



**Town of Tiburon
Request for Proposals**

REQUEST FOR PROPOSALS FOR DEVELOPING A PARKS MASTER PLAN

Responders to this Request for Proposals (RFP) must deliver one signed original, three (3) copies and one electronic copy of the proposal.

Proposal Submission Deadline: December 8, 2022 at 2:00 P.M.

Optional Site Visit/Tour: November 15, 2022 at 10:00 A.M.

**Submit Proposal to: David O. Eshoo, Engineering Manager
Department of Public Works
Town of Tiburon
1505 Tiburon Boulevard
Tiburon, CA 94920**

REGISTERING YOUR EMAIL ADDRESS

FOR QUESTIONS CONCERNING THIS REQUEST FOR PROPOSAL:

Potential respondents who want to receive changes, additions, and deletions to the RFP, as well as a copy of all the questions and responses by the Town of Tiburon, should register online by following the link on the Town website. The link to open RFPs is at the following website: <http://townoftiburon.org/349/Bids-RFPs>

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ATTACHMENTS

- A General Plan Parks & Recreation Element
- B Sample Professional Services Agreement

SECTION 1 — INTRODUCTION

The Town of Tiburon is located just north of San Francisco, in Marin County, California. It is accessible by ferry from downtown San Francisco, as well as by car, bike and public transportation from the Highway 101 corridor, Highway 131 (Tiburon Boulevard) and Paradise Drive via Corte Madera. The Town of Tiburon is a general law city organized under provisions of the California State Constitution. Tiburon was incorporated in 1964. It has a current population of approximately 9,100.

The Town is requesting proposals from qualified consultants for professional services to assist the Town in creating a Parks Master Plan (Plan). The Town desires a Plan to provide a vision and blueprint for implementation during the next 5-10 years.

Since its incorporation in 1964, the Town has prioritized the acquisition of land for both parks and open space, with the bulk of the acquisition occurring in the 1970's. In general, park lands are dedicated to and/or developed for a broad range of recreational activities, both active and passive, while open space lands are traditionally set aside for natural resources protection, public health, safety, scenic qualities and passive recreation (i.e. trail hiking).

The Town has commissioned several plans/studies related to parks since incorporating, none of which were fully implemented. Currently, there is no comprehensive planning document guiding town decisions related to the use, development and management of parks facilities. Development of a plan now is especially timely as the Town recently received a state housing mandate which could increase the town's population by over 10% in the next decade. Also, the Town is in the process of acquiring additional park property, which may be suitable for a variety of uses.

The Town currently owns and manages numerous park facilities, totaling over 70 acres. It is a diverse group of properties, including: Shoreline Park, Ferry and Fountain Plaza's, the newly created Civic Plaza/Zelinsky Park complex, Old Rail Trail, and others. Amenities include parking lots, signage, paved bike/ped trails, unpaved trails, large turf playing field (soccer/lacrosse), restroom facilities, playground facilities, drinking fountains, picnic tables, decorative water fountains, benches, etc. The Parks Division of the towns Public Works Department is responsible for maintenance of all park facilities. The division consists of 4 full time employees, supported by other Public Works employees as needed.

The Town Council has also established and appoints members to the Parks Open Space and Trails Commission (POST). Comprised of 5 members, POST is the primary advisory body to Town Council, staff and other boards and commissions on matters related to parks and open space, as well as bicycle/pedestrian issues. A subcommittee of the commission will be involved throughout the master planning process, and the full commission will review and recommend a final draft version of the plan for Council consideration.

A. The anticipated schedule for this RFP process is:

RFP Advertisement Date	11/3/2022
Optional Site Visit/Tour	11/15/2022 – 10am at Town Hall
RFP Questions Due	11/18/2022
RFP Questions Response Due	11/25/2022
RFP Due Date	12/08/2022

B. Proposals must be received at the below address no later than 2:00PM on December 8, 2022:

David O. Eshoo, Engineering Manager
Department of Public Works
Town of Tiburon
1505 Tiburon Boulevard
Tiburon, CA 94920

C. One (1) original, three (3) print copies, and one (1) electronic copy in PDF format (formatted to print on standard letter size paper) on flash drive of the proposal are required to be submitted by 2:00 pm on December 8, 2022.

D. This RFP is not intended and shall not be construed to commit the Town to pay any costs incurred in connection with any proposal or to procure or contract with any firm.

E. Consultants may be required to give an oral presentation to the Town to clarify or elaborate on their written proposal. Those consultants will be notified to arrange specific times.

F. No proposal will be accepted from nor any agreement awarded to any consultant that is in arrears related to any debt or in default of any obligation owed to the Town. Additionally, no agreement will be awarded to any consultant that has failed to satisfactorily perform pursuant to any prior agreement with the Town.

G. The Town will only contract with firms that do not discriminate against employees or applicants for employment because of race, creed, color, national origin, sex, age, disability, marital status, sexual orientation, citizenship status or any other status protected by the State of California and Federal laws.

- H. The Town reserves the right to amend this RFP. The Town reserves the right to reject any or all proposals, or any part thereof, submitted in response to this RFP, and reserves the right to waive formalities, if such action is deemed to be in the best interest of the Town. The Town reserves the right to request additional information from any consultant.

SECTION 2 – SCOPE OF WORK

A Parks Master Plan (Plan) is needed to address challenges presented by changing demographics evolving needs of the community, and (potential) new land acquisitions. A Plan is also needed to assess the true cost associated with providing park facilities including maintenance, upkeep, depreciation and staff time. The specific work to be undertaken by the successful firm for the master planning process is described in this Section, and respondents should include in their proposals how they will complete this work.

The work described in this Section is considered to be the minimum required to complete this process. In their submittals, firms should propose additions or edits to this scope that lend to the best process and results. Following the firm selection process, a meeting will be held with the successful firm to negotiate the final scope of work and a contract for services. Therefore, the Town reserves the right to revise the final scope of work.

Project Kick-off

The first step in the project will be to hold an onsite meeting with the project team to establish objectives for the project, including confirming roles and responsibilities and finalizing the project methodology, scope of services, timeline and format and content of deliverables.

Conduct a Needs Assessment

A key component in creating the Parks Master Plan will be a needs assessment process that solicits the opinions and ideas of residents (adult and youth), staff and elected and appointed officials. The needs assessment also entails compiling a detailed inventory of parks facilities, a review of current and projected demographics, current planning standards, regional and national trends and how facilities owned by other entities factor into the park and recreation needs of the Town. The needs assessment will provide the data and information necessary to evaluate how Town parks facilities meet current and future needs and whether modifications and/or additions will be required. An overview of each facet of the needs assessment is as follows:

1. Develop and Implement Public Involvement Strategy

The planning process must result in a shared, clearly defined vision for the Plan driven by input from various stakeholders. Public involvement is extremely important to the Town and is crucial to an informed decision-making process. The successful firm will propose a robust public outreach strategy that describes how residents, staff and elected and appointed officials will be provided opportunities to participate in the development of the Plan. In their submittals, firms should at a minimum provide the following:

- Identify and describe a comprehensive strategy and methodology for citizen, participant and stakeholder involvement (e.g. proposed outreach process, methods of outreach, outreach tools, schedule for resident participation).
- Act as professional facilitators to gather specific information about services, use and preferences.
- Provide well-organized and directed activities, techniques and formats that will ensure that a positive, open and proactive public participation process is achieved;
- Provide written records and summaries of the results of all public process and communication strategies;
- Propose, develop and manage online public involvement tools and data collection.
- Throughout the entire process, help to build consensus and support of the plan, and if consensus is not possible, provide information for informed decision making for the staff and elected and appointed officials.

2. Collect and Analyze Data

- Review current long-range plans and related documents such as, but not limited to, the Town of Tiburon General Plan (Parks and Recreation Element), prior parks related surveys, studies and plans commissioned by the Town, and the Towns Capital Improvement Program.
- Develop and administer a Town-wide community needs assessment survey with a return rate that accurately represents a sampling of the community population to identify community needs and issues related to parks facilities and services.
- Collect and interpret demographic characteristics and trends of the Town population using information from the US Census Bureau's American Community Survey, regional and local sources.
- Develop updated inventory of parks facilities, including structures, courts, playing fields, parking lots, paved trails and unpaved trails, playgrounds, benches, picnic tables, trash receptacles, water fountains, maintenance facilities, signage, and restrooms. This inventory should include information regarding the capacity of each amenity found within the park system as well as its functionality, accessibility, condition and convenience.
- Review Parks and Park facilities in nearby towns in Marin to understand how other similarly sized towns have provided for residents.
- Review available funding and financing strategies that are options for funding future operating expenses as well as possible future improvements.

Final Plan Development and Presentation

Using information gathered during the data collection and analysis phase, Consultant will:

- Identify and categorize recommendations into themes with goals, objectives and an action plan for implementation;

- Develop specific action steps to guide the Town in the present and future for its park's planning/funding/ development process including conceptual ideas for underdeveloped park property;
- Analyze and make recommendations regarding appropriate budget and staffing levels for parks management;
- Develop an action plan for capital improvements including cost, funding source potentials, and a timeframe to support the implementation of the plan;
- Report must include relevant text, graphics, maps, etc. in electronic format for final adoption and distribution;
- Presentation of Draft Plan to staff and POST;
- Presentation of final plan to Town Council for formal adoption.

SECTION 3 - EVALUATION AND SELECTION PROCESS

The following criteria, not necessarily listed in order of importance, will be used to review the proposals. The Town reserves the right to weigh its evaluation criteria in any manner it deems appropriate:

- Consultant's demonstrated capability to provide the services.
- Evaluation of the professional qualifications, personal background and resume(s) of individuals involved in providing services.
- Consultant's experience to perform the proposed services, specifically including their proposed approach to public involvement and engagement.
- A determination that the consultant has submitted a complete and responsive proposal as required by this RFP.
- An evaluation of the Consultant's projected approach and plans to meet the requirements of this RFP.
- The Consultant's presentation at and the overall results of any interview conducted with the consultant.

The Town may develop a short list from the proposals and interviews/presentations may be required.

SECTION 4 – RFP SUBMITTAL REQUIREMENTS

The intent of the requirements is to assist consultants in their preparation and to simplify the review process for the Town. One signed original, Three (3) copies, and one electronic copy (on flash drive) of the proposal must be received, and date stamped by the Town no later than **December 8, 2022 at 2:00 PM**. If a Proposal is sent by mail or other delivery

system, the sender is responsible for the mail or delivery system delivering the Proposal to the Town on or before the deadline.

Proposals shall be clearly marked “REQUEST FOR PROPOSALS (RFP) FOR CREATING THE TOWN OF TIBURON PARKS MASTER PLAN” and submitted to:

David O. Eshoo, Engineering Manager
Department of Public Works
Town of Tiburon
1505 Tiburon Boulevard
Tiburon, CA 94920

Note: Late submittals or submittals delivered to the wrong location will be rejected.

Optional Site Visit: November 15, 2022 at 10:00 A.M.

The Town requires the consultant to submit a concise proposal clearly addressing all the requirements outlined in this RFP. The proposal must be signed by Consultant’s representative authorized to execute a contract between the Town and consultant. Unsigned proposals will be rejected. The proposal must include, at a minimum, the following sections; however, the consultant is encouraged to expand on the scope as needed:

A. Cover Letter

- List the name, address, and telephone number of the firm
- Signed by an authorized representative of the consultant. The Consultant shall furnish documentation that the person signing the proposal is empowered with signatory authority for the Consultant. The form could be a Corporate Resolution.
- State the proposal is firm for a 90-day period from the proposal submission deadline.
- Provide the name, title, address and telephone number of the individual to whom correspondence and other contacts should be directed during the Consultant selection process.
- Provide the location of the Consultant’s headquarters. In addition, provide the location of any local support offices, which will provide service to the Town.
- Acknowledge that the Consultant will provide the insurance and indemnification required per the attached Professional Service Agreement (Attachment 2), or propose modifications to those provisions acceptable to the Town.

B. Project Team Information

Consultant must provide the names and positions of all staff proposed including staff for proposed sub-consultants. The proposal should also designate who will be the project manager in charge of the project, and who will be the Town’s contact

throughout the project. It is allowable for a single individual to fulfill multiple roles by the Consultant's staff.

B. Project Understanding and Innovation

Include visions or concepts for performing the services.

C. Work Plan / Scope of Work

Include a work plan/scope of work meeting the minimum requirements of the Scope of Services identified in this RFP. Consultant is encouraged to modify or expand the minimum Scope of Services if they believe it is necessary to achieve the goals.

D. Project Schedule

Schedule needs to be adequate and reasonable to ensure timely completion of the tasks listed in the Work Plan / Scope of Work. Emphasis should be placed on realistic review cycles.

E. Sub Consultant & Work by Others

Identify all sub-consultant proposed to serve on the project, with background information for each and particular experience of key personnel, including project descriptions and resumes.

This section should describe all work not included in the proposal. Any work that is needed to complete the project that is not listed in the "Work Done by Others" will be considered part of the work provided by the Consultant and included in the proposal. Please include a list of tasks which the Consultant expects the Town staff to perform, information the Consultant expects the Town to provide, and an estimated amount of the Town staff time required for each task of the scope of work.

F. Relevant Experience and References

The Consultant must state the qualifications and experience of the proposed team, emphasizing the specific qualifications and experience acquired while providing services similar to those being sought by the Town, particularly for the Project Manager and other key project staff members assigned to the project. Except under circumstances beyond the Consultant's control, the Town will not accept substitutions of key members of the team put forth as part of the winning proposal.

For all staff members, describe their role giving not only their title but also the specific services they will perform and clearly illustrate the applicability of the individual's background, education, and experience to his or her assigned role. Include a statement of staff availability and their experiences and backgrounds.

Provide a brief description of at least three similar projects for which the Consultant has provided services during the past five years. For all referenced projects list the:

- Client (contact person, address and phone number)
- Project description and location

- Description of services by Consultant
- Total value of services provided by Consultant
- Consultant’s project manager
- Key personnel involved
- Sub consultant employed

The Town will give preference to projects that are closely related to this Projects size and complexity.

G. Cost Proposal

Cost proposal shall be submitted in a separate, sealed envelope. Only one copy of the cost proposal needs to be submitted. This section shall include a cost matrix showing the following information, detailed by tasks listed in the Scope of Work:

- Estimate of time (in hours) to perform the work
- The hourly rates for each design team member
- Total cost estimate

The cost proposal shall identify any other direct and indirect costs. The cost proposal shall also include any exceptions or assumptions made in its preparation.

SECTION 5 — GENERAL TERMS AND CONDITIONS

A. Limitation

This RFP does not commit the Town to award a contract, to pay any cost incurred in the preparation of the Consultant’s RFP response, or to procure or contract for services or supplies. The Town is not responsible for proposals that are delinquent, lost, mismarked, and sent to an address other than that given above, or sent by mail or courier service. The Town reserves the right to accept or reject any or all RFP responses received because of this request or to cancel all or part of this RFP.

B. Public Records

All proposals shall become the property of the Town and will become public records and, as such, may be subject to public review.

C. Contract Agreement

Once a proposed contract agreement is accepted, the Consultant will be required to sign the Agreement for Consultant Services and submit all other required certifications and documentation within ten (10) calendar days of the Notice of Selection from the Town.

The contents of the submitted proposal will be relied upon and incorporated into the awarded contract and shall become a contractual obligation. Failure of the Consultant to agree to include the proposal as part of the contractual agreement will result in cancellation of the award. the Town reserves the right to reject those parts

that do not meet with the approval of the Town, or to modify the Scope of Services, as agreed by Consultant, in the final negotiated contract.