

TOWN OF YUCCA VALLEY
PARKS & RECREATION MASTER PLAN UPDATE

September 12, 2006

Dear Interested Bidder,

The Town of Yucca Valley will be updating our Parks Master Plan this fiscal year. We are currently looking to team up with a qualified professional firm to accomplish this important project.

A Request for Proposals is attached for your review. If you have an interest in this project, please submit your proposal to this office before 5:00 p.m. on Tuesday, October 17, 2006.

Selection will be based upon a review of proposals, similar project experience, reference checks, interview panel recommendations, projected timelines and cost efficiencies. We anticipate holding personal interviews with qualified firms the week of October 23rd, and plan to finalize our selection with an award of bid on November 9th.

I look forward to your reply and thank you in advance for your interest in this project. Please feel free to contact me (760-369-7211) if you have any questions.

Very truly yours,

Jim Schooler
Director of Community Services

**TOWN OF YUCCA VALLEY
REQUEST FOR PROPOSALS**

PARKS & RECREATION MASTER PLAN UPDATE

Summary:

The Town of Yucca Valley will update its 1999 Parks & Recreation Master Plan during the 2006-07 fiscal year. Proposals are being requested from qualified firms to provide consultant services for facilitating this project.

It is anticipated that the project will get underway in November 2006. Proposals should estimate starting and completion dates for each phase of the project:

- Phase I – Inventory, Demand and Needs Analysis
- Phase II – Planning
- Phase III – Prepare Implementing Documents
- Phase IV – Preparation of Final Plan

Proposals should include the firm's experience with similar projects, the credentials of principals and staff that will be associated with the project, references, hourly rates of principals and associates, and total fee to accomplish the project.

Please provide rationale for any recommendations made in the proposal that would require altering the phases or strategies outlined in this document.

Proposals responding to the phases and expectations indicated in this document must be submitted by 5:00 p.m. Tuesday, October 17, 2006 to

Town of Yucca Valley
ATTN: Jim Schooler, Director of Community Services
57090 Twentynine Palms Highway
Yucca Valley, CA 92284

YUCCA VALLEY PARKS & RECREATION MASTER PLAN UPDATE

The following Scope of Services will serve as the basic level of expectations of the selected consulting firm in relation to this project:

PHASE I – INVENTORY, DEMAND AND NEEDS ANALYSIS

The goal of this phase is to conduct a comprehensive review of the existing master plan and other relevant documents, develop a credible database and perform a thorough analysis that will support any policy statements and recommendations.

A. Project Definition and Orientation

The Consultant is expected to work closely with Town staff throughout the master planning process. Consultant will initially meet with staff to discuss potential issues, develop a list of contacts, reports and strategies, review past relevant studies and complete the project schedule. Staff and Consultant will review the master planning process, establish time lines and coordinate efforts to meet all requirements. Consultant will learn about various special interest groups and special concerns.

The Consultant will seek an understanding of the staff's perceptions of the community's recreational needs, future housing growth, the arrangements with shared facilities, the relationships with the school district and organized groups, use of Yucca Valley facilities by non residents, private recreation, joint-use agreements, residential development, the current and future budgets, open space, park ordinances and policy objectives.

The Consultant will organize and conduct a minimum of three community workshops to solicit public input and to provide a "reality check" during the various phases of the project. The Consultant will design a series of input sessions to inform the public about Parks & Recreation Master Plan process, share analysis done to date, and to solicit participation regarding key elements of the plan. The outcome of these workshop sessions will provide important input to prioritization of future facility and program development.

B. Inventory, Research and Fact-Finding

The Consultant shall collect and review all the relevant data including demographics, maps, plans, aerial photos, previous studies, current programs, and existing facilities.

1. Update Inventory of Existing Recreation Programs, Resources and Facilities

The Consultant, along with staff and representatives of appropriate commissions, councils and stakeholders will tour existing parks, open space, and recreation facilities owned and/or operated by the Town, County, School District and other entities and review current programming practices.

The Consultant will develop an inventory of existing and proposed park sites, schools and open spaces; and will evaluate the existing conditions of each park with an eye towards function, conservation and sustainability.

Deficiencies or substandard elements of each site will be recorded. A rehabilitation program and a recommended hierarchy of priorities will be developed.

The Consultant will interview Town staff and personnel from other organizations to compile program and activity attendance figures, participant profiles (e.g., age, residence, length of involvement) regarding programs and the cost of participation. No fewer than sixteen (16) interviews will be required for this project. The Consultant will review and evaluate all existing recreation and community activity programs.

The Consultant will interview representatives of various service groups, seniors groups, civic leaders, and others related to the provision of recreational activities and facilities.

The Consultant will list available and unavailable recreation services and facilities. Any “gaps” in the recreation program offerings identified will be specifically noted during the demand analysis.

2. Further Investigation and Data Collection

The Consultant shall review the current Parks Master Plan, the Recreation Element of the adopted General Plan and other existing and proposed policies and previous surveys related to the recreational opportunities available to residents of the Town.

The Consultant will solicit the attitudes and perceived needs of community recreation providers and Sports Council members (Tri-Valley Little League, Morongo Basin Youth Soccer Association, Boys and Girls Club of the Hi Desert, Morongo Basin Tennis

Association, Coyote BMX Association, Hi Desert Aquatics, and others). The survey should achieve the objective of outreach to these stakeholders and provide useful information regarding facility usage, team size, recreation seasonality, and player volume that will be important in the formation of the facility needs calculation. The consultants will provide a survey form containing questions relevant to the usage of Town-owned and other recreation facilities by sports organizations. The Town will assist in distributing these forms to the organized groups and in following up to assure that the completed surveys are returned. The results will be tabulated and used to verify and update the participation rates in these sports for use in the demand analysis.

The Consultant will be provided with base sheet information on all park sites describing existing conditions and improvements. Consultant shall gather information on all proposed improvements and site master plans, including information presented in upcoming specific plans.

The Consultant shall review the Town's plan to meet the Americans with Disabilities Act requirements and identify deficiencies.

C. Recreation/Park Program Inventory and Needs Assessment

The Consultant shall use an inventory and summary of existing programs and services currently offered in the Town to provide an analysis of the suitability of current private and public facilities to meet future recreation/human services program needs.

The Consultant shall review existing documents and policies related to and/or affecting parks and recreation programming. The Consultant shall also review current goals and objectives, issues concerning special interest groups, and other special concerns related to program opportunities and constraints.

The Consultant shall interview the Community Services Director and staff regarding the community's recreation needs, availability and scheduling of facilities, relationships with other community agencies, budgets and policies.

D. Program and Facility Use Policies

Consultant shall summarize the community's current policies regarding the provision of recreational service, and will make specific recommendations for updating policies and correcting deficiencies.

Consultant shall work with staff and the Parks, Recreation and Cultural Commission to capture an understanding of current practices and issues, and shall develop recommendations regarding the existing schedule of programs, events and activities. Consultant shall recommend goals and objectives, based on community and staff input, that will guide in the development and implementation of new programs and services.

E. Demand Analysis

1. Demographic Analysis and Projections.

The Consultant will be expected to gain an understanding of the recreation needs and preferences of residents by researching the community, its demographic characteristics and its anticipated growth. Steps in this process will involve a review of data regarding Yucca Valley's population base and projections. Demographic data regarding age, household size, ethnic profile and income characteristics will be obtained by the Consultant. Trends in these measures and correlations with recreation patterns shall be examined as part of the project.

The Consultant will analyze historic data and will prepare projections using information and input from other agencies and Town staff. This evaluation will provide estimates of the current population base and growth projections as these factors relate to facility and program needs.

2. Analysis of Demand for Parks and Recreation Services within Town

The Consultant will research and document the patterns of participation in recreation programs and the usage patterns of Yucca Valley's parks. Multiple sources of information will be used to fully identify the needs and priorities for park facilities and related recreation programs.

a. Demand Analysis

Techniques described above will generate participation rates and usage patterns which are specific to the current and future needs. These findings will be used to determine the recreation needs that are unique to the community.

b. Other Sources

Other sources of information – interviews with school district representatives, staff from other departments within the Town, seniors organizations and other special interest groups to determine their perceived needs for recreation facilities and programs – will be used to obtain more qualitative input and to assist in prioritizing the needs defined above.

3. Development of Facility Standards

The findings regarding the local level of participation in a comprehensive variety of recreation activities will be calculated and used as a starting point in the analysis. National, state and regional standards and trends will be cited and included in the rationale for recommendations. This data, which will be integrated with local design standards developed in conjunction with the Town staff, will be used to estimate the number of facilities of each type required to satisfy the projected demand.

These recommendations will be presented as specific “facility need ratios” presented as one facility required for every X thousand population and will be specific to each type of recreation facility (e.g., athletic fields, tennis courts, swimming pools, picnic tables, meeting rooms, etc.).

4. Needs Analysis

The demand estimates described above will be evaluated in comparison to the current inventory of recreation facilities. Current deficiencies and/or excesses will be noted. The degree of need will be used as one criterion in establishing priorities and developing the proposed capital improvements plan.

5. Cost and Financial Analysis

For the financial analysis portion of the study, the Consultant will provide the information required to develop a detailed funding and financing plan. Costs to implement the recommendations for development of new parks and/or facilities, renovation of existing facilities, and for funding maintenance & operations will be identified and presented.

Costs resulting from the correction of current deficiencies will be segregated from those necessitated by growth from new development and from those that result from increasing existing standards. This analysis will provide a basis upon which funding

and financing vehicles can be evaluated and alternative strategies can be analyzed and recommended.

PHASE II – PLANNING

The planning phase will give special consideration to demand analysis, funding strategies, park standards, development, facility needs, programs, land inventory and site acquisition, park planning principles, operation and maintenance policies, asset management, private/public partnerships, park system management structure and priorities for acquisition, renovation and development.

A. Programs and Use Activities Development Plan

The Consultant will review descriptions of recreational programs, services and activities specifically related to the parks and recreation resources in the Town. Program development will be defined in terms of community need, physical space/facility requirements, location, operating requirements and cost.

B. Park and Facility Standards

The standards identified and developed in Phase I will be applied to determine projected facility needs within the community. These estimates and projections of facility needs will be used to determine the amount and location of developed park land and facilities needed to meet the community's demand levels. The degree of need will be identified and used to establish capital improvements plan priorities.

C. Costing and Funding Plan

The Consultant will organize and describe cost estimates associated with the acquisition, development and renovation projects proposed in the development plan.

1. Priorities for Capital improvements

Based on the consensus arrived at for proposed land uses, the Consultant will prepare recommendations for existing park sites, preservation of open space, trails and facilities making specific recommendations for new facilities, land acquisition and park development.

2. Financial Overview

The Consultant will prepare cost projections in current dollars for the recommended priorities for capital improvements. The cost estimates will include the following:

- Acquisition
- Capital improvements
- Recreation programs
- Operations and Maintenance

3. Asset Management

The Consultant will provide an economic analysis of potential revenue generation associated with existing and proposed Park & Recreation facilities and programs. This will include research and analysis of space needs, types of uses and implementation strategies for revenue generation to offset debt service and operating costs. The plan will identify and explain multiple alternatives for accomplishing the desired facilities, either by lease, management contract, private financing, revenue bonds COP's or other funding / financing method.

D. Screen Check

The Consultant shall prepare a screen check document of all materials, policies, programs, plans and appropriate elements. Background data will be shared and discussed with staff.

PHASE III – PREPARE IMPLEMENTING DOCUMENTS (ACTION PLAN)

A. Final Research, Documentation and Verification of Critical Facts

After the public and agency review of the screen check of the Parks and Recreation Master Plan, the Consultant shall respond to comments with any necessary research, documentation and verification of critical facts.

B. Prepare Draft Implementing Documents

1. Land Use Facilities Plan

The Consultant shall prepare a final land use facilities plan showing current and proposed facility locations, enhancement of existing park sites, community open space proposals, and recommended new sites for acquisition.

2. Action Plan

The action plan and implementation strategy will be completed and prepared for incorporation within the final Parks & Recreation Master Plan. Update and will contain the following essential elements:

- Results of all research and inventory analysis
- Needs and demand analysis
- Recreational program ranking and priorities
- Facility enhancement and existing resource improvement
- Site inventory / new site acquisition program
- Preservation of Open Space
- Recommended new facility development
- Land use, existing facilities and proposed park sites, service radius
- Development standards and design guidelines for park development
- Financial element detailing alternatives for funding & financing acquisition, development and operations
- Recommendations for updating existing park ordinances and establishing new park ordinances

C. Draft Implementing Documents Review

All elements and standards will be reviewed and approved by staff.

D. Presentation of Draft Master Plan Update

The Draft Plans will be presented to the Parks, Recreation and Cultural Commission for input and comments.

PHASE IV – PREPARATION OF FINAL PLAN

Based on input, comments and approval of the draft submittals, the final plan will be prepared. The Consultant shall attend public hearings before the Town Council regarding the adoption of the Plan.

The Town may want additional services preformed by the Consultant to better enable it to provide more detailed community input and possible revenue development and funding / financing plans for specific projects. Therefore, the proposal shall contain fees for additional scope of work as follows that the Town may choose to include on an item by item basis:

Optional Services to include in the proposal:

1. Cultural Component

The Consultant will include an analysis of the Hi Desert Nature Museum's facility and programs in the master plan process. The museum is a 5,000 square-foot facility operating under the management of the Community Services Department. The Consultant will apply the same processes and strategies described above in developing an analysis and plan for the museum. The final document will be presented as an addendum to the Parks and Recreation Master Plan.

DELIVERABLES

The following deliverables will be required:

- 100 hard copies of an executive summary accompanied by a digital camera ready version as well as an original hardcopy
- 50 bound copies of the Comprehensive Parks & Recreation Master Plan accompanied by a digital/electronic copy of the document in Word and PDF format
- 5 CD-ROMS containing the complete Comprehensive Park & Recreation Master Plan including all photos and renderings

The Consultant shall provide a "not to exceed" fee for all reproduction and delivery costs.