

CITY of LAKEPORT
and the
LAKE COUNTY RECREATION TASK FORCE
are
soliciting
REQUEST FOR PROPOSALS for a
RECREATION CENTER FEASIBILITY STUDY

City of Lakeport
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PURPOSE, BACKGROUND AND OBJECTIVES

The purpose of this Request for Proposals (“RFP”) is to obtain proposals from qualified firms to conduct and prepare a needs assessment and feasibility study so the Lake County Recreation Center Task Force (Committee) can determine whether to proceed with planning, funding and creating an indoor Multi-generational Recreation Center or Centers (“Center”). The Committee is seeking a system-wide approach to evaluating current recreational facilities and amenities in order to develop goals, policies, program pricing methodology and guidelines along with achievable strategies.

The Committee has identified the need of a community pool and a space to promote enhanced wellness and health for community members and its children. The Committee’s mission is to provide a safe place for all community members to access fitness and health related services and the vision is to provide a healthy and healing environment for all Lake County community members to develop a passion for health and fitness, engage in community and support our neighbors to live their best life. Lake County has population centers that are located primarily on the west shore of Clear Lake in the Lakeport area, and the east shore of Clear Lake in the Clearlake area. This geographic reality may result in a recreational center with one larger combined center, or two centers, one located on each side of the lake. The City of Lakeport will be the lead facilitator of the RFP process, however future plans could result in a multi-jurisdictional collaborative between the County of Lake, City of Lakeport, and City of Clearlake

The objectives for the study are as follows:

1. Engage the community and conduct necessary research and analysis to identify and evaluate community need for a recreation facility, including evaluating current recreational facilities in and around the Westshore communities and determining the geographic draw area of the Center(s); (engagement to include but not be limited to: review of survey results on this issue, interviews with local stake holders, key staff, a community open house, and/or other alternative engagement as proposed and recommended);
2. Assess partnership opportunities, including identification of collaborative partners in the public, private and not-for-profit sectors, and how such partnerships impact the funding and operation of the facility;
3. If a recreation facility is needed, determine several scoping options regarding facility and program scope, size, features and amenities, and prepare an initial cost estimate for each option, broken down by facility features and amenities; (scoping options should include a comprehensive community/recreation center and a minimal center as “book-ends” along with two or three other scoping options in between)
4. Prepare an operating pro forma detailing anticipated center programming issues and costs for several programming options, considering viable partnership opportunities;
5. Prepare an operating pro forma detailing anticipated operational and maintenance issues and costs for several operations and maintenance options, considering viable partnership opportunities. The pro forma should also include an analysis of attendance estimates, fee structures (drop in, annual passes,

rentals, etc.), revenue generation projections, operation cost projections, and long-term capital replacements/improvements;

6. Evaluate the potential site(s) and provide recommendations for site characteristics and options.
7. Recommend and detail possible funding mechanisms and partnerships to build, operate and maintain the facility.
8. A final report to the Committee, including a joint work session with key staff.

The scope of services for this project is limited to performing a needs assessment and determining whether the facility is feasible for the Lake County community, and, if so, the size and amenities to include in such a facility and how the Center(s) may be funded and operated. The project is not expanded beyond the need's assessment and feasibility study; thus, at this point, there is no request for architectural renderings or other information beyond a feasibility study as detailed herein. At this time, there is no commitment by the Committee to build a facility/facilities.

SCOPE OF SERVICES

To provide an element of uniformity, each firm is asked to consider the following information when developing their work plan for this project. Professional services will include, but are not limited to the following:

1. Perform Project Overview

- a. Review existing plans and documentation
- b. Meet with project team and stakeholders
- c. Identify constraints and parameters
 - i. Assess purpose and goals
 - ii. Local market economy
 - iii. Ability to fund the project

2. Market Analysis

- a. Service area identification
- b. Demographic characteristics, community profile
- c. Review of existing community facilities, programs and services
- d. Competitive market analysis
- e. Market segment determination and analysis

3. Citizen Participation Plan

- a. Review any existing research
- b. If needed, a random survey of potential users

- c. Conduct community meetings
 - i. Determine community satisfaction with current services and facilities
 - ii. Identify and confirm priorities for future recreation services and facilities
 - iii. Assess willingness and ability to pay
- d. Conduct stakeholders' interviews
- e. If needed conduct focus groups
- f. Compile and interpret all information gathered

4. Partnerships

- a. Analysis of potential partners and cost/benefits analysis of realistic partnering opportunities
- b. Identify and determine the feasibility of partnering with a medical provider

5. Review Preliminary Findings with Committee

6. Conceptual Layout and Design

- a. Site plan, Master plan
- b. Spatial relationship of programs
- c. Phasing plan
- d. Conceptual design plans, perspectives
- e. Consideration for sustainable design concepts and LEED principles

7. Project Capital Cost Estimate

- a. Site limitations and opportunities
- b. Site preparation and infrastructure costs
- c. Construction costs
- d. Equipment costs and startup costs
- e. Soft cost estimates
- f. Total project cost estimates
- g. Identification and verification of revenue sources

8. Operation Analysis

- a. Attendance estimates
- b. Fee Structure: Drop in, annual membership, rentals, etc.
- c. Revenue generation projections

- i. Identification and verifications of revenue sources
- ii. Revenue by programs, facility rentals, etc.
- d. Operating cost projections
 - i. Identification and verification of potential costs
 - ii. Cost of personnel, utilities, capital replacement etc.
- e. Revenue and expenditure comparison
 - i. Pro Forma
 - ii. Program and cost consideration

9. Draft Report

- a. Review draft report with Committee
- b. Review draft report with Key Staff
- c. Release draft report to the Public
- d. Incorporate Committee and Public Comments

10. Final Report

- a. Written final report
- b. Business plan reflecting possible phased approach of facility and program implementation
- c. Conceptual drawings reflecting possible phased approach to construction
- d. Presentation of report to community leaders

The project is envisioned to progress in two phases. The preliminary phase, which encompasses tasks 1 through 5, will culminate in a presentation to stakeholders and appropriate governing bodies to solicit interest. Authority to initiate the final phase, which encompasses tasks 6 through 10, will be issued upon governing body approval of the preliminary phase.

PROPOSAL REQUIREMENTS

1. **Requirement to Meet All Provisions.** Each individual or firm submitting a proposal (Proposer) shall meet all of the terms, and conditions of the Request for Proposals (RFP) package. By virtue of its proposal submittal, the Proposer acknowledges agreement with and acceptance of all provisions of the RFP specifications.
2. **Proposal Submittal.** Please assemble your Proposal in the following order.
 - a. **Cover Letter:** A standard business letter must be included which represents your agreement to supply the requested goods and/or services detailed in the RFP.
 - b. **Company Profile:** Provide a brief history of your company, a general description of your services and qualifications, and an executive summary of your response. Content should be no more than two pages.
 - c. **Project Understanding and Approach:** Provide an overview of your understanding of the needs of the department, and understanding of the services to be provided and your approach to the work.
 - d. **Work Plan:** Provide your specific proposal to address the Scope of Work outlined in Scope of Work section preceding this section. At the very least, this should describe in detail how the service shall be provided and include a description of major tasks and subtasks. Include also, a proposed time-line for completing the work *and sample studies* (optional). If applicable, describe administrative and fiscal management of the program, personnel policies and expected use of subcontractors.
 - e. **Pricing:** Propose a complete budget indicating administrative and overhead costs, operating costs, equipment costs, start-up costs, and any other costs associated with service delivery. The proposal shall outline the estimated cost of providing each component of the program (aligned with the work plan specified in (d), above) and define a proposed outcome-oriented method of reimbursement. All prices submitted are non-binding at this stage of the procurement process and are subject to negotiation.
 - f. **Distinguishing Features:** Highlight the main features that distinguish your company from your competition relative to this solicitation. This is also where you should specify the date by which you commit to have completed the study.
 - g. **Deviations:** State on a point-by-point basis, any proposed deviations from full compliance with the requirements described throughout this RFP. You must cite the paragraph number or describe the specific location of a requirement specified in any attachment, for each deviation proposed. Deviations may be considered, provided that you submit adequate explanation and justification for any proposed. If none, please so state.
 - h. **References:** Provide a minimum of three references which reflect projects of similar scope completed in the last 24 months. These reference projects must be itemized by

name, type, location, date of work, approximate dollar value of the project, and client name and telephone number.

- i. **Staffing Organization and Qualifications:** Provide a staffing organization chart showing the names and roles of staff members (only those that will be working directly or on a day-to-day basis with the City), and provide a summary of the qualifications and experience for each staff member.
3. **Insurance Certificate.** Each proposal must include a certificate of insurance showing:
 - a. The insurance carrier and its A.M. Best rating.
 - b. Scope of coverage and limits.
 - c. Deductibles and self-insured retention.

The purpose of this submittal is to generally assess the adequacy of the Proposer's insurance coverage during proposal evaluation; as discussed under paragraph 11 below, endorsements are not required until contract award. The City's insurance requirements are detailed in Attachment A.

4. **Proposal Withdrawal and Opening.** A Proposer may withdraw its proposal, without prejudice prior to the time specified for the proposal opening, by submitting a written request to the Director of Finance for its withdrawal. No proposal received after the time specified or at any place other than that stated in the "Notice Requesting Proposals" will be considered. All proposals are public information and will be made available upon request after contract award.
5. **Submittal of One Proposal Only.** No individual or business entity of any kind shall be allowed to make or file, or to be interested in more than one proposal, except an alternative proposal when specifically requested; however, an individual or business entity that has submitted a sub-proposal to a Proposer submitting a proposal, or who has quoted prices on materials to such Proposer, is not thereby disqualified from submitting a sub-proposal or from quoting prices to other Proposers submitting proposals.
6. **Communications.** All timely requests for information submitted in writing will receive a written response from the City. Telephone communications with City staff are not encouraged, but will be permitted. However, any such oral communication shall not be binding on the City.

CONTRACT AWARD AND EXECUTION

7. **Proposal Retention and Award.** The City reserves the right to retain all proposals for a period of 60 days for examination and comparison. The City also reserves the right to waive non-substantial irregularities in any proposal, to reject any or all proposals, to reject or delete one part of a proposal and accept the other, except to the extent that proposals are qualified by specific limitations. See the "special terms and conditions" in Section C of these specifications for proposal evaluation and contract award criteria.

8. **Competency and Responsibility of Proposer.** The City reserves full discretion to determine the competence and responsibility, professionally and/or financially, of Proposers. Proposers will provide, in a timely manner, all information that the City deems necessary to make such a decision.
9. **Contract Requirement.** The Proposer to whom award is made (Consultant) shall execute a written contract with the City within ten (10) calendar days after notice of the award has been sent by mail to it at the address given in its proposal. The contract shall be made in the form adopted by the City and incorporated in these specifications.
10. **Insurance Requirements.** The Consultant shall provide proof of insurance in the form, coverages and amounts specified in Attachment A of these specifications within 10 (ten) calendar days after notice of contract award as a precondition to contract execution.

Proposal Length and Copies

1. Proposals should not exceed 15 pages, including attachments and supplemental materials.
2. The minimum font size is 11 point, with minimum left and right margins of one-inch, and top and bottom margins of 0.7 inches.
3. Proposals must be submitted by Mail or Delivery to:
Nicholas Walker
Finance Director
225 Park St
Lakeport, Ca 95453
4. Five (5) complete copies of your Proposal in a sealed container, clearly marked on the outside with your company name and return address, the RFP Title and the due date. Faxed or electronic proposals will not be considered.

Proposal Evaluation and Selection

Proposals will be evaluated by a review committee based on the following criteria:

- a. Understanding of the work required by the City.
- b. Quality, clarity and responsiveness of the proposal.
- c. Demonstrated competence and professional qualifications necessary for successfully performing the work required by the City.
- d. Recent experience in successfully performing similar services.
- e. Proposed approach and methodology in completing the work.
- f. References.
- g. Background and related experience of the specific individuals to be assigned to this project.
- h. Proposed compensation.

As reflected above, contract award will not be based solely on price, but on a combination of factors as determined to be in the best interest of the City. After evaluating the proposals and discussing them further with the finalists or the tentatively selected Consultant, the City reserves the right to further negotiate the proposed work and/or method and amount of compensation.

Review and Award Schedule

The following is an outline of the anticipated schedule for proposal review and contract award:

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|----|--|------------|
| a. | Issue RFP | 9/23/2020 |
| b. | Receive proposals | 10/26/2020 |
| c. | Complete proposal evaluation | 11/9/2020 |
| d. | Finalize staff recommendation and award contract | 11/20/2020 |

Ownership of Materials

All original drawings, plan documents and other materials prepared by or in possession of the Consultant as part of the work or services under these specifications shall become the permanent property of the City, and shall be delivered to the City upon request.

Release of Reports and Information

Any reports, information, data, or other material given to, prepared by or assembled by the Consultant as part of the work or services under these specifications shall be the property of City and shall not be made available to any individual or organization by the Consultant without the prior written approval of the City.

Copies of Reports and Information

If the City requests additional copies of reports, drawings, specifications, or any other material in addition to what the Consultant is required to furnish in limited quantities as part of the work or services under these specifications, the Consultant shall provide such additional copies as are requested, and City shall compensate the Consultant for the costs of duplicating of such copies at the Consultant's direct expense.

Attendance at Meetings and Hearings

As part of the work scope and included in the contract price is attendance by the Consultant at least one public meeting to present and discuss its findings and recommendations. Consultant shall attend as many "working" meetings with staff as necessary in performing work scope tasks.

Alternative Proposals

The proposer may submit an alternative proposal (or proposals) that it believes will also meet the City's project objectives but in a different way. In this case, the proposer must provide an analysis of the advantages and disadvantages of each of the alternatives, and discuss under what circumstances the City would prefer one alternative to the other(s). If an alternative proposal is submitted, the maximum length of the proposal may be expanded proportionately by the number of alternatives submitted.