



Staff Report

File #: 22-0048

REQUEST FOR CITY COUNCIL ACTION

DATE: 1/19/2022

TO: Honorable Mayor and City Council Members

FROM: Community Services Department

SUBJECT:

Professional Services Agreement with Moore Iacofano Goltsman, Inc. dba MIG for the Parks and Recreation Master Plan Project.

EXECUTIVE SUMMARY:

This action is to award Request for Proposals 22-027RH for the Parks and Recreation Master Plan Project. The City's Strategic Plan identifies the development and implementation of a Parks and Recreation Master Plan as a milestone for providing Sound Infrastructure that will serve to provide a unified vision and planning framework for the enhancement, maintenance, and expansion of parks and recreation facilities. The City Council will consider awarding a Professional Services Agreement to Moore Iacofano Goltsman, Inc. dba MIG to complete the project.

RECOMMENDED ACTION:

That the City Council:

- a. Award Request for Proposals 22-027RH for the Parks and Recreation Master Plan Project to Moore Iacofano Goltsman, Inc. dba MIG of Pasadena, CA, for a total amount of \$261,990.
- b. Authorize the City Manager, or his designee, to execute a Professional Services Agreement with Moore Iacofano Goltsman, Inc. dba MIG of Pasadena, CA, for a term of January 19, 2022 through July 31, 2023 in the amount of \$261,990.
- c. Authorize the City Manager, or his designee, to negotiate and execute non-substantive extensions, amendments, and change orders up to 10% or of the original contract amount as authorized in Corona Municipal Code Section [3.08.070\(I\)](#).
- d. Authorize the Purchasing Manager to issue a Purchase Order to MIG of Pasadena, CA in the amount of \$261,990.

- e. Approve an appropriation in the amount of \$38,189 to the Capital Improvement Project titled Parks Master Plan, Project No. 76450, from the General Fund, Measure X Funds.

BACKGROUND & HISTORY:

The City of Corona ("City") is in the western portion of Riverside County and covers 39.2 square miles. Corona consists of five council districts with over 160,000 residents. The City owns and maintains over 355 acres at 38 parks.

The City recently updated its Strategic Plan for 2021-2026. Strategic Plan Goal 3 is Sound Infrastructure, which includes the development and enhancement of parks, trails, and recreational facilities to better serve residents. In particular, the Strategic Plan calls for the development and implementation of a Parks and Recreation Master Plan to provide a unified vision and planning framework for the enhancement, maintenance, and expansion of parks and recreation facilities.

Corona's last Park Master Plan was completed in 1989. Much has changed since that time, including the demographics of residents in the City, popular recreational activities, funding for park maintenance and development, and the philosophy towards parks and outdoor spaces.

Through this 2022 Parks and Recreation Master Plan, the City desires to:

- Ensure the City is effectively utilizing park spaces and serving the needs of the community;
- Be thoughtful regarding changing trends in outdoor activities by utilizing flexible or multi-functional amenities and equipment that can be converted or transformed with minimal effort in the future;
- Look at parks and recreation activities with an eye towards the total cost of ownership and return on investment over the life of the asset and program;
- Effectively manage existing and future assets for the entirety of their useful life and proactively plan for their eventual replacement;
- Develop park plans, programs, and amenities that are experiential in nature with an emphasis on equity and inclusion; and
- Provide regular channels of communication with the public to both receive feedback on parks and recreation services as well as to report on how the City is meeting established objectives.

ANALYSIS:

The Parks and Recreation Master Plan is a foundational document that will be at the core of future activities for years to come. In order to assist with the outreach to find a consultant to develop the Parks and Recreation Master Plan, City staff developed a list of potential consultants based upon research through the California Park & Recreation Society (CPRS). Each consultant on the list demonstrated a history of successful park master plan projects in line with Corona's vision for the project, including the development and desire for an achievable plan with clear milestones and metrics for performance measurement. The Corona Standard that will be created through this interactive master planning process will define the types of amenities, park furniture, and field standards that residents should expect in parks throughout the City. Corona city staff informed 18 consultants about the upcoming opportunity to encourage the submission of proposals.

The City of Corona issued Request for Proposals (RFP) 22-027RH for the Parks and Recreation Master Plan Project. The RFP was posted on the City's PlanetBids bidding website and advertised in the Sentinel Weekly on October 27, 2021. A total of 32 prospective consultants expressed interest in the RFP by registering on the City's website, and four proposals were received by the December 8, 2021 due date and time.

The four proposals were evaluated by a team of three staff members based upon the following criteria:

Criteria	Description	Maximum Points
Completeness of Response	Responses must be complete. Responses that do not include the proposal content requirements within the RFP and subsequent addenda and do not address each of the items listed below will be considered incomplete, be rated a Fail in the Evaluation Criteria and will receive no further consideration.	Pass or Fail
Qualification of Firm	Strength, experience and stability of the firm; technical competence and experience of firm's consultants in providing similar services to other municipalities of at least equal geographic size and population characteristics; demonstrated knowledge of the scope of work required and capability of performing specific tasks outlined in the RFP; assessment of client references; adequacy of staff to provide required services; and reputation of firm in providing similar services.	10 points
Qualifications of Personnel	Qualifications, education, technical competence, and experience of staff. Proposal must demonstrate a project-appropriate consultant team organization diagram, including the project manager as the main point of contact; identify the geographic location of the firm and each team member; describe the qualifications and experience of each team member, plus their anticipated level of participation in the project; and clarify who would be reasonably expected to perform the bulk of the work, and who would perform primary oversight, QA/QC, and other supportive roles. Provide evidence of successful completion of similar projects.	40 points

Work Plan / Project Understanding and Approach	Depth and thoroughness of consultant's understanding of the project and the City's requirements; identification and understanding of project issues and challenges; quality and logic of work plan; logic of project organization and appropriateness of resource estimate and labor distribution among the tasks; and adequacy of system or process for managing costs, project schedule and communication.	40 points
Value	Appropriate number of hours budgeted for project tasks; reasonableness of the consultant's hourly rates, labor hours, and fee required to perform the work in relation to the scope of work and other proposals received; and the total fee will be judged for value and used as the basis of comparison between the proposals submitted.	10 points

Based upon the results of the RFP evaluation process, City staff recommends awarding the contract for RFP 22-027RH for the Parks and Recreation Master Plan Project to Moore Iocofano Goltsman, Inc. (MIG) in the amount of \$261,990. MIG's proposal demonstrated a thorough understanding of the requested scope of work and vision for the City of Corona's desired outcomes from this project. MIG's proposal illustrated a thoughtful approach and provided a sample work product that captured the essence of the project. MIG was the highest rated proposal with a score of 94 out of 100 the next ranked proposal was rated 83 out of 100. The MIG proposal was specifically tailored to the Corona community. The other proposals submitted did not quite reach that level of detail.

The Corona Parks and Recreation Master Plan Project is anticipated to take 18-months to complete. Once completed, the Parks and Recreation Master Plan will serve as the guiding document for the development of Capital Improvement Projects and on-going maintenance standards for recreation facilities. The key to a successful Plan is community engagement, MIG will provide an overview of the planning process and discuss the strengths, weaknesses, opportunities, and challenges for the park system with the Parks and Recreation Commission. Using the SWOT analysis, the consultant team will engage the Corona community with a bilingual park and recreation questionnaire, pop-up park events, focus groups, projects to define the public good, and uncovering services gaps and opportunities. All of the public outreach work will be available to the public throughout the process in an interactive timeline on the Master Plan webpage so at any point in the 18 month process the community can choose how it wishes to participate.. The consultant and City staff will work together with the Parks and Recreation Commission and the City's communication team to engage Corona's residents in this important work.

Major tasks and project deliverables are outlined below, along with an approximate timeline for completing each task. A more detailed scope for the project is included in the Scope of Services in the Professional Services Agreement (Exhibit 1).

Time Period	Project Phase
January 2022	Award Professional Services Agreement to MIG
February-May 2022	Phase 1: State of the System • Project kick-off • Review of background information and plan documents • Site visits and preliminary findings • Develop engagement plan and timeline, including webpage and social media branding and templates
April-September 2022	Phase 2: Needs, Opportunities and Standards • Develop survey questionnaires • Conduct pop-up and virtual outreach activities • Perform Cost of Service Analysis • Draft insights report by service category • Analyze park access and opportunities maps • Develop cost recovery strategies • Provide Needs Assessment and Opportunities Summary Report with Benchmarking and Level-of-Service (LOS) Analysis
September 2022-February 2023	Phase 3: Vision and Recommendations • Document Vision Framework, including vision, mission, goals and objectives • Finalize cost recovery goals and metrics • Identify LOS standards, park design and development guidelines and equity metrics • Provide site recommendations, illustrations and proposed system map • Fee and charges recommendations and cost policy revisions • Develop Capital Improvement Plan and Planning Level Costs • Return-on-Investment and Economic Model development • Perform Community Prioritization Activity and Summary
February-May 2023	Phase 4: Plan Development and Implementation • Staff education and cost recovery training • Draft Master Plan, including executive summary, action plan, implementation and funding strategy and Corona Report Card • Public Review of Draft Master Plan, including Parks Commission and City Council presentations • Finalize and adoption of Master Plan

COMMITTEE ACTION:

The Park Master Plan project was presented to the Parks and Recreation Commission on February 10, 2021 and at the Special Meeting of the Corona City Council on March 11, 2021.

FINANCIAL IMPACT:

There is currently a Capital Improvement Project titled Parks Master Plan, CIP No. 76450. This CIP has a total of \$250,000 in available funding, with \$150,000 coming from Measure X Funds and \$100,000 funded by the Park Development Impact Fee Fund. The total amount of the contract to be awarded is \$261,990. Corona Municipal Code Section [3.08.070\(I\)](#) provides for City Manager approval of up to a 10% change order, in the amount of \$26,199. This brings the total potential amount of this project to \$288,189. Staff requests an additional appropriation of \$38,189 from the General/Fund Measure X Funds to the Parks Master Plan CIP No. 76450. Any unused funds will be

returned to the fund balance at the conclusion of the project.

GENERAL FUND	
Adopted Budget - FY 2022 Estimated Revenue Over Expenditures	\$ 14,593,660
Less Measure X Reserves	(13,144,418)
Previously Approved/Revised Budget Adjustments (Net)*	(871,350)
Current Estimated Revenue Over Expenditures	577,892
Parks Master Plan - Appropriation	(38,189)
Parks Master Plan - Adjust Measure X Reserve	38,189
Revised Estimated Revenue Over Expenditures	\$ 577,892
Budget Balancing Measures Reserve - Estimated 06/30/2021	27,665,595
Estimated FY 2022 Change in Budget Balancing Measures Reserve	577,892
Estimated Budget Balancing Measures Reserve - 06/30/22	\$ 28,243,487

* Approved through Council Action or other operational process.

GENERAL FUND	
Measure X Reserve (Parks & Recreation) Balance	\$ 4,256,510
Parks Master Plan Appropriation	(38,189)
Measure X Reserve (Parks & Recreation) Balance - REVISED	\$ 4,218,321

ENVIRONMENTAL ANALYSIS:

This action is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the common sense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action simply approves the contract for the Parks and Recreation Master Plan planning project, and there is no possibility that this action will have a significant effect on the environment. Any future projects that may be developed as a result of this plan will go through the CEQA process individually. Therefore, no environmental analysis is required.

PREPARED BY: TRACY MARTIN, UTILITIES PROJECT MANAGER

REVIEWED BY: ANNE K. TURNER, COMMUNITY SERVICES DIRECTOR

Attachment:

1. Exhibit 1- MIG Professional Services Agreement