



RECREATION AND COMMUNITY SERVICES DEPARTMENT
QUINLAN COMMUNITY CENTER
10185 NORTH STELLING ROAD • CUPERTINO, CA 95014-5733
TELEPHONE: (408) 777-3120 www.cupertino.org

CITY COUNCIL STAFF REPORT

Meeting: January 24, 2017

Subject

Citywide Parks, Open Space and Recreation Master Plan, agreement for consultant services

Recommendation

Authorize the City Manager to negotiate and execute a consultant services agreement for preparation of the Citywide Parks, Open Space and Recreation Master Plan for a fee not to exceed \$210,000 and authorize a contingency allowance of \$40,000 subject to approval of the City Manager.

Background

The Citywide Parks, Open Space and Recreation Master Plan (“Master Plan”) is a funded project included in the city’s current Capital Improvement Program. This project will prepare a citywide master plan to address the city’s long-term needs and goals for parks, recreation and open space. The objectives of the process include identifying the values of the community, providing a citywide vision for park and recreation facilities, establishing priorities for implementation, and developing a strategic direction for future improvements and a funding strategy.

In summer 2015, a consultant selection process was conducted using a Request for Proposals procedure. The top two firms that submitted proposals were interviewed by a panel which included a member of the Parks and Recreation Commission and senior staff from several departments. The panel’s top choice firm was Royston Hanamoto Alley & Abey (RHAA). In August 2015 the City Council authorized execution of a consultant services agreement with RHAA. Services commenced in September 2015 after the agreement was executed.

Between September and April 2016, the RHAA team evaluated background information and reviewed the city’s parks and facilities. Reports were prepared on topics such as

demographics and recreation trends. A public outreach process was launched in spring 2016 including a multi-month community-wide survey which continued into summer.

The Parks and Recreation Commission has been very actively involved in the master planning process from the start. The entire Commission provides continuing oversight, and serves as the advisory body as well as an ongoing venue for public input. Commissioners have further engaged with the community by staffing 'intercept' booths at city events to help publicize the master plan and encourage public participation. Two of the commissioners participate in the city project team meetings and assist in detail in guiding the project progress.

Discussion

Progress on the Master Plan has been slower than anticipated during the several months. The consultant firm experienced ongoing staffing issues for many months, including the extended absence of key personnel, which detrimentally affected this assignment. Meanwhile it became clear that the consultant's approach to providing services and deliverables has not met the objectives of the project team. The content, style, and organization of work tasks has not met the City's expectations. This issue was discussed with the consultant and the city project team. The consultant's improvement efforts to date have not been satisfactory and the city team has concluded that the services agreement should be ended.

Prior to making a recommendation to move forward, staff conducted research to explore alternatives for proceeding. In particular, staff reviewed Parks and Recreation Master Plans of similar sized cities that won the prestigious Gold Medal award from the National Parks and Recreation Association and have recent park and recreation master plans. Two firms stood out as having prepared outstanding master plans for such cities.

The first firm, Moore Iacofano Goltsman (MIG), creates high quality master plan work. This firm has extensive California experience, has ample recent local experience, and while the group specializing in parks planning is located in the Portland Oregon office, the firm has nearby offices in San Jose. They were also highly ranked as one of the top two firms in the selection process last year for our Master Plan. They were deemed very well qualified and a strong choice. The second strong firm (Pros Consulting) has extensive experience in the Midwest and is based there. However their experience in northern California is limited, and they would partner with a local landscape architecture firm to provide local knowledge and presence, thereby increasing costs.

A third firm (GreenPlay) had prepared good plans, but once again is based out of state. Their experience was most extensive in the Rocky Mountain States and Midwest, and

would also require a California partner. There is no assurance that fees for the out of state firms could remain within the current budget for services, and neither one has significant recent master planning experience in our region. Staff also reached out to a well-regarded local firm that was recently interviewed for a nearby city's similar process, but that did not submit a proposal to us last year. However this firm lacks recent citywide park planning experience.

Staff took this information to the Parks and Recreation Commission on October 25, 2016. The Commission voted in favor of the staff recommendation to conclude the existing services agreement and initiate a new agreement with MIG (see Attachment A). As noted above, MIG ranked in the top two during last year's screening process. The firm has wide California experience, has local knowledge, and is currently conducting parks master plan processes for other Bay Area cities, including Palo Alto and San Jose. Their experience is strong, as is their caliber of work. They are fully available to take on this project should it be assigned to them. They can complete the work within the existing project budget. In reference checks, they received consistent excellent reviews from their clients for their performance and their work quality.

The Parks and Recreation Commission has recommended that the City Council end the existing agreement, implement a new agreement with MIG and proceed with the project. Should the City Council approve this course of action, the current agreement with RHAA will be terminated. The Council is requested to authorize the City Manager to negotiate and execute a services agreement with MIG, for a fee not to exceed \$210,000 for the scope of basic services. The proposed agreement is attached (see Attachment B). The recommendation also authorizes the City Manager to include a contingency allowance for potential additional services that fall within the scope of the overall project budget, with such contingency funds to be expended only upon advance written authorization and for services that exceed the scope identified in the agreement.

The current consultant has completed approximately one third of the initial tasks, including review of background information, demographic analysis, recreation trends analysis, inventory of existing parks and facilities, and public outreach. The completed work products are useful and will be utilized. Remaining major tasks include developing a community vision and goals; prioritization criteria; a list of short, medium and long-term improvements; design alternatives for Memorial Park; cost analysis; identification of potential funding sources; preparing draft and final master plan documents; and continuing outreach and public input.

Ending the current agreement is intended as an amicable arrangement for convenience. Staff wishes to note that RHAA is a respected, established landscape architecture firm,

and is well known for providing high-quality park design services such as the Magical Bridge inclusive playground in Palo Alto and many other noteworthy sites.

No change to the existing project budget of \$500,000 is requested. The existing services agreement with RHAA that would be terminated is for a base scope of \$375,000 and for additional services, not to exceed a total of \$412,500. The remaining project budget of \$87,500 is for associated project costs and contingency. The work completed and paid for to date totals approximately \$160,000. The recommended new agreement with a base scope of \$210,000 falls well within the existing project budget.

Fiscal Impact

No fiscal impact will result from this action. The recommended agreement amount is within the existing project budget and no change is requested.

Sustainability Impact

The project will support the city's sustainability and environmental policies and objectives.

Prepared by: Gail Seeds, Park Improvement Manager

Reviewed by: Jeff Milkes, Director of Recreation & Community Services
Christine Hanel, Assistant Director of Recreation & Community Services

Approved for Submission by: David Brandt, City Manager

Attachment A: Parks and Recreation Commission Minutes, Oct. 25, 2016

Attachment B: Draft Agreement