

**TO:** James L. App, City Manager  
**FROM:** Joseph M. Deakin, Public Works Director  
**SUBJECT:** Sherwood Park Master Plan Implementation  
**DATE:** December 17, 2002

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**NEEDS:** For City Council to consider hiring a landscape architect/park planner to review the Sherwood Park Master Plan, to provide for a community participation process, and to design a rehabilitated replacement for the play area currently at Sherwood Park.

**FACTS:**

1. On December 3, 2002, the City Council, at their regular meeting, discussed the Sherwood Park Master Plan, and the Sherwood "Forest" play area design. Attached is the report provided Council at that meeting
2. The Council tabled action on December 3, 2002, on the Sherwood Park Master Plan report. Council directed staff to respond with more information regarding the professional selection process for the professional services contract provided for Council's action.
3. This report provides additional information on the Sherwood Master Plan update, focusing more specifically on the professional selection process and scope of work development (under **Analysis and Conclusions**, below). Copies of the professionals' proposals (top two rated firms) are attached to this report, as well.
4. California Government Code Section 4526 describes professional services contracting, mandating that selection shall be based on "demonstrated competence and on the professional qualifications necessary for the satisfactory performance of the services required." California Public Contract Code Section 6106 describes the process for negotiating the price of a professional services agreement, allowing the agency to negotiate with the other than the best proposer in cases where negotiations reach an impasse.

**ANALYSIS  
AND**

**CONCLUSION:** The December 3, 2002 staff report, attached, provides the fundamental justification to request Council's consideration to hire a professional to assist the City implement the Sherwood Master Plan. In addition to that broad discussion on the issue, the following section focuses on the professional service provider selection process, and scope of work development.

Professional Selection Process

A selection Committee was assembled to evaluate all six proposals provided by professionals responding to the City's Request for Proposals (RFP). The Committee included:

- Councilman Jim Heggarty
- Danna Stroud (representing the Chamber of Commerce)
- Darwin Curry (representing the Parks and Recreation Advisory Committee)
- Greg Haas (representing REC, Inc.)

Staff from Public Works and Library and Recreations Services Departments facilitated the interview process, and participated in rating the interviewed firms.

Of the six firms proposing, only three chose to attend the interview. Those three firms are:

- Richard Fisher & Associates
- Community Works Design Group
- Purkiss-Rose

The interview Committee chose a weighted scoring system to evaluate the proposers based upon three criteria:

- Creativity (30 points)
- Community Involvement Technique and Experience (40 points)
- Technical Expertise (30 points)

Following interviewing all three proposers attending, the Committee filled in score sheets. The score sheets from all members were tallied (see attached summation sheets), and it was clear that two firms stood out:

- Community Works Design Group (88.75 points)
- Purkiss-Rose (88.6 points)
- Richard Fisher & Associates (70 points)

Because the top two firms were so close in score, the Committee asked staff to investigate the firms closer to assure Community Works Design Group was the best suited for the project. Based upon field analysis of completed projects, it was eventually concluded that Community Works Design Group was the best firm for the project based upon the proposal, interview and reference verification (including completed projects).

#### Work Scope Development Process

During the interviews, the Committee discussed the idea to revisit the Master Plan with the professionals. The answer from the selected firm was clearest – the Master Plan needs to be clarified before adding or redesigning a major park element (i.e. plan before constructing). The RFP issued by the City did not include the planning element. The City's concept of revising the Master Plan was discussed after the RFP was originally issued.

In order to proceed on a path that seemed most advisable (revisit the Master Plan before designing the play area), there were two apparent options:

- Expand the scope of the proposed work under the play area design project, or
- Hire another professional to engage the community in a planning process before issuing the design contract for the play area.

Because Community Works Design Group evaluated so strongly as a community involvement professional, they were asked to expand their proposed work scope to include revising the Master Plan, based largely on community involvement. Community Works Design Group developed a revised scope of work, which was reviewed by City staff, and a reasonable price proposal followed. Furthermore, it was understood that Community Works design Group would need supplementary assistance on traffic engineering issues.

The process used to negotiate the price and ultimate project scope follows the process set forth for public agencies in Public Contract Code Section 6106. Because staff developed a scope and price acceptable for City Council presentation, an "impasse" was not reached (to date) and therefore the second best firm was not asked to negotiate. The Council has the option to direct staff to revise the scope (and price) or to deem the negotiations at impasse.

The ultimate scope of work and price proposal (attached) provides the opportunity to the Council to hire one professional firm to take the concept funded by Council to rehab the Sherwood playground, with community interaction in the overall context of a fresh Master Plan for Sherwood and Oak Creek Parks. While there may be alternatives for who performs each step of the project (the planning phase could be done separately from the play area design), the steps themselves (community involvement, Master Plan refreshing, then playground design with more community input) appear to be sequentially linked, and essential.

#### **POLICY**

**REFERENCE:** Resolution No. 99-xx approving the Sherwood Park Master Plan; Government Code Section 4526 et. sec.; Public Contract Code 6106 et. sec.

**FISCAL**

**IMPACT:** Community Design Group's proposed fee is \$51,490. These funds are within the budget appropriated (\$237,000) for this project under Account No. 216.910.5452.426.

- OPTIONS:**
- a. Adopt Resolution No. 02-xx directing the City Manager to enter a Service Agreement with Community Design Group to assist the City in reviewing the Sherwood Park Master Plan, to develop and implement a community participation program, and to site and design a playground/play area rehabilitation project within Sherwood Park/Oak Creek Park.
  - b. Amend, modify or reject the above option.

**Attachments (5)**

- 1) Resolution
- 2) Staff report for December 3, 2002 City Council meeting
- 3) Proposals (from top two scoring firms)
- 4) Summation Sheets
- 5) Scope of Work & Fee Proposal

RESOLUTION NO. 02-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
DIRECTING THE CITY MANAGER TO ENTER A SERVICE AGREEMENT WITH COMMUNITY  
DESIGN GROUP TO ASSIST THE CITY IN REVIEWING THE SHERWOOD PARK MASTER PLAN,  
DEVELOP AND IMPLEMENT A COMMUNITY PARTICIPATION PROGRAM, AND SITE AND  
DESIGN A PLAYGROUND/PLAY AREA REHABILITATION PROJECT WITHIN SHERWOOD  
PARK/OAK CREEK PARK

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WHEREAS, in 1999, a concept was approved to combine Sherwood and Oak Creek Parks, resulting in the "Sherwood Park Master Plan"; and

WHEREAS, projects that impact and change the Master Plan (specifically, developing the Senior and Veterans Centers) have been added since 1999, and the Master Plan is now infeasible in its present configuration; and

WHEREAS, on May 29, 2002, City Council directed staff to review, update and refine the Master Plan alternatives and return with revised options for Council consideration; and

WHEREAS, in June 2002, the City Council appropriated \$237,000 to Sherwood Park play area enhancement and replacement resulting from a \$207,000 Safe Neighborhood Parks Bond grant, \$15,000 raised by REC, Inc., and a City match of \$15,000 from the Park Development Fund; and

WHEREAS, staff issued a Request for Proposals to twenty-two (22) landscape architects for the Sherwood Park play area enhancement and seven (7) firms submitted proposals; and

WHEREAS, on July 11, 2002, a consultant selection team comprised of representatives from City Council, Parks and Recreation Advisory Committee, REC, Inc. and the Chamber of Commerce interviewed landscape architects/park planners to design the "Sherwood Forest" play area; and

WHEREAS, top candidates for the project expressed the need to first determine the Master Plan before siting and designing a new playground; and

WHEREAS, staff evaluates Community Design Group as the best designer and planner for the City's needs.

THEREFORE, BE IT RESOLVED AS FOLLOWS:

SECTION 1. The City Council of the City of Paso Robles does hereby direct the City Manager to enter into a Service Agreement with Community Design Group to assist the City in reviewing the Sherwood Park Master Plan, to develop and implement a community participation program, and to site and design a playground/play area rehabilitation project within Sherwood Park/Oak Creek Park.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 17<sup>th</sup> day of December 2002 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

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Frank R. Mecham, Mayor

ATTEST:

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Sharilyn M. Ryan, Deputy City Clerk