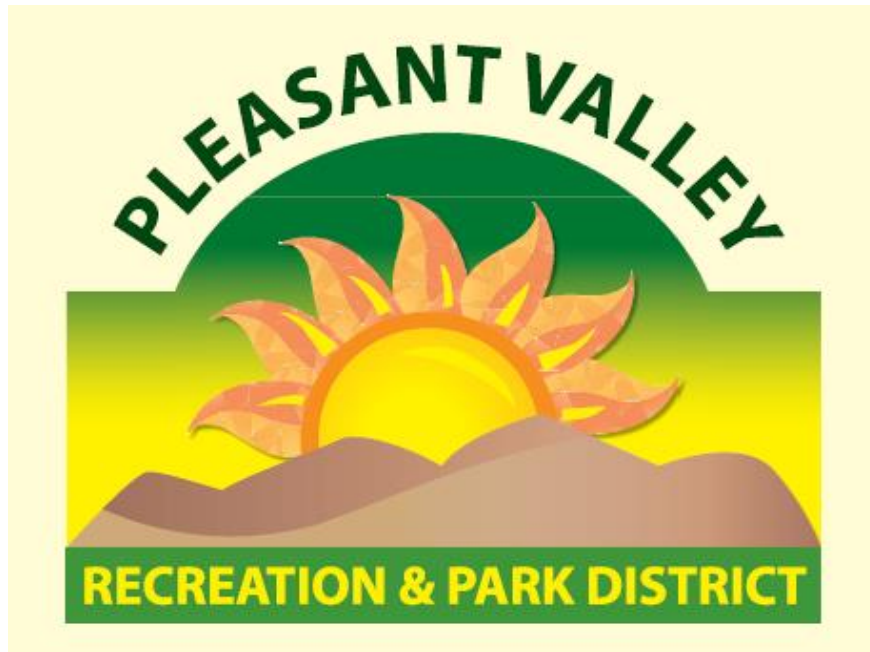


REQUEST FOR PROPOSAL

SENIOR AND COMMUNITY RECREATION FACILITY NEEDS STUDY



Submit Proposals to:
Pleasant Valley Recreation & Park District
Attn: Mitchell Cameron
1605 E. Burnley Street
Camarillo, CA 93010
(805) 482-1996 x110
Mcameron@pvrpd.org

RFP responses to be received until 2:00pm July 24th , 2017

Contents

Introduction 3

Project Goal 4

Project Scope 4

Submission Requirements..... 7

Firm Selection..... 8

Project Schedule 9

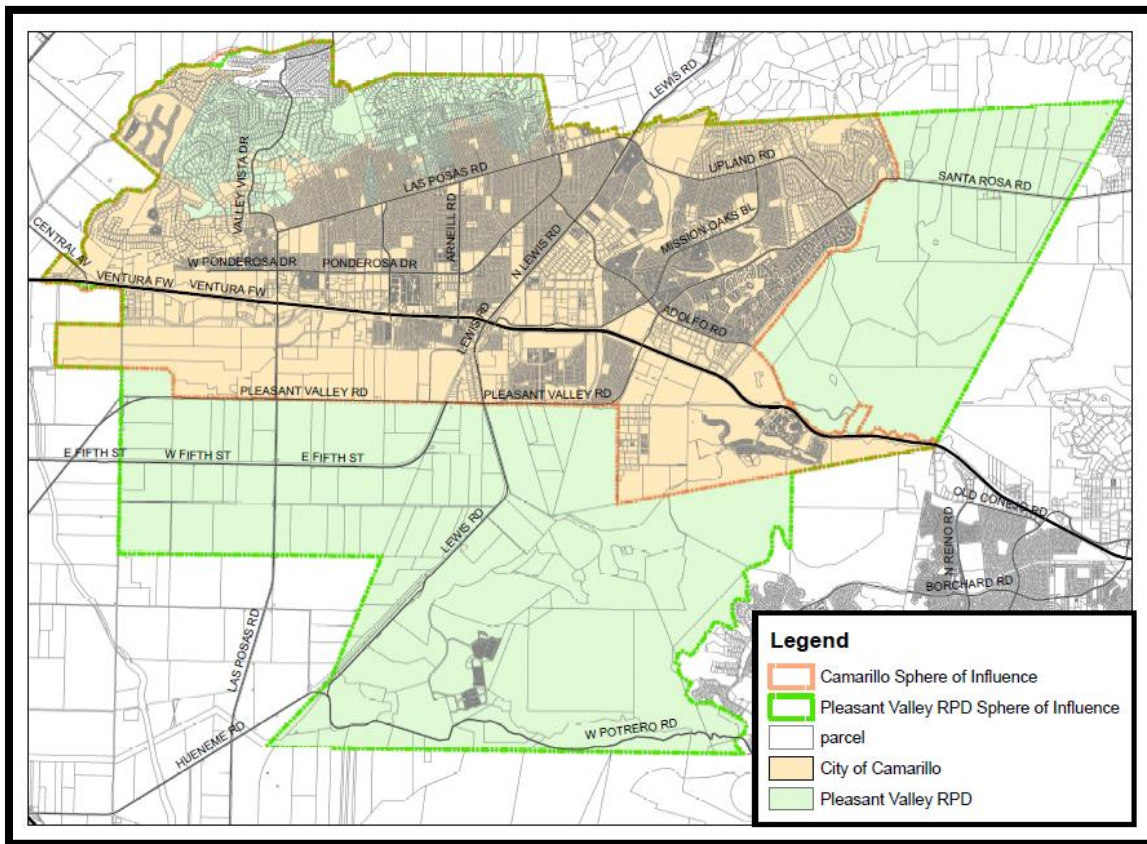
The Pleasant Valley Recreation and Park District in conjunction with the City of Camarillo is issuing this Request for Proposals (RFP). The District seeks to retain the services of a consultant firm, or firms working in partnership, to carry out a comprehensive senior recreation and facility needs assessment.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

Introduction

The 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 28 parks since its inception 55 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.

The City, incorporated in 1964, owns two small parks that it operates independently of the District. The City also owns and operates a full service library.

Below is a map that displays the District’s and the City’s Sphere of Influence:



Project Goal

The purpose of the study is to evaluate the current indoor recreation facility needs of the District's/City's senior and community population so that the District and the City can plan for expansion of existing facilities and/or the construction of new facilities to accommodate the indoor recreation needs of the District's and City's constituents.

In order to attain this purpose, the contractor will generally need to, at minimum: identify the types of indoor recreational activities currently performed by the community's senior and community populations; identify where and when these indoor recreational activities are currently performed; determine whether there is a surplus or deficit of indoor facility space available for the performance of these activities; quantify the amount of space needed to cure an identified deficit, taking into account the likely time of day such activity can reasonably be expected to be performed by the affected population (i.e., youth volleyball scheduled after-school on a school night versus late night on a weekend); provide reasonable estimates of the cost of expanded and/or new facilities to accommodate identified space needs; provide a limited number of case studies from similar efforts with an emphasis on financing the construction.

The District and City believe it is critical that a high level of public participation in the gathering of information be achieved to perform the tasks identified above. Special emphasis should be placed on gathering input from the senior community.

Project Scope

A key objective in this project is to stimulate public communication and facilitate community outreach in the completion of the following tasks:

1. Evaluate Current Indoor Programming and Facilities:

- I. An overview of the District and City offerings and standards
- II. Gather readily available government demographic data
- III. Indoor Asset inventory and analysis
- IV. Indoor Facility inventory and analysis
- V. Indoor Program inventory and analysis
- VI. Inventory of facilities and indoor programs offered by other government and private organizations

Task Deliverables: A complete inventory and level of service analysis of current indoor programming and facility use.

2. Determine Current and Future Indoor Recreation and Facility Needs of the Community:

- I. Perform at least 1 Community Wide Meeting
- II. Perform at least 1 formal community survey or questionnaire
- III. Perform at least 8 Stakeholder/User Group Interviews
- IV. Review and evaluate industry standards and trends

Task Deliverables: The consultant shall prepare summary reports and supporting data for all activities. These summary reports should include photographs, electronic searchable inventory of outreach materials and input provided at all meetings.

3. Perform a Gap Analysis

- I. Identify staffing requirements and budget necessary to fulfill current and future needs
- II. Identify program changes necessary to fulfill current and future needs
- III. Identify operational requirements necessary to fulfill current and future needs
- IV. Identify facility requirements necessary to fulfill current and future needs

Task Deliverables: Develop a summary report that summarizes all needs identified within the community.

4. Identify Solutions to Meet the Recreation Needs of the Community

- I. Identify staffing requirements and budget necessary to fulfill needs
- II. Identify program changes necessary to fulfill needs
- III. Identify operational requirements necessary to fulfill needs
- IV. Identify facility requirements necessary to fulfill needs

Task Deliverables: Develop a summary report, map, priority list with anticipated cost, and other visual aids that identify projects and programs that will meet current and future needs of the community. The Consultant shall provide 3 tiers of potential solutions including a “deluxe”, “standard” and “economy” solution based upon Community input.

5. Identify Specific Funding Strategies to Implement and Maintain Proposed Solutions

- I. Private Funding including Donations, Volunteers and Foundations
- II. Provide case studies of funding mechanisms and construction of similar facilities within Southern California cities that have Special Districts.

Task Deliverables: Develop a comprehensive report including cost estimates, and provide recommendations for possible methods of short, medium and long term funding strategies for all solutions identified in task 4.

6. Final Report Preparation and Presentation

Administrative Draft Report

- I. The consultant shall prepare a Draft report for review and comment.

Task Deliverables: The consultant shall include 7 hardcopy Administrative Draft Reports and 1 electronic report for District/City Staff review and discuss refinements to the administrative draft.

Final Report and Presentation

- I. The consultant shall prepare a final report and present their findings to the District’s and City’s Liaison Committees
- II. The consultant shall also present their findings before a joint meeting between the District Board and City Council

Task Deliverables: The consultant shall submit one digital reproducible final report on a USB thumb drive, 16 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 District Board.

District and City 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 before 2:00 pm July 24th, 2017:

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. The District relies on the experience, competence, and professional judgement of the proposing firm. The firm is expected 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. Seven (7) copies of the proposal, plus an electronic version must be submitted containing the following elements:
 - Cover letter
 - 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 for each task and subtask with a schedule of 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. Firms have available resources to complete work within expected time frame.

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- June 15th, 2017
2. **Deadline for Proposals-2:00 pm July 24th, 2017**
3. Consultants Selected for Interview -July 24th, 2017-July 28th, 2017
4. Interviews Conducted- August 7th, 2017- August 11th, 2017
5. Approval and Award of Project- September 7th, 2017
6. Completion of Preliminary Assessment- March 2018
7. Presentation of Final Report to District Board- April 2018