

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: The Honorable City Council

FROM: Michael Atkin, Recreation/Community Services Manager MA

DATE: March 26, 2008 (CC meeting of April 2, 2008)

SUBJECT: Consider Request for Proposals to Provide the Development of a Youth Master Plan

BACKGROUND AND DISCUSSION

City Council is being asked to consider a Request for Proposals (RFP) to prepare a Youth Master Plan.

The Youth Mater Plan will identify and document youth needs based upon demographics, use data and youth/community input; and prioritize recommendations for action to help the City of Moorpark better serve the needs of its youth and their families. The Youth Master Plan document may be utilized for grant fund procurement based on the statistical data collected and description of trends and issues affecting youth in Moorpark.

In addition to identifying youth needs, the plan will inventory existing resources, and develop a recommended implementation plan to meet the needs that are not currently being met. The overall goal of the plan is to have a tool for City staff, policy makers, and (to a lesser extent) non-City service providers to ensure that resources are expended in areas that most effectively result in youth growing up to lead healthy, positive, productive, and pro-social lives; contributing to their society as adults.

If the RFP is approved, proposals will be due to the City in mid May. Depending on the number of proposals received, staff may set up interviews with the most qualified firms. Proposals will be evaluated on understanding of the City's needs, relevant experience and costs. The Council will be asked to consider the selection of a consultant; most likely in June. A complete copy of the RFP, including the proposed Agreement and Scope of Service is included as Attachment A to this Agenda Report.

Honorable City Council
April 2, 2008
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FISCAL IMPACT

There is no new fiscal impact associated with the proposed RFP. Funds in the amount of \$10,000 for this project were included in the FY 2007-08 budget, but will not be spent since the actual work will take place in FY 2008-09. Staff anticipates requesting funds in the new budget.

STAFF RECOMMENDATION

Approve the Request for Proposal and authorize staff to advertise for receipt of the bids.

Attachment: A - Youth Master Plan RFP

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REQUEST FOR PROPOSALS
YOUTH MASTER PLAN
FOR
MOORPARK PARKS RECREATION AND COMMUNITY
SERVICES DEPARTMENT



Contact Information:

Mike Atkin, Recreation/Community Services Manager
Moorpark Parks Recreation and Community Services Department
799 Moorpark Avenue
Moorpark, CA 93021
805.517.6304
matkin@ci.mooprark.ca.us

Due Date:

May 16, 2008 5:00 PM

REQUEST FOR PROPOSAL



**City of Moorpark
Parks, Recreation and Community Services
799 Moorpark Avenue
Moorpark, CA 93021**

Request for Proposal:

The Youth Master Plan will be a process which will identify and document youth needs based upon data and youth/community input; and prioritize recommendations for action to help the City of Moorpark better serve the needs of its youth and their families. The result will be a dynamic, useable document that will guide the delivery of services and programs to said youth and their families. The Youth Master Plan document may be utilized for grant fund procurement based on the statistical data collected and description of trends and issues affecting young people.

The consultant will have experience in developing youth master plans, needs assessment and expertise in promoting partnerships and shall work closely with the Parks Recreation and Community Services Department, the Parks and Recreation Commission, the City's Teen Council, City Council, local community agencies and organizations (to be designated by the City and may include Boys & Girls Club, Moorpark Unified School District), plus utilize the public input process to evaluate and determine the elements and priorities of this plan.

Firms submitting proposals must have a proven track record in preparing master plans and/or community-wide strategic plans, which document best practices, and have fulfilled similar requirements and completed projects similar in scope.

Scope of Services:

The purpose of the youth master plan is to identify the needs of the youth living in Moorpark, to inventory existing resources, and to develop an implementation plan to meet the needs that are not currently being met. The overall goal of the plan is to have a tool for City staff, policy makers, and (to a lesser extent) non-City service providers to ensure that resources are expended in areas that most effectively result in youth growing up to lead healthy, positive, productive, and pro-social lives; contributing to their society as adults.

The plan will help develop the future of the recreation program and identify important community and human services that are necessary to accomplish the goal of the plan. The plan will also help identify programs that should be offered at the Arroyo Vista

Recreation Center and serve to expand and develop viable and relevant youth and teen programs and a potential future teen center.

Phase 1- Evaluation and Master Plan Components

1. The proposal should include a timeline with benchmarks for the development and implementation of the Youth Master Plan, which culminates with the final document.
2. The proposal should include criteria, guideline standards, and schedule of meetings which will be attended by or facilitated by the consultant. Meetings to be conducted by consultant include, but are not limited to: City staff, Councilmembers, Commissioners, Moorpark Unified School District, Teen Council, organizations and agencies serving teens in Moorpark, and other stakeholders to be designated by City.
3. Specific recommendations addressing ongoing participation and collaboration of the community groups and agencies serving teens will be a result of the Master Plan process.
4. The results of the needs assessment should lead to the building of a community consensus/ vision that establishes youth/teens as a priority.

Phase 2- Prepare Master Plan Draft

1. The consultant shall provide ten (10) copies of the Draft Master Plan for City staff review and comment.
2. City staff shall review the Draft Master Plan and provide comments and recommendations to City Council on its contents. Upon direction from the Council, the plan will be distributed for public comment.
3. A community meeting will be scheduled to receive comments from the public on the draft plan. This meeting may be combined with a meeting of the Parks and Recreation Commission.
4. The Consultant shall revise the Draft Master Plan in response to direction from staff, or the City Council after completion of the public comment process.

Phase 3- Formal Review of the Master Plan

1. Based on input from City Council, and/or staff, Consultant shall prepare a final Youth Master Plan for staff to present to City Council.
2. Staff shall forward the Master Plan and recommendations to the City Council.
3. The City Council shall conduct public hearings on the Draft Master Plan and decide on the adoption of the Plan.

Qualifications and Proposal Requirements:

1. A statement of qualifications applicable to this project including names, qualifications and proposed duties of consultant's staff to be assigned to this project shall be included.
2. Names and telephone numbers of responsible sub-consultants proposed to be a part of this project shall be included.

3. A list of recent, similar projects with names, titles, addresses and telephone numbers of appropriate individuals whom the Parks, Recreation and Community Services Department may contact concerning references regarding submitter's qualifications shall be included.
4. A cost proposal for the master plan including a detailed break-down of all fees that the consultant will charge.
5. Proposal Alternative: Each proposal must include an alternative to the Scope of Services described above which includes the use of a survey to gather input, data, and opinions of teens. The proposal should describe the survey process and include a cost proposal.

Submittal Procedure and Deadline:

The proposal shall contain the scope of services as set forth in this Request for Proposal; and shall contain the submitter's proposed compensation for successfully performing the scope of services.

Three copies of the complete proposal must enclosed in a sealed envelope with the following written on the front of the enveloped "Not be Opened with Regular Mail – Youth Master Plan Proposal" and submitted to the City Clerk's office no later than Friday, **May 16, 2008 at 5:00 PM PDT:**

City of Moorpark
City Clerk's Office
799 Moorpark Avenue
Moorpark, CA 93021
Attention: Deborah S. Traffenstedt, City Clerk

No late proposals will be accepted. Postmarks are not acceptable.

Notice To Candidates

This Request for Proposals does not constitute a contract or an offer of employment. The cost of preparation of proposals shall be the sole obligation of the consultant. All proposals, whether accepted or rejected, shall become the property of the City.

The City reserves the right to reject any and all proposals. Elements and/or tasks may be added or deleted at the discretion of the City pending negotiation of the scope of work and compensation.

All completed work including surveys, workshop documents, and ancillary reports and the final report, whether in written, video or electronic formats, becomes the property of the City at the end of the project and will be turned over to the City.

The consultant selected to perform the work shall be considered an independent contractor and shall provide the insurance and indemnification set forth in the Professional Services Agreement. The consultant shall certify that no official or

employee of the City or any business entity, in which an official of the City has an interest, has been employed or retained to solicit or aid in the procuring of the Agreement for Youth Master Plan Development. No such person shall be employed in the performance of the Agreement.

General Information:

Questions about the RFP or the selection process may be directed to Mike Atkin Recreation/Community Services Manager, at 805.517.6304.

Attachments:

Attachment A-Sample Agreement, Insurance Requirements and Scope of Work

Attachment A-Sample Agreement, Insurance Requirements and Scope of Work