

*“Placerville, a Unique Historical Past Forging into a Golden Future”*

**City Manager’s Report**

**November 8, 2016, City Council Meeting**

**Prepared By: Steve Youel, Director of Community Services**



**Item#: 12.1**

**Subject:** Adopt a resolution:

1. Approving an agreement with Foothill Associates in the amount of \$51,996 to provide consulting services to revise the City’s comprehensive Parks and Facilities Master Plan and complete a Park Impact Fee Study (CIP #41704) and authorizing the Director of Community Services to execute the same; and
2. Approving a \$4,000 budget appropriation from the Park Development Fund for the said project.

---

**Discussion:** The current Park and Recreation Master Plan was established in 2009 and needs to be revised. The revised Master Plan, in conjunction with a completed Park Impact Fee Study, will provide decision makers with the necessary information to establish future Park Development Fees that will be included in the City’s Master Fee Schedule. The Master Plan is intended as a planning tool that addresses future needs, sets parks and facilities standards and provides a systematic approach to implementing needed parks and facilities projects. The revised Master Plan will be inherently linked to the City’s Capital Improvement Plan. The Plan will be used as the basis for establishing Park Development Fees for the construction of new parks and the rehabilitation of existing parks. It is important that the Master Plan clearly articulate the standards and guidelines that support the recommendations for both new parks and facilities and rehabilitation of existing parks and facilities. The Park Impact Fee Study will provide a nexus between future demands on recreation programs and facilities and the costs associated with providing the service to the community.

**Analysis:** In order to obtain the most qualified consulting firm with extensive experience in all aspects of park and recreation planning and design, City staff circulated a to qualified landscape architecture firms throughout the State of California. The proposal clearly defines the scope of work including: 1.) Park Inventory, 2.) Programs, 3.) Demographics, 4.) Land Use and Growth

Projections, 5.) Existing Level of Service 6.) Strategies and Recommendations, 7.) Cost Analysis, and 8.) Finance Plan (see attached).

Two consulting firms GreenPlay and Foothill Associates submitted proposals that met the terms and conditions set forth within the Request for Proposal. Foothill Associates submitted the lowest bid at \$47,711.00, followed by GreenPlay at \$49,990.00. The proposals were routed to various City departments for review and comments. Both firms were asked to take part in panel interviews conducted by City staff and one member of the City of Placerville Recreation and Parks Commission. The result of this effort identified Foothill Associates as the firm to be most qualified to perform a Citywide Parks and Facilities Master Plan and Park Impact Fee Study.

Foothill Associates, the recommended consultant for this project consists of a team led by Vice President Kate Kirsh, ASLA, RLA, who is very familiar with Placerville and the surrounding unincorporated area. Some team members have been regular visitors to City parks and appreciate the unique combination of history, setting, and small town qualities that make Placerville such a unique and desirable place to live. The team has extensive experience in all aspects of park and recreation planning and design. Foothill associates have added SCI Consulting Group as a key member of the project team to assist with the Park Impact Fee Study. The firm has been assisting public agencies with impact fees, revenue measures, levy administration, and other revenue enhancement services for over 30 years. Foothill Associates will be expected to work closely with staff and the Recreation and Parks Commission. It will be incumbent upon existing staff and the Recreation and Parks Commission to be an active participant in the master plan process.

All parties must be available to participate in meetings with staff and public forums. Staff will also be responsible for the necessary support required by the terms and conditions of the consulting agreement. This agreement may include periodic requests for project related information, technical assistance with a statistically valid survey, and public workshop facilitation.

A copy of the consulting services agreement with Foothill Associates which spells out the terms and conditions under which the consultant will provide service to the City is attached (Attachment A).

It is proposed that the project kickoff include a joint meeting with the City Council, Planning Commission and Recreation and Parks Commission. This meeting will introduce all groups to the project and the process and define what their role will be in the project.

- Options:**
1. Award the Project to Foothill Associates
  2. Award the Project to Greenplay

3. Direct Staff to revise the scope and complete new Request for Proposals.
4. Postpone the project.

**Cost:** \$52,000.00

**Budget Impact:** The City Council adopted the Fiscal Year 2016/2017 Capital Improvement Program Budget which appropriated \$48,000 for the Recreation and Parks Facilities Master Plan Revision and Development Fee Study (CIP #41704). As a result of discussions that took place during the interview process it was determined by City staff that the scope of work should be expanded to include two additional public meetings to better promote community awareness and participation throughout the process. The addition of two meetings will increase the total contract amount from \$47,711 to \$51,996. A detailed cost estimate and fee schedule is attached (Attachment B). Staff is recommending an additional \$4,000 budget appropriation from the Park Development Fund to cover the entire \$52,000 proposed agreement with Foothill Associates.

**Recommendation:** Adopt a resolution:

1. Approving an agreement with Foothill Associates in the amount of \$51,996 to provide consulting services to revise the City's comprehensive Parks and Facilities Master Plan and complete a Park Impact Fee Study (CIP #41704) and authorizing the Director of Community Services to execute the same. ; and
2. Approving a \$4,000 budget appropriation from the Park Development Fund for the said project.

  
M. Cleve Morris, City Manager

  
Steve Youel, Director of Community Services

  
Dave Warren, Director of Finance

*Attachments:*

Attachment A - Professional Services Agreement  
Attachment B - Cost Estimate and Fee Schedule