



# City of Manhattan Beach

## General Services

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Phone: (310) 802-5568  
FAX: (310) 802-5590  
TDD: (310) 546-3501

### City of Manhattan Beach

#### Request for Proposal #890-13

#### Landscape Master Planning Services for the Veterans Parkway

#### **INTRODUCTION**

The City of Manhattan Beach (“City”) is soliciting proposals from qualified firms to work in conjunction with City staff and interested residents to provide landscape design and master planning services for the City’s Veterans Parkway. The overall goal of the Landscape Master Plan is to work with the community to develop a blueprint for use and potential improvements to the Veterans Parkway. The City will select a consultant team to provide professional and technical services to engage our local residents to assist in the preparation of a Landscape Master Plan for the Veterans Parkway based on the following Request for Proposal (RFP).

While this RFP deals only with landscape master planning service, two related projects are the General Plan Update – Mobility Section, and Parks Master Plan. The City will be updating its General Plan - Mobility Section with a vendor to be selected by Fall 2012. The Mobility Section will provide goals and policies for a balanced, multi-modal transportation system for the movement of people and goods within Manhattan Beach. Slated for release later this year is the Parks Master Plan, which will establish a vision for its eleven park sites plus other recreational facilities.

#### **MANHATTAN BEACH HISTORY**

The City of Manhattan Beach is located within the southwestern coastal portion of Los Angeles County in what is commonly referred to locally as the “South Bay” area. The City is bounded on the north by El Segundo, on the east and south by Redondo Beach, on the south by Hermosa Beach, and on the west by the Pacific Ocean. The City is a beach community with approximately 2.1 miles of beachfront. The City has a total land area of 1,788 acres (3.88 square miles). The city is generally bound by Rosecrans Avenue on the north, Aviation Boulevard on the east, Artesia Boulevard on the south and the Pacific Ocean on the west. Sepulveda Boulevard (State Highway 1) runs north-south through the middle of the City.

The modern history of Manhattan Beach began in 1888, when the first railroad spur (now Veterans Parkway) connected Redondo Beach Wharf to Downtown Los Angeles. In 1897, the townsite of “Potencia” first appeared as a stop on the Santa Fe timetable. Potencia later became Shore Acres in 1902 and Manhattan Beach the following year. Incorporation of Manhattan Beach came in 1912. The 1920s saw major growth that included restaurants, housing tracts, hotels and businesses. Most of the early buildings were beach cottages, since the City was promoted as a place to vacation. Prior to the 1940s, many residents in town only stayed for the summer months. It wasn’t until after World War II that residents started living in Manhattan Beach year-round.

Manhattan Beach has always been known as a popular recreational spot in Southern California with its beaches and recreational activities. The first beach volleyball courts were inaugurated in 1930 and the City is also home to the Manhattan Beach Open Pro Beach Volleyball Tournament. During the 1950s, the City began to settle as an established community with elegant homes and flourishing commercial centers, including some industrial uses.

Manhattan Village Mall and residential development were built on the site where a Chevron Tank Farm once stood. In 1980, the City annexed the area of North Manhattan Beach (El Porto) from Los Angeles County, which added 34 acres of land to the northwest corner of the City. During the 1980s, Manhattan Village Mall began to take shape, which was followed by the residential development in the mid to late 1980s, and then followed by the development of the golf course, a hotel, tennis club and office complexes. Raleigh Studios came to the City in 1988, providing space for commercial, film and television production.

### **BACKGROUND**

The Veterans Parkway, commonly known as the Greenbelt, is a 21-acre park that crosses the City of Manhattan Beach from north to south along Valley Drive and Ardmore Avenue from Sepulveda Boulevard to the border of Hermosa Beach. It was developed in 1986, and renamed from Manhattan Parkway in 1998. (As a historical reference, the Santa Fe Railroad completed a single track line to Redondo Beach, along the present-day location of the Greenbelt between Valley and Ardmore, in 1888.)

The Veterans Parkway includes a 1.5 mile jogging trail and wheelchair accessible par course with four workout stations between the intersections of 10th and 11th Streets. It is the only park in the City in which leashed dogs are allowed (other than dedicated dog parks). Park benches and shade trees provide resting spots every quarter-mile along the path. There are also drinking fountains for dogs and their human companions.

The Mariposa Pathway, a 250-foot section of the parkway near Ninth Street, provides a beautiful rest stop for joggers and others who enjoy a walk along this park. Seven butterfly totems, a permanent installation of public art, are placed amid the eucalyptus trees (the natural habitat of the Monarch Butterfly) that border the jogging trail and path.

### **PROJECT DESCRIPTION**

This request for proposal will deal only with landscape improvements to the Veterans Parkway. The Landscape Master Plan will serve as a template for long-term improvements on the Veterans Parkway. The Landscape Master Plan will capture the parkway's uniqueness and potential and will provide a comprehensive vision which will address the challenges of the site location. As a part of the vision for Veterans Parkway, the plan will address the plant material used in the on-going maintenance and enhancement of the parkway and will include a recommended plant palette. The plan shall include an analysis of the existing site conditions, recommendations for improvements, phasing/priority recommendations and cost estimates. The plan shall emphasize sustainability, ease of access and egress, and create a coherent design statement within the City of Manhattan Beach.

### ***Sustainable Landscape Components***

Sustainability and conservation of resources are integral to the design of the parkway. The City has several successful examples of sustainable landscape in the community, and would like to create a sustainable design theme that makes a positive statement to the community and its visitors. The master plan and its recommendations should be a reflection of this goal. As a guide to consultants, plan recommendations shall take into account the following minimum considerations for sustainable planning, building, site, and design practices, but should also seek community input to expand upon this list to achieve the expressed goal for sustainability:

- Permeable surfaces
- Habitat protection and enhancement
- Water use efficiency
- Reduced pesticide use
- Energy conservation and atmospheric impact
- Naturalize water conveyance where possible
- Develop stormwater retention capability
- Materials and resource use and efficiency

In addition, the master plan should engage the community to assist in determining guidelines for improving aesthetics of the Veterans Parkway, while capturing the parkway's uniqueness and potential. As a part of the vision for the parkway, the master plan will address the plant material used in the on-going maintenance and enhancement of Veterans Parkway. Installing desirable environmentally appropriate groundcover, trees, and/or shrubs is of high priority. Specimens recommended for the site must be able to thrive in a coastal environment, be drought tolerant, and strong enough to withstand the public byway and the irrigation on site. Trees or plants that are susceptible to pests and disease already present in the parkway shall not be recommended. To sustain the local wildlife populations, California natives that do not go completely dormant should be added whenever possible. Deciduous trees shall be surrounded by evergreens to maintain the visual aesthetics of the parkway.

### ***Previous Community Involvement***

The landscape and maintenance plan for the Veterans Parkway area has moved forward without a specific design in place. Some residents who live directly across Valley Drive or Ardmore would address the land immediately in front of their homes, adding specimens to the landscape and watering by hand. The intention was to improve the view of the parkway in front of their properties, and the community as a whole benefits from this donation. In the case of other donations or memorials, residents would choose spots to have a tree planted, at times paying a fee to do the City to do so.

Unfortunately, many of the residents interested in beautifying the parkway were operating without a landscape master plan and did not understand how much space various specimens required to grow to maturity, or their irrigation requirements, and how this would impact future maintenance. Further, because the parkway is public land, residents are frequently not sure of the rules regarding new installations in the public space.

In 2010 a grassroots organization known as the Greenbelt Restoration Project was initiated by a local resident to transform a blank section of the Veterans Parkway that had not been attended to by other residents. Citizens were invited to make both financial and labor donations to implement the landscape designs developed by the Greenbelt Restoration group and transform a portion of the parkway. This effort was coordinated through the Public Works Department, but

was largely self-funded, including provision of most labor. The community response has been positive, and the benefits of partnering with these volunteers are valuable. However, as previously stated, there were no guidelines for plant species to use, or a process to select planting locations with general public input.

Coordinating with interested residents, the Landscape Master Plan will propose guidelines to structure volunteer involvement in the design and implementation of future projects on the Greenbelt.

### **SCOPE OF WORK**

The City is seeking a dynamic consulting team that has extensive experience in preparing landscape master plans and has been effective in community outreach and demonstrated success in building community consensus. This team will work with residents and assist staff in the preparation of a master plan for Veterans Parkway. While a final scope of work will be crafted upon selection of a Consultant team, the City anticipates that the Scope of Work submitted through this RFP will, at a minimum, address all of the following components. The City is also open to suggestions other than those listed below that the Consultant believes would be of value in producing the Landscape Master Plan for Veterans Parkway. The estimated timeframe for developing a Master Plan is five months and \$40,000 budgeted.

The selected firm will need to be familiar with County and City codes, restrictions, and processes throughout the project. All deliverables will be submitted to the City in hard copy and original electronic format (for example: Excel, AutoCAD, Word, etc.). All work produced by the consultant for this project will become property of the City of Manhattan Beach, and it is expected that information pertinent to this project will be shared freely with all City employees involved in the project.

The Scope of Work includes, but is not limited to:

1. Site Analysis and Assessment;
2. Development of Community Outreach, Public Input Process, and Consensus Building
3. Parkway Master Plan Schematics and Plant Palette;
4. Cost Estimates and Maintenance Plan;
5. Policy for Donations and Volunteers; and a
6. Presentation to City Council for Action

Importance is placed on effective community outreach and public input that maximizes opportunities to develop a community consensus for the proposed plan. The City would like to ensure that the majority of the needs identified by the community are effectively addressed. It is anticipated that 3 community meetings (estimated 12 hours) will be required in addition to other outreach efforts.

The Consultant shall address each of the following phases by describing how the firm would meet the written criteria. Include experience and examples of similar work performed and/or provide information on subcontractor's experience.

### ***1. Site Analysis and Assessment***

This phase will include an environmental site analysis of the property to consider existing site conditions, opportunities and constraints, along with neighborhood and civic interests. Additional information will be needed to evaluate existing trees, potential property uses, energy resources, conservation options, architectural uses and alternative landscape options for the purpose of maintaining and renovating the existing landscape.

### ***2. Development of Community Outreach, Public Input Process, and Consensus Building***

This phase embarks on the community outreach process, seeks to build resident support for the Veterans Parkway planning project, and solicits community comment on how the parkway should be designed to meet the needs of residents and park users. The community outreach, public input, and consensus building effort will be integral to a successful planning and design process. The master plan will reflect public input and community consensus as endorsed by the City and major stakeholders. Stakeholders include, but are not limited to: adjacent neighbors, the Manhattan Beach Botanical Garden, and the Greenbelt Restoration Project. It is essential that the diverse make-up of the community is encouraged to participate, and is represented fairly, in this process.

### ***3. Parkway Master Plan Schematics and Plant Palette***

In this phase, based on needs assessment and community outreach, a master plan will be developed. This master plan will reflect the needs and interests identified by the community, the City, grant contract provisions, and other key partners. A palette of recommended plants to be used in the landscape project will also be developed making use of existing resources from the Manhattan Beach Botanical Garden and the Greenbelt Restoration Project. This phase will also identify the areas of the master plan that have the highest priority for implementation based on a needs assessment of the site, and including community input. The master plan will lay out the recommended priorities for completion of each phase of the project.

### ***4. Cost Estimates and Maintenance Plan***

In this phase an operating cost model and maintenance plan will be completed for the project. The City will look to the firm hired to analyze and extrapolate data from the previous phases to complete both the operating cost model and maintenance plan. The Veterans Parkway Maintenance Plan should address how the City may fund the maintenance of the parkway once each phase of installation is completed.

### ***5. Policy for Donations and Volunteers***

Upon review of the needs of the project site, develop a recommended policy for inclusion of donations and volunteer labor at the Veterans Parkway. Identify volunteer opportunities in relation to the prioritized phases of project implementation outlined in the master plan. Potentially coordinate donation policy with existing Parks and Recreation Department guidance, with the incorporation of sustainable landscape principles.

### ***6. Presentation to City Council for Action***

Once the Landscape Master Plan has been drafted, the Consultant will make a presentation to City Council detailing the components of the plan, any identified maintenance priorities, and the extent of community outreach and participation in developing the master plan.

## **TECHNICAL AND FEE PROPOSAL INFORMATION**

The contents of the proposal shall be submitted in the order as specified below. The proposal shall include, at a minimum, the following information listed below in the same order as requested, and shall not exceed 10 double-sided pages.

1. **Understanding of Job Description and Scope of Work** – Please describe your understanding of the scope of work to be performed.
2. **Methodology and Work Plan** – Please provide a brief description of the proposed work program and techniques to complete the scope of work. The work program should demonstrate your firm’s ability to conduct these services in a professional, timely, and efficient manner.
3. **Experience and Qualification of Firm** – Please provide a description of firm qualifications and relevant experience.
4. **Qualifications and Experience for all Consultants and Sub-Consultants** – Please provide a resume including qualifications and relevant experience for all of the individuals being proposed to work on this project. Experience under different companies can be included, however, please provide each company name with contact name and phone number. In addition, provide all current engagements and availability. Resumes are not included in the 10 double-sided pages limitation.
5. **Other Personnel** – Specific project/task order work may be requested occasionally which will require the utilization of other personnel within your firm. Include a resume for each individual that may be proposed for project/task order work.
6. **References** – Please provide a list of references where similar work of similar size and nature is currently in process or recently completed. Include name of firm, telephone, and name of contact person. These references will be checked and may affect the award of the contract. The City of Manhattan Beach reserves the right to contact any of the organizations or individuals listed or any others that may stem from the inquiry.
7. **Contract Exceptions** – Provide any proposed exceptions, additions, and/or deletions to the City’s request for proposal and/or Professional Services Agreement. Proposed exceptions will be considered on a case by case basis, but there is no guarantee that proposed exceptions will be accepted by the City.
8. **Fee Proposal** (under separate cover) – The consultant shall provide a fee schedule for the proposed services. The fee schedule shall include the hourly rate for each personnel category, and any other additional charges to complete the services required of this contract. The City will use the fee proposal in the selection process and reserves the right to negotiate the final fee with the consultant. See selection process summary below for more information.

## **SCHEDULE**

The tentative schedule for this procurement is as follows:

<b>ACTION</b>	<b>DATE</b>
Availability of Request for Proposal	September 20, 2012
Last Day to Submit Questions	October 4, 2012
Request for Proposal Submission Deadline	October 24, 2012
Staff Review of Proposals	October 31, 2012
City Negotiations with Top Ranked Consultant Team(s)	November 8, 2012
Consultant Team Selection	November 15, 2012
Recommendation to City Council	December 4, 2012

*\*Dates are subject to change*

## **PROPOSAL EVALUATION**

Selection of the consultant team for interview with the City will be based in the contents of the written proposal. The proposal will be evaluated and ranked by a committee of selected City staff and community representatives. The proposal will be rated according to the following selection criteria (in no particular order):

1. Demonstrated understanding of City and scope of work
2. Consultant's qualifications and experience
3. Other personnel
4. Reference checks
5. Availability of proposed Consultant
6. Fee proposal
7. Interviews
8. Ability to meet insurance requirements

## **EVALUATION AND SELECTION PROCESS**

The City will review proposals for experience, qualifications, and project approach of the firms to address the Scope of Work included in the Request for Proposal. In a separate envelope to be opened after review of proposal qualifications and project approach, the Consultant should include the fee to provide the services in the timeline provided in the proposal.

Upon completion of the RFP evaluation process, a short list will be established and the City will enter into negotiation with the top ranked Consultant for the desired services. Compensation for the subject services will be negotiated based on what is fair and reasonable to the City. Should City staff and the top-ranked Consultant be unable to reach an agreement, negotiations with that firm will be terminated and negotiations will commence with the next ranked Consultant in order of their evaluation ranking until an agreement is reached and a Consultant is selected.