

City of Las Cruces®

PEOPLE HELPING PEOPLE

Council Action and Executive Summary

Item # 6 Ordinance/Resolution#10-11-446 Council District: All

For Meeting of February 22, 2011

TITLE: A RESOLUTION AWARDING A CONTRACT FOR PLANNING SERVICES FOR UPDATE OF THE PARKS & RECREATION MASTER PLAN AND PARK IMPACT FEE, RFP #10-11-446, TO CONSERVATION TECHNIX, PORTLAND, OR, FOR A CONTRACT AMOUNT OF \$82,525.00, PLUS \$6,240.95 FOR NEW MEXICO GROSS RECEIPTS TAX, PLUS A PROJECT CONTINGENCY OF \$8,253.00; FOR A TOTAL AUTHORIZATION OF \$97,018.95.

PURPOSE(S) OF ACTION: To award a contract for services related to the update of the Parks & Recreation Master Plan and Park Impact Fee.

Drafter and Staff Contact: Sonya Harmon, Project Mgmt		Department: Facilities		Phone: 541-2573	
Department	Signature	Phone	Department	Signature	Phone
Department Director		541-2271	Budget		541-2107
Other			Assistant City Manager		541-2271
Legal		541-2128	City Manager		541-2076

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

According to the Las Cruces Development Impact Fee Ordinance Section 33-32, a review of the park impact fee must be conducted at least every five (5) years for recommendation to maintain, discontinue or modify the fee. The current neighborhood park impact fee was adopted via council Resolution 07-342 effective July 1, 2007. Therefore, a review of the fee and the master plan is required to be adopted by June 30, 2012.

A Request for Proposals (RFP) #10-11-446: Planning Services for Update of the Parks & Recreation Master Plan and Park Impact Fee was solicited through the Purchasing Department after document review by the Selection Advisory Committee (SAC). A total of five (5) proposals were received on December 20, 2010. After SAC scored the initial evaluation of the submitted proposals on January 11, 2011, the SAC ranked Conservation Technix, Portland, OR as the highest ranked proposer.

The process of updating the Parks & Recreation Master Plan and Park Impact Fee incorporates many steps and various sources of information. As a part of this process, Conservation Technix will partner with Parametrix, Las Cruces, NM for public involvement; Sites Southwest, Albuquerque, NM for site assessment; ETC Leisure Vision, Olathe, KS for the community survey and TischlerBise, Temecula, CA for park impact fee review. This team will gather information about the current parks and recreation system, evaluate the current levels of service throughout the City, use the current land use assumptions, and

(Continue on additional sheets as required)

solicit a large amount of public input via public meetings and a telephone survey. Conservation Technix will use all of this information in developing an updated master plan document that will guide the City in addressing Parks & Recreation needs and desires of our residents for the next five (5) years.

Conservation Technix, along with TischlerBise, will review the park impact fee based on levels of service and the land use assumptions. Based on previous direction from the City Council, the vendor will provide the City with several park impact fee options for consideration. One option will be a revised park impact fee for the City to build parks and recreation facilities. Another option will offer changes in development regulations for developer-built neighborhood parks. A third option will be the combination of a park impact fee for use in building community parks coupled with regulation changes requiring developer-built neighborhood parks.

The draft master plan and park impact fee will be presented to the Parks & Recreation Advisory Board, Capital Improvement Advisory Committee and the City Council for feedback and input before being finalized and proposed for adoption.

An updated Parks & Recreation Master Plan and Park Impact Fee, while required by ordinance, are also related to numerous goals in the City's strategic plan for the development of various parks and recreation facilities. But one (1) strategic goal is specifically related to this project – "Evaluate Parks and Recreation Policy [Combination of impact fees and regulatory requirement for park development]".

SUPPORT INFORMATION:

1. Resolution.
2. Parks & Recreation Master Plan and Park Impact Fee Update Scope of Services; attached as Exhibit "A".
3. City of Las Cruces Parks & Recreation Plan Update – Fee Schedule; attached as Exhibit "B".
4. Purchasing Manager's Request to Contract; attached as Exhibit "C".
5. Bid Tabulation Sheet, attached as Exhibit "D".

SOURCE OF FUNDING:

Is this action already budgeted?	Yes	<input checked="" type="checkbox"/>	See fund summary below
	No	<input type="checkbox"/>	If No, then check one below:
	<i>Budget Adjustment Attached</i>	<input type="checkbox"/>	Expense reallocated from:
		<input type="checkbox"/>	Proposed funding is from a new revenue source (i.e. grant; see details below)
		<input type="checkbox"/>	Proposed funding is from fund balance in the _____ Fund.
Does this action create any revenue?	Yes	<input type="checkbox"/>	Funds will be deposited into this fund: _____ in the amount of \$_____.
	No	<input checked="" type="checkbox"/>	There is no new revenue generated by this action.

FUND EXPENDITURE SUMMARY:

Fund Name(s)	Account Number(s)	Expenditure Proposed	Available Budgeted Funds in Current FY	Remaining Funds	Purpose for Remaining Funds
Park Mgt General	41125000 854222	\$77,929	\$322,816	\$244,887	Other ICIP projects
Park Mgt Area 1	41125010 854222	\$2,000	\$499,739	\$497,739	Other ICIP projects
Park Mgt Area 2	41125020 854222	\$2,000	\$49,030	\$47,030	Other ICIP projects
Park Mgt Area 3	41125030 854222	\$2,000	\$237,403	\$235,403	Other ICIP projects
Park Mgt Area 4	41125040 854222	\$2,000	\$66,111	\$64,111	Other ICIP projects
Park Mgt Area 5	41125050 854222	\$1,915	\$1,915	\$0	Closeout
Park Mgt Area 6	41125060 854222	\$2,000	\$21,585	\$19,585	Other ICIP projects
Park Mgt Area 7	41125070 854222	\$3,851	\$3,851	\$0	Closeout
Park Mgt Area 8	41125080 854222	\$3,324	\$15,281	\$11,957	Other ICIP projects

(Continue on additional sheets as required)

OPTIONS / ALTERNATIVES:

1. Vote "Yes"; this will award a contract for planning services for update of the Parks and Recreation Master Plan and Park Impact Fee, RFP#10-11-446, to Conservation Technix, Portland, OR for a contract amount of \$82,525.00, plus \$6,240.95 for New Mexico Gross Receipts Tax, plus a project contingency of \$8,253.00; for a total authorization of \$97,018.95.
2. Vote "No"; this will not award a contract for planning services for update of the Parks and Recreation Master Plan and Park Impact Fee, RFP#10-11-446, to Conservation Technix, Portland, OR for a contract amount of \$82,525.00, plus \$6,240.95 for New Mexico Gross Receipts Tax, plus a project contingency of \$8,253.00; for a total authorization of \$97,018.95 and may jeopardize the City's ability to meet the June 30, 2012 adoption deadline.
3. Vote to "Amend"; this will direct staff to proceed as amended by City Council.
4. Vote to "Table"; this may jeopardize the City's ability to meet the June 30, 2012 adoption deadline.

REFERENCE INFORMATION

The resolution(s) and/or ordinance(s) listed below are only for reference and are not included as attachments or exhibits.

1. Resolution No. 07-342

RESOLUTION NO. 10-11-446

A RESOLUTION AWARDING A CONTRACT FOR PLANNING SERVICES FOR UPDATE OF THE PARKS & RECREATION MASTER PLAN AND PARK IMPACT FEE, RFP #10-11-446, TO CONSERVATION TECHNIX, PORTLAND, OR, FOR A CONTRACT AMOUNT OF \$82,525.00, PLUS \$6,240.95 FOR NEW MEXICO GROSS RECEIPTS TAX, PLUS A PROJECT CONTINGENCY OF \$8,253.00; FOR A TOTAL AUTHORIZATION OF \$97,018.95.

The City Council of the City of Las Cruces is informed that:

WHEREAS, the Las Cruces Development Impact Fee Ordinance Section 33-32 requires a review of the park impact fee to be conducted at least every five (5) years for recommendation to maintain, discontinue or modify the fee; and

WHEREAS, the current park impact fee was adopted via council Resolution 07-342 effective July 1, 2007 and therefore a review of the fee and the master plan is required to be adopted by June 30, 2012; and

WHEREAS, a Request for Proposals (RFP) #10-11-446: Planning Services for Update of the Parks & Recreation Master Plan and Park Impact Fee was solicited through the Purchasing Department after document review by the Selection Advisory Committee (SAC) and a total of five (5) proposals were received on December 20, 2010; and

WHEREAS, after SAC scored the initial evaluation of the submitted proposals on January 11, 2011, the SAC ranked Conservation Technix, Portland, OR as the highest ranked proposer; and

WHEREAS, an updated Parks & Recreation Master Plan and Park Impact Fee is related the City's strategic plan goal – "Evaluate Parks and Recreation Policy [Combination of impact fees and regulatory requirement for park development]".

NOW, THEREFORE, Be it resolved by the governing body of the City of Las Cruces:

(I)

THAT a contract is hereby awarded to Conservation Technix, Portland, OR for planning services for update of the Parks & Recreation Master Plan and Park Impact Fee for a contract amount of \$82,525.00, plus \$6,240.95 for New Mexico Gross Receipts Tax, plus a Project Contingency of \$8,253.00 for a total authorization of \$97,018.95.

(II)

THAT City staff is hereby authorized to do all deeds necessary in the accomplishment of the herein above.

Resolution No. 10-11-446

Page 2

DONE and APPROVED this _____ day of _____, 2011.

APPROVED:

Mayor

ATTEST:

City Clerk

(SEAL)

VOTE:

Mayor Miyagishima: _____
Councillor Silva: _____
Councillor Connor: _____
Councillor Pedroza: _____
Councillor Small: _____
Councillor Sorg: _____
Councillor Thomas: _____

Moved by: _____

Seconded by: _____

APPROVED AS TO FORM:

[Handwritten Signature]

City Attorney

Parks & Recreation Master Plan and Park Impact Fee Update Scope of Services

Task 1: Project Initiation & Management

Host a project kick-off meeting, along with periodic team/client meetings to coordinate and communicate on project milestones, refine the project scope if necessary and address the following:

- Review and discuss the overall project goals, objectives and milestones
- Define a public involvement program to include team and staff roles
- Identify key community stakeholders including agencies, organizations and individuals
- Discuss current community issues, concerns or interests
- Discuss any concurrent City-based planning efforts underway and the need for integration or coordination of efforts
- Establish product review procedures and a cycle for periodic project meetings and progress updates/reports

Hold periodic project coordination meetings with staff to review and discuss work products, prepare for community outreach, refine objectives and develop plan implementation strategies. Meetings will occur at least monthly or as appropriate to address or review key findings and recommendations.

Task 2: Existing Conditions & Baseline Analyses

The Consultant will build upon readily-available background information for the Parks & Recreation Plan by conducting an assessment of existing parks, facilities and recreational opportunities to help formulate the direction of the planning effort and consider Level-of-Service (LOS) modifications.

Task 2.1. Review of Existing Plans & Studies: Assemble, review and analyze all pertinent, existing print and electronic City-wide planning materials, specifically the existing Park & Recreation Master Plan, Comprehensive Plan, Strategic Plan, Sustainability Action Plan, Land Use Assumptions and the municipal code.

Task 2.2. Community Profile & Demographics: Working with City staff, compile relevant community statistics and data to include Census figures, UNM Bureau of Business & Economic Research projections and City land use growth patterns, among others, to profile population trends and other socioeconomic conditions. Review the community's recent history and develop a narrative summary of current conditions.

Task 2.3. Base Mapping & Spatial Analysis: Obtain all existing, relevant mapping datasets from the City and review with staff the updated park and trail system inventory. Utilize mapping data to quantify and display park and trail system information and as an aid to define and suggest alternative approaches to service delivery, to include:

- Making informed recommendations about potential candidate acquisition areas that maximize resource utility, while managing potential long-term development and operating costs

- Analyzing the park and trail system against distribution, proximity and accessibility criteria, along with transportation, geographic and other barriers, and neighborhood data
- Assessing park system levels of service and service standards for various park types, while identifying limitations to access or broader, potential community connections
- Identifying green infrastructure opportunities within existing City land holdings and for future development of greenspaces that not only supports recreational needs, but address sustainability issues and could lead to cost of service reductions

Task 2.4. Parkland, Trail & Facility Inventory: Expanding upon existing City documentation, work with City staff to review the facility inventory, visit select sites and identify a short list of sites that may benefit from focused site analysis to assess design, sustainability or operational enhancements. Develop a programming matrix to better understand recreation service delivery, to include programs by private or non-profit providers, and assess against the potential demand for programmed activities, such as fields for soccer, softball, baseball or other activities.

Task 2.5. Maintenance & Operations Evaluation: Prepare a maintenance and operations evaluation to explore issues of funding, staffing and site management. Meet with operations staff to discuss facility needs, with a focus toward interim design solutions, best management practices or challenges regarding the planned and potential growth of system assets and facilities.

Task 3. Community Needs Assessment

An assessment of community demand and needs represents the core of the parks system planning process.

Task 3.1. Community Meeting Series: Host a series of six (6) community open houses to elicit feedback from residents on site-specific projects and broad, community-wide recreation demands. Build on the El Paseo visioning public participation toolkit and the Mayor's neighborhood meeting approaches using issues and decisions as a public draw. Engage residents to add richness to inventory data and identify important upgrades, expansions or enhancement projects that could be reflected in the capital facilities plan component of the Plan. In consultation with staff, we will utilize meeting formats and venues to maximize participation.

Task 3.2. Stakeholder Interviews: Conduct up to eight (8) individual discussions with staff and external stakeholders to explore the strengths of, and opportunities for, the Las Cruces parks and recreation program. External stakeholders may include organized sport associations, Las Cruces Chamber of Commerce, local school officials, business or civic groups, health care providers, Dona Ana County and others.

Task 3.3. Small Group Sessions: Facilitate up to two (2) small group discussions (6-10 participants each) with key groups of constituents selected by staff. This technique is superior for gaining an in-depth understanding of how people feel about a particular topic and could be used to aid in the development of service delivery messages and strategies.

Task 3.4. Community Survey: Work with staff design survey instrument to develop a deeper understanding of the community's preferences, needs, demand and the general use of parks and trail facilities. ETC Leisure Vision will finalize and implement a scientific, random-sample mail/telephone survey of 400 residents. Residents ages 18 years and older contacted using random digit dialing to include households with unlisted or unpublished telephone numbers, and bi-lingual interviewers will be conducted, as appropriate. Quotas for age, gender and ethnicity based on census information would be established to establish a representative sample of the City of Las Cruces. The survey will be up to 6 pages in length (~10 minutes).

Task 3.5. Public Information: Prepare and circulate informational materials in coordination with staff to inform the public about the planning process, proposed recommendations and findings. Prepare draft press releases for staff to circulate to the appropriate media outlets. Provide content for a project website to include meeting notices, meeting minutes, presentation graphics and draft and final plans, to be updated throughout the project's duration.

Task 3.6. Level of Service Assessment: Review current standards and classifications. Consider revisions to the City's level of service standards and benchmarking Las Cruces against other comparable cities and national standards. Establish or modify classifications, definitions and service standards based on resident input, staff direction and an estimate of financial implications.

Task 3.7. Public Information Program Summary: Synthesize and summarize our approach, findings and statistics from the community survey, public engagement, inventory analysis and demographics into a succinct summary memorandum.

Task 4. Parks & Recreation Plan Development

Task 4.1. Draft Parks & Recreation Plan: The draft Plan will outline a framework for the continued improvement, growth and maintenance of City parks, trails and recreation facilities to the specific needs of residents. This framework will help clarify program objectives, funding options and policies for each major classification of recreational amenity. The draft Plan will include chapters detailing the public process, system inventory and standards, community needs and implementation actions, in addition to the following:

- Initial cost projections for all proposed park and trail components, renovation and redevelopment, potential land acquisition and potential new park and trail development.
- Strategies and priorities for phased implementation of proposed planning recommendations. Capital facility plan components will be organized based on the importance of need, funding availability, ease of implementation and construction cost to facilitate incorporation into impact fee methodology.
- Potential public funding sources, grants and strategic partnerships with private entities.
- Opportunities for cooperative arrangements with the private development community, businesses and civic organizations for dedications, design and management of facilities.

- Opportunities for volunteer activity, neighborhood/citizen participation in the City's recreation offerings and opportunities for regional and interagency cooperation.

Utilize staff feedback and direction on the current system master plan, and prepare a revised, updated draft Parks & Recreation Plan for staff review and comment.

Task 4.2. Park Impact Fee Review & Assessment: Review the current park impact fee methodology and existing ordinances and provide options based on the draft capital facilities element of the Plan and other pertinent city financial information. Meet with City staff to discuss population projections and data, such as employment, housing units, commercial, industrial and other nonresidential square footage, needed to assess the demand generated by new development/redevelopment for capital facilities. Evaluate the impact of development on the demand for additional park facilities and identify costs eligible for impact fee funding.

Prepare the park impact fee using three basic methodologies (plan-based, incremental expansion, and cost-recovery approaches) and determine an approach that is most beneficial for the City. By testing all possible methodologies, the maximum supportable impact fee will be developed. Policy discussions will then be held with staff regarding the trade-offs associated with each allocation method prior to formalizing a methodology and rate update. Prepare an initial cash flow analysis to allow the City to better understand the various revenue sources possible and the amount that would be needed if the impact fees were discounted. Review policy options regarding credits, discounts or payment-in-lieu.

Prepare a draft report that summarizes the need for impact fees, reflects the relevant methodologies employed and documents all assumptions and cost factors. TischlerBise will lead the impact fee review and update.

Task 5. Plan Approval & Final Documentation

Task 5.1. Parks & Recreation Advisory Board and Capital Improvement Committee Review: In coordination with staff, present the draft Plan and the key considerations about service delivery, policies, program strategies and capital priorities to the Parks & Recreation Advisory Board for review and comment. Comments and direction from this session to be incorporated into the planning document and provided to staff for circulation to Council.

Task 5.2. City Council Review: To facilitate formal adoption of the Plan, attend one work session with City Council to present with staff the key findings, financing measures and implementation strategies of the Plan and the methodology and rate structure for impact fees to receive Council's comments prior to formal approval.

Task 5.3. Plan Revisions & Final Documentation: Incorporate final comments to finalize the Plan update and impact fee methodology and rates. Produce and publish plan in color and in booklet format, delivered in both hard copy and electronic format. A CD/DVD of all planning documents and deliverables will be provided in digital formats at project completion.

EXHIBIT "B"

City of Las Cruces Parks & Recreation Plan Update - Fee Schedule

Tasks	Labor (Total Hours)	Labor (Total Fee)	Deliverables	Conservation Technix			Parametrix		Sites SW		ETC	TischlerBise
				S. Duh	L. Goorjian	J. Rochefort	D. Weston	J. Mann	P. Gov	P. Taylor		
				PIC, PM, Lead Planner	Park Planner	Park Planner	Public Involvement	Public Involvement	Landscape Architect	Landscape Architect		
Task 1: Project Initiation and Management												
1.1. Project Initiation Meeting	7	\$860	1 mtg	4								
1.2. Project Management & Coordination Meetings	22	\$2,786	- 10 client/team coordination mtgs	18			2			2		
Task 2: Existing Conditions & Baseline Analysis												
2.1. Review of Existing Plans & Studies	20	\$1,930		4	4	8		2				
2.2. Community Profile & Demographics	9	\$875		3		6						
2.3. Base Mapping & Spatial Analysis	24	\$2,300	1 set working-draft maps	6		14			4			
2.4. Parkland & Facility Inventory	22	\$2,850		4				4	10	4		
2.5. Maintenance & Operations Evaluation	23	\$2,655	1 summary memo (PDF)	5	2	4			10	2		
Task 3: Community Needs Assessment												
3.1. Public Meetings	73	\$8,865	6 mtgs	21				52				
3.2. Stakeholder Interviews	21	\$2,585	8 individual discussions	9				8	4			
3.3. Small Group Sessions	28	\$3,330	2 group sessions	12		2		14				
3.4. Community Survey	114	\$11,550	400 sample, phone/mail survey	10		4		4		100		
3.5. Public Information	14	\$1,530	6 press releases, 5 web content updates	6		4		4				
3.6. LOS	30	\$3,000		9	4	13			2	2		
3.7. PIP Summary	17	\$1,903	1 summary memo (PDF)	4		4		1		8		
Task 4: Parks & Recreation Plan Development												
4.1. Draft Parks, Trails & Recreation Master Plan			1 draft Plan with maps (PDF)									
Vision, Goals and Objectives	8	\$960		4		2				2		
Background & Context	6	\$550		2		4						
Trails Plan Recommendations	18	\$1,850		2	8	4				4		
Implementation Strategies & Partnerships	20	\$2,100		6	4	6			2	2		
Draft Plan	43	\$4,076		10	8	20		2				
Draft Plan Maps	20	\$1,800		6		14						160
4.2. Park Impact Fee Review & Assessment	168	\$21,000	1 draft memo, 1 final, 1 mtg w Council	8								
4.3. Draft Plan Refinement	10	\$1,040	1 revised, draft Plan (PDF)	4		4				2		
Task 5: Plan Approval & Final Documentation												
5.1. Parks & Recreation Advisory Board Review	4	\$500	1 mtg	4								
5.2. City Council Review	4	\$500	1 mtg	4								
5.3. Plan Revisions & Final Documentation	12	\$1,180	- 10 color Plan summaries + CD	2		6						
Total Hours	737			167	30	119	5	104	36	16	100	160
Hourly Rate				\$125	\$85	\$75	\$143	\$120	\$125	\$155	\$100	\$125
TOTAL LABOR COST		\$82,525		\$20,875	\$2,550	\$8,925	\$715	\$12,480	\$4,500	\$2,480	\$10,000	\$20,000
Direct Costs												
Travel		\$4,500										
Printing - Draft & Final Plans, Reports & Memos		\$1,250										
TOTAL DIRECT COST		\$5,750										
GRAND TOTAL, LABOR & DIRECT COSTS		\$88,275										

TOTAL LABOR COST	\$82,525
Direct Costs	\$5,750
Travel	\$4,500
Printing - Draft & Final Plans, Reports & Memos	\$1,250
TOTAL DIRECT COST	\$5,750
GRAND TOTAL, LABOR & DIRECT COSTS	\$88,275

CITY OF LAS CRUCES

PURCHASING MANAGER'S REQUEST TO CONTRACT

For Meeting of: February 22, 2011

Resolution No.: 10-11-446

Contract Purchase For Planning Services - Update of Park & Recreation Master Plan and Park Impact Fee

The Las Cruces City Council is provided the following information concerning this request:

RFP SOLICITATION INFORMATION:

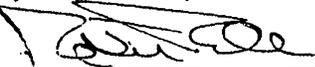
1. RFP No./ Due Date: RFP No. 10-11-446/December 20, 2010
2. Description: Planning Services
3. Using Department: Facilities Department
4. Number of Responses Accepted: Five (5)
5. Award Recommendation To: Conservation Technix, Inc.
6. Total Award Amount (including any tax and contingency): \$97,018.95
7. Contract Duration: Until Completion

LOCAL PREFERENCE FACTOR

Local Preference Factor Applied Per LCMC §24-100	No			LCMC §24-100 not applicable to this solicitation
	Yes	X		Made A Difference To Awards(s)
			X	Made No Difference To Bid Award(s)

PROCUREMENT CODE COMPLIANCE:

The City of Las Cruces Procurement Code was administered in the conduct of this procurement and approval to purchase is hereby requested pursuant to **Section 24-92**.



Purchasing Manager

1/21/2011

Date

CONFIRMATION OF FUND ENCUMBRANCE:

REQUISITION or PURCHASE ORDER NUMBER:

