CITY OF GOLETA

Request for Proposals for a Parks, Facilities and Playgrounds Master Plan

Addendum: Responses to Clarifications Received

<u>TO ALL PROSPECTIVE PROPOSERS:</u>

Please review the following responses to questions submitted to the City for this RFP, which may inform your proposal.

Questions and Responses

1. What is the estimated timeline the City is expecting for the project duration?

The City is anticipating to launch the project in January 2018, with the final draft adopted by City Council no later than December 2018.

2. Is there a percentage of DBE firms the City is expecting on project teams?

No, there is no established percentage of DBE firms.

3. Is the City of Goleta expecting a full Cost Analysis for the Master Plan to provide estimated costs for development, construction, and maintenance of new and renovated facilities/parks?

Yes, the City is seeking costs associated with recommendations.

4. How does Goleta define "Master Sign Policy" as stated in the proposal e.g., does this include signage/wayfinding graphic design?

The City inherited the parks from the County and the signage is not always consistent. The desire is to provide consistency for all of the parks; design, type and information.

5. How does Goleta define "Sign Replacement Plan with Cost Analysis"?

The City has signs in place currently, but we are seeking a cost analysis to accomplish the "Master Sign Policy." We have not determined details pertaining to how the signage will be replaced, a replacement timeline, or the design of the signage. Ultimate determination of phased or immediate replacement will be contingent upon funds available.

6. How specific and accurate does "cost analysis" need to be for Signage? Signage concept diagrams can be executed (fabricated) at any budget with different methods and materials. Detailed cost estimates require construction-documentation level drawings.

We understand that design, materials, size, etc will alter costs significantly. It is our hope to see examples from a low to a higher range, for budgeting purposes. Specifics about the types of examples will be discussed once a vendor has been chosen.

7. Are there specific sustainability measures the City is trying to promote within the Master Plan?

No specific sustainability measures have been determined at this time.

8. Does the City of Goleta require a community engagement specialist for the project?

If/when there is a need for a community meeting to occur, it will be up to the consultant to provide the community engagement specialist.

9. Does the City of Goleta require a cost consultant for this project?

A cost consultant is not required, but it is required that the cost estimates be accurate to utilize the Master Plan as a tool for priority and budgeting.

10. The RFP says the Consultant should be "available to participate and present in meetings with City staff and at public forums", does this imply the City of Goleta is leading the public engagement process with support from the Consultant team?

The City of Goleta staff will coordinate date/time/location and provide introductions. The Consultant will lead the process.

11. Does the City anticipate that California Environmental Quality Act (CEQA) compliance will need to be done for this effort?

The preparation of CEQA documents will not be part of the scope of work. However, the consultant will be expected to identify any CEQA requirements that may be required as part of the project recommendations.

12. What will the coordination be like between the proposed Parks Master Plan effort and other parks/open space projects happening/being developed simultaneously in Goleta? (Examples may include approved master plans and rehabilitation projects such as the Butterfly Habitat Management Plan, Ellwood Trails & Habitat Restoration Project and Old Town Park)

It is expected that the consultant will utilize current available information and meet with City staff to determine any potential conflicts/impacts to the efforts being completed on the Parks Master Plan.

13. Are you able to share a budget?

The City has budgeted a total of $100,000 for this effort, which will be spread out over two fiscal years.

14. At what level is your park inventory at? Is any of it in GIS? Do you have a spreadsheet summarizing not only parks and their classifications, but individual sporting facilities and amenities per park (beyond what was shown in the Needs Assessment Report)? If your inventory is at this level, is there any qualitative data available?

The most recent tool related to our park inventory is in the Recreation Needs Assessment.

15. The demographic data in the Recreation Needs Assessment is a bit outdated. Do you expect this new effort to update this data? Likewise, is the SBCAG 2012 Growth Forecast good to use (and all of the results associated with this for the Needs Assessment) or are there new projections we should use? Also, the geographic distribution in the Needs Assessment Report does not identify any local distance goals for walking, biking or driving to park resources. Given some of the significant barriers of the freeway, sensitive areas, lack of connected grid of streets, lack of pedestrian connections, the airport and other major obstructions, are simple radiuses for distance as a crow flies. Should this be replaced with actual walktime distances (1/2 mile or 15 minutes for example) using real time GIS analysis that accurately measures travel time along existing pedestrian and bike networks?

For the preparation of your proposal, the utilization of the data in the Recreation Needs Assessment would be the best resource at this time.

16. You have indicated the deliverable of statistically -valid instruments, analysis and results in the deliverables but not as a scope. Depending on your available budget, this may not be feasible. Can't the phone surveys from the Needs Assessment cover this requirement?

It is anticipated that much of the data, previously collected for the Recreation Needs Assessment, should be a viable resource for this plan.

17. Are we to use the Recommended Facility Classifications identified on page 74 of the Needs Assessment Report?

This is not necessary. It will be most beneficial if the classifications could be consistent with industry standard terminology.

18. Are there native software files (ESRI GIS, InDesign, Word, Excel, etc) available to the new consultants from the Needs Assessment Report or do you only have pdfs?

Current files are only available in PDF.

19. I could not find an ADA Transition Plan on-line but see some evidence that something exists. Do you have one? What year? and did it cover any of the Parks?

The City does not have an ADA Transition Plan in place yet.