

March 1, 2018



La Cienega Community Center

REQUEST FOR QUALIFICATIONS

LA CIENEGA PARK
PUBLIC ENGAGEMENT SERVICES



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La Cienega Tennis Center

Introduction

La Cienega Park consists of approximately 17-acres and is divided on the east and west sides by La Cienega Blvd. The Park is located at the furthest southeast boundary of the City with residents of Beverly Hills and non-residents surrounding the Park. The east side of the park houses a multi-purpose Community Center of approximately 9,900 square feet. The La Cienega Community Center houses one of the City-run preschools, staff offices, a small dance studio and community meeting room as well as a larger multipurpose room. Just outside of the Community Center is a playground for children ages 3-12. The playground is reaching the end of its useful life. The Park has three lit ball fields which are used by Little League, the high school baseball team and the City's adult softball leagues. In the fall, these fields become two soccer fields hosting AYSO and the City's Adult Flag Football Program. Also on site is a jogging path, an outdoor exercise equipment area, 4 picnic tables, and a small snack bar.

The west side of the park hosts a tennis center of approximately 11,400 sf with 16 lit tennis courts, with 14 of the courts are located over a single story parking structure. The La Cienega Tennis Center houses staff offices, a tennis concessionaire, two meeting rooms and athletic support facilities, such as changing rooms and showers. A smaller field utilized for under 8 years old youth athletics is also located on the west side. A 330 space parking structure under the elevated tennis courts provides a majority of the parking accommodations for patrons utilizing either side of the Park.

Project Background

A stated priority of the Beverly Hills City Council is to develop a master plan for La Cienega Park which coordinates an underground regional water retention structure, parking and community center and park needs. The scope of this RFP process is to carry out a public engagement process to determine community center needs for the buildings and site.



La Cienega Preschool

Project Description

The City is seeking a firm which will work with a Steering Committee to create community engagement framework (ex. public meetings, focus groups, surveys, interviews, online tools) to help determine the needs of Beverly Hills residents and stakeholders regarding the La Cienega Community Center and Park. The firm selected will reach out to Beverly Hills residents via multiple means, such as public meetings, focus groups, surveys, use of online tools, etc. to gather public feedback on the type of uses and activities that should take place at the Center and Park. Additionally, the firm will engage the various stakeholders, such as staff, preschool parents, regular renters of the rooms, contract instructors and their class participants, youth sports organizations, etc. regarding the opportunities and challenges with the current Center and Park. This data will be compiled and used to make recommendations as to whether the current park and community center facilities and amenities meets the needs of users and the community, or whether renovations need to be made, or whether a new building needs to be constructed. Furthermore, the data will be used to determine whether any other design improvements or changes are required. The firm will also gather feedback on the replacement of the playground structure which is reaching the end of its useful life, as well as other desired park amenities.

Comprehensive Goals

- Create community engagement framework, including but not limited to public meetings, surveys, interviews, etc.
- Gather input from Beverly Hills residents and stakeholders regarding desired programs and space needs.
- Perform existing conditions assessments including programs and space analysis as well as analysis of current placement of buildings, community center and tennis center.
- Determine whether two public buildings (Community Center and Tennis Center) are needed or whether a different configuration would better support community, programmatic and space needs.
- Identify key drivers and planning goals and opportunities for remodel, expansion or replacement of building(s).
- Identify key opportunities and strategies to address challenges identified.
- Provide regular updates to staff, Commissioners and City Council on the progress of the public engagement process.
- Based on data collected and performed analysis, develop a comprehensive space program and space needs as well as desired adjacencies.
- Clearly articulate vision for the community center and park consisting of an outline of program and examples of programs and infrastructure to support the vision.
- Provide well conducted and plentiful public outreach and engagement opportunities in an atmosphere of inclusion, where input is welcome and actively sought, while maintaining civility and respect for differences of ideas or opinions. The consultant must possess outstanding skills in meeting facilitation, and be an expert in soliciting public input and securing engagement in a safe, supportive and respectful environment.

Desired Experience and Expertise

- Experience with public engagement with public park community center, and sports facility projects. Able to effectively summarize and synthesize public input and feedback.
 - Demonstrated high level expertise in working effectively and collaboratively with neighborhood groups, users, clients, and residents to secure abundant and broad-based community input. Consensus building expertise and strong verbal communication skills are a must.
 - Success in the securing quality community feedback and input that effectively assists public agency in future planning to meet community needs.
 - Current knowledge of American with Disabilities Act requirements and all appropriate laws, park and playground safety requirements and all applicable codes is highly desirable to assist with evaluating community input.
 - Strong meeting facilitation skills with an emphasis on public agency projects.
 - Able to successfully work with challenging situations, individuals, and project volunteers.
 - Strong public presentation skills; and skilled in engaging the public.
 - Strong skills in using a variety of tools to engage the public, i.e social media tools, focus groups, written materials, and website and other technology are required.
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Tentative Project Schedule

APRIL 10, 2018	Award of Contract
APRIL 16, 2018	Notice to Proceed



Tennis Center

Registration

All interested consultants are encouraged to send an email to City Architect, Mandana Motahari at mmotahari@beverlyhills.org registering their intent to respond to this RFQ.

All firms expressing interest will be added to an email distribution list and will be notified if additional information related to the RFQ becomes available.

Firms failing to register in this manner may not receive all information relevant to the preparation of their proposals.

Question Period

All questions regarding this RFQ must be provided in writing (either by US mail or via e-mail) to:

Mandana Motahari
City Architect
City of Beverly Hills
345 Foothill Road
Beverly Hills, CA 90210

mmotahari@beverlyhills.org

Questions must be submitted by:
March 14, 2018

Submission of Qualifications

The deadline for submission of this RFQ is March 19, 2018. Respondents shall submit

- Three (3) bound copies of the qualifications
- One (1) unbound copy suitable for reproduction
- Format shall be 8½X11. Fold outs (if any) cannot exceed 11X17

Attention to:

RFQ shall be delivered in a single package and plainly labeled as follows:

ATTN:
City Architect
Mandana Motahari
RFQ for Public Engagement Services
La Cienega Park

Deliver to:

The City of Beverly Hills will accept proposals on or before the date indicated above at the following location and address

Reception Desk
Department of Public Works
345 Foothill Road
Beverly Hills, CA 90210

Content and Format Requirements

The City asks that interested firms submit their qualifications package, which shall include:

Firm Organization and Background

- firm profile
- proposed project team

Project Approach

- provide a concise summary of the firm's approach to the project

Experience

- Recent public agency projects of comparable scope
- Identify key staff members proposed for this project

References

- Provide a list of similar projects and project description undertaken by the firm with contact information (preferably the project personnel)

Sample

- Sample(s) reports/documents and public outreach tools related to similar public engagement projects

Fee Schedule

- Separate sealed envelope titled 'Fee Schedule' shall be submitted.
- Fee schedule will be opened after short listing top ranked firms.

Selection Process

A staff selected panel will be evaluating and ranking submitted proposals in the order in which they provide the best value based on the selection criteria. On the basis of the submittals received, the City may then select up to three (3) of the top ranked respondents for an interview.

Based on the qualification, references, interview and using the selection criteria listed here, the selection panel will make a recommendation to City Council identifying the most qualified firm(s). The City reserves the right to investigate and reply upon information from other available sources in addition to any documentation and information submitted by the firm responding to this RFQ.

City staff will meet with the successful firm and negotiate a contract. If good faith negotiations with selected firm are unsuccessful, the City will terminate such negotiation and undertake new negotiation with another finalist, or finalists, if any.

The authorization for contract award to the selected firm for this project will be subject to the approval by Beverly Hills City Council. The City reserves the right to reject any or all proposals, at its sole discretion.

Selection Criteria

Selection of most qualified Firm will be based on submitted proposals, references and if conducted, interviews. Proposals will be evaluated against the criteria listed below:

- | | |
|---|-----|
| • Firm background and applicable project experience | 30% |
| • Project team key personnel | 20% |
| • Understanding of the objectives and proposed approach to this project | 30% |
| • Work plan and list of deliverables | 20% |
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General

Acceptance of Evaluation Methodology

By submitting this proposal in response to this RFQ, respondent accepts the City's Quality Based Selection criteria and evaluation process and acknowledges and accepts that determinations made as part of this process will require subjective judgements by the City.

No Reimbursements for Costs

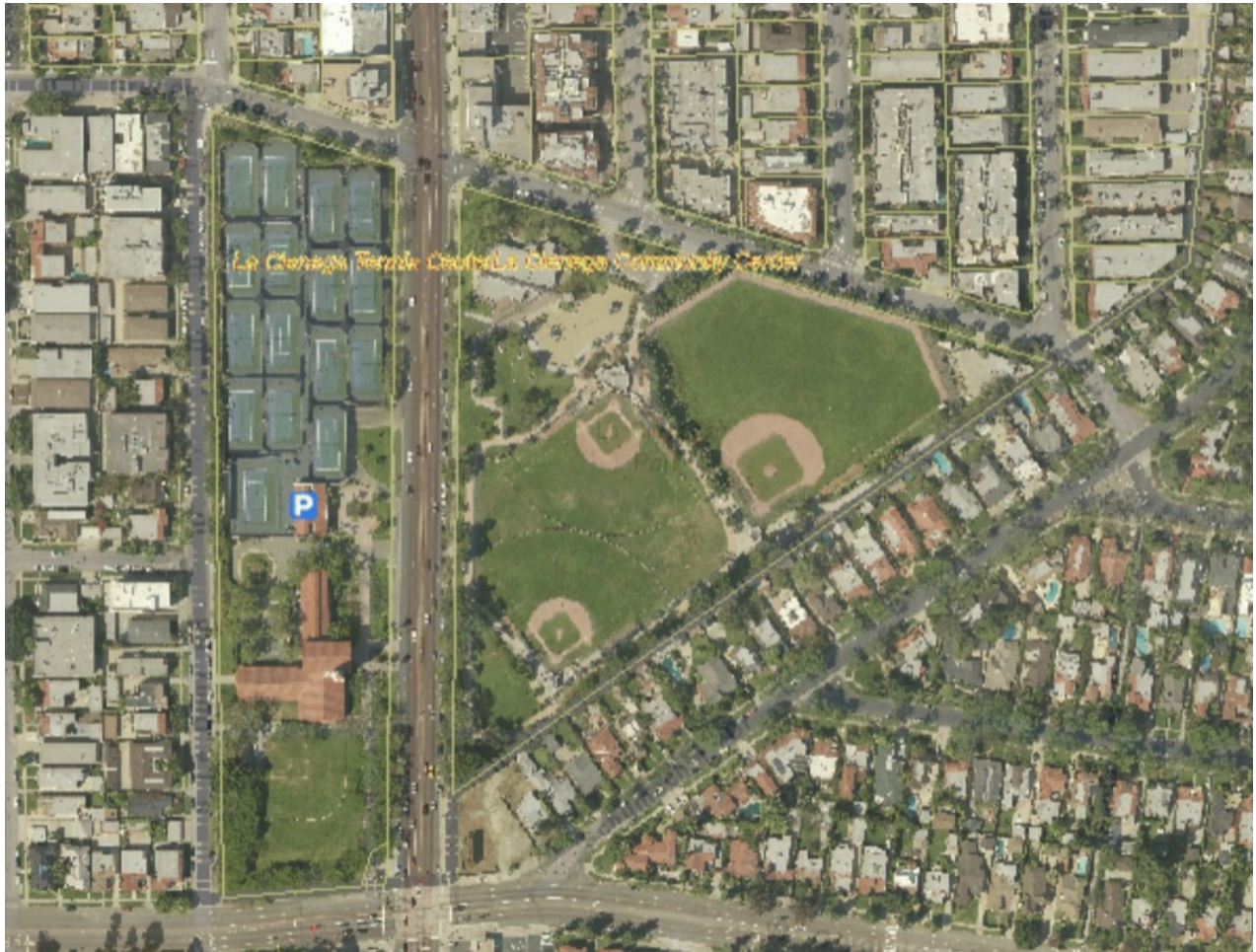
Respondent acknowledges and accepts that any cost incurred from respondent's participation in this RFQ process shall be at the sole risk and responsibility of the respondent. Respondent agrees that all submissions shall become the property of the City.

Waiver of Claims

Each respondent, in submitting this proposal, is deemed to have waived any claims for damages by reason of the selection of another proposal and/or the rejection of its proposal.

EXHIBITS

Vicinity Map



Site Photos



Community Center Multipurpose Room



Community Center Dance Studio



Community Center Meeting Room



Playground equipment



Tennis Center meeting room