

Staff Report

TO: City Council

FROM: Donna Silva, Parks and Community Services Director
Anne Brunette, Community Partnership Coordinator

SUBJECT: Parks and Recreation Facilities Master Plan Update

Recommendation

Approve the attached Resolution authorizing the City Manager to enter into a contract with Moore Iacofano Goltsman, Inc “MIG” to prepare an update to the Parks and Recreation Facilities Master Plan.

Fiscal Impact

At the January 16, 2007 Council meeting, Council approved a project budget of \$75,000. The consultant that has been selected to perform the update has provided a project cost of \$75,000. A break down of the Consultant’s costs related to the project tasks is included in the exhibits to the contract.

Council Goal(s)

Previous Council Goal: Parks and Recreation

Provide a comprehensive parks and recreation system, with both passive and active features, that addresses the needs of resident youth and adults, as well as income-generating elements for visitors.

Current Council Goal: Maintain and Improve the Infrastructure

Background and Analysis

At the January 16, 2007 Council meeting, Council approved the circulation of the Request for Proposal for an update of the Parks & Recreation Master Plan and to return to Council with a recommended consultant.

On March 2, 2007 the city of Davis received five proposals from consultants to prepare an update to the Parks and Recreation Facilities Master Plan.

The proposals were reviewed by staff representing recreation programming, parks/facilities maintenance, parks/facilities planning, the director and two Recreation and Parks Commissioners. The group selected four of the consultants to interview.

The group recommends MIG as the firm that would be the best fit for the Davis project. MIG has local offices, are familiar with Davis and have extensive experience with parks master planning and civic engagement. The group was impressed with the team MIG has put together to work on the city of Davis project, and are confident that MIG understands the community. The team includes Godbe Research, who will be conducting the survey. Godbe has performed several surveys for the city of Davis, and is very familiar with Davis. Staff will insure coordination with the City Managers Office who are developing a community satisfaction survey.

The update of the Parks & Facilities Master Plan is a very exciting project that will involve not only the community, but commissions and city staff in all departments. Staff is looking forward to a Master Plan that will be strategic, and will provide guidance and foresight for the future.

Staff recommends approving the resolution authorizing the city manager to enter into a contract with MIG to perform the update of the Parks & Facilities Master Plan.

Attachments:

1. Resolution Authorizing the City Manager to execute the contract
2. Contract with MIG

ATTACHMENT

RESOLUTION NO. 07-XXX, SERIES 2007

**A RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO
CONTRACT WITH MOORE IACOFANO GOLTSMAN, INC "MIG" FOR
PREPARATION OF AN UPDATE TO THE
PARKS AND RECREATION FACILITIES MASTER PLAN**

WHEREAS, the city of Davis last adopted a Parks and Recreation Facilities Master Plan in 1998;
and

WHEREAS, since 1998 the city of Davis has built out all planned parks in the city: and

WHEREAS, the city of Davis will be using MIG to update the Master Plan to reflect current and
anticipated needs for parks and recreation programming and facilities.

NOW, THEREFORE, BE IT RESOLVED that: the City Council authorizes the City Manager to
enter into and if necessary make minor modifications, after consultation with the City Attorney,
to the Consultant Contract with MIG.

PASSED AND ADOPTED by the City Council of the City of Davis on this first day of May
2007 by the following vote:

AYES:

NOES:

ABSENT:

Sue Greenwald
Mayor

ATTEST:

Margaret Roberts, CMC
City Clerk

A G R E E M E N T

PLANNING CONSULTANT SERVICES

THIS AGREEMENT, made and entered into this ____ day of May, 2007, by and between the CITY OF DAVIS, a municipal corporation of the State of California, hereinafter referred to as "CITY", and Moore Iacofano Goltsman, Inc. with offices at 800 Hearst Avenue, Berkeley, California 94710, hereinafter referred to as "CONTRACTOR".

W I T N E S S E T H:

WHEREAS, CITY desires to retain certain services for the preparation of an Update to the Parks and Recreation Facilities Master Plan (hereinafter referred to as UPDATE); and

WHEREAS, CITY desires to engage CONTRACTOR to provide these services by reason of its qualifications and experience for performing such services, and CONTRACTOR has offered to provide the required services on the terms and in the manner set forth herein;

NOW, THEREFORE, in consideration of the UPDATE mutual covenants, the parties hereto agree as follows:

1. DEFINITIONS.

- (a) The term "City Manager" shall mean the duly appointed City Manager of the City of Davis, California, or his designated representative.
- (b) The term "City Attorney" shall mean the duly appointed City Attorney of the City of Davis, California, or her designated representative.

- (c) The term "City Clerk" shall mean the duly appointed City Clerk of the City of Davis, California, or her designated representative.

2. PROJECT COORDINATION.

(a) CITY. The Parks and Community Services Department Director, Donna Silva, shall be the designated representative of CITY for all purposes under this agreement. The Community Partnership Coordinator, Anne Brunette, is hereby designated as the PROJECT MANAGER for the Parks and Community Services Department Director, and shall supervise the progress and execution of this agreement.

(b) CONTRACTOR. The CONTRACTOR shall assign a single PROJECT MANAGER to have overall responsibility for the progress and execution of this agreement for CONTRACTOR. Carolyn M. Verheyen is hereby designated as the PROJECT DIRECTOR and Nancy Kaiser as the PROJECT MANAGER for CONTRACTOR. Should circumstances or conditions subsequent to the execution of this agreement require a substitution of any CONTRACTOR OR SUBCONSULTANT staff or company as described in the Proposal submitted to the CITY on March 2, 2007 as amended in Exhibit A, for any reason, the substitution shall be subject to the prior written acceptance and approval by the CITY.

3. DUTIES OF CONTRACTOR.

(a) Services to be Furnished. CONTRACTOR shall provide all services, labor, expertise and materials necessary to prepare, and shall prepare, an UPDATE as described in the Scope of Services, Exhibit A, which is attached hereto and incorporated herein by this reference. The work to be performed by CONTRACTOR shall be consistent with applicable laws and

regulations whether or not specified. In the event of any conflict with provisions contained herein, the provisions contained in the body of this agreement shall prevail.

CONTRACTOR shall furnish, at CONTRACTOR's expense, the reports outlined in the Scope of Services, Exhibit A.

(1) All paper used for reports that are required to be submitted under this agreement shall be produced on recycled paper conforming to the minimum content standards as contained in this section. All such reports shall have the front cover labeled in such a way as to clearly identify that the report was produced on recycled paper. Where practicable, the pages of all such reports shall be produced double-sided.

(2) Definitions: Postconsumer Materials means only those paper products generated by a business or consumer which have served the UPDATE intended end uses, and which have been separated or diverted from solid wastes for the purpose of collection, recycling and disposition. Recovered Paper Materials means paper waste generated after the completion of a papermaking process, such as postconsumer materials, envelope cuttings, bindery trimmings, printing wastes, cutting and other converting wastes, butt rolls and mill wrappers, obsolete inventories, and rejected unused stock. Recovered paper material, however, shall not include fibrous wastes generated during the manufacturing process such as fibers recovered from wastewater or trimmings of paper machine rolls (mill broke), or fibrous byproducts of harvesting, extractive or woodcutting processes, or forest residues such as bark.

(3) Minimum Content Standard: The following categories of paper must contain these minimum percentages of material listed under both "Recovered Material" and

"Postconsumer Material". Note: When utilizing a category of paper not listed below, the paper shall contain the highest percentage of recycled paper available.

PAPER CATEGORY	MINIMUM PERCENTAGE OF RECOVERED MATERIAL	MINIMUM PERCENTAGE OF POSTCONSUMER MATERIAL
High-speed Xerographic	50	10
Bond Paper	50	10
Cover Stock	50	10
Computer Paper (continuous form)	--	100
Envelopes	50	10

(b) Schedule of Services. Services by CONTRACTOR shall be performed in accordance with the schedule identified in Exhibit A attached hereto.

(c) Laws to be Observed. CONTRACTOR shall:

(1) Procure all permits and licenses, pay all charges and fees, and give all notices which may be necessary and incident to the due and lawful prosecution of the services to be performed by CONTRACTOR under this agreement.

(2) Keep itself fully informed of all existing and future federal, state and local laws, ordinances, regulations, orders and decrees which may affect those engaged or employed under this agreement, any materials used in CONTRACTOR's performance under this agreement, or the conduct of the services under this agreement.

(3) At all times observe and comply with, and cause all of its subcontractors and employees, if any, to observe and comply with, all of said laws, ordinances, regulations, orders and decrees mentioned above.

(d) Copies of Reports and Information. If CITY requests additional copies of reports, drawings, specifications or any other material which CONTRACTOR is required to furnish in limited quantities as part of the services under this agreement, CONTRACTOR shall provide such additional copies as are requested, and CITY shall compensate CONTRACTOR for the cost of such additional copies at CONTRACTOR's cost. The CONTRACTOR will maintain all records related to this project for a period of four years and make them available to the CITY upon request.

(e) Qualifications of CONTRACTOR. CONTRACTOR represents that it is qualified to furnish the services described under this agreement. CONTRACTOR warrants that they hold all appropriate licenses to perform the required work, including CITY business licenses.

4. COMPENSATION. For the full performance of all services performed and expenses incurred under this agreement, CITY shall pay CONTRACTOR a total sum not to exceed Seventy Five Thousand Dollars (\$75,000). Payment to CONTRACTOR shall be in accordance with the schedule in Exhibit B.

5. ADDITIONAL SERVICES. In the event CITY requests in writing CONTRACTOR to provide additional services in connection with the UPDATE, or as the result of a substantial change in the scope of the project directed, in writing, by the CITY to the CONTRACTOR, CONTRACTOR agrees to provide such services and shall bill for such services in a separate agreement. Billing for additional work performed by employees of the

CONTRACTOR will be at the rates included in the attached Scope of Services (Exhibit A).

CONTRACTOR shall not be entitled to any such additional compensation unless the additional work is authorized by CITY in writing.

6. TERM. This agreement shall commence upon execution of this agreement, and shall continue in full force and effect until completed or otherwise terminated as provided herein.

7. SUSPENSION; TERMINATION.

(a) Right to Suspend or Terminate. The City Manager may suspend or terminate this agreement for any reason by giving ten (10) days written notice to CONTRACTOR. Upon receipt of such notice, CONTRACTOR shall immediately discontinue performance under this agreement.

(b) Payment. Upon such suspension or termination, CONTRACTOR shall be paid for all services actually rendered to CITY to the date of such suspension or termination; provided, however, if this agreement is suspended or terminated for fault of CONTRACTOR, CITY shall be obligated to compensate CONTRACTOR only for that portion of CONTRACTOR's services which are of benefit to the CITY (Exhibit A).

(c) Return of Materials. Upon such suspension or termination, CONTRACTOR shall turn over to the City Manager immediately any and all copies of studies, sketches, drawings, computations and other data, whether or not completed, prepared by CONTRACTOR or its subcontractors, or given to CONTRACTOR or its subcontractors, if any, in connection with this agreement for use in completing the Scope of Services. CONTRACTOR, however, shall not be liable for CITY's use of incomplete materials or for CITY's use of complete documents if used for other than the project contemplated by this agreement

8. OWNERSHIP OF MATERIALS. The CONTRACTOR and its Subcontractors will include copyrighted materials, including text, illustrations and photos, produced in work prior to the contract with the CITY, which the CONTRACTOR and Subcontractors rely upon to provide a custom-tailored product at the lowest possible price. Therefore, it is agreed that all original reports, drawings and photos produced in completing the Scope of Services, whether finished or unfinished, shall be the property of the CONTRACTOR or its Subcontractor. The CONTRACTOR will provide the CITY with a reproducible master of all final documents at no additional cost. The CONTRACTOR and its Subcontractor shall retain Copyright of all reports and drawings produced by the CONTRACTOR and Subcontractor, and hereby provide the CITY permission to reproduce said reports and drawings for purposes of making the documents available to the community or pursuant to a Public Records request. The CITY may use elements of all reports and drawings that are produced for the CITY pursuant to this Agreement, in the course of conducting the CITY's business and CITY may, without limiting the foregoing, use the work produced under this Agreement in additional documents that CITY may choose to develop and make available for use within the community, state or nation, including conferences and journals, as long as such documents are for use of furthering the purpose and understanding of the original documents. This use will require no additional compensation to the CONTRACTOR or Subcontractor.

9. INSPECTION. CONTRACTOR shall furnish CITY with every reasonable opportunity for CITY to ascertain that the services of CONTRACTOR are being performed in accordance with the requirements and intentions of this agreement. All work done and all materials furnished, if any, shall be subject to the PROJECT MANAGER's inspection and

approval. The inspection of such work shall not relieve CONTRACTOR of any of its obligations to fulfill its agreement as prescribed. The CONTRACTOR'S work will conform to all applicable legal requirements and work will meet or exceed the standard of quality ordinarily expected of competent professionals in the CONTRACTOR'S field of expertise.

10. INDEPENDENT JUDGMENT. Failure of CITY to agree with CONTRACTOR'S independent findings, conclusions or recommendations, if the same are called for in this agreement, on the basis of differences in matters of judgement shall not be construed as a failure on the part of the CONTRACTOR to meet the requirements of this agreement.

11. ASSIGNMENT; SUBCONTRACTORS; EMPLOYEES.

(a) Assignment. Both parties shall give the UPDATE personal attention to the faithful performance of this agreement and shall not assign, transfer, convey or otherwise dispose of this agreement or any right, title or interest in or to the same or any part thereof without the prior written consent of the other party, and then only subject to such terms and conditions as the other party may require. A consent to one assignment shall not be deemed to be a consent to any subsequent assignment. Any assignment without such approval shall be void and, at the option of the other party, shall terminate this agreement and any license or privilege granted herein. This agreement and any interest herein shall not be assignable by operation of law without the prior written consent of the other party.

(b) Subcontractors; Employees. CONTRACTOR shall be responsible for employing or engaging all persons necessary to perform the services of CONTRACTOR hereunder. No subcontractor of CONTRACTOR will be recognized by CITY as such except as identified on Exhibit A of this Agreement; the performance of all subcontractors is the

responsibility of CONTRACTOR, and CONTRACTOR agrees to be responsible for the UPDATE performance. CONTRACTOR shall give its personal attention to the fulfillment of the provisions of this agreement by all of its employees and subcontractors, if any, and shall keep the work under its control. If any employee or subcontractor of CONTRACTOR fails or refuses to carry out the provisions of this agreement or appears to be incompetent or to act in a disorderly or improper manner, he shall be discharged immediately from the work under this agreement on demand of the PROJECT MANAGER.

12. INTEREST OF CONTRACTOR. CONTRACTOR covenants that it presently has no interest, and shall not acquire any interest, direct or indirect, financial or otherwise, which would conflict in any manner or degree with the performance of the services hereunder. CONTRACTOR further covenants that, in the performance of this agreement, no subcontractor or person having such an interest shall be employed by CONTRACTOR. CONTRACTOR certifies that no one who has or will have any financial interest under this agreement is an officer or employee of CITY. It is expressly agreed that, in the performance of the services hereunder, CONTRACTOR shall at all times be deemed an independent contractor and not an agent or employee of CITY. CONTRACTOR understands, though, that it may be possible for CONTRACTOR to be deemed a "public official" for purposes of the Political Reform Act, Government Code sections 81000 et seq., but that such designation does not change its status as an independent contractor. Upon execution of this Agreement and upon acquiring any interest specified in this section, CONTRACTOR shall immediately disclose in writing to the CITY any interest, direct or indirect, financial or otherwise, held by CONTRACTOR or, if applicable, its parent, affiliates, or subsidiary entities, that may hold an interest in or any contracts with the

Project Applicant, its parent, affiliates, or subsidiary entities or the Property Owner of the Project, its parent, affiliates, or subsidiary entities. All subcontractors shall also provide such disclosure. Upon such notice, City shall determine whether the disclosed interest or contract is permissible under this section and shall inform CONTRACTOR after making such determination. The purpose of this section is to avoid both conflicts of interest and any appearance of a conflict of interest in the performance of this contract. In addition, if the CITY deems the CONTRACTOR, or one or more of CONTRACTOR's employees or subcontractors a "public official" for purposes of the Political Reform Act, Government Code sections 81000 et seq., CITY shall so notify CONTRACTOR and the designated employee(s) and subcontractor(s) shall file disclosure forms as required under the Political Reform Act and shall abide by the requirements of the Political Reform Act.

13. INDEMNITY. CONTRACTOR shall hold the CITY, its officers and employees in the UPDATE official capacity or course of employment, harmless, defend and indemnify them from all suits, claims or liabilities of any nature, including costs, attorney's fees, and expenses, for and on account of injuries or damages sustained by any persons or property resulting from negligent or willful acts or omissions committed by the CONTRACTOR, its employees or subcontractors in connection with the services to be provided under this contract. Nothing contained in this section shall be construed as requiring the CONTRACTOR to indemnify the CITY, its officers or employees for damages caused by or resulting from negligent or willful acts or omissions by CITY, its officers or employees.

14. WORKERS' COMPENSATION. CONTRACTOR certifies that it is aware of the provisions of the Labor Code of the State of California, which require every employer to be

insured against liability for workers' compensation or to undertake self-insurance in accordance with the provisions of that code, and it certifies that it will comply with such provisions before commencing the performance of the work of this agreement.

(a) Waiver of Subrogation. CONTRACTOR and CONTRACTOR'S insurance company agree to waive all rights of subrogation against the CITY, its elected or appointed officials, agents and employees for losses paid under CONTRACTOR'S workers' compensation insurance policy which arise from the work performed by CONTRACTOR for CITY.

15. INSURANCE. CONTRACTOR, at its sole cost and expense, shall obtain and maintain in full force and effect throughout the entire term of this agreement the following described insurance coverage, insuring not only CONTRACTOR and its subcontractors, but also, with the exception of workers' compensation and employer's liability insurance, CITY, its officers, agents and employees, and each of them:

(a) <u>POLICY</u>	<u>MINIMUM LIMITS OF LIABILITY</u>
Workers' Compensation	Statutory
General Liability, General Aggregate	\$2,000,000
Products-comp/op agg	\$2,000,000
Personal & Adv Injury	\$1,000,000
Each Occurrence	\$1,000,000
Fire Damage (any one fire)	\$300,000
Medical Expenses (any one person)	\$10,000
Automobile	

Bodily Injury (each person)	\$500,000
Bodily Injury (each occurrence)	\$500,000
Property Damage (each occurrence)	\$500,000

(b) The CITY, its officers, officials, employees and volunteers are to be covered as insured as respects: liability arising out of work or operations performed by or on behalf of the CONTRACTOR; or automobiles owned, leased, hired or borrowed by the CONTRACTOR. The general liability and automobile liability policies are to contain, or be endorsed to contain, the following provisions:

(1) For any claims related to the performance of this Agreement by the CONTRACTOR, the CONTRACTOR's insurance coverage shall be primary insurance as respects the CITY, its officers, officials, employees and volunteers, and insurance or self-insurance maintained by the CITY, its officers, officials, employees or volunteers shall be excess of the CONTRACTOR's insurance and shall not contribute with it.

(2) The CONTRACTOR's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.

(3) Should any of the above described policies be canceled before the expiration date thereof, the issuing company, its agents or representatives will endeavor to mail 30 days written notice to the certificate holder, but failure to mail such notice shall impose no liability or obligation on the insurance company, its agents or representatives.

(c) Acceptability of Insurers. Insurance to be placed with insurers with a current A.M. Best's rating of no less than A:VIII, unless otherwise acceptable to the CITY.

(d) Verification of Coverage. CONTRACTOR shall furnish the CITY with original endorsements effecting coverage required by this clause. The endorsements are to be signed by a person authorized by that insurer to bind coverage on its behalf. All endorsements are to be received and approved by the CITY before work commences. The CONTRACTOR's insurer must provide complete, certified copies of all required insurance policies, including endorsements affecting the coverage required by these specifications.

16. AGREEMENT BINDING. The terms, covenants and conditions of this agreement shall apply to, and shall bind, the CONTRACTOR, successors, executors, administrators, assigns and subcontractors of both parties.

17. WAIVERS. The waiver by either party of any breach or violation of any term, covenant or condition of this agreement or of any provisions, ordinance or law shall not be deemed to be a waiver of such term, covenant, condition, ordinance or law or of any other term, covenant, condition, ordinance or law. The subsequent acceptance by either party of any fee or other money which may become due hereunder shall not be deemed to be a waiver of any preceding breach or violation by the other party of any term, covenant or condition of this agreement or of any applicable law or ordinance.

18. COSTS AND ATTORNEYS' FEES. The prevailing party in any action brought to enforce the terms of this agreement may recover its reasonable costs and attorneys' fees expended in connection with such an action from the other party.

19. NONDISCRIMINATION. No discrimination shall be made in the employment of persons under this agreement because of the race, color, national origin, ancestry, religion, sex, or sexual orientation.

20. TIME OF ESSENCE. CONTRACTOR will perform professional services in a timely manner consistent with sound professional practices and in substantial compliance with the timeframe established in exhibit A.

21. NOTICES. All notices hereunder shall be given in writing and mailed, postage prepaid, by certified mail, addressed as follows:

TO CITY:

City of Davis
Parks and Community Services Department
Attn: Anne Brunette
23 Russell Boulevard
Davis, California 95616

TO CONTRACTOR:

Moore Iacofano Goltsman, Inc.
Attn: Nancy Kaiser
800 Hearst Avenue
Berkeley, CA 94710

22. AGREEMENT CONTAINS ALL UNDERSTANDINGS. This document represents the entire and integrated agreement between CITY and CONTRACTOR and supersedes all prior negotiations, representations or agreements, either written or oral. This document may be amended only by written instrument, signed by both CITY and CONTRACTOR. All provisions of this agreement are expressly made conditions. This agreement shall be governed by the laws of the State of California.

IN WITNESS WHEREOF, CITY and CONTRACTOR have executed this agreement the day and year first above written.

CITY OF DAVIS, A Municipal
Corporation of the State of
California

By:
Bill Emlen, City Manager

MOORE IACOFANO GOLTSMAN, INC., INC.

By:
Carolyn M. Verheyen, Principal

APPROVED AS TO FORM:

HARRIET STEINER
City Attorney

EXHIBIT A
SCOPE OF SERVICES



M O O R E I A C O F A N O G O L T S M A N , I N C .

March 1, 2007

City of Davis
City Clerk's Office
Attention: Anne Brunette
23 Russell Boulevard
Davis, CA 95616

Re: Update of the Parks and Recreation Facilities Master Plan

Dear Ms. Brunette and Selection Committee Members:

Moore Iacofano Goltsman (MIG), Inc., is pleased to submit this proposal to assist the City of Davis Parks and Community Services Department in updating the Parks and Recreation Facilities Master Plan.

The MIG Team is perfectly configured to make this planning effort a success. Our team will work with you to create a plan for the City that contributes to community livability and vitality. MIG is well known throughout California for successfully implementing community-focused park and recreation plans. The success of our plans stems from our interdisciplinary approach and extensive experience in all areas of park and recreation planning and design.

The MIG Team offers the City of Davis the following strengths:

- **A successful track record in uniting the community in support of the master plan** by identifying a common vision for the future;
- Proven techniques for **assessing community and facility needs** that provide a detailed and defensible analysis;
- **A strong background in recreation programming** that informs the planning process for parks, facilities and services;
- **Local and regional design and construction experience** that demonstrates creative park design and informs our capital improvement planning;
- Practical knowledge regarding park and facility **maintenance and operations**; and
- **Public financing expertise** to ensure the plan can be implemented.

I believe that the MIG Team brings a perfect balance of extensive local knowledge and top-tier national experience to this effort. The attached proposal and cost estimate is valid for one hundred twenty (120) days. I look forward to sharing our ideas and approach with you in person. If you have any questions, please contact me directly at (510) 845-7549 or carolynv@migcom.com, or Nancy Kaiser, Project Manager, at (510) 845-7549 or nancyk@migcom.com.

Sincerely,

A handwritten signature in blue ink that reads "Carolyn Verheyen".

Carolyn Verheyen
Principal

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SECTION ONE | Project Understanding

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PROJECT UNDERSTANDING



Davis Central Park Farmers Market

PROJECT UNDERSTANDING

The Davis community enjoys a rich legacy of civic involvement and progressive thinking, resulting in a well-planned and desirable quality of life for all residents. Decision makers, business leaders and individuals value the strong role parks, recreational facilities and open space has in cultivating the small town atmosphere, safe neighborhoods and cultural amenities found throughout the City. With a nationally renowned university located in the city, citizens enjoy a wide variety of activities serving the needs of several interests.

Community planning efforts have provided Davis residents with a comprehensive parks and recreation system. The City has endeavored to meet the goals outlined in multiple planning documents and is nearing completion of the development strategies highlighted in the General Plan. While the community's growth stabilizes, the Parks and Community Services Department must develop new plans to meet emerging recreation needs and newly identified leisure trends. Also, the city's demographics may change as Davis plans to meet the goals of other community needs such as housing, services for older adults and university growth.

As new trends and interests are identified, the City will explore ways to renovate and revitalize existing parks and facilities to meet these needs. Planning efforts will continue to set the framework for decision makers and serve as a tool for upgrading the system of parks, facilities and open spaces

in Davis. Updating the current master plans provides for a systematic and prioritized approach to meet the changing needs of the community.

The City of Davis is well known for its collaborative efforts and strong citizen participation in fostering programs and activities to create a desirable place to live, work and play. To sustain the strong civic pride the community experiences today, parks and recreation planning updates will continue to involve civic leaders, community groups, businesses and education.

Community interests and a vision for the future will serve as the foundation for creating new goals, development standards, levels of service and capital improvement plans for several years. Engaging citizens in meaningful planning activities results in the continued sustainability of the vibrant, innovative city Davis has become.

SECTION TWO | Scope of Work

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SCOPE OF WORK



PROJECT APPROACH

The City of Davis seeks consulting assistance with a planning process to update parks and recreation planning efforts; identify the community's emerging needs and interests; and develop strategies to maintain a desirable quality of life for all residents. The City also recognizes that it needs to review its park development priorities to ensure that future decisions reflect the goals of the General Plan, meet the changing demographics of the community, and anticipate future conditions in established parks and public spaces.

The City recognizes that community input will be critical to the success of this process. Through a city-wide, multi-disciplinary effort, MIG will gather data to assess community needs and interests. The public involvement process will link quantitative data collection with qualitative participatory opportunities for all citizens. Davis is known for its strong community involvement and active citizenry. The quantitative research includes rigorous attention to research methodology by utilizing a telephone survey, which will enable citizens who are less vocal in the community to provide meaningful comments. MIG will coordinate with Godbe Research to implement this component of the planning process. Other opportunities for public involvement include web-based interactive questions and answers, city-wide community events and stakeholder interviews.

MIG offers substantial experience in GIS analysis and mapping, including demographic, network, and spatial

analysis, data collection and production, database development and design, and cartography. We produce maps that are attractive, easy-to-understand and provide critical analysis that lead to informed decision-making. The data and information obtained through this analysis will be important in identifying new amenities for parks, recommended modifications to existing facilities, and financial strategies for capital improvement plans.

MIG was founded on a deep belief in the importance of parks and recreation facilities and in the critical nature of involving community members in determining their future. We will work closely and interactively with staff, the Project Management Team (PMT), the Parks and Recreation Commission, and other City advisory committees to ensure that this plan reflects community values and is sustainable during the future. MIG will meet regularly with the PMT throughout the process for briefings and review, either in person or through conference calls.

As national experts in park and recreation comprehensive planning, we have the knowledge of national and statewide trends and innovative techniques to develop unique solutions tailored to your needs. Our in-house capabilities in recreation programming; operations and maintenance; financing; and parks, trail and open space design will assist us in updating the Parks and Recreation Facilities Master Plan for the Davis community. MIG's deep experience with parks and recreation is a foundation for innovation and the development of fresh solutions. Our team will work closely with City staff to develop a clear, concise and realistic plan that will be supported by the citizens and embraced by civic leaders as the blueprint for community success. Our organizational development expertise will also help to position your staff to deliver the plan with a sense of purpose, cohesion, and professionalism, within the context of a reinvigorated, dynamic organization.

PHASE I – DATA COLLECTION

1. Project Initiation Meeting

The MIG Team will meet with the Project Manager and staff at project initiation to refine plans for the project, including contract administration, scope, schedule, budget, roles and responsibilities, and logistical issues in order to tailor and refine the planning process. Based on this



discussion, MIG will revise the scope, budget, and timeline, and provide a data file of revisions to the City.

2. Progress Meetings

MIG will hold Progress Meetings with key City staff in person or by phone at least bi-weekly to coordinate all Phase I products and review findings. These meetings will be supplemented by ongoing project management via phone and email.

3. Community Profile Report

The purpose of this task is to describe the planning area and to determine how population changes in the City will affect future needs for parks, natural areas, trails, recreation facilities, and services over the course of the planning horizon. Using population and economic data provided by the City, MIG will summarize important changes, such as growth in specific population segments, changes in family composition, cultural diversity and income and expansion of University programs and services, and identify implications for future parks and recreation needs. MIG will provide a data file to the City for review. The City will provide one (1) set of consolidated comments to MIG. Revisions will be included in the Community Needs Assessment.

4. Park Tour, Evaluation and Condition Assessment

MIG will tour Davis neighborhood and community parks, trails and natural areas, and recreation facilities with planning and maintenance staff. The multi-day tour will provide an opportunity to confirm the City's park and

recreation facility inventory with MIG and discuss issues such as park condition, operations, programming functions, future use and maintenance. MIG may request to be accompanied by key staff during all or parts of the tour.

5. Comprehensive Plan Base Map

Using electronic data provided by the City, MIG will produce a GIS base map showing planning areas, existing parks and natural areas, major recreation facilities, and trails. A data file will be provided to the City for review and, based on one (1) set of collated comments provided by the City, MIG will revise the map and produce a wall-size and a document-size map for use in the planning process.

6. Existing Conditions Summary Report

MIG will prepare an Existing Conditions Summary Report with accompanying tables, charts, and maps to summarize the findings of all Data Collection activities. The report will include a description of planning areas; City organization; current and projected demographics, along with implications for parks, recreation, and open space service provisions; current level of service and standards/guidelines for existing parks and facilities; a facilities inventory; park design process; and an overview of maintenance practices and issues. MIG will provide one (1) hard copy and a data file to City staff for reproduction and appropriate distribution. MIG will revise the report based on one (1) copy of consolidated comments provided by the City, and incorporate these revisions into the Park and Recreation Master Plan Update.

7. Website Update

MIG will prepare website updates for the project throughout the planning process. During Phase I, MIG will provide one (1) update for posting on the City's home web page. MIG will describe the planning process, including opportunities for public involvement. MIG will also announce the publication of the Existing Conditions Summary Report, which will be posted on the website. MIG will provide text to the City in Word format, and provide copies of all major documents in PDF format. The City will be responsible for posting the information according to an agreed-upon schedule.



PHASE II – NEEDS ASSESSMENT

8. Progress Meetings

MIG will hold Progress Meetings with key City staff in person or by phone at least bi-weekly to coordinate all Phase II products and review findings. These meetings will be supplemented by on-going project management via phone and email.

9. Recreation and Park Commission Meeting #1

MIG will initiate the planning process with the Commission in a forum that also involves members of the public. Meeting/Workshop #1 will provide citizens and members of the Commission with information about the City Master Plan update and identify preliminary needs for future park and recreation services. The meeting will also provide an opportunity to confirm the public involvement process, as well as explore emerging recreation interests and leisure trends. MIG will work with the City staff to develop a meeting format, goals and objectives related to the master plan update and the Capital Improvement Program.

10. Community Survey

Working with the Project Management Team, Godbe Research, in coordination with MIG, will develop and conduct a community survey to assess satisfaction and usage levels with current parks and facilities, as well as the programs and services offered at those facilities. The survey will also explore and rank community preferences for future facilities, programs, and services at the city-wide level and by sub-planning areas. The survey can also identify non-

users of parks and facilities and the barriers preventing use of parks and services.

Based on a review of Davis' needs, we have determined that a phone survey is the best methodology for the survey. Given the need for analysis at the sub-planning area level, the diversity of Davis residents, and the need to gauge the needs of users versus non-users of parks and recreation facilities—all while taking the project budget into account—Godbe Research recommends a sample size of 600 (n=600) residents. This will not only reduce the overall maximum statistical margin of error of no greater than +/- 4% at the 90% confidence level for Davis as a whole, but more importantly will allow for analysis of residents at both the subgroup (demographics) level and sub-planning level (geography).

For a project such as this where all Davis residents/households will qualify, Godbe Research recommends drawing a random digit dial (RDD) sample of Davis residents. The RDD sample accurately identifies potential participants for the telephone survey by their residency status and is most appropriate when it is necessary to sample the attitudes of an entire population and not just registered voters, park users, or some other special group. Because all households with telephones in Davis will have an equal probability of being chosen for the survey, we can confidently extrapolate the information gained in the sample to the larger population. Thus, MIG and Davis will be armed with stable and representative data on which to update the Parks and Recreation Facilities Master Plan.

Special care will be taken to ensure the methodological structure of the survey is comparable to any prior studies that may have been conducted for the City of Davis. We will also take care so that this survey can be tracked over time with any future Davis surveys on parks and recreation. Godbe Research can also include a geography (nearest cross streets) question in the demographics section of the survey, so that the data can be geo-coded while still maintaining the anonymity of the survey.

11. Survey of Sport Groups

MIG will contact organized sport groups through a survey and/or personal contact to obtain specific information about the needs of organized sports. We will coordinate data collection and community involvement with the ad-hoc field



committee to determine the number of sport participants, frequency of play and practice, seasons of play, and trends in sports popularity. This data will serve as a foundation for developing service levels for sport facilities.

12. Park And Recreation Facility Needs Analysis

Based on standards research, survey results, other community input, and geographic and demographic analysis, MIG will identify needs in the Davis community for parks, natural areas, trails and recreation facilities. MIG will also take into account recreation and facility amenities provided by local schools, private recreation providers, and the University. Based on these needs, MIG will revise existing level-of-service standards and guidelines, as needed. The proposed standards and guidelines will reflect the realities of existing plans, land availability, condition of current facilities, available funding, and community needs and values. The recommended park and facility standards and guidelines will be prepared using the systems approach consistent with the NRPA's Parks, Recreation, Open Space and Greenway Guidelines and will be compared with the existing supply to identify current needs and determine future needs.

MIG will prepare a Park and Recreation Facility Needs Analysis Report, providing one (1) copy and one (1) data file to the City for distribution. MIG will revise the report based on one (1) set of consolidated comments provided by the City and provide a data file of the revised report to the City for distribution.

13. Community Needs Assessment

MIG will prepare a Community Needs Assessment Report with accompanying tables, charts and illustrations to summarize the results of all of the analysis conducted to date. It will include the results of the community profile, public involvement activities, Park and Facility Needs Analysis, and Recreation Program Needs Analysis. A Level of Service approach will be utilized throughout the needs analysis phase as outlined in the Parks, Recreation, Open Space and Greenway Guidelines by NRPA.

MIG will prepare a draft Community Needs Assessment Report, providing one (1) copy and one (1) data file to the City for distribution. MIG will revise the draft Community Needs Assessment Report based on one (1) set of consolidated comments provided by the City and provide ten (10) copies of the revised/final report to the City for distribution.

14. Website Update

MIG will prepare one (1) website update for the City that summarizes the accomplishments of Phase II, announces upcoming public involvement activities, and provides public access to major documents, such as the Park and Recreation Facility Needs Analysis and Community Needs Assessment Report. MIG will provide text and PDF documents to the City for posting. Community feedback through web posting will be available and encouraged.

15. Analysis Of Issues, Opportunities, Constraints

Based on the results of the Data Collection and Phase I tasks, the Facility Needs Analysis and Community Needs Assessment, MIG will identify the issues, opportunities and constraints affecting the policies and guidelines outlined in the Parks and Recreation Facilities Master Plan. MIG will propose new policies, direction and action steps to include in the master plan update process.

PHASE III – PLAN DEVELOPMENT

16. Progress Meetings

MIG will hold Progress Meetings with key City staff in person or by phone at least bi-weekly to coordinate all Phase III products and review findings. These meetings will be supplemented by ongoing project management via phone and email.



17. Goals And Policies

MIG will identify potential strategies, attainable goals and policies to update the Parks and Recreation Facilities Master Plan to reflect the broad based needs of the community as well as meet the future needs of multiple generations and neighborhood trends. Goals, policies and strategy recommendations will be based on both the technical needs analysis and public input received during the planning process. MIG will provide a data file of the draft recommendations to the City for distribution. MIG will revise the draft policies based on one (1) set of consolidated comments provided by the City. MIG will incorporate the revisions into the Draft Plan.

18. Classifications and Standards

MIG will develop classifications and standards for future parks, facility and amenity development within the community. The standards will address various amenities and their relationship to parks such as neighborhood parks, community parks, special purpose parks and facilities, sports parks, trails, open space and natural areas. Recommendations will be made regarding size, location, layout, community uses, opportunities and constraints for future development. MIG will review with City staff to ensure the classifications and standards are effective, yet flexible for meeting community needs. MIG will provide a data file of the map to the City for review.

19. Implementation Plan

MIG will prepare an action plan and develop performance indicators to measure the City's success in implementing the updated master plan. The implementation plan will

outline strategies for reaching the goals outlined in the plan including recommendations on priorities, financing, benefits, and community involvement opportunities. The implementation plan will also address opportunities to improve security, maintenance, accessibility and equity concerns. The measures will be designed to be updated annually through the City's Capital Improvement Program. The implementation plan will be incorporated into the Draft Plan.

20. Draft Plan

Based on the previous tasks and the input received, MIG will prepare a Draft Master Plan for staff and community review. The draft will be formatted as a clear, readable and attractive document suitable for public distribution. The Plan will include: the background information and community setting; the existing parks and facilities inventory; the needs analysis, community needs assessment and summary; goals and policies; classifications and standards; and implementation measures. MIG will provide five (5) hard copies and a data file of the document to the City for distribution.

21. Recreation and Park Commission Meeting #2

MIG will present the Draft Comprehensive Plan to the Davis Recreation and Park Commission for review in a public forum. Members of the community will be encouraged to participate, and suggested revisions to the Draft Plan will be incorporated into the Final Plan.

22. Final Comprehensive Plan Maps

Based on one (1) copy of collated comments provided by the City, MIG will revise the Draft Comprehensive Plan Map, and produce wall-sized and document-sized maps.

23. Final Comprehensive Plan

Based on one (1) copy of collated comments prepared by the City, MIG will revise the Draft Plan and deliver a final Comprehensive Plan to the City. MIG will provide twenty (20) hard copies, one (1) electronic version, and Word and PDF files of the final Plan to the City.

24. Project Close-out

MIG staff will complete administrative duties related to the project.



ADDITIONAL PUBLIC OUTREACH SERVICES

A. Youth Questionnaire

If the City desires additional youth input, MIG will work with City staff to develop a youth questionnaire instrument that assesses current use of parks and facilities; perceived needs; recreation activity participation rates; and priorities for improvements. The Youth Questionnaire will be distributed to youth via Survey Monkey, which will allow a broad range and large number of youth to participate. A prize, such as an iPod or other item desirable to teens, will be offered as an incentive. The City will be responsible for recruiting participants. Recruitment could be done via schools and local youth hangouts. MIG will prepare a report summarizing the Youth Questionnaire findings, and provide a data file to the City for distribution. Findings will also be included in the Community Needs Assessment.

B. Stakeholder Interviews And Focus Groups

To seek qualitative public input from civic leaders and community representatives, MIG will provide the following opportunities:

- Interview up to 4 to 6 community leaders to identify key issues, priorities and perceived needs in the provision of parks and open space, recreation facilities, and programs. The interviews will be conducted based on a list of approved questions. The interviews will be conducted by telephone. City staff will provide contact information for the interview participants.

- Group interviews, which allow for more members of specific constituencies to participate. The group interviews will be structured in a way that is similar to a focus group and encourage discussion, but shorter, allowing the project team to reach more community members. Focus groups can be of a specific emphasis, such as Spanish-speaking adults, youth—especially those involved in gang-prevention programs, business owners and other groups identified by the project team. MIG will conduct six (6) focus groups

The key themes and findings of the interviews will be summarized in a memorandum and the findings will be incorporated into the Community Needs Assessment. MIG will provide a data file of the memorandum to the City for distribution.

C. Community Intercept Event

MIG will work with the Project Management Team to take the planning process to the community through a community intercept event, such as the Davis Farmers' Market or Celebrate Davis. MIG will aid in developing a questionnaire that assesses current use of parks and facilities, perceived needs, and priorities for improvement. City staff will be responsible for distributing the questionnaire by "intercepting" visitors during community functions. This method for gathering information enables more citizens to participate in the planning process.

SECTION THREE | Work Program Timeline



WORK PROGRAM TIMELINE

The MIG Team’s proposed schedule for all services necessary to complete the Davis Parks and Recreation Facilities Master Plan Update is presented below.

		Months								
		One	Two	Three	Four	Five	Six	Seven	Eight	Nine
1. DATA COLLECTION AND FORMING THE CONTEXT										
1	Project Initiation Meeting	★								
2	Program Meetings									
3	Community Profile Report									
3	Park Tour and Evaluation									
5	Comprehensive Plan Base Map									
6	Existing Conditions Summary Report									
7	Web Site Updates		★							
2. NEEDS ASSESSMENT										
8	Program Meetings			★						
9	Recreation and Park Commission Meeting #1									
10	Community Survey									
11	Survey of Sport Groups									
12	Park and Recreation Facility Needs Analysis				★					
13	Community Needs Assessment									
14	Web Site Updates									
15	Analysis of Issues, Opportunities, Constraints							★		
3. PLAN DEVELOPMENT										
16	Program Meetings							★		
17	Goals and Policies									
18	Classifications and Standards									
19	Implementation Plan								★	
20	Draft Plan									
21	Recreation and Park Commission Meeting #2									★
22	Final Comprehensive Plan Maps									
23	Final Comprehensive Plan									
24	Project Close Out									

★ Milestones

SECTION FOUR | Qualifications & Relevant Experience

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QUALIFICATIONS & RELEVANT EXPERIENCE

ABOUT MIG



Davis Central Park Master Plan
Community Meeting



Firm Identification

Moore Iacofano Goltsman, Inc.
800 Hearst Avenue
Berkeley, CA 94710
Tel: (510) 845-7549
Fax: (510) 845-8750

Contact Person

Nancy Kaiser
Project Manager
(510) 845-7549
nancyk@migcom.com

MIG builds custom-tailored, action-oriented park and recreation plans that help communities realize their vision, goals and aspirations. With backgrounds in community involvement, planning, park design, organizational development and financing, MIG's multidisciplinary team has developed park and recreation comprehensive and strategic plans for over 65 communities. These plans have resulted in stronger communities, sustainable environments, healthy lifestyles and energized organizations. With over 25 years experience in developing innovative parks and recreation services, our plans produce results.

PARK AND RECREATION PLANNING

MIG develops comprehensive park and recreation master plans that address park facilities, open space and trails, programs and services, partnerships, maintenance, and management, including identification of future staffing needs and funding strategies. MIG staff utilize a benefits-based approach to park and recreation planning to help communities focus on producing desired outcomes and to communicate the value of community services to local residents.

COMMUNITY OUTREACH AND INVOLVEMENT

MIG provides an engaging, multi-levelled community participation process that involves both users and non-users in determining future park and recreation services. MIG's communication and facilitation skills ensure an effective process aimed at increasing public awareness and confidence, and building future support for the agency, its activities, and its funding needs.

LANDSCAPE ARCHITECTURE AND OUTDOOR ENVIRONMENT DESIGN

MIG has a core competency in landscape architecture, providing full services from concept design, feasibility studies, and master plans to construction documentation. We have broad experience in the design of outdoor environments that integrate people with and without disabilities, contribute to community livability, and enable residents to lead healthy, active lifestyles.

RECREATION PROGRAMS AND COMMUNITY SERVICES

MIG develops needs assessments and strategic plans for recreation and community services, and conducts recreation program evaluations. Our staff translates desired benefits and outcomes, such as increasing adult role models, into program plans that reflect community needs and desires. MIG will explore various delivery systems, including partnerships, for service implementation and develop a plan for measuring and tracking outcomes.

FEASIBILITY STUDIES AND FUNDING OPTIONS

Understanding the economic impacts of new and renovated facilities is essential for a successful project. MIG offers years of experience developing accurate operation and maintenance expense projections and revenue estimates for parks and recreation agencies. We also can assist in identifying partnering opportunities and funding options for capital and operating expenses.

DATABASE MANAGEMENT AND GIS DEVELOPMENT

MIG provides database management and GIS development services for environmental planning programs and projects. MIG's full-time database programmers and planners with strong GIS skills are focused on providing clients with customized database management and GIS tools. They also support MIG planning projects by developing customized analysis tools. MIG uses state-of-art ArcGIS software and also develops its own open source data management tools.



QUALIFICATIONS & RELEVANT EXPERIENCE

ABOUT GODBE RESEARCH

Firm Identification

Godbe Research
60 Stone Pine Road
Half Moon Bay, CA 94019-1739
Tel: (650) 712-3137
Fax: (650) 712-3131



Godbe Research, a California Department of Transportation (Caltrans) certified WBE and state registered small business, was founded in January of 1990. The firm is a full-service public opinion research agency that offers its clients extensive experience in public opinion research for community needs assessments, public education and outreach strategies, strategic and general planning efforts, ballot measure feasibility, and public sector marketing efforts. Our fully-staffed offices in Half Moon Bay (San Francisco), Los Angeles, and Carlsbad (San Diego) house a staff of highly trained and experienced researchers (all Master's or Ph.D. level), and a commitment to providing superior quality research and client services.

The firm has been employed by public and private sector clients throughout the United States and internationally. The combined expertise of the Godbe Research team spans over 80 years in the field of public opinion research.

Through survey research, Godbe Research is able to identify residents' opinions about the quality of services and facilities, determine the priorities for service improvements, as well as develop a matrix which can be used to determine the optimal distribution of resources for now and in the future. Our clients use our research to better understand their residents' opinions, identify service areas that receive high satisfaction ratings as well as those that are candidates for service improvements, generate specific suggestions for improving services, measure and track internal performance, and aid the development of plans that reflect the opinions of all residents.

Since 1990, Godbe Research has conducted more than 1,000 resident, voter, employee, and user opinion studies for public agencies throughout the western United States. Recent projects in the City of Davis include:

- Davis Yardwaste Collection Study of Davis Households
- Davis Library Bond Feasibility Study
- Davis Residential Satisfaction Survey
- Davis Ballot Measure Feasibility Study
- Davis Assessment Measure Feasibility Study

Godbe Research has conducted (or is in the process of conducting) parks and recreation needs assessment, planning, or other related research projects for clients such as:

- Livermore Area Recreation and Parks District
- Santa Clara County Parks and Recreation Department
- Los Angeles County Department of Parks and Recreation
- Portland Parks and Recreation
- El Dorado Hills Community Services District
- Bay Area Open Space Council
- Fair Oaks Recreation and Parks District
- National Parks Service (Marin County and Santa Monica Mountains)
- Mid-Peninsula Regional Open Space Council
- Santa Clara County Open Space Authority
- Feather River Recreation and Park District
- Placer County
- Nevada County
- Trust for Public Land
- Mountains Restoration Trust
- Brentwood, California
- Clayton, California
- Redwood City, California
- Cupertino, California
- Oakley, California

QUALIFICATIONS & RELEVANT EXPERIENCE

INSURANCE COVERAGE STATEMENT



Davis Central Park Master Plan

MIG meets the insurance requirements of the City of Davis as specified in the RFP. Specifically, MIG maintains the following levels of insurance coverage:

GENERAL LIABILITY

\$1,000,000 per occurrence and \$2,000,000 aggregate

PROFESSIONAL LIABILITY

\$1,000,000 per claim and aggregate

AUTOMOBILE LIABILITY

\$1,000,000 per accident

WORKER'S COMPENSATION

\$1,000,000 (Statutory Minimum)

ERRORS AND OMISSIONS

\$1,000,000 per occurrence

QUALIFICATIONS & RELEVANT EXPERIENCE

TEAM INTRODUCTION AND ORGANIZATION CHART

MIG presents a creative and experienced team to assist the City of Davis in the update of its Parks and Recreation Facilities Master Plan.

Carolyn Verheyen, firm principal and director of the firm’s Management and Policy Planning division will serve as Principal-in-Charge. Ms. Verheyen has extensive experience in community and social services planning, community needs assessment, organizational development, strategic planning, and public outreach.

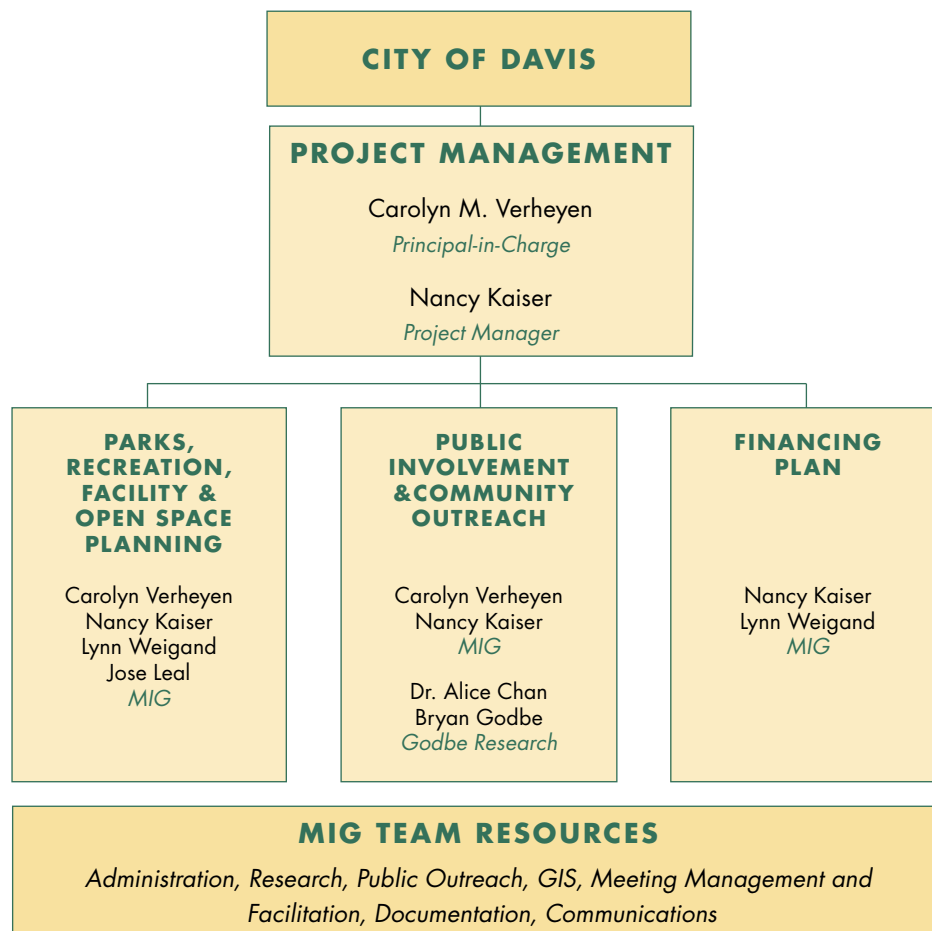
Nancy Kaiser will serve as Project Manager, leading the team’s work efforts and acting as the point of contact for the City. She has over 23 years of experience in the recreation field and has managed the on-time, on-budget delivery of numerous park and recreation service projects throughout California.

Lynn Weigand and **Jose Leal** will support Ms. Verheyen and Ms. Kaiser in key areas of the project. Ms. Weigand has more than 18 years of experience managing complex

projects, with a focus on parks and active living, streetscape and public space design, and transportation planning. Mr. Leal specializes in landscape architecture and has extensive experience working on design projects in Davis and throughout California.

Heading up the survey process will be **Dr. Alice Chan** and **Bryan Godbe** of Godbe Research. Together they have designed and conducted over 250 survey research projects in the past three years, including recreation studies for Santa Clara County Parks and Recreation and the Livermore Area Recreation and Park District.

The project will be supported by a team of MIG professionals experienced in GIS, mapping, communications, and parks and recreation planning. An organization chart outlining the roles and responsibilities of MIG Team members is located below. Detailed resumes describing the skills and expertise of our team members begin on the next page.



QUALIFICATIONS & RELEVANT EXPERIENCE

RESUMES - MIG

CAROLYN M. VERHEYEN – Principal-in-Charge

QUALIFICATIONS

Carolyn Verheyen is a firm principal and director of the firm's Management and Policy Planning division. She has extensive experience in community and social services planning, community needs assessment, organizational development, strategic planning, and public outreach. She has directed studies on parks, recreation and community services for communities throughout California, including Concord, San Francisco, Los Angeles, and Anaheim.

Ms. Verheyen has developed strategic plans for children, youth and family services agencies and organizations. She has also conducted an annual seminar on "Community Participation in Planning" at the University of California at Davis.

RELEVANT EXPERIENCE

- San Francisco Recreation and Park Department "Great Parks for a Great City" Assessment Project, *San Francisco, California*
- San Francisco Recreation and Park Department Development and Implementation of a Strategic Planning Process, *San Francisco, California*
- Concord Department of Leisure Services Strategic Plan, *Concord, California*
- Los Angeles County Department of Parks and Recreation Strategic Plan, *Los Angeles County, California*
- Anaheim Parks, Recreation and Community Services Needs Assessment and Strategic Plan Update, *Anaheim, California*
- Palo Alto Comprehensive Plan Update Community Survey, *Palo Alto, California*
- Coronado City Services Assessment and Survey, *Coronado, California*

EDUCATION

Masters of Arts, Environmental Psychology, San Francisco State University, 1990

Bachelors of Arts, Theology, Magna Cum Laude, University of San Francisco, 1980

NANCY KAISER – Project Manager

QUALIFICATIONS

Nancy Kaiser is a parks and recreation planner with over 23 years of experience in the field, working in a diverse range of communities in California and Arizona. Most recently, she managed the successful delivery of a Parks and Recreation Needs Assessment for Redwood City, California.

Prior to joining MIG, Ms. Kaiser served as Parks and Recreation Director for the City of Oakley, where she created a parks and recreation department for a newly incorporated city to build community, strengthen neighborhood involvement, and increase civic pride.

In this position, she developed the comprehensive parks, recreation and trails master plan to outline policies for ensuring park and open space development. She also managed park development projects and created a Resource Management Plan to implement quality park maintenance practices.

As Parks and Recreation Director for Folsom, California, Ms. Kaiser worked closely with the Parks and Recreation Commission to develop an operational framework for the department, the commission, community groups and City Council. She developed the department budget, which resulted in three new positions, a new cost center and an aggressive Capital Improvement Program. She streamlined procedures to improve customer service and enhance public relations.

Ms. Kaiser has also led many successful efforts to obtain public and private grant funding, as well as corporate support for projects and opportunities.

Ms. Kaiser is a certificated trainer for the National Recreation and Park Association, Benefits of Park and Recreation, and she has developed training and workshop programs for "Grassroots Marketing and Positioning to Strengthen Community Support." She has held various local and regional positions within the California Park and Recreation Society, and served as Past Chair, Pacific Southwest Regional Council of the National Recreation and Park Association.

EDUCATION

Bachelors of Science, Recreation and Park Administration, California State University, Sacramento

QUALIFICATIONS & RELEVANT EXPERIENCE

RESUMES - MIG

LYNN WEIGAND – Senior Planner

QUALIFICATIONS

Lynn Weigand is a project manager with more than 18 years of experience managing complex projects in public and non-profit agencies with a focus on parks and active living, streetscape and public space design, and transportation planning.

As a doctoral candidate in Urban Studies at Portland State University, Ms. Weigand is focusing her research on the design and use of parks, activity levels within the parks, and preferences of park users. She also recently completed a research project to evaluate a concept planning process for active living design, including the planning and location of trails and parks.

Ms. Weigand has expertise in public involvement and communications and has assisted public and non-profit clients with educational and outreach programs focusing on parks, public spaces, walkable communities and smart growth. As special projects director for the League of California Cities, she managed the Recreation, Parks and Community Services Department of the League.

RELEVANT EXPERIENCE

- District-Wide Recreation and Park Master Plan Update, Carmichael Recreation and Park District, *Carmichael, California*
- Comprehensive Parks Master Plan Update, City of *Keizer, Oregon*
- Doctoral Research: Active Recreation in Parks: Correlates of Park Design and Facilities for Use and Physical Activity, Portland State University, *Portland, Oregon*
- Active Living By Design: Case Study of Damascus Concept Plan, Active Living Research, *Portland, Oregon*

EDUCATION

Master of Landscape Architecture,
University of Washington, Seattle, 1993

Master of Arts, Communication Studies,
California State University, Sacramento, 1990

Bachelor of Arts, Speech Communication,
Oregon State University, Corvallis, 1981

JOSE DE JESUS LEAL, ASLA, IA – Landscape Designer

QUALIFICATIONS

Jose Leal joined MIG as a project associate in 1998. He specializes in landscape architecture and has extensive experience working on both public and commercial design projects. He has strong knowledge of irrigation design and has provided City Plan Check assistance to park agencies, schools and nonprofit organizations.

His experience also includes design development and construction documents for Mace Ranch Community Park, Arroyo Community Park, and Central Park South East Corner Improvements in Davis, California. His experience includes managing the City of Lincoln's Landscape Plan Check Review process and working closely with Public Works, Parks and Facilities in reviewing and implementing items related to the City's central control system. He takes the lead on project management tasks and construction assistance, as well as document production.

Most recently Mr. Leal served as project manager for the Eleanor Roosevelt Circle Senior Housing Cooperative in Davis, California; Sacramento Northern Bikeway Extension Plan in Sacramento County; and City of Winters Rotary Parking Lot. He oversaw all project management tasks, document production, and irrigation design and planning. His current projects include the Carmichael District-Wide Recreation and Parks Master Plan and Contra Costa County Landscape Architectural On-call Services.

RELEVANT EXPERIENCE

- Central Park South East Corner Improvements, *Davis, California*
- City of Lincoln Landscape Plan Check Review, *Lincoln, California*
- Mace Ranch Community Park, *Davis, California*
- Hall Memorial Park Phase 1 and 2, *Dixon, California*
- Arroyo Community Park, *Davis, California*
- Jacksonville Zoo, *Jacksonville, Florida*

EDUCATION

Bachelor of Science in Landscape Architecture, University of California, Davis, 1999

QUALIFICATIONS & RELEVANT EXPERIENCE

RESUMES - GODBE RESEARCH

BRYAN GODBE, M.S. – President, Godbe Research

QUALIFICATIONS

Cofounder of Godbe Research, Bryan Godbe has over 19 years of experience in public opinion research, public relations and government affairs. In this capacity, he has conducted public opinion and market research projects at the national, state, and local levels including projects for the Cities of Portland, Oregon; Tacoma; Henderson, Nevada; and San Francisco, San Diego, Los Angeles, Sacramento, and San Jose, California.

Mr. Godbe has overseen the design and execution of over 250 survey research projects in the past three years alone, including recent parks and recreation studies for the El Dorado Hills Community Services District, City of Folsom Parks and Recreation Livermore Area Recreation and Parks District, Santa Clara County Parks and Recreation Department, Northstar Community Services District, and Midpeninsula Regional Open Space Council.

Mr. Godbe received a Silver Anvil Award from the Public Relations Society of America for the development and implementation of an outstanding government affairs program on behalf of the Contra Costa Water District. This program was based on Mr. Godbe's extensive research including baseline research, focus groups and three tracking polls.

Prior to founding the firm, Mr. Godbe was Vice President of Research at a California-based public relations firm. Mr. Godbe also serves as the Senior Research Consultant at the Center for the Study of Los Angeles, at Loyola-Marymount University.

EDUCATION

Master of Arts, Survey Research Methodology,
University of Michigan, Institute for Social Research

Bachelor of Arts, University of California, Berkeley

ALICE P. CHAN, PH.D. – Director of Research

QUALIFICATIONS

Dr. Chan brings over ten years of research experience to Godbe Research as the Research Director of its Half Moon Bay office. As the project lead, Dr. Chan oversees all stages of the research process, from design through analysis to reporting, ensuring that the project yields actionable results for meeting client objectives.

She has designed and conducted over 250 survey research projects in the past three years alone, including recent parks and recreation studies for the El Dorado Hills Community Services District, City of Folsom Parks and Recreation Livermore Area Recreation and Parks District, Santa Clara County Parks and Recreation Department, Northstar Community Services District, and Midpeninsula Regional Open Space Council.

Over the years, Dr. Chan has worked with organizations of different types and sizes, helping them generate insights about their key constituents to guide strategic planning and organizational improvements. Her expertise covers all major attitudinal research methods (i.e., surveys, focus groups and one-on-one interviews) and a broad range of analytical techniques that profile population clusters/segments of client interest, understand drivers of attitudes and behaviors, and predict likelihood of alternative event outcomes. Some former clients include Palo Alto Public Library, Dell, Hewlett-Packard, Microsoft, Sun Microsystems and Central Coast Library System.

Prior to joining Godbe Research, Dr. Chan held senior positions at leading market research companies, including serving as the Director of Consulting Services at TNS (formerly NFO) Prognostics. She is also a former faculty member at Cornell University. Her academic research, which has won numerous awards, has been presented at professional conferences and published as chapters in books and such journals as *Organization Science* and the *Journal of Computer-Mediated Communication*.

EDUCATION

Ph.D., Communication Arts and Sciences – Mass Media,
Michigan State University

Master of Arts, Communication, University of Hawaii

Bachelor of Arts, Communication, University of Hawaii

QUALIFICATIONS & RELEVANT EXPERIENCE

PROJECT EXPERIENCE



From concept development to final planning documents, MIG has a successful track record in the planning and design of environments that contribute to community livability and enable residents to lead healthy, active lifestyles. Our projects have ranged from the master planning and design of parks, trail systems, and park systems to feasibility analysis to design of specialized features such as children’s environments, sports facilities, and therapeutic gardens. Over the years, MIG has built a reputation for working with residents, community groups, businesses, and agency staffs to meet local needs and develop workable solutions. Our work is characterized by a dedication to quality, a flexible approach, creativity in planning and design, an understanding of implementation, and a commitment to completing projects on time and within budget.

The depth and breadth of our work in the park and recreation field provides us with the skills to assist the City of Davis with the master plan update. The following pages represent key projects that demonstrate the range of our experience and capabilities.

QUALIFICATIONS & RELEVANT EXPERIENCE

ADDITIONAL PROJECT EXPERIENCE

CALIFORNIA

- Albany Park, Recreation, and Open Space Master Plan
- Anaheim Park and Recreation Plan
- Arroyo Park Master Plan & Construction Documents
- Baldwin Park Comprehensive Park Master Plan
- Calabasas Park and Recreation Master Plan
- Carmichael District-Wide Recreation and Park Master Plan Update
- Danville Park, Recreation, and Arts Strategic Plan
- East Palo Alto Recreation Services Strategic Plan
- Greater Vallejo Park and Recreation Master Plan
- Goleta Park and Open Space Master Plan Study
- Livingston Park and Recreation Master Plan
- Los Angeles Park and Recreation Strategic Plan
- Marin County Open Space District Policy
- Marin Parklands Comprehensive Management Plan
- Merced Park and Recreation Master Plan
- Orcutt Parks Implementation Plan
- Pleasant Hill Recreation and Parks Master Plan
- Port Hueneme Parks and Recreation Master Plan
- Presidio Trails and Bikeways Master Plan
- Sacramento Park and Recreation Master Plan
- San Carlos Park and Recreation Strategic Plan
- San Gabriel River Master Plan
- San Francisco Recreation and Park Strategic Plan
- Santa Barbara Parks and Recreation Baseline Study
- Santa Ynez Valley Parks and Recreation Plan
- Seaside Park and Recreation Master Plan
- Shasta Lake Park and Recreation Master Plan
- West Roseville Park and Recreation Needs Assessment

IDAHO

- Meridian Park and Recreation Action Plan
- Boise Park and Recreation System Plan Update

OREGON

- Corvallis Parks and Recreation Facilities Plan
- Forest Grove Parks, Recreation and Open Space
- Gresham Parks, Recreation, and Open Space Master Plan
- Happy Valley Park and Recreation Master Plan
- Hillsboro Park and Recreation Master Plan
- Lincoln City Parks Master Plan
- Medford Leisure Services Plan
- Monmouth Cherry Lane Parks Master Plan
- North Clackamas Park and Recreation Master Plan
- Ontario Park and Recreation Master Plan
- Portland River District Recreation and Open Space Needs Assessment
- Roseburg Parks Master Plan
- Stayton Park and Recreation Master Plan
- Tigard Park System Master Plan
- Troutdale Parks and Greenway Plan
- West Linn Parks, Recreation, and Open Space Master Plan
- Willamalane Comprehensive Park and Recreation Plan
- Wilsonville Park and Recreation Master Plan
- Woodburn Park and Recreation Master Plan

WASHINGTON

- Camas Parks, Recreation, and Open Space Master Plan
- Edmonds Park, Recreation, and Open Space Master Plan
- Lakewood Parks and Recreation Master Plan
- Maple Valley Park and Recreation Master Plan
- Mercer Island Park and Recreation Services Plan
- Ridgefield Comprehensive Park and Recreation Plan
- Spokane Valley Park and Recreation Master Plan
- Washougal Comprehensive Park and Recreation Plan

SECTION FIVE | Conflict of Interest Statement

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CONFLICT OF INTEREST STATEMENT



Davis Central Park Farmers Market

The MIG Team has a first-hand knowledge of the issues and ideas that animate the City of Davis. Over the years we have played an active role in working with City agencies, stakeholders, community groups and residents to achieve meaningful, implementable outcomes for diverse projects within the City and the surrounding region.

This experience extends to projects that are currently in progress or have been completed recently. In particular, MIG has provided consultant services for the following projects in the City of Davis within the past year:

- Villages at Oeste Ranch
- Central Park South East Corner Improvements
- Eleanor Roosevelt Circle Senior Housing Cooperative
- Glacier Place Medical Office Building

Godbe Research has provided consultant services for the following projects in the City of Davis within the past year:

- Yardwaste Collection Study of Davis Households
- Library Bond Feasibility Study

SECTION SIX | Cost Summary

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COST SUMMARY

HOURLY RATES



The following shows the MIG Team’s professional time costs, based on fully burdened hourly billing rates. Should we be selected, we will review the scope and project objectives carefully with City staff and other appropriate stakeholders, and will tailor our scope and time allocations to best meet the needs and resources of the City.

The MIG Team’s preliminary Fee Proposal begins on the next page.

MIG

Principal-in-Charge	\$160.00
Project Manager	\$145.00
Senior Planner	\$110.00
Project Associate	\$85.00
Project Assistant	\$65.00

GODBE RESEARCH

Principal	\$174.00
Research Director	\$148.00
Research Analyst	\$100.00

EXHIBIT B
COST OF SERVICES

PRELIMINARY COST OF SERVICES

	Hours Rate	County Employees	County Admin	County Regional	City Staff	Public Associates	MIG Support	Sub Consultant Fee	Total MIG Labor	Expenses	Total Budget
		\$160	\$145	\$170	\$95	\$85	\$60				
DATA COLLECTION											
Project Initiation Meeting			8						\$1,160	\$100	\$1,260
Progress Meetings			6						\$870	\$50	\$920
Community Profile Report			4	8	4	4			\$2,180	\$50	\$2,230
Park Tour and Evaluation			12	8	8	8			\$4,060	\$100	\$4,160
Comprehensive Plan Base Map			2	4	8	8			\$2,170	\$100	\$2,270
Existing Conditions Summary Report		2	6	8	2	8	4		\$3,200	\$100	\$3,300
Website Update			4	2		8	2		\$1,610	\$100	\$1,710
Data Collection Subtotal	2	42	30	22	36	6			\$15,250	\$600	\$15,850
NEEDS ASSESSMENT											
Progress Meetings			4						\$580	\$100	\$680
Recreation and Park Commission Meeting #1			6			10			\$1,720	\$200	\$1,920
Community Survey	2	4	6					\$25,385	\$1,560	\$0	\$26,945
Survey of Sports Groups			8	6		8	4		\$2,760	\$325	\$3,085
Park and Recreation Facility Needs Analysis			4	12	8	8	2		\$3,470	\$50	\$3,520
Community Needs Assessment			4	6	8	4	2		\$2,470	\$50	\$2,520
Website Update			2	2			4		\$770	\$50	\$820
Analysis of Issues, Opportunities, Constraints	2	8	2	8		2			\$2,590	\$50	\$2,640
Needs Assessment Subtotal	4	40	34	24	30	14		\$25,385	\$15,920	\$825	\$42,130
PLAN DEVELOPMENT											
Progress Meetings			4						\$580	\$100	\$680
Goals and Policies			4	4		2			\$1,190	\$50	\$1,240
Classifications and Standards			2	4	4	2			\$1,280	\$50	\$1,330
Implementation Plan	1	2	2		2				\$840	\$50	\$890
Draft Master	1	4	6	2	12	4			\$2,870	\$500	\$3,370
Recreation and Park Commission Meeting #2			8						\$1,160	\$200	\$1,360
Final Comprehensive Plan Maps			2	4	2	8			\$1,600	\$250	\$1,850
Final Comprehensive Plan	2	2	4		2	4			\$1,480	\$500	\$1,980
Project Close Out			2						\$290	\$0	\$290
Plan Development Subtotal	4	30	24	8	28	8			\$11,290	\$1,700	\$12,990
ADDITIONAL SERVICES											
Youth Questionnaire											\$780
Stakeholder Interviews and Focus Groups											\$2,000
Community Intercept Event											\$1,250
Additional Services Subtotal											\$4,030
TOTAL COST								\$25,385	\$42,460	\$3,125	\$75,000

Individual Meeting Cost Estimate

\$2,750

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EXHIBIT C

Vendor Payment Schedule

Contractor shall bill monthly.
City's Vendor payment schedule is attached.