

TO: James L. App, City Manager
FROM: Julie Dahlen, Director, Library and Recreation Services
SUBJECT: Award Contract to Provide Design Services for Paso Robles Uptown Family Park – Grant-funded Proposition 84 Statewide Park Program
DATE: December 6, 2011

NEEDS: For the City Council to consider authorizing City staff to commence negotiations with Verde Design to determine a fee for work associated with designing the Paso Robles Uptown Family Park.

FACTS:

1. On February 16, 2010, City Council authorized staff to submit an application to the State for Proposition 84 Statewide Park Development and Community Revitalization Grant funds for construction of a park on the First 5 property at 641 36th Street.
2. On November 5, 2010, the California Office of Grants and Local Services awarded the City a grant for \$2,575,000 to construct the Uptown Family Park. Grant funds will cover the entire cost of this project; there is no City match required.
3. On May 17, 2011, City Council authorized contracts with (1) the State of California accepting the grant of \$2,575,000; and (2) the San Luis Obispo County Office of Education, for a 30-year Ground Lease Agreement for the construction and operation of the Uptown Family Park on the 36th Street property.
4. On August 18, 2011, the City issued an Invitation to Submit Statements of Qualifications and Proposals to provide design services for the Paso Robles Uptown Family Park.
5. 15 firms submitted park design proposals. All proposals were reviewed and scored by a review committee consisting of both community and staff members. Members of the committee included: Chris Taranto, Chair, Parks and Recreation Advisory Committee; Marilu Gomez, School Readiness Coordinator, First Five Center, San Luis Obispo County Office of Education; Bryan Peck, Board of Directors, Pacific Southwest Maintenance Management School; Doug Monn, Public Works Director; Julie Dahlen, Director, Library and Recreation Services; and Freda Berman, Project Manager
6. Design proposals were evaluated and scored based on the stated RFP criteria reflecting the requirements of the Proposition 84 Grant. The eight highest-scoring firms were invited to make a presentation to the review committee. Interviewed firms were:

David Volz Design	SSA Landscape Architects
Pacific Coast Land Design	SWA
PMSM Architects	ValleyCrest Design Group

Rick Engineering Company Verde Design

7. Government Code Section 4525 — 4529.5 and Public Contract Code Section 6100 — 6615 outline the requirements for evaluating proposals and negotiating final scope and fee with a professional consultant. The code states that engaging the services of a professional consultant must be based on qualifications first. Once a firm is selected, the City may then negotiate the final scope and fee and enter a contract with the most qualified firm.
8. Each interviewed firm was scored on key RFP and Grant criteria. Verde Design averaged the highest score in both the review of the written proposal and in the oral presentation evaluation and is recommended for retention to provide design services for the Paso Robles Uptown Family Park.

**ANALYSIS &
CONCLUSION:**

The Proposition 84 Grant requires certain specific criteria be met in order for the City to be reimbursed for all design and construction costs. The selected design firm must not only show creativity and technical prowess, but experience in meeting all the requirements of a grant-funded project. Verde Design meets all prerequisites.

Moreover, Verde Design has demonstrated an excellent understanding of the realities of this particular project, including, but not limited to, budget, schedule, sustainability and maintenance. They have completed both a draft schedule and a draft budget, both of which show the project completed on time and under budget without sacrificing the opportunity to set a precedent for park design in the community.

POLICY

REFERENCE:

Resolution No. 10-021 authorizing the City to apply for Proposition 84 Statewide Park Development and Community Revitalization Grant funds; Resolution No. 11-065 authorizing the acceptance of the Proposition 84 Statewide Park Development and Community Revitalization Grant and a 30-year lease with the San Luis Obispo County Office of Education; Government Code Section 4525 – 4529.5 and Public Contract Code Section 6100 – 6615.

FISCAL IMPACT:

Grant funds will cover all Uptown Family Park design and construction costs. No City funds are required. Typically, a design fee represents 10-13% of total construction costs.

OPTIONS:

- a. Adopt Resolution No. 11-xx authorizing City staff to commence negotiations with Verde Design to determine a fee for work associated with designing the Paso Robles Uptown Family Park.
- b. Amend, modify, or reject the above option.

Prepared by Freda Berman

Attachments

- 1) Verde Design-Understanding & Approach
- 2) Verde Design-Draft Park Designs (3)
- 3) Resolution



A. UNDERSTANDING & APPROACH

UNDERSTANDING

VERDE DESIGN, INC. understands from your Request for Proposals, our review of public documents, and our visit to the site that the Paso Robles Uptown Family Park was conceived through the hard work and partnership of The First 5 Commission, San Luis Obispo County Board Of Education, the City of Paso Robles, and the citizens of Paso Robles.

This spirit of collaboration and determination to achieve common objectives has already led to the opening of the First 5 EARly Education Center on this property. In addition, the plan calls for the Oak Park Community Center and Playing Fields to be built just a half-mile away. Based on our in-depth review of the Uptown/Town Center Specific Plan, we recognize that the long-term vision for the transformation of the entire project area is one of connectivity and cohesiveness, interwoven with the individual characteristics of local history and indigenous vegetation. The Specific Plan is grounded in the aesthetic of home town charm and commitment to sustainability.

The Uptown Family Park is an important connector in the vision for the Uptown area of Paso Robles. In many ways, the early projects set the bar and drive the expectations of a community beginning implementation of a long term plan.

Verde Design has the talent and ability to maintain the flow of the existing community involvement evident in the material we have reviewed. Our contribution will be a vital component in the process of achieving your goals. We understand the challenges involved in assisting you and your community reach your goals – and we're ready to meet them.

By accepting the Proposition 84 Grant, the City of Paso Robles has agreed to meet specific project selection criteria that must

be incorporated into the final design. Our Approach will address how we plan to integrate these requirements.

APPROACH

Our approach to Design Services for the Uptown Park Plan will be focused around four key principles: Investigate, Listen, Understand, and Recommend.

These four principles will be used throughout the project from Programming through Construction Phase and Post Construction Phase Services.

Investigate

Investigation throughout a project's life is critical to the project's long term success. During the programming and schematic design phases, we will seek answers to a number of questions:

- What is your vision for the park?
- Who do you expect to use it?
- How will the park be used?
- When will people be using it?
- What exists on the site now?
- Are there assets or liabilities that the design will need to address?
- Are the existing utilities adequate or must they be upgraded?
- What is the breakdown of the project budget?
- What are the specific requirements of the Proposition 84 Grant and how can they best be incorporated into the overall design?

Verde Design is recognized for developing creative solutions fully supported by detailed construction documents that provide clear and coordinated direction to the contractor. Asking questions and actively investigating every aspect of a project up front will lead to fewer surprises down the road, so we



Safety comes in many forms.



One shade option.



Community gardens offer learning opportunities for all ages.



Having fun working together.



A. UNDERSTANDING & APPROACH (CONT.)

begin gathering project information from the day of the Kick off meeting. Later in the Design Development, Construction Document and Construction Administration phases, we continue to investigate: researching and presenting materials, products and finish options. We correlate these to our cost estimates and during construction, we include scheduling impacts to provide you with the information you need to enable your team to make efficient and informed decisions.

During our recent visit to your site, we observed several elements that we believe will impact the overall project design and how the budget may need to be allocated.

The large grade change from the new First 5 Center down to the park site can be viewed as an asset or a liability. We believe the slope could become a cost-effective and signature element of the part with a properly thought through and executed design. The proximity of the Spring Street off-ramp along the eastern side of the site presents a completely different challenge, one grounded in elements such as safety, connectivity and noise.

Our overall investigation will identify items such as these so that together we can evaluate them as potential assets or liabilities.



As we listen to the community's wants and needs, we gain a clearer understanding of the required elements of the park program.

Listen

Just as important as investigation is the ability to listen. We need to hear stakeholders' concerns and desires, acknowledge the direction and guidance provided by City staff, and communicate what we are hearing back to these parties, making sure that what we've heard is what was meant. Then we can collectively move forward with clear understanding and direction.

At Verde Design, we develop a detailed "Basis of Design" document as a means of tracking the programmatic input and infrastructural requirements of each project. For your project, this document will include the Proposition 84 Grant requirements. This document is, in essence, a summary of all the project information assembled to date and represents the direction we, as a team, have agreed on for the development of our conceptual designs. This Basis of Design serves as a guide as we move through the project, enabling the project team members to track decisions and revisions throughout the design process. The Basis of Design also serves as a reference to ensure that our design solutions comply with all grant requirements.

Listening involves gaining an understanding of how our design will be woven into the fabric made up of the users' lives, the Uptown Neighborhood, and the City of Paso Robles. We need to find the emotional qualities that people want to see reflected throughout the Uptown Family Park. These qualities are often expressed through the choices of materials and colors or by celebrating the work of a local artist.

We have found that capturing this emotional and personal element is best accomplished through a "Big Idea." This could be a simple concept that is carried throughout the park or it could be articulated as the entire park. However this Big Idea is executed, it must be easily recognizable and clearly evident in a symbolic or connective manner to the end users, the neighborhood, and city residents.

The conceptual design provided in the RFP package identifies most, if not all, of the programmatic elements of the future Uptown Family Park. We believe that if we listen carefully to the community and stakeholders, we will find the "Big Idea" which can unify the execution of the programmatic



A. UNDERSTANDING & APPROACH (CONT.)

elements in ways that embody the goals and objectives of the community, as well as revealing the inherent potential of the site.

We see several opportunities for using the features of the site. We can explore the possibilities of creating dual serpentine slides which race down the slope while carrying the adventurous from the parking lot into the park and flirt with the adjacent meandering pedestrian walkway. Both the slides and the walkway can be designed to blend into the indigenous plantings in the park while at the same time creating a signature site-based park element.

Understand

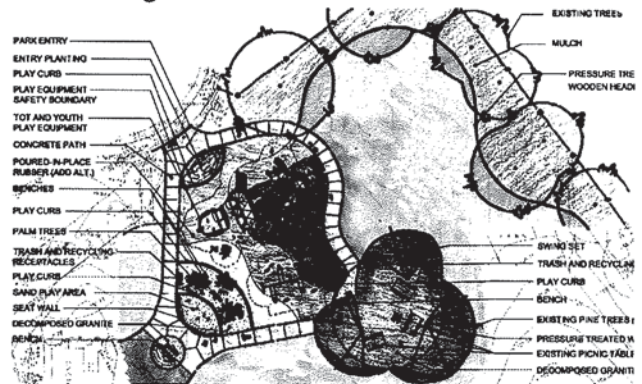
Now that we have investigated and listened, we need to demonstrate our understanding of what we have found and what we have heard. At this point, we anticipate having nearly all the information we need to develop design solutions responding to the site constraints, community input, allocated budget, and the Proposition 84 Grant requirements.

We will put pen to paper to develop thoughtful and creative design solutions based on our interpretation of all of the information we have gathered. These initial concepts will reflect the input we received in a graphic form which everyone can understand and respond to. It is possible (but not very likely) that one of the design solutions will entirely meet all of the stake holders' visions. However, by developing three concepts, we can get authentic, focused input and direction. Using these ideas and input, we can develop a preferred solution which should reflect all of the goals and objectives of the various stake holders, the requirements of the Proposition 84 Grant, and the project budget.

Demonstrating that we understand what is important, needed, required, and affordable is often the most challenging aspect of a project. With Verde Design's process and experience, we believe that we can successfully and methodically move your project forward in an efficient and economical manner.

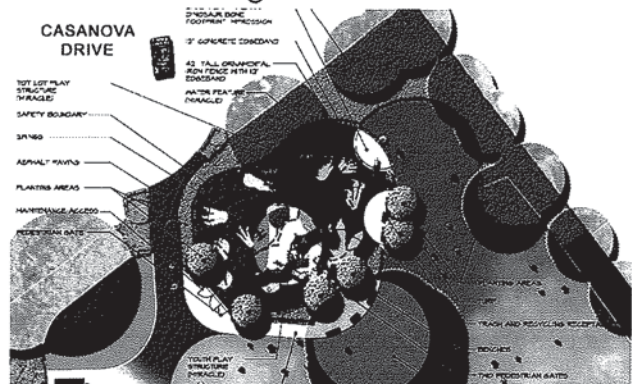
Our understanding of this project is built through our investigations of the site and program, and listening to the stakeholders and end users. We can most clearly demonstrate what we've learned through the project graphics we create. We will paint a picture of the possibilities presented by

Listening



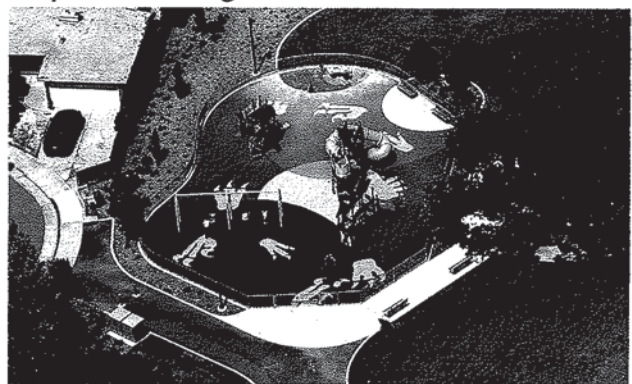
Our designers sometimes begin the conceptual design phase by drawing initial ideas by hand.

Recommending



As elements are more clearly defined and confirmed against the project budget, more detailed computer renderings can be created.

Implementing



The constructed park reflects the program defined at the beginning of the project: a neighborhood park for children of varying ages and a theme to make it memorable. The play areas are accessible, there is a shaded picnic area, a water play area, and a natural grass open play area.



A. UNDERSTANDING & APPROACH (CONT.)

the site, project program and budget with conceptual studies that are clear and concise.

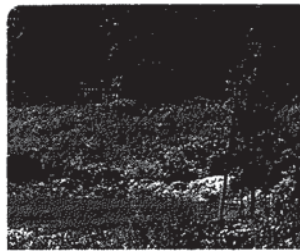
With those tools we can explain what will be needed to screen the freeway or to convince a neighbor that the playground is not right on the fence. We can quickly debate the merits of embracing the site slopes or looking only at the flat areas for development. But most importantly, we can see the reactions and hear the comments from the stakeholders and end users about the concepts presented. Those reactions and comments will enable us to focus the image of the park into the concept envisioned by the community.

Recommend

Our Design Development Plans will present our recommendations for the project so that it will meet the qualitative expectations and the financial and schedule constraints. This stage of the project enables you, our client, to review and respond to our recommendations.

We will identify the size and massing of elements, the proposed materials and finishes, delineate the layout of the overall park, and review the overall project costs. It is imperative that you take a very active part in this stage of the project. During Design Development we will work out the conflicts (that arise in every project) between what exists and what is proposed. When the Design Development Plans have been completed and approved, we will move into Construction Documentation.

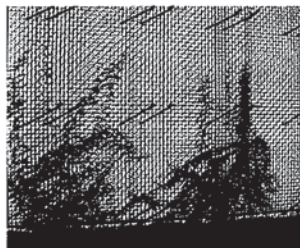
Our recommendations will lead to more focused decisions and discussions as to how the final product will be delivered. Whether we seat 50 or 150 in the amphitheater will have been determined by this point, but the materials the various elements will be made of or the color selectiona for the play structure will need to be ironed out. This is the point in the project where the design and budget really become aligned.



Beautiful indigenous plants.



Water play option.



A living wall can be part of a community garden.



Formal or informal amphitheaters provide opportunities for social gatherings.

When a final concept for the project is chosen and refined, we can prepare construction documents that fully develop the concept into a biddable set of construction documents. The construction document phase clearly shows Verde Design's expertise in taking projects from a conceptual design to a constructed project.

During Construction Documentation, we will continue to revisit the Basis of Design document to track changes and to confirm all components of the program are being addressed. Our work in this phase is very clearly defined and the overall design is brought into sharp focus. This focused view of the project will enable the project to be successfully bid and constructed within budget.

We will continue to support you through the construction process using the same four principles. As issues or items arise, we will investigate what they are and why they have arisen. We will listen to potential solutions, asking questions along the way to ensure we understand the full breadth of the issue. Our recommendations will take into account your schedule, budget, finish, and overall impacts to the short- and long-term success of the park.

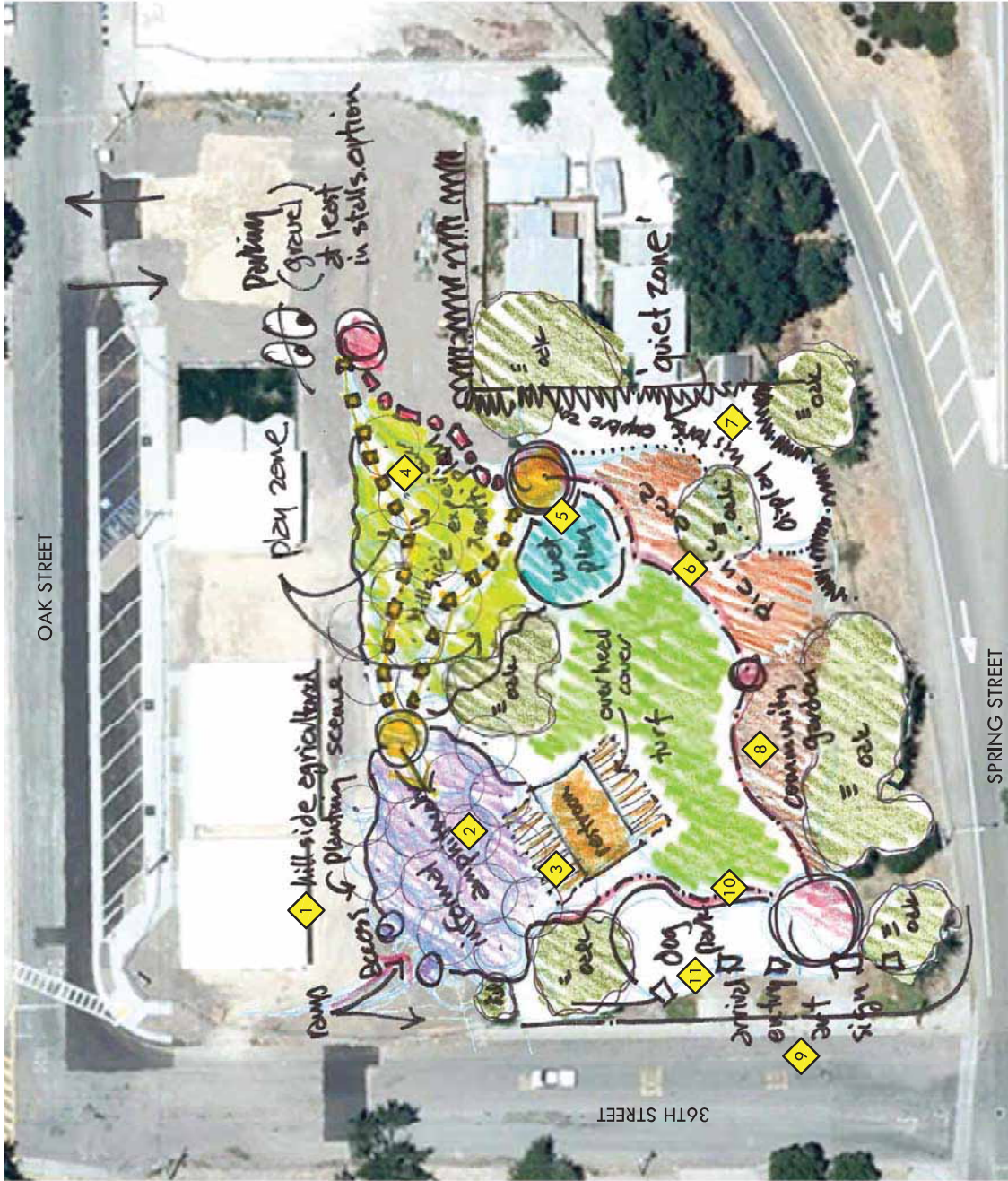


- 1 Hillside community garden reminiscent of Spanish, Portuguese, and Italian heritage gardens
- 2 ADA accessible lower garden area
- 3 Picnic area
- 4 Informal amphitheater with ADA access
- 5 Alternative community garden location
- 6 Large playground with fencing and green screen to protect children from street
- 7 Restroom entry close to street
- 8 Entry sign and public art display
- 9 Tricycle loop



Paso option

Project Program and Site Analysis Study - Paso Option
Uptown Family Park
Paso Robles, California



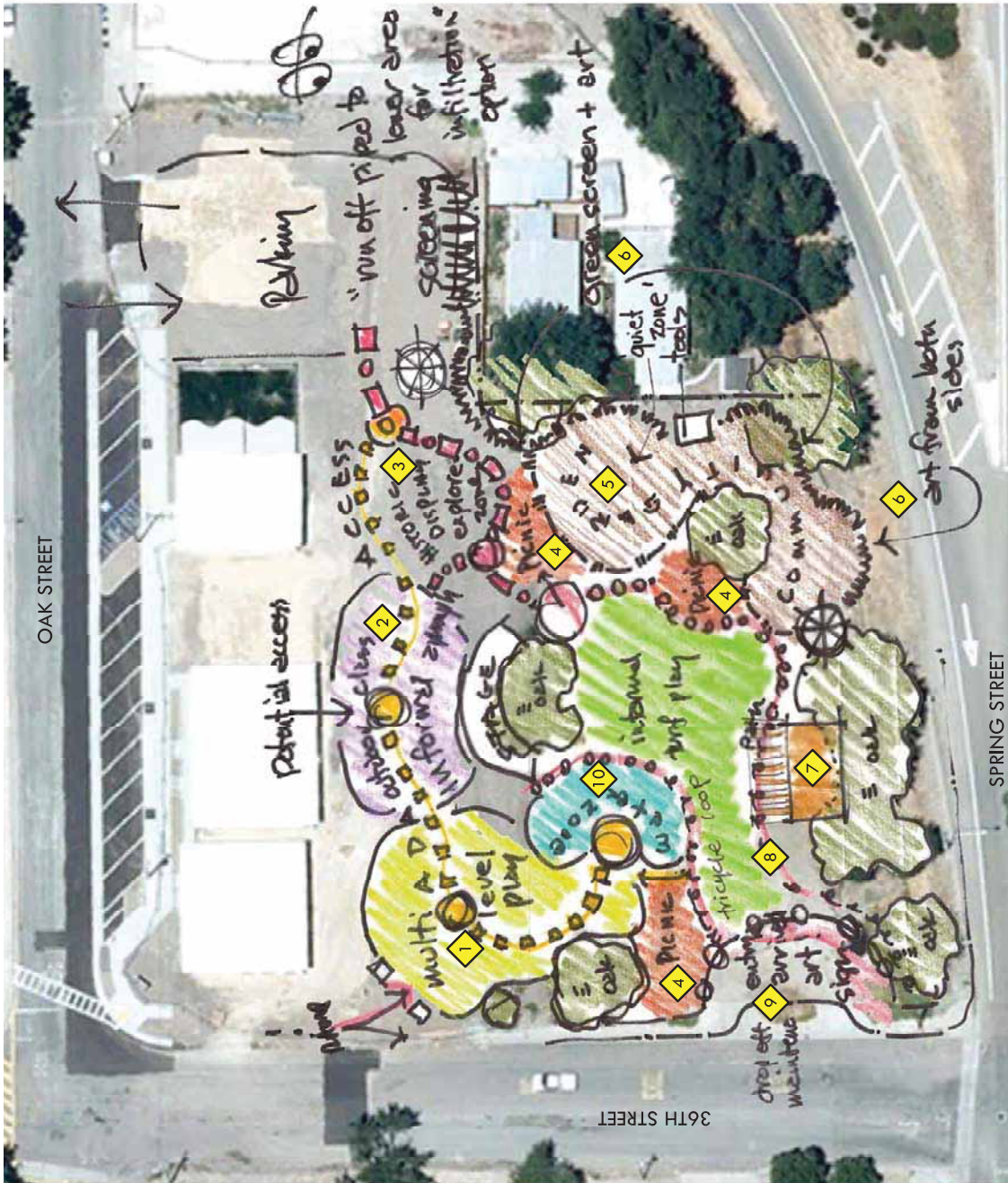
- 1 Hillside agricultural element
- 2 Informal amphitheater
- 3 Restroom as changing room and storage for amphitheater
- 4 Play zone off parking with ADA pathway running through
- 5 Wet play as focal point from entry
- 6 Picnic area
- 7 Historic display / explore zone
- 8 Community garden
- 9 Entry drop off area with public art
- 10 Tricycle trail
- 11 Dog park

Robles option



Project Program and Site Analysis Study - Robles Option
 Uptown Family Park
 Paso Robles, California





- 1 Multi-level play area
- 2 Outdoor classroom / informal amphitheater
- 3 Historic display / explore zone
- 4 Picnic area
- 5 Community garden
- 6 Green screen and public art
- 7 Restroom
- 8 Tricycle loop
- 9 Entry drop off area with public art
- 10 Wet play area

Salinan option



Project Program and Site Analysis Study - Salinan Option
 Uptown Family Park
 Paso Robles, California

RESOLUTION NO. 11-xxx

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING CITY STAFF TO NEGOTIATE A CONTRACT WITH VERDE DESIGN TO
PROVIDE DESIGN SERVICES FOR PASO ROBLES UPTOWN FAMILY PARK –
GRANT-FUNDED STATEWIDE PARK PROGRAM

WHEREAS, on February 16, 2010 City Council authorized the submission of an application to the State for Proposition 84 Statewide Park Development and Community Revitalization Grant funds for the construction of a park on the First 5 property at 641 36th Street; and

WHEREAS, a Proposition 84 Grant totaling \$2,575,000, covering all costs of the park, was awarded to the City on November 5, 2010; and

WHEREAS, on May 17, 2011, City Council authorized contracts with the State of California for the grant funds and with the San Luis Obispo County Office of Education for the park ground lease; and

WHEREAS, on August 18, 2011, the City issued an Invitation to Submit Statements of Qualifications and Proposals to provide design services for the Paso Robles Uptown Family Park; and

WHEREAS, 15 firms submitted proposals; and

WHEREAS, based on proposal review, interviews, and scope of work reflecting the requirements of the Proposition 84 grant, staff recommends that Verde Design be retained to provide the City with design services; and

WHEREAS, design fees typically represent 10-13% of total construction fees; and

WHEREAS, grant funds will cover all Uptown Family Park design and construction costs, including fees for Verde Design.

THEREFORE, BE IT RESOLVED AS FOLLOWS:

SECTION 1. The City Council of the City of El Paso de Robles does hereby authorize City staff to commence negotiations with Verde Design to determine a fee for work associated with designing the Paso Robles Uptown Family Park.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 6th day of December 2011 by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

Duane Picanco, Mayor

ATTEST:

Caryn Jackson, Deputy City Clerk