fields, and aquatics. Meeting these needs will be a challenge due to the current depressed economy and the corresponding decrease in developer funding to provide for these facilities. This updated Master Plan recommended innovative strategies to provide for the recreation needs expressed by the community. Just as important, the plan offered recommendations on trail connectivity and park enhancements, which are highly valued by Murrieta residents.

Qualifications

c Client Testimonials



“RJM provided us with a consultant team dedicated to updating our Parks and Recreation Master Plan. There was absolutely no way we could have done this ourselves and there was certainly no other consultant who could have provided us with a more comprehensive, easy-to-read document. It will definitely be a well used tool in determining what programs we should focus on and what features will be placed in future parks. We look forward to working with RJM on other projects!”

-Lea Kolek, Management Analyst, City of Murrieta



“Beyond the invaluable document that will guide our development over the next decade, the Parks and Recreation Master Plan and the team from RJM Design Group brought diverse segments of our community together in a truly collaborative process. The networking, understanding and consensus we achieved will pay dividends as we implement the vision.”

-Rick Gould, Director of Parks, Recreation and Community Services, City of Santa Clarita

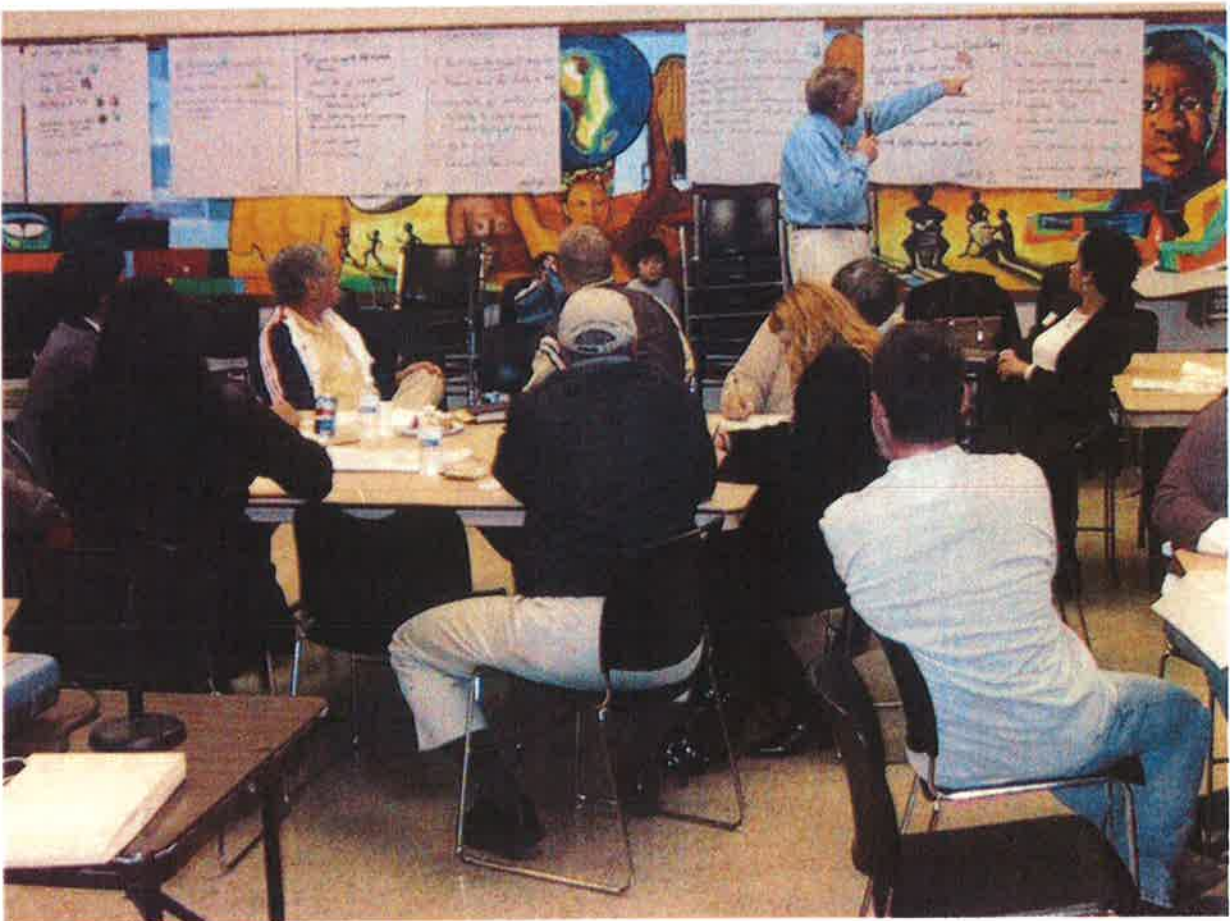


“RJM provides the perfect blend of industry experience with a human touch. Given the significant challenges facing the City of San Bernardino, we were in need of a firm that understood the needs of the entire community from the residents to the workforce to the elected officials. As the foremost Parks and Recreation consultants, the results were expectedly flawless and have provided the framework for both current and future strategic parks, recreation and community services planning.”

-Kevin L. Hawkins, Director Parks, Recreation and Community Services, City of San Bernardino

Pleasant Valley Recreation & Park District • Recreation and Parks Needs Assessment

Project Team



Principal, Bob Muefing, facilitating community workshop in Pasadena, California



Project Team

a. Team Organizational Chart

We select a team who has proven qualifications in their specialty and project type. We hold high standards for ourselves and high expectations of subconsultants. Relationships with our subconsultants are long-term with clear coordination and collaboration.



Key Team Members - Contact List

- Project Principal:** Robert J. Mueting, LLA, ASLA - RJM Design Group, Inc.
office: (949) 493-2600
bob@rjmdesigngroup.com
- Project Manager+:** Zachary Mueting - RJM Design Group, Inc.
office: (949) 493-2600
zach@rjmdesigngroup.com
- Programming, Operations & Maintenance:** Tim Gallagher - RJM Design Group, Inc.
tim@rjmdesigngroup.com
- Survey Specialist:** Pam Wooldridge - RJM Design Group, Inc.
pamw@rjmdesigngroup.com
- Economist:** Christine Coman - RJM Design Group, Inc.
ccoman@aol.com

Project Team

b. Team Overview

The RJM Team has worked together on Parks and Recreation Master Plans for over 25 years. Our team is not a multitude of firms cobbled together to give you their separate project experiences, but rather a cohesive team that have worked on similar projects to the Monrovia Parks Master Plan for many years together. Our team is under one umbrella company which will ensure clear communication and project management. Our Principal and Project Manager have completed many projects in California and are within one hours drive to Monrovia. Our experience is in California, not out of state. We know the critical issues that face Californians and understand the opportunities available for grants and funding opportunities.

Robert J. Mueting is a leader in the Parks and Recreation Industry. Bob has been a member of CPRS, NRPA, and ASLA for over 30 years and has conducted many educational sessions at the Annual Conferences. He has shared his expertise with industry professionals on a variety of relevant topics including:

- Environmental Compliance for Parks, Facilities, and Trails
- Strategic Planning to Achieve Economic Stability
- Park Landscape Sustainability: Issues, Applications, and Strategies
- Public Spaces that Enhance the Quality of Life
- Promoting Tourism: Transforming the Anaheim Resort
- Create a Defensible Needs Assessment Through Public Outreach
- Sustainable Landscapes: Traditional Methods and Modern Technologies
- Effective Consensus Building Workshop Techniques
- Making Good Survey Choices

Our team also includes Bob's son, **Zachary Mueting**, who has worked on Master Plan Reports for San Bernardino, Chino Hills, Murrieta, San Bernardino, Goleta, Huntington Beach, Menifee, and Costa Mesa. He has an inherent ability to relate to the community and present the factual information in a professional manner. **Tim Gallagher** is a former Parks and Recreation Director for Los Angeles County and Seattle Washington. Tim offers insight on parks and recreation operations from a managerial standpoint. **Pam Wooldridge** has been customizing statistically valid telephone surveys specifically for the parks and recreation industry for over 30 years and has completed over 60 surveys. **Chris Coman** has developed a reputable formula for calculating the facility needs based on actual participation rates and sports organization usage of facilities.

Project Team

c Resumes for Key Personnel

Robert J. Mueeting RA, AIA, LLA, ASLA, LEED AP (BD+C)

Workshop Facilitator & Final Presentations/Principal-In-Charge
 RJM Design Group, Inc



Robert J. Mueeting is the founder and principal of RJM Group, Inc. Mr. Mueeting has 25 years of experience directing Parks, Recreation, and Open Space Master Plans for communities throughout California. He is a specialist in community facilitation and consensus building; his expertise in the areas of creative group dynamics and facilitation, programming and conceptual design, as well as strategies and processes for design innovation contribute to each project.

Robert's background in planning, architecture and landscape architecture, has given him a strong emphasis on integrating human needs into the built environment. This emphasis is combined with knowledge of history and tradition, with an understanding of contemporary needs, mastery of construction, attention to detail and achievement of appropriate design solutions that create community.

Registrations

- Landscape Architecture/CA/2055
- Landscape Architecture/MI/813
- Landscape Architecture/WA/1168
- Architecture/CA/C012928
- LEED Accredited Professional

Education

- Bachelor of Architecture, University of Nebraska
- Masters of Landscape Architecture, University of Michigan

Professional Affiliations

- National Recreation and Parks Association
- California Parks and Recreation Society
- Calif. Assn. of Park & Recreation Commissioner & Board Members
- American Institute of Architects
- American Society of Landscape Architects
- League of California Cities
- California Association of Recreation and Park Districts
- Member of the Yosemite Conservancy
- Member of the National Parks Conservation Association
- Member of California State Parks Foundation
- University of Nebraska, College of Architecture, Professional Advisory Committee Executive Board Member

PARKS AND RECREATION MASTER PLANS

- 20 Year Master Plan of Parks & Recreation, Aliso Viejo, CA
- 20 Year Parks and Recreation General Plan, Lake Forest, CA
- Parks and Recreation Master Plan, Jurupa Community Services District
- Parks Recreation Master Plan, Banning, CA
- Parks and Recreation Master Plan Update, Murrieta, CA
- Parks, Trails, Open Space and Recreation Master Plan Update, San Bernardino, CA
- Parks, Recreation, and Open Space Master Plan Update, Santa Clarita, CA
- Recreation Needs Assessment for PCM, Inc., Laguna Woods Village, CA
- Parks, Recreation and Open Space Master Plan Update, Chino Hills, CA
- Recreation, Parks, Green Space and Family Services Master Plan, Azusa, CA
- Master Plan of Parks and Recreation, Laguna Hills, CA
- Aliso Viejo Streets & Trails Amenities Master Plan, Aliso Viejo, CA
- Aliso Viejo Community Association Parks and Recreation Master Plan, Aliso Viejo, CA
- Master Plan of Park, Recreation, Trails, and Open Space, Dana Point, CA
- Open Space Master Plan of Parks and Recreation Update, Costa Mesa, CA
- Green Space/Recreation Element and Recreation & Parks Master Plan, Pasadena, CA
- Parks and Recreation Master Plan, Yucaipa, CA
- Parks and Recreation Master Plan, Sacramento, CA
- Recreation Needs Assessment, West Hollywood, CA
- Parks and Recreation Master Plan, La Quinta, CA
- Parks and Recreation Master Plan, Norwalk, CA
- Aquatic Facility Needs Assessment, El Segundo, CA
- Recreation Needs Assessment, San Juan Capistrano, CA

Project Team

Zachary Mueiting PLA CPSI LEED AP (BD+C)

Project Landscape Architect
RJM Design Group, Inc.

Zachary Mueiting has been with RJM Design Group for 15 years. Zachary is a landscape architect, LEED accredited professional with a strong background in computer science, technology, and experience in grant writing and RJM Design Group's unique community consensus building process. Zachary's experience, education, professional accreditation, and publication of community consensus building techniques enables him to fulfill his role assisting with community outreach, grant filing, landscape planning, and design services.

Registrations/Licenses

- Landscape Architect / CA 5731
- LEED AP Building Design + Construction (BD+C)

Education

- Masters Degree/Landscape Architecture/California Polytechnic State University/Pomona, CA
- Bachelor of Science/Information Technology/Colorado Technical University, CO
- Bachelor of Science/Information Systems Management/Colorado Technical University, CO

Professional Affiliations

- American Society of Landscape Architects
- California Parks & Recreation Society
- Environmental Forms <http://envforms.com>
- National Recreation and Parks Association (NRPA)

Publications

- Consensus Vs. Coercion: Authoritative Influences During the Collaborative Workshop Process in Landscape Architecture - California State Polytechnic University, Pomona, 2008

Speaking Engagements

- Making Good Survey Choices, Educational Session at CPRS Conference and Expo 2013
- Effective Workshop Techniques, Educational Session at CPRS Conference and Expo 2012

Related Project Experience

- Parks and Recreation Master Plan, Huntington Beach, CA
- Parks, Recreation, Trails, and Open Space Master Plan Update, San Bernardino, CA
- Parks and Recreation Master Plan, Murrieta, CA
- Parks and Recreation Master Plan, Banning, CA
- Master Plan of Park, Recreation, Trails, and Open Space, Dana Point, CA
- Chino Hills Parks & Recreation Open Space Master Plan Update, Chino Hills, CA
- Parks, Recreation, Trails, and Open Space Master Plan Update, Santa Clarita, CA
- Aliso Viejo Community Association Parks & Recreation Master Plan, Aliso Viejo, CA
- Jurupa Community Services District Parks and Recreation Master Plan, Eastvale, CA
- Laguna Woods Village Recreational Needs Assessment, Laguna Woods, CA
- Long Range Master Plan, Lake Mission Viejo Association, Mission Viejo, CA

Project Team

Timothy A. Gallagher

Programming and O&M Analysis
RJM Design Group, Inc

Timothy A. Gallagher has considerable expertise in parks and recreation management gleaned from more than thirty-five years of public agency management experience and numerous Board positions with industry associations and interest groups. Tim will spearhead many of the tasks outlined in our scope of work including the review of current practices and policies, operations and maintenance evaluation, identifying best management practices, and developing the new policies for the City.

As a Manager or Department head for Parks and Recreation agencies in Seattle, Washington and Los Angeles County Director of Parks and Recreation, Tim had responsibility for long-range planning, park and facility development, program development and operations, and maintenance of parks and community facilities. This experience includes leadership of the development of Strategic Action Plans for Los Angeles County Department of Parks and Recreation and the City of Seattle Department of Parks and Recreation. Tim's agency experience has also provided him the opportunity to gain familiarity with various funding and financing tools, as well as processing Plans for approval and successful submission of grant requests.

Related Project Experience

- Parks and Recreation Master Plan, Huntington Beach, CA
- Parks and Recreation Master Plan, Goleta, CA
- Livermore Maintenance Evaluation, included in Recreation and Parks District, Parks and Recreation Master Plan, Livermore, CA
- Jurupa Community Services District Maintenance Evaluation, included in Parks and Recreation Master Plan
- Jurupa Community Services District, Maintenance and Operations Manual
- Pleasant Hill Park Maintenance Fiscal Evaluation as part of the Strategic Business Plan 2012/2013
- Pleasanton Parks and Recreation Master Plan included Maintenance Evaluation, Pleasanton, CA
- Santa Maria Leisure Needs Assessment and Action Plan Update, included Park Maintenance Evaluation and Sustainability Plan, Santa Maria, CA
- State of Oregon Statewide Comprehensive Outdoor Recreation Plan—Development of chapter on Sustainability in Parks and Recreation
- Strategic Action Plan, Seattle, WA
- Pro Parks and Green Spaces Levies Management, Seattle
- Strategic Action Plan, Los Angeles County, CA
- Hollywood Bowl Renovation, Los Angeles
- San Luis Obispo County Open Space Trails Plan

Education

- M.A. Parks & Recreation Administration, CSU Chico
- B.A. Sociology / UC Los Angeles

Professional and Civic Positions

- Board Member, California Council of Land Trusts
- Legislative Chair—California Parks & Recreation Society Legislative Committee. 2000-2005
- Instructor, Cal Poly San Luis Obispo



Project Team

Pamela Wooldridge

Survey Specialist
RJM Design Group, Inc.

Pamela Wooldridge will assist in the development of the phone survey and will be responsible for summarizing the sports organization survey and preparing the facility demand and needs exhibits.

Pam has prepared community survey research aimed at Parks, Recreation and Open Space Plans or Recreation Needs Assessments for more than fifty public agencies.

Related Project Experience

- Parks and Recreation Master Plan, Huntington Beach, CA
- Parks and Recreation Master Plan, Goleta, CA
- Parks and Recreation Master Plan, Jurupa Community Services District (JCSD), Eastvale, CA
- Parks and Recreation Master Plan Update, Banning, CA
- Parks and Recreation Master Plan Update, Murrieta, CA
- Parks, Trails, Open Space and Recreation Master Plan Update, San Bernardino, CA
- Parks, Recreation, and Open Space Master Plan Update, Santa Clarita, CA
- Aliso Viejo Community Association Parks and Recreation Master Plan and Updates, Aliso Viejo, CA
- Recreation Needs Assessment for PCM, Inc., Laguna Woods Village, CA
- Parks, Recreation and Open Space Master Plan Update, Chino Hills, CA
- Recreation, Parks, Green Space and Family Services Master Plan, Azusa, CA
- Master Plan of Parks and Recreation, Laguna Hills, CA
- Master Plan of Park, Recreation, Trails, and Open Space, Dana Point, CA
- Open Space Master Plan of Parks and Recreation Update, Costa Mesa, CA
- Green Space/Recreation Element and Recreation & Parks Master Plan, Pasadena, CA
- Recreation Needs Assessment, San Juan Capistrano, CA
- Parks and Recreation Needs Assessment, Chula Vista, CA

Christine Coman

Economist
RJM Design Group, Inc.

Chris Coman has participated in numerous feasibility studies for mass spectator and recreation-oriented facilities including stadiums, civic centers, convention/exhibition halls, OHV parks theme parks, visitor centers and other public facilities. These studies involved recreational, cultural, and entertainment events.

Chris has also developed techniques used to determine recreation needs and convert these to facility and land requirements as input to the preparation of local and regional park master plans.

Another of her areas of specialization is evaluation of financing techniques for recreation facilities.

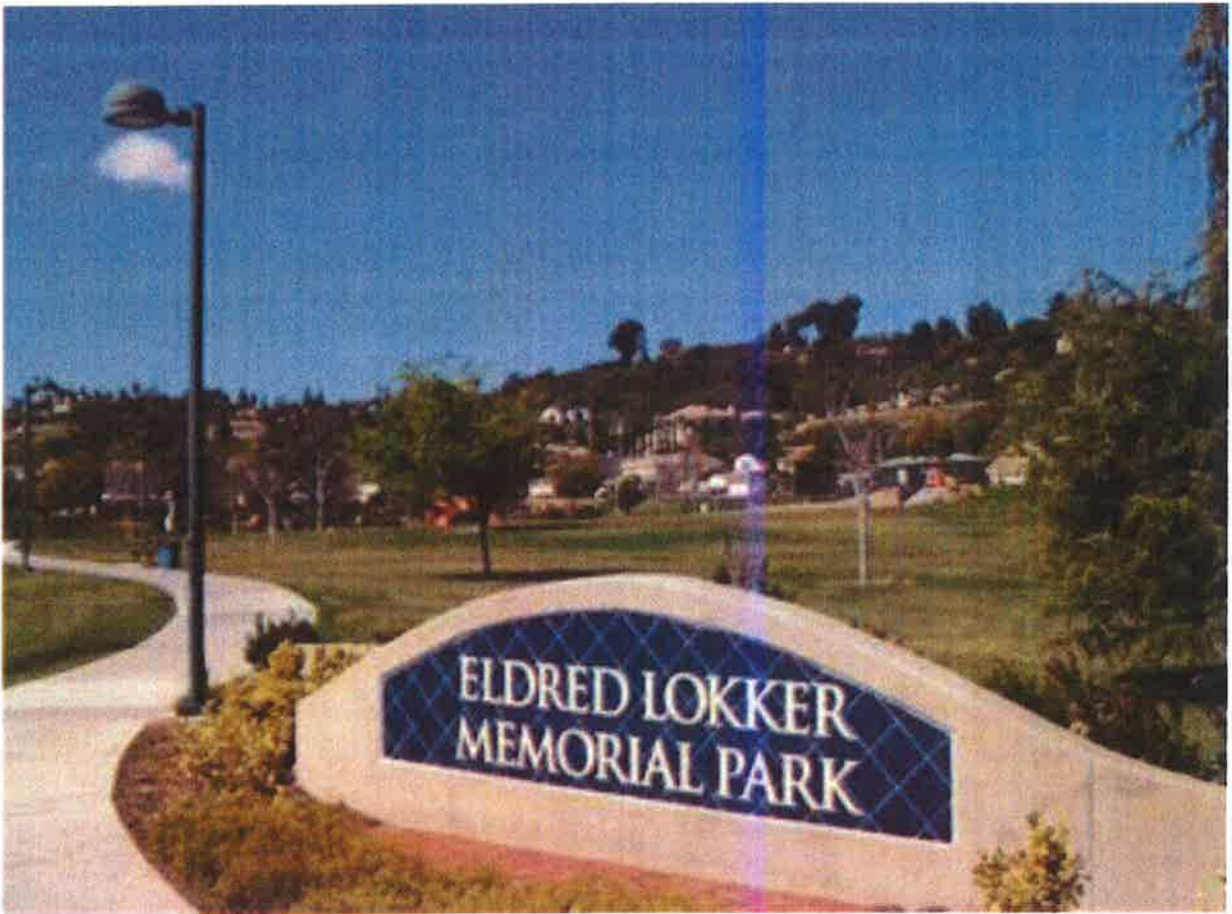
Related Project Experience

The following selected relevant experienced represents recent Team efforts **with RJM Design Group, Inc.:**

- Parks and Recreation Master Plan, Huntington Beach, CA
- Parks and Recreation Master Plan, Goleta, CA
- Parks and Recreation Master Plan Update, Murrieta, CA
- Parks, Recreation, and Open Space Master Plan, Dana Point, CA
- Recreation and Parks Master Plan, Pasadena, CA
- Recreation Needs Assessment, San Juan Capistrano, CA
- Parks, Recreation and Open Space Master Plan Update, Chino Hills, CA
- Parks, Recreation and Open Space Master Plan Update, Santa Clarita, CA
- Parks, Recreation, Trails, and Open Space Master Plan Update, San Bernardino, CA
- Recreation Needs Assessment for Laguna Woods Village, PCM, Inc.
- Open Space Master Plan of Parks and Recreation Update, Costa Mesa, CA

Pleasant Valley Recreation & Park District • Recreation and Parks Needs Assessment

Work Plan



Work Plan

a. Detailed Scope of Work

We understand that the Pleasant Valley Recreation and Park District is looking to complete a Parks and Recreation Needs Assessment. RJM Design Group has successfully completed over thirty (30) Recreational Needs Assessments and Master Plans for various public and private agencies. After reviewing the RFP, the District’s allocated budget, as well as our recent conversations we have prepared a scope of work with a phased project approach. This approach will ensure the District maximizes the return on its planning investment without sacrificing critical analysis or having to reinvest in a similar analysis later on to complete a more thorough report.

Task 1: Community Outreach and Public Participation

1. *Kick Off Meeting*

RJM will conduct an initial kick-off meeting with the District to confirm and clarify the scope of work and project parameters, project background and objectives, product deliverables, methodology, schedule, as well as roles and responsibilities.

2. *Community Wide Meetings / (3) Workshops*

Workshops can be held in various locations throughout the District to encourage participation from a variety of geographic areas. An integral component in the creation of a collaborative vision and mission for the Needs Assessment is our utilization of an innovative public workshop process. The community will be offered a series of opportunities to participate and will be informed of the Plan’s process. The community feedback from the workshops will provide important input to prioritization of future parks, recreation facilities, and program development in the District. RJM shall plan and conduct three (3) community workshops to allow maximum community participation. This workshop process will clarify and augment the identified desires of the community developed through other public planning methods. Most importantly, the workshop method is designed to arrive at consensus regarding the priorities perceived by the public for improvements to the Park System.



Each workshop includes up to a three-hour session, inclusive, for up to 50 participants. We propose to work closely with District Staff to organize and further define the approach to be used in this process. District staff will be responsible for the promotion of the workshops, facility and equipment coordination, and provision of staff to assist with the workshops. RJM will provide staff training on how to work within groups as a scribe and/or facilitate individual groups. Number of staff needed is coordinated with consultant team no less than two (2) weeks prior to the workshop.

- A. **Community Workshop #1:** The first public workshop will focus on what the public sees as community recreation characteristics, issues, and current opportunities and constraints to address the community’s issues.
- B. **Community Workshop #2:** The second workshop will focus on special interests (i.e. sports groups, seniors, etc.) and their experiences with the recreation programs and facilities in the District.

Work Plan

C. Community Workshop #3: The final workshop will reflect the citizen input from the first two workshops, summarize the needs assessment process, and seek public comment regarding prioritization of needs.

3. Stakeholder Interviews

One-on-one interviews with District selected stakeholders such as District Commissioners, Parks and Recreation staff, School District representatives, and City representatives. These one-on-one interviews provide the opportunity to seek insight into the District's values, strengths, weaknesses, and distinctive competencies as well as to identify any private sector and/or non-profit organizations and their capabilities to compete or collaborate with the District in delivery of services. These interviews lay the ground work for an engaging and active public planning process. Consultants will work with staff to identify interviewees. Estimate eight (8) interviews, 30-45 minutes long to be conducted during one day.



TASK 2: Level of Service and Gap Analysis

1. Socio-Demographic Analysis and Projections.

Understanding the recreation needs and preferences of District residents first depends upon an understanding of the population and its demographic characteristics. Steps in this process involve a review of data regarding the City of Camarillo population base as defined in the 2000 and 2010 Censuses as well as the most recent American Community Survey. Current estimates of key variables can also be obtained from the California Department of Finance. As available, demographic data regarding age, household size, ethnic profile and income characteristics will be used in the analysis. Trends in these measures, that tend to be highly correlated with recreation patterns, will be examined.

Today's decisions regarding recreation facilities and programs need to accommodate both population growth as well as change in demography. The historic data will be analyzed and projections of future population will be prepared using information and input from other agencies and City of Camarillo staff.¹ This evaluation will provide estimates of the current population base and projections of future growth.

Detailed demographic data regarding such variables as age, presence of children, ethnicity, household size, and income characteristics will be analyzed in order to identify special populations such as seniors, teens, preschoolers, etc. for use in the recreation facility demand analysis. Special attention will be given to any sub-groups of the population that show unusual trends of change.

¹ In addition, the Consultants will interview City of Camarillo Planning and Development Department staff to define the extent and timing of future population growth.

Work Plan

2. *District Document Review*

RJM will review documentation pertinent to the development of the Recreation Needs Assessment. With this information we will generate a database of existing resources to be utilized in subsequent tasks.

Review available information provided by the District, including but not limited to:

- General Plan
- Previous Parks, Recreation and Open Space Master Plans
- Trails Map
- Community Demographics
- School District Projections on Future Student Populations by Age, etc.
- 5-Year Capital Improvement Program
- Recreation and Community Newsletters
- Recreation Programs Registration Logs
- Recreation Facilities Rentals Logs
- Recreation Special Events Logs
- Parks and Open Space Maintenance Manuals/Policies/Procedures
- Current Parks and Recreation Facility Inventory
- Recreation Program Inventory (for the past 2 years)
- List of Joint-Use Partnership Agreements
- List of Other Service Providers/Agencies
- Digital City Base Plan (with City boundary, land use and major streets)
- Park and School plans for existing and proposed sites.

3. *Park and Facility Recreation Inventory*

Our team will inventory and assess the parks and recreation facilities in the District (27 Parks). This snapshot of the supply of recreation facilities available to residents will include an assessment of current conditions, quality, capacity, and functionality for each facility. A facility inventory matrix will be developed to catalog the number of facilities by type and the amenities associated with each including indoor and outdoor facilities, acreage, facility attributes (game/practice, overlay/design use, field size or adult/youth, lighting, and surface.) NOTE: This inventory can later be compared with the responses received from facility user organizations to identify underutilized facilities and the reasons for their lack of use.

4. *Recreation Program Inventory and Evaluation*

Consultant will conduct a community-wide inventory of recreation programs and services offered by Pleasant Valley Recreation and Park District and by other area providers within the last two years, including partner agencies. This inventory may include program offerings and uses of recreation facilities and will identify other service providers that also meet the recreation needs of District residents and to identify those recreational areas that are lacking or not being served in the Pleasant Valley area.

Consultant shall provide a comparison of the District's level of service with three similar regional cities. The program evaluation shall provide analysis and rating of how well the District is doing in the areas

Work Plan

of programming including but not limited to Tiny Tots/Toddlers, Youth/Teens, Adults, and Seniors. The evaluation shall indicate any gaps in service and what programming Pleasant Valley should consider implementing to fill those gaps and meet new recreation trends.

5. *Park and Facility Gap Analysis*

With an updated inventory, the information will be analyzed by service area to identify underserved neighborhoods or community planning areas. Finally, a mapping analysis will also be developed to form a foundation to determine the distribution of types of recreation facilities throughout the District, an analysis that aids in the identification of recreation facility gaps.

TASK 3: Final Report Preparation and Presentation

1. *Draft Recreation Needs Assessment Report*

Based on previously outlined tasks, RJM Design Group, Inc. and our team shall develop a draft Needs Assessment Document and submit (4) administrative copies to District for review. RJM will conduct a meeting with District staff to review and discuss refinements to the administrative draft comment. Upon receipt of one set of non-conflicting comments from the District, we will revise the document as appropriate. The District will review the administrative draft documents and provide all requested refinements necessary to develop a final camera ready document.

2. *Final Needs Assessment Report and Presentation*

Final documents will include recommendations specific to parks, recreation facilities and programs, and all summaries related to the development of the findings such as the workshop summary, inventories, prioritization matrix, recently completed studies, and questionnaires. The final master plan will be submitted in one digital and one hard copy for review. RJM will be available to present the findings to District staff and District Board of Directors.

Due to the District's identified budget, we suggest the following tasks as Optional:

SPORTS ORGANIZATION QUESTIONNAIRE

Soliciting the attitudes and perceived needs of community stakeholders is an essential element in the process. A sports organization survey can not only achieve the objective of outreach to these community stakeholders, it further provides valuable information regarding facility usage, team size, recreation seasonality, and player volume that is most important in the foundation of the facility needs calculation. The consultants will provide a survey form containing questions relevant to the usage of District recreation facilities by sports organizations in the District. It is expected that the District will take responsibility for distributing these forms to the organized sports groups within the District and following up to assure that each group returns a completed survey. The results will then be tabulated and used to verify and update the participation rates in these sports for use in the demand analysis.

Work Plan

STATISTICALLY-VALID TELEPHONE SURVEY

We recommend random sample telephone interviewing as the most effective and statistically reliable method to generate unbiased, detailed and accurate data regarding the true current demand for recreation facilities and programs specific to the District. The ability of the telephone survey to represent the current recreation needs of the District's residents is the result of the design of a custom survey questionnaire for Pleasant Valley Recreation and Park District. The subject areas of this survey will be developed through conversations with Staff, and/or community stakeholders.

Survey topics may include, but are not limited to, selected demography and attitudes regarding recreation and current usage patterns of community/neighborhood parks and recreation facilities and programs. Profiles of users and non-users can also be developed and reasons for non-use explored. Most importantly, respondents can be questioned regarding how frequently they, and all members of their household, participate in the various activities that most commonly occur in local parks. The answers to this questioning will be used to develop current participation rates specific to the residents of the District.

For the telephone survey, we recommend completion of 200 questionnaires among a random sample of District resident households. The scope assumes a questionnaire length of 10 minutes with a maximum of five questions containing open end/other specify approximate opportunities. Furthermore this scope assumes that the primary language of the survey will be English.

This work effort will facilitate an understanding of the differences in recreation attitudes, patterns, and preferences of distinct population groups that comprise the Pleasant Valley Recreation and Park District. Statistically reliable analysis of the results of the survey questions may be available for a menu of respondent and response variables (eg., ethnicity, presence of children, income, frequency of recreation facility or program use, etc.)

FACILITY DEMAND AND NEEDS ANALYSIS **(SPORTS ORGANIZATION QUESTIONNAIRE AND TELEPHONE SURVEY REQUIRED)**

Analysis of Demand for Parks and Recreation Facilities Within the District.

In order to determine the current and forecast needs for Parks and Recreation Facilities within the District, it is first necessary to define the recreation usage patterns and resulting recreation facility usage of the residents of the District. Several sources of information will be used to fully identify the needs and priorities for parks and facilities in the District.

Recreation Activity Participation Rates and Standards

Over the last 30 years, a number of national and State base studies have been prepared to define population participation rates for a wide variety of recreation and park activities.² However, these rates have been determined to be inaccurate for use at the local level and are no longer recommended for such use. Their inadequacies are grounded in their inability, from a National or State perspective, to represent the population and recreation needs of a local jurisdiction.

2 One of the first of these was the Outdoor Recreation Resource Committee study completed in the early 1960s. Similar such studies have been prepared at the state level in California and in various other areas throughout the U.S. Standards developed by the National Recreation and Park Association (NRPA) and published in the 1980's were once used by cities in determining facility need.

Work Plan

The National Recreation and Park Association in their 1983 update to the publication *Recreation, Park and Open Space Standards and Guidelines* stated: "Park and recreation services are community services. Ideally, the national standards should stand the test in communities of all sizes. However, the reality often makes it difficult or inadvisable to apply national standards without question to specific locales. The uniqueness of every community, due to differing geographical, cultural, climatic, and socioeconomic characteristics, makes it imperative that every community develop its own standards for recreation, parks and open space."

Techniques described below will generate current and forecast participation rates that are specific to the current residents of the District. These rates will then be used to determine the recreation needs unique to the District.

Development of Facility Standards

The results of the community-wide survey regarding the level of participation in a comprehensive variety of recreation activities by the residents of the District will be calculated and arrayed as a starting point in the analysis. Using a statistical analysis technique that the Consultants have developed for more than fifty California communities previously, the participation rates will be converted into peak day demand estimates for each of the types of recreation activities. By applying design standards, developed in conjunction with the District staff, an estimate of the number of facilities of each type required to satisfy the current and projected demand will be determined. These relationships can be converted into facility level of service standards or "facility need ratios" that correlate specifically to the District. They will take the format of one facility required for every X thousand population and will be specific to a menu of different types of recreation facilities. These measures of facility demand will be used to determine how many of each type of facility (e.g., ball fields by type, tennis courts, picnic tables, etc.) are required both currently and projected into the future as the population of the District grows and changes.

This analysis represents a unique methodology that has been tested by the Consultant in park and recreation needs studies throughout the State and provides facility standards that are specific to the residents of the District. The approach used follows the most recent recommendations of the National Recreation and Park Association as determined by their Standards Revision Task Force and utilizes participation data unique to the community being studied. Considerations such as seasonality, design day (or peak day usage), design capacity, and turnover rates are all incorporated into this advanced approach to determining facility need.

The facility standards based on the results of the analysis will be compared to those developed elsewhere and to other information collected during the course of the study to test for reasonableness and applicability to conditions in the District. If indicated, adjustments will be made to the demand estimates.

Recreation Facility Needs Analysis

The demand estimates described above will then be evaluated in light of the current inventory of recreation facilities to identify surpluses and deficiencies in the existing parks and recreation-related facilities to serve the population base as it exists now and with projections into the future. The degree of need will be used as one criterion to help establish priorities in developing the capital improvements plan.

One of the primary advantages to this methodology for determining need is that it provides a quantitative, unbiased evaluation of the surpluses and deficits in the District's park and recreation facilities, both

Work Plan

currently and in terms of future development. Thereby, special interest group needs are exhibited in a context of the entire spectrum of recreation needs and consensus is more readily obtained.

FUNDING STRATEGIES

Project Team will anticipate costs for delivery of recreation services, park maintenance and administration for the future (up to 20 years) based on the development of sustainability and potential modifications/changes in operations and maintenance practices. In conjunction with this data, cost for recommended capital improvements for existing parks, recommended development cost of new parks and facilities, and the cost of each site identified for acquisition, the Consultant Team can perform an analysis of possible funding and acquisition alternatives and provide potential implementation strategies. This will include strategies, priorities and an analysis of budget support, funding mechanisms for the short-term to long-term.

The funding strategies analysis will also consider at a minimum, single and bundled grant opportunities, including matching grants; city capital improvement funds (park funds, development impact fees, general fund, etc.); park bonds, revenue bonds, and lease purchase financing coupled with revenue alternatives; collaborative funding opportunities with other public and nonprofit agencies; asset management opportunities (naming rights, advertising programs, concessions, leases and rentals); establishment of enterprise funds if users can be charged; and, private foundation, sponsor and donation options for funding. All financial strategies and recommendations will be developed as a collaborative effort of the project team and District staff.

The political, financial, administrative and legal feasibility of each funding resource or mechanism for each possible type of park or recreation program and facility can be assessed through discussions with staff and other knowledgeable authorities.

In addition, the analysis will include the following:

Fiscal Capacity of Parks

- Develop budgets for the creation of new park development, maintenance of existing parks, and operating programs.
- Identify resources needed to operate and maintain future parks and recreation programs based on past funding, operating, and maintenance trends.
- Based on the park user profile and community needs assessment, identify funding resources that would be required to meet park and recreation needs. Project costs for the next 20 years.

Alternative Funding

- Determine best alternative funding sources for the District such as assessment districts; recommend options to address any funding gaps; and identify best funding practices in other cities that can be explored by Pleasant Valley Recreation and Park District.



Work Plan

PRIORITIZED CAPITAL IMPROVEMENT PLAN

The Consultant Team will prepare a Capital Improvement Plan (CIP) to include recommendations for acquisitions, development, and rehabilitation projects. For each project, the anticipated year of implementation and funding opportunities would be identified. The CIP can provide options for single year and multiple year funding scenarios based on priorities developed in the community needs assessment phase of the planning process. The sequencing of the recommended projects in the CIP will be coordinated with realistic time frames to put the recommended funding options into place and incorporate them into the City’s annual budgeting process. For example, projects with dedicated funding sources may be incorporated into the CIP prior to projects that may have been a higher priority according to the community needs assessment, but do not have a dedicated funding source. Report will include a matrix by park, listing recommended improvements/alterations, including costs and priority, based on legal compliance, safety and/or facility improvements.

PROPOSED PROJECT SCHEDULE

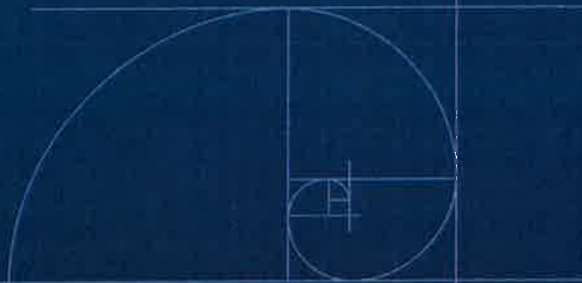
	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6
Phase A - Research and Analysis						
Phase B - Public Involvement						
Phase C - Needs Assessment						
Phase D - Recommendations						
Phase E - Funding (optional)						
Phase F - Final Plan						

Knowledge inspires us to create spaces in natural harmony with our environment.

Upon analyzing the sequence of numbers 1, 2, 3, 5, 8, 13, 21, 34, 55, 89, 144, 233, the 13th-century Italian mathematician Fibonacci realized that each number was the sum of the two preceding numbers. Divide a Fibonacci number after the 14th number in the sequence by the next highest number, and the quotient is .618034 times as large as the number that follows. This natural equation is used in art and architecture and is the basis for the shape of playing cards, The Parthenon, sunflowers, nautilus shells, and the great spiral galaxies of outer space. The Greeks called it "The Divine Proportion".



red S ces C pa



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San Juan Capistrano, CA 92675
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[949] 493-2690 fax
[949] 493-2600 phone

.618034

1, 2, 3, 5, 8, 13, 21, 34, 55, 89, 144, 233

Proposal Comparison

Criteria	RJM	Conservation Technix
Past Performance Record	Firm has Completed 3,000 projects in California. Team has successfully completed 12 similar projects in surrounding Cities including Pasadena and Goleta	Firm and Partner have completed 500 recreation projects in 48 states Team Has completed 30 assessments
Staffing Capabilities/Technical Competence	Project team includes Project Managers, Economist, Parks and Recreation Director, GIS specialist, and Survey specialist	Project Team includes Project Manager, Planner Spanish Speaker, Recreation Specialist, GIS specialist
Approach to Work	2 phase approach Defendable Needs Assessment(DNA)- Statistically valid telephone survey followed up with planning and presentation	1 Phase approach Includes Data collection from mail survey followed up with planning and presentation
Quality Control	Multiple team members will cross check work, Cloud access to project documents accessible by District Staff, Survey will be statistically valid	Multiple team members will cross check work
Ease of Use	Sample reports are easily read, include easily digestible GIS data, recommendations appear to be tailored to each organization	GIS Data presentation is extremely comprehensive and easy to follow; survey data is displayed in multiple charts
Creativity	DNA Approach is unique to RJM, multiple community and stake holder meetings. Proposal in line with Proposal	Very Specific GIS data and the utilization of social media to enhance collection and dissemination of data
References	Multiple Excellent Recommendations	Multiple Excellent Recommendations
Fees	Phase 1: \$54,255.00 Phase 2: \$38,550.00 Total: 92,805.00	Total: \$77,480

Superior
Inferior
Comparable

**PLEASANT VALLEY RECREATION AND PARK DISTRICT
STAFF REPORT/AGENDA REPORT**

TO: BOARD OF DIRECTORS

FROM: MARY OTTEN, GENERAL MANAGER
By: Leonore Young, Administrative Services Manager

DATE: December 1, 2016

**SUBJECT: CONSIDERATION AND ADOPTION OF RESOLUTION
NO. 568 REQUESTING A LOAN FROM THE CAPITAL
ACCOUNT TO THE GENERAL FUND ACCOUNT**

RECOMMENDATION

It is recommended the Board adopt Resolution No. 568 directing staff to loan funds from the Capital Account to the General Fund Account to cover payroll and accounts payable expenditures for the last months of calendar year 2016.

BACKGROUND

Staff continues to be prudent while managing the District's annual fiscal year budgets. The District's revenues have improved over the course of the past few years, but costs continue to increase. Beyond a variety of fees and charges that serve as revenue, the primary source of revenue is property taxes.

The District receives the property taxes in two increments during the months of April and December. In the past these two payments have been sufficient to cover the District expenses from April through December and January through March. For the month of December the District will need to borrow funds from the District's Capital account, at an interest rate of .25% (the Capital account currently earns interest at .25%) to cover the December payroll and accounts payable. Once the December tax apportionment is received, the loan will be repaid back to the Capital account with interest. It is anticipated the loan would be no more than a 14 day loan if needed.

ANALYSIS

It is estimated the District will require an amount of approximately \$200,000 to sufficiently operate for the remainder of the calendar year prior to the next property tax increment. This temporary loan will provide funds for personnel costs and operations (materials and supplies) and will not force the District to borrow funds from the District's bank as it had to do two years ago.

Based on the December property tax payment history, the District will be able to reimburse the Capital Account in January 2017.

FISCAL IMPACT

The fiscal impact to the General Fund will be for the interest paid to the Capital Account of approximately \$19.46 if the entire \$200,000 is borrowed from the Capital Account.

RECOMMENDATION

It is recommended that the Board adopt Resolution No. 568 directing staff to loan funds from the Capital Account to the General Fund Account to cover payroll and accounts payable expenditures for the last months of calendar year 2016.

ATTACHMENT

- 1) Resolution No. 568 (1 page)

RESOLUTION NO. 568

**RESOLUTION OF THE BOARD OF DIRECTORS
OF THE PLEASANT VALLEY RECREATION AND PARK DISTRICT
REQUESTING A 60-DAY TEMPORARY LOAN FROM THE CAPITAL
FUND TO THE GENERAL FUND CHECKING**

WHEREAS, the Board of Directors of the Pleasant Valley Recreation and Park District (“District”) is a local public agency, operating pursuant to its principal act set forth in California Public Resources Code Section 5780 et seq.; and

WHEREAS, the District Board of Directors (“Board”) desires to authorize the Capital Fund to temporarily loan the General Fund an amount not to exceed \$200,000 for District operations, pending receipt of tax revenues in December 2016: and

WHEREAS, the General Fund will pay an interest rate of .25% to the Capital Fund for the actual amount of funds borrowed.

PASSED AND ADOPTED by the Board of Directors of Pleasant Valley Recreation and Park District this 1st day of December, 2016, by the following vote:

AYES: _____
NAYS: _____
ABSENT: _____

Mike Mishler, Chairman, Board of Directors
PLEASANT VALLEY RECREATION
AND PARK DISTRICT

Attested:

Mark Malloy, Secretary
PLEASANT VALLEY RECREATION
AND PARK DISTRICT

**PLEASANT VALLEY RECREATION AND PARK DISTRICT
STAFF REPORT/AGENDA REPORT**

TO: BOARD OF DIRECTORS

FROM: MARY OTTEN, GENERAL MANAGER
By: Leonore Young, Administrative Services Manager

DATE: December 1, 2016

**SUBJECT: RECOMMEND AND APPROVE STAFF TO SEND OUT
REQUEST FOR PROPOSALS (RFP) FOR LEGAL
COUNSEL**

RECOMMENDATION

It is recommended the Board of Directors recommend and approve the attached bid specifications and RFP for the solicitation of new legal counsel.

BACKGROUND

Currently Pleasant Valley Recreation and Park District (District) utilizes the legal counsel services of Attorney Anthony Trembley of the law firm, Musick Peeler & Garrett LLP. The District has been using Musick, Peeler & Garrett LLP for the past five years as a full-service law firm including but not limited to legal opinions, Special District issues, human resources and personnel matters. Their office has been keeping the District informed of new laws and legal decisions that may impact the District, reviewing documents, resolutions and contracts as requested.

During the November 2016 General Election, Mr. Trembley ran for the elected office of City Councilmember for the City of Camarillo. Mr. Trembley won the November 2016 election and will be seated as a City of Camarillo Councilmember on December 8, 2016.

ANALYSIS

Mr. Trembley will be on the Camarillo City Council for the next four years and it has been advised the District seek out a different law firm. Decisions that affect the District may come up during the next four years that the Camarillo City Council would vote on and with Mr. Trembley's firm representing the District, this can be viewed as a conflict of interest.

Law Firm Selection Schedule:

Release of RFP.....December 2, 2016 (Friday after Board Meeting)
Submittal Due.....January 6, 2017 (33 Days from RFP release)
Selection to be announced.....February 1, 2017 (regular Board Meeting date)

FISCAL IMPACT

This action has no fiscal impact. After reviewing and evaluating the bids, staff will return to the Board and request approval to select a law firm at which time there will be a fiscal impact.

RECOMMENDATION

It is recommended the Board of Directors recommend and approve the attached bid specifications and RFP for the solicitation of new legal counsel.

ATTACHMENT

- 1) Request for Proposal (6 pages)

**Pleasant Valley Recreation and Park
District**

1605 E. Burnley Street
Camarillo, CA 93010

Ph: 805/482-1996 Fax: 805/482-3468

www.pvrpd.org



REQUEST FOR PROPOSAL
Legal Services

**Proposals due by
January 6, 2017
4:00 P.M.**

US Mail:

1605 E. Burnley Street
Camarillo, CA 93010

FEDEX:

1605 E. Burnley Street
Camarillo, CA 93010

For further information, please contact:

Leonore Young, Administrative Services Manager
(805) 586-9116
lyoung@pvrpd.org

Pleasant Valley Recreation and Park District Request for Proposal for Legal Services

I. NATURE OF SERVICES REQUIRED

A. Scope of Work to be Performed

The Pleasant Valley Recreation and Park District (District) is requesting proposals to provide Legal Services as General Counsel. The legal firm will be expected to be a full service legal firm. This is expected to include, but not be limited to: providing legal opinions, representing the District in legal matters, Special District issues, human resources and personnel matters, union negotiations, keeping the District informed of new laws and legal decisions that may impact the District, reviewing documents, resolutions and contracts as requested and responding to the District in a timely manner, generally considered to be one business day. Attendance at Board meetings may be requested from time to time, but is not required on a regular basis.

The performance period for the contract between the District and the chosen firm is one year, with an annual review by the District. The contract may be terminated by the District or firm upon written notice to the other party.

The chosen firm will submit monthly invoices to the District for review by the District's General Manager and Administrative Services Manager. The District would like to establish an hourly rate agreement with the selected firm as opposed to paying a monthly retainer.

II. DESCRIPTION OF THE DISTRICT

A. Background

The Pleasant Valley Recreation and Park District is a California Special District formed in 1962 and recognized by the Board of Supervisors of the County of Ventura. The District is located along Highway 101 with Los Angeles 52 miles to the south and Santa Barbara 51 miles to the north. The District has the responsibility of providing and maintaining a full range of quality facilities and programs focused on leisure, recreational and athletic activities for residents of the District. The District currently provides/maintains 28 neighborhood, community and regional parks within the Park District. The facilities support both organized activities and casual use, and work at addressing the interest and needs of all age groups. The District serves approximately 70,000 citizens within its boundaries which also includes the City of Camarillo. The District is governed by a five (5) member Board of Directors and currently employs 36 full time employees. The District annual operating budget for fiscal year 2016-2017 is \$8.3million

Additional information regarding the District can be found at the District's website www.pvrpd.org.

B. Name and Telephone Number of Principal Contact

The principal contact with the District will be with the General Manager, Ms. Mary Otten. Requests for additional information, visits to our site, and/or appointments with the GM should be coordinated through the Administrative Services Manager, Leonore Young, who may be reached at (805) 586-9116.

III. SELECTION PROCESS AND CRITERIA

A. Selection Process

The selection process will involve the review of the proposals by a panel from the District for compliance with the requirements of the Request for Proposal. The District will evaluate the proposal including related experience of the firm. Cost will be considered, however this will not be the sole selection criteria. The Board of Directors will make the final determination on awarding the contract.

All proposals received by the deadline will be reviewed by the District for content, completeness, experience and qualifications. After those firms deemed the most qualified are selected in the initial round of screening, further evaluation of the selected firms may be conducted as part of the final selection process.

The District reserves the right to select a firm which, in its sole judgment, best meets the needs of the District.

B. Selection Criteria

Proposals submitted in response to this RFP will be evaluated on the following criteria. The successful firm will demonstrate through its proposal that it has carefully studied the District's expectations as stated in this RFP. The proposal and presentation of past experience must demonstrate to the District that the firm has the professional capability and competency to be a full service legal firm which will provide legal representation for the District.

The selection criteria include:

- * Previous experience with Community Services Districts and public agencies
- * Knowledge of Special District's unique status within the State
- * Complete familiarity with the California Government Code including the Brown Act
- * Well rounded knowledge of human resource laws and requirements
- * Thorough knowledge of contract law including Public Works contracts and implementation
- * Union Contracts
- * Cost of services
- * Responsiveness to the RFP

IV. PROPOSAL REQUIREMENTS

It is the desire of the District to receive accurate and easily comparable information on all interested firms. We have structured this RFP process in a way which allows for variation in proposals while asking all respondents to provide needed basic information. The process should not get in the way of your proposal and we do not expect flashy or very lengthy proposals. Proposals should be but are not required to be presented in an 8.5" x 11" size.

Further, we ask that the proposal be prepared and submitted by the individual attorney or teams of attorneys who will be directly involved with the District's legal needs. We respect senior partners but very much want to meet with the attorneys with whom we may work on a long-term basis. We ask that the individual or individuals who will have the greatest day to day dealings with the District be identified and serve as the firm's representative during the selection process.

All materials submitted which have not been clearly designated as proprietary information becomes the property of the District and may be returned only at the District's discretion. Proposals shall become a public record of the District.

The District will not be responsible for expenses incurred in preparing and submitting this proposal.

The proposal should include the following information to be considered:

1. Cover Letter / Letter of Interest

Indicate name of the attorney who will serve as contact for your firm and be the District's primary contact. Please state firm name, address of office submitting proposal (also include main firm office if proposal is submitted by a branch office), telephone number, fax number, and type of firm (e.g. corporation, partnership, proprietorship).

Please provide three (3) copies and one unbound copy of proposal. Proposals should be addressed to:

Pleasant Valley Recreation and Park District
Attn: Leonore Young
1605 E. Burnley Street
Camarillo, CA 93010

2. Organization / Credentials / Professional Experience

Please provide a brief description of your firm including number of years in business, professional experience with public agencies/special districts and specifically community services districts, type of legal services provided and the number of employees in the firm.

3. Project Team

Identify the following key members of the legal firm and state their experience and qualifications:

- * Principal/Partner in charge
- * Attorneys who will be working directly with the District
- * Associates

4. Firm Resources and Relevant Clients

Please describe any special strengths your firm has to offer that are not elsewhere stated in your proposal.

Please include a copy of your firm’s engagement letter/contract, if expected to be signed by the District.

5. Financial / Insurance

Provide a rate sheet detailing your firm’s proposed rates and fees for this contract if you receive the award, and comparative fees which you charge other organizations.

Indicate amount of professional liability insurance coverage your firm has.

6. Client References

Please list at least four clients for whom your firm has provided full legal services to in the last five years. Please include a contact person’s name and telephone number.

7. Transmittal Letter

A signed letter of transmittal briefly stating the proposer’s understanding of the work to be done, the commitment to perform the work within the time period and a statement that the proposal is a firm and irrevocable offer for 60 days.

8. License to Practice in California

An affirmative statement should be included that the firm and all assigned key professional staff are properly licensed to practice law in California.

V. LAW FIRM SELECTION SCHEDULE:

Release of RFP.....December 2, 2016 (*Friday after board meeting*)
 Submittal Due.....January 6, 2017 by 5:00pm (*36 days from RFP release*)
 Selection to be announced.....February 1, 2017 (*regular board meeting date*)

The District reserves the right to request additional information or interview some or all of the proposing firms if necessary to obtain additional information that the District considers necessary to fully evaluate a proposing firm's qualifications.

The District also reserves the right to: (1) request clarification or additional information from any proposing firm at any time; (2) waive immaterial defects or minor irregularities in a proposing firm's responses to this request for proposal; (3) suspend or reopen the request for proposals process; and (4) reject any or all responses and terminate the request for proposals process at any time.

Late submittals will not be considered. Postmark date will not be considered. Proposals must be received in the District office on or before the day and time indicated.

**PLEASANT VALLEY RECREATION AND PARK DISTRICT
STAFF REPORT / AGENDA REPORT**

TO: BOARD OF DIRECTORS

FROM: MARY OTTEN, GENERAL MANAGER
By: Mitchell Cameron, Administrative Analyst

DATE: December 1, 2016

**SUBJECT: CONSIDERATION, SELECTION, AND VOTE FOR A LAFCO
SPECIAL DISTRICT ALTERNATE MEMBER**

RECOMMENDATION

It is recommended that the Board select and vote for a Ventura Local Agency Formation Commission (LAFCo) special district alternate member.

BACKGROUND

LAFCo is an independent agency created by the State of California. It is charged with discouraging urban sprawl, preserving open-space and agricultural lands, and encouraging orderly governmental boundaries within Ventura County. The Commission meets these objectives by regulating the boundaries of cities and most special districts and conducting municipal service reviews and other special studies.

LAFCo is seeking an individual to serve in the capacity as the Special District Alternate to fill a four-year term ending January 1, 2019. Alternate members only serve in the absences of a regular member. The names of the candidates for each position appear on the attached ballot along with candidate statements.

In the October meeting the Board voted for Mike Mishler to serve as the alternate member, because a majority vote was not obtained in the prior election a run off is now required to determine the alternate member.

ANALYSIS

According to requirements developed by LAFCo, the Board must select a candidate and by motion, cast the Board's vote for the selected candidate. The Board cannot divide its vote nor can it select multiple candidates. Once a candidate is selected and approved by a motion, the ballot will be submitted.

FISCAL IMPACT

There is no fiscal impact.

RECOMMENDATION

It is recommended that the Board select and vote for a Ventura Local Agency Formation Commission (LAFCo) special district alternate member.

ATTACHMENT

- 1) Runoff Election Special District Alternate Member Memo (2 pages)
- 2) Candidate Information (3 pages)
- 3) Ballot (1 page)



VENTURA LOCAL AGENCY FORMATION COMMISSION

COUNTY GOVERNMENT CENTER • HALL OF ADMINISTRATION
800 S. VICTORIA AVENUE • VENTURA, CA 93009-1850
TEL (805) 654-2576 • FAX (805) 477-7101
[HTTP://WWW.VENTURA.LAFCO.CA.GOV](http://www.ventura.lafco.ca.gov)

RUNOFF ELECTION SPECIAL DISTRICT ALTERNATE MEMBER

October 21, 2016

Chair of the Board
Pleasant Valley Recreation and Park District
1605 E. Burnley Street
Camarillo, CA 93010

RE: RUNOFF ELECTION – Ventura LAFCo Independent Special District Alternate Member

Dear President/Chair of the Board:

As you may recall, the ballots to select a new LAFCo alternate special district member were due on October 14, 2016. A total of 18 ballots were received and, based on the votes cast among the five candidates, no candidate received a majority of the votes of the quorum. Pursuant to the Rules and Regulations of the Ventura County Independent Special District Selection Committee (ISDSC), "A candidate shall be deemed elected upon receiving a majority of the votes of a quorum of the ISDSC. Should no candidate receive a majority vote, the two candidates receiving the highest number of votes shall then be voted upon." In this case, there were three candidates who received the highest number of votes, with two being tied. Listed alphabetically, they are: Al Fox, Mike Mischler, and Andy Waters.

Enclosed please find your Official Runoff Ballot for the election of a special district alternate member to the Ventura LAFCo. This runoff election is being conducted by mail pursuant to California Government Code Section 56332(c) (or by email, if consent has been received by your District - see enclosed list of those districts which have consented to email), and is consistent with the Rules and Regulations of the Ventura County Independent Special Districts Selection Committee.

In the event that your governing board meeting schedule may not allow for completion of your district's ballot by the Friday, December 9, 2016, deadline for whatever reason, please note that LAFCo special district members are to be selected by the *Independent Special District Selection Committee*, which is defined by state law as the "presiding officer of the legislative body of each independent special district" (Government Code §56325 and §56332). Neither LAFCo law nor the Brown Act requires that the presiding officer of the legislative body of a special district make his or her selection under Government Code section 56332 at a public meeting or obtain the approval of the legislative body before making the selection. Therefore, unless your district's enabling statutes

Runoff Ballot for 2016 Election of a Special District Alternate Member to the Ventura LAFCo
Page 2

or other laws or local rules and policies require it, you as the presiding officer may be able to cast your vote in the runoff election without first holding a public meeting. Thus, if you determine that this option is available to you, it would allow for a more expeditious way to cast your ballot.

INSTRUCTIONS

- Use the enclosed Official Runoff Ballot to vote for only one candidate.
- The Ballot must be signed by the district president/chair or presiding officer.
- All ballots being returned via US Mail must be returned via CERTIFIED MAIL to the Ventura LAFCo at the address listed above. Districts that have previously consented to conduct this election via email can email a copy of the signed ballot to: kai.luoma@ventura.org.
- **BALLOTS MUST BE RECEIVED BY 5:00 p.m. Friday December 9, 2016. (Ballots received after 5:00 p.m. Friday, December 9, 2016, will not be counted.)**

There are 30 independent special districts eligible to vote in this election and at least 16 districts must return completed Ballots to achieve a quorum.

The election results will be mailed to each district no later than Friday, December 16, 2016. Please let us know if you have questions.

Sincerely,



Kai Luoma
Executive Officer

Enclosures

c: General Manager

AL FOX

Served 21 years in the Navy, advancing through the ranks from Airman Recruit to Lieutenant.

Served aboard three aircraft carriers, all operating in the Gulf of Tonkin during the Vietnam War.

The last assignment was Aircraft Scheduling Officer for the Squadron that supported the National Science Foundation, including 17 countries in the Antarctica. In addition to that responsibility, I was a volunteer on the Navy's Parachute Rescue Team in the Antarctica.

Since retiring from the Navy in 1977, my wife Cindy and I have made our home in Camarillo.

I have four decades of experience as a Broker/Owner of a real estate company in Ventura County. While managing my multi-office operation, I also served on many of the Realtor Association's committees and served as President of the Camarillo Association of Realtors. I was voted as "Realtor of the Year" in 1984.

Elected as a Director on the Camrosa Water District in 1997, with continuous service to present, serving two terms as President.

I served on the Fox Canyon Groundwater Management Agency.

I am a former President of the Association of Water Agencies of Ventura County, and currently serving as Secretary of the Association. I was honored as "Director of the Year" for this association in 2014.

Former President of the Ventura County Special Districts Association.

As I have stated above, I am not only concerned about my District, but am concerned about Ventura County, therefore I am soliciting your Districts vote for the LAFCo position.

Al E. Fox

Mike Mishler

For Ventura County LAFCo Alternate Commissioner

Nominated by Pleasant Valley Recreation and Park District



Family moved to Ventura County in 1984

EDUCATION & EXPERIENCE

EDUCATION:

- B.S. in Geophysics, SDSU
- M.S. in Hydrogeology, SDSU

ELECTED OFFICE:

- Director, PVRPD
 - Santa Monica Mountains Conservancy, Advisory Committee
 - Naval Base Ventura County Joint Land Use Study, Technical Committee

ASSOCIATIONS:

- Vice President, Ventura County Special Districts Association
- Coast Geological Society

COMMUNITY INVOLVEMENT:

- Regional Commissioner, AYSO Camarillo 1996-1999
- High School JV soccer coach, 2 years

AWARDS:

- AYSO Region 68 Dave Winters Award
- PVRPD Volunteer of the Year 2010

SOME COMMUNITY ACCOMPLISHMENTS:

- Identified over \$35,000 in annual PVRPD electrical cost reductions.
- Identified major errors in two City of Camarillo traffic computer models.
- In 1990, I recognized an opportunity to expand Mission Oaks Park from 10 to 20 acres by convincing the developer to agree to land swap/rezoning. After convincing them to agree to the plan, I obtained PVRPD approval of the plan, got a sign off from Pleasant Valley School District for right-of-first refusal and worked with the developer to eventually obtain city approval.
- When I started as Regional Commissioner of AYSO Region 68, the program only had \$186 in savings. When I left three years later, the program had over \$60,000 in savings, while still expanding in terms of players and volunteers.
- Created first region based AYSO Spring Season program in Ventura County.

PROFESSIONAL CAREER:

WESTERN GEOPHYSICAL CO.

In the 70s, I ran 30 man geophysical seismic crew in Alaska. During that time, I interfaced with many state and federal agencies.



Photo shows abandoned polar bear cub rescued by our crew (when I still had hair on my head).

WOODWARD & CLYDE ENGINEERING CO.

Worked as a groundwater and engineering geologist. Included work on E.I.R.'s and interfacing with local government agencies in the San Diego area.

EXXON geologist for 21 years

- Drilled production wells, including 3 mile reach wells from Harmony Platform each costing more than \$5,000,000.
- Built complex 3D geologic computer models that integrated hundreds of engineering and geologic parameters.
- Worked last 6 years in Exxon HQ as Data Manager Coordinator for worldwide operations. Included finding solutions that would work across a variety of competing interests. Successful project manager. Occasionally advised foreign government officials regarding setting up new departments.



SOME KEY SKILL SETS:

- I understand the technical aspects of land use and complex water issues facing Ventura County.
- As a successful project manager, I can recognize opportunities and identify possible problems. I know how to ask the right questions.
- I have a long personal and professional history of effectively interfacing with many different types of individuals, groups, and viewpoints.
- I have the vision and experience to find solutions that address long term issues and not just solely focus on addressing current challenges.

THANK YOU FOR YOUR CONSIDERATION

Phone: 805 377-9068 email: mikemm3@gmail.com



Andy Waters

Director Waters would bring knowledge of the community, agriculture, and water resources to LAFCo.

He wants to see agriculture and water resources operated sustainably for generations to come.

Community

Director Waters was born in Thousand Oaks and grew up in Moorpark. He is a fourth generation farmer, with a family tradition of community service. His grandfather was on the committee that formed Calleguas Municipal Water District in the early 1950s to bring imported water into Ventura County. His father served on water agency boards in the Moorpark area and brought Director Waters to Fox Canyon Groundwater Management Agency meetings when he was still a teenager.

Agriculture

After graduating from Moorpark High School, Director Waters attended Cal Poly San Luis Obispo, majoring in agriculture. Knowing that farming was his lifelong passion, he returned to work for the family farm in Ventura County. He and his wife Heather have settled in Moorpark with their two daughters and their dog, Goose. He currently works with his brother managing the family business, growing berries, avocados, and vegetables in the unincorporated areas near Moorpark and Oxnard. He also serves as a board member for a commercial packing house.

Water Resources

Director Waters is continuing the family tradition of leadership in water resources. He serves as a board member for Thermic Mutual Water Company and Berylwood Heights Mutual Water Company. He is a member of the advisory committee for Ventura County Waterworks District No. 1 and chairs the Las Posas Basin Users Group. He represents mutual water agencies as an alternate member of the Fox Canyon Groundwater Agency Board of Directors. At Calleguas, he serves as Treasurer and is a member of the Groundwater and Finance Committees.



2100 Olsen Road
Thousand Oaks, CA 91360
(805) 579-7111

OFFICIAL RUNOFF BALLOT

INDEPENDENT SPECIAL DISTRICTS SELECTION COMMITTEE
Alternate Special District Member to the Ventura LAFCo

Pleasant Valley Recreation and Park District

This is the Official Ballot for the Independent Special Districts Selection Committee for the purpose of electing **one** special district alternate member to the Ventura LAFCo. The runoff election consists of three candidates (listed below in alphabetical order) for special district alternate member of the Ventura LAFCo to fill the unexpired four-year term ending January 1, 2019.

VOTE FOR ONLY ONE CANDIDATE

A minimum of 16 qualified votes must be returned by the deadline to establish a quorum of the Independent Special Districts. In the event of a tie, the Rules and Regulations of the Ventura County Independent Special District Selection Committee (ISDSC) provide that a random drawing shall be conducted by the LAFCo Executive Officer and the Secretary/Recording Officer of the ISDSC or his/her designee to select the winning candidate.

PLEASE RETURN THIS SIGNED BALLOT, VIA CERTIFIED MAIL to the Ventura LAFCo, 800 S. Victoria Avenue, Ventura, CA 93009-1850, or if previous consent has been given to conduct this election via e-mail, send your signed ballot to kai.luoma@ventura.org. All Ballots MUST be signed by the district president/chair or presiding officer of the board and received by 5 P.M. Friday, December 9, 2016, to be considered.

As the District President, Chair or Presiding Officer, I duly certify that the Pleasant Valley Recreation and Park District does hereby cast its ballot as follows:

*(Please mark the box next to the name of **one** candidate to cast the District's vote)*

- | | | |
|--------------------------|--------------|--|
| <input type="checkbox"/> | Al Fox | Camrosa Water District |
| <input type="checkbox"/> | Mike Mishler | Pleasant Valley Recreation and Park District |
| <input type="checkbox"/> | Andy Waters | Calleguas Municipal Water District |

Board President/Chair/Presiding Officer (print name)

Board President/Chair/Presiding Officer (Signature)

Date

**PLEASANT VALLEY RECREATION AND PARK DISTRICT
STAFF REPORT / AGENDA REPORT**

TO: BOARD OF DIRECTORS

FROM: MARY OTTEN, GENERAL MANAGER

DATE: December 1, 2016

**SUBJECT: CONSIDERATION AND DISCUSSION ON A
STATE OF THE DISTRICT ANNUAL MEETING**

RECOMMENDATION

It is recommended the Board review and discuss the information on a State of the District annual meeting and provide staff direction on how to proceed.

BACKGROUND

At the Board goal-setting meeting on February 11, 2016, the Board Chair directed staff to investigate the option of having an annual State of the District. The State of the District would be a presentation given by a Board Chair or Board member to members of the community to outline legislative proposals, policy direction as well as new and continued initiatives.

ANALYSIS

There are multiple discussion items which would need to be taken into consideration if the Board were interested in a State of the District:

- Where would it be hosted:
 - Regular Board meeting – City Hall
 - Special Board meeting – District Administrative Office
- What should be included in the address:
 - Accomplishments of the District
 - Challenges that will need to be addressed in the upcoming year(s)
 - New initiatives (i.e. Needs Assessment)
 - Financial/Budget Status
 - Capital Improvement Projects
- Would this event be an annual event and if so what time of year would best be suited for a State of the District?

FISCAL IMPACT

This action has no fiscal impact.

RECOMMENDATION

It is recommended that the Board review and discuss the information on a State of the District annual meeting and provide staff direction on how to proceed.

9. INFORMATIONAL ITEMS, which do not require action, will be reported by members of the Board and staff:

- A. Chairman Mishler
- B. Ventura County Special District Association/California Special District Association
- C. Santa Monica Mountains Conservancy
- D. Standing Committees – Personnel and Finance
- E. Foundation for Pleasant Valley Recreation and Parks
- F. General Manager’s Report