

REQUEST FOR QUALIFICATIONS
Consulting Services

PARK PLANNING, RIVER ACCESS, AND CONNECTIVITY
Healdsburg, California

Release Date: October 3, 2018

Submittals Due By: October 24, 2018 at 5:00 P.M.



CITY OF HEALDSBURG
COMMUNITY SERVICES DEPARTMENT
1557 Healdsburg Avenue
Healdsburg, CA 95448

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I. INTRODUCTION

The City of Healdsburg (City) is launching a coordinated community-based planning process for its parks and open space system (Project) and is seeking a qualified consultant or consultant team (consultant) with relevant experience and knowledge to lead the project that will incorporate the following components:

- (1) Developing a master plan, cost estimates, and related information for a ~36-acre public park associated with the Montage brand resort and residential development currently under construction.
- (2) Developing a master plan, cost estimates, and related information for redevelopment of the City's ~20-acre Badger Park located along the Russian River.
- (3) Analyzing opportunities and challenges for creating Russian River access and interfaces as the Russian River passes through the City and developing a plan to enhance river access.
- (4) Analyzing and developing a high-level plan for connectivity to parks, open spaces, recreational facilities, schools, Russian River, and other points of interest.

The Project will create legacy opportunities for the community and will be done in conjunction with other planning processes that are currently underway or will be launched soon. These include a Parks and Recreation Facilities Inventory and Assessment, an Arts and Culture Plan, a master plan for the redevelopment of Healdsburg Veterans Memorial Beach (operated by Sonoma County Regional Parks), and the American Institute of Architects Sustainable Design Assessment Team (SDAT) project. It is anticipated that these planning process will inform each other and the Project.

II. PROJECT BACKGROUND

City and Department

The City of Healdsburg is located 70 miles north of San Francisco on Highway 101 in the heart of Sonoma County. With a population of approximately 11,800 residents, the City's small-town charm is reflected in quiet, friendly neighborhoods and traditional Spanish-style plaza. The City rests at the confluence of three valleys: the Russian River, Dry Creek, and Alexander Valleys. The Russian River passes through the City and provides a wide variety of recreation opportunities. In addition, nearby park and open space preserves provide miles of trails for hiking, biking, nature observation, and solitude. Heading west it's a short hour drive to the Pacific coast, and the Golden Gate Bridge welcomes you into San Francisco just over an hour and a half to the south.

The City operates a 49-acre park system, two open space preserves that total approximately 325 acres, and two recreation facilities: the Healdsburg Community Center and the Healdsburg Senior Center. In addition, the City owns the Villa Chanticleer Event Center and the Tayman Park Golf Course that are operated under contract by a private-sector vendor.

The City provides a full-range of parks and recreation/community services including early childhood education, youth and adult sports, after school programs, active and older adult services, and a vibrant special event lineup. The City also works closely with the Healdsburg Unified School District for shared use of facilities, as well as numerous organizations and non-profits who provide services to the community.

The City's parks are in a variety of conditions. Some parks are newer or have been recently renovated (Barbieri Park, Giorgi Park), while others need a refresh (Byron Gibbs Park, Badger Park, Railroad Park). The Montage development park will be an entirely new addition to the City's park system.

The Community Services Department is funded entirely through ten percent of the City's transient occupancy tax (TOT), along with user fees and charges. The department receives no general fund revenue. New hotels that are currently under construction or planned will have a positive impact on funding for department services. While the increase in TOT will address long-term operating needs, the City's Parks and Recreation Commission is discussing options for raising funding for capital improvements.

Project Need

The City is seeking a consultant or a consultant team (consultant) to provide technical expertise in the areas of park planning and design, cost estimating, and creative public engagement processes. The consultant should also possess knowledge and expertise in working with the many agencies that are involved in governing and managing the Russian River. Furthermore, the consultant should have knowledge and expertise in creating connectivity through an established community by using physical improvement options (e.g. sidewalks, pathways, etc.) and other creative approaches (e.g. wayfinding signage, maps, electronic applications, etc.).

The City is open to a sole consultant or a consultant team that can provide the expertise needed to fulfill the project requirements. The City will review the qualifications submitted

by the consultant and request project proposals from selected firms who are deemed best suited for the project. The review process may include interviews and other activities that will be used to select the firm(s) that will be asked to provide project proposals.

Project Components

Montage Development Park Master Plan

For over a decade the City has been working with a developer to construct a five-star luxury resort on a 258-acre complex in the northern part of the city. The resort, formerly called “Saggio Hills” and recently branded as “Montage Healdsburg”, will feature 130 bungalow-style guest rooms and approximately 66 single-family homes.

As a condition of the project, the Development Agreement required the developer to provide public improvements including:

- Land and \$1.75 million in funding for a fire substation
- A 14-acre mass graded affordable housing site
- Public trails
- A 36-acres mass graded public park plus \$3 million in funding toward the park’s design and construction
- Wetland restoration and restoration activities on portions of Foss Creek that runs through the park area
- A public trail through the park that supplants sidewalks on Passalacqua Road

The public park is located on the southern side of the site adjacent to existing residential uses, a public park, and water detention basins. The park site features a combination of rolling hills, flat contours, and lowland areas. (**See Attachment A – Saggio Hills/Montage Site Plan**) The Development Agreement requires that the park include: (i) active recreation use areas; (ii) passive recreation use areas; (iii) Public Trails; (iv) existing and new wetlands; (v) a riparian zone for Foss Creek; (vi) parking areas; (vii) a pavilion area; (viii) landscaped areas”.

In the mid-2000’s the City conducted a public process to develop a concept plan for the park. This plan included active use sports turf areas (both synthetic and natural), passive use recreation areas, wetland preservation/restoration, parking, trails, and other site amenities and improvements. This plan was ultimately incorporated by reference in the development agreement as “Park Site Concept F – Final Master Plan”. (**See Attachment B – Saggio Hills/Montage Parks Site Concept F**)

In 2014, the City completed the “Parks and Recreation Needs Assessment & Foss Creek Community Center Business Plan” that proposed relocating many of the active uses from the Montage development park to the newly acquired Foss Creek Community Center site located approximately one mile south. This action would result in the Montage Park being developed as a more passive park. In 2016 the City commissioned a preliminary concept that would reflect a more passive park for the Montage development. (**See Attachment C – Revised “Community Park” Concept**)

Delays in the resort development stalled additional planning work and the revised park plan received no public feedback. Resort construction began earlier in 2018 and is expected to be complete in the spring of 2010. A final master plan for the park is needed so the developer can mass grade the site. Design of the park proceed following approval

of the master plan, and construction of the park is expected to start in 2020. Initial estimates for the park are in the \$5 million - \$10 million range, and additional funding options will be explored during the master planning process.

Badger Park Redevelopment Master Plan

Badger Park is the largest park currently in the City's inventory and is used by a large segment of the community's population. The park's amenities include a play structure, small dog off leash area, community garden site, walking loop, parking, and large multi-use turf area that is used by various sports groups. Issues for the park include a lack of restroom facilities, an aging play structure that has no shade, no storage for sports activities, and grading and drainage of the multi-use turf area. The park is home to an electric substation and a portion of the City's water drinking well system. (**See Attachment D – Badger Park map**)

The master plan for redeveloping the park will examine current uses, opportunities and challenges, and future needs for the community. The City has allocated \$1.6 million in funding for the project and anticipates receiving another \$500,000 in funding through a matching grant program. Additional funding options will also be explored during the master planning process.

Russian River Access and Interface Plan

The City is fortunate to have the Russian River pass through its boundaries, and the community and region has a long history of interacting with the river through vacation homes and private homes on Fitch Mountain, Healdsburg Veterans Memorial Beach, and even the City's own Railroad Park that allows one to observe the river from the height of the bank. However, the City has historically not embraced interaction with the river through its own land ownerships.

There are opportunities to examine river access opportunities at publicly owned lands including Badger Park, Railroad Park, Healdsburg Veterans Memorial Beach (master planning process currently underway – see below), and property downstream owned by California Fish and Wildlife. In addition, a gravel bar owned by Syar Industries (gravel operation) adjacent to and immediately upstream from Badger Park is frequently used by the public but the land is in private ownership. Future opportunities to access the river may be possible in conjunction with future redevelopment of the Syar Industries gravel operations site and future development of southern Healdsburg. (**See Attachment E – Russian River map**)

Connectivity

One of the City Council's goals for 2018 is to identify ways to enhance connectivity throughout the City to parks, open spaces, the Russian River, schools, and other points of interest. Since Healdsburg is a developed community the planning process will need to examine high-level opportunities for both physical improvements that enhance connectivity as well as other methods such as way finding, mapping, etc.

Planning Process

Through a community-based process, the consultant will work with the City to develop plans for all three project components identified above:

- The Montage development park planning process will use the 2006 and 2016 concept

plans, along with additional data identified below, as inputs into the planning process. A major focus of the planning work will be a determination of what kind of active uses occur in the park.

- The Badger Park plan will need to examine its current uses, consider community-wide needs, and develop opportunities and constraints.
- The River Access component will need to determine how to create interaction opportunities and accessible and safe access points to the Russian River at Badger Park and along other stretches of the Russian River through Healdsburg. Included with this component will be a high-level examination of opportunities for creating walking routes along the river through the City. The consultant or consultant team will need to work proactively with the various agencies involved in managing and advocating for the Russian River including but not limited to the North Coast Regional Water Quality Control Board, Sonoma County Water Agency, Sonoma Resource Conservation District, Sonoma County, Russian River Watershed Association, Russian River Keeper, Clean River Alliance, Army Corps of Engineers, California Fish and Wildlife, and others.

The planning processes will run concurrently and will inform each other allowing the community and the City to make good planning decisions.

As noted previously, this planning project will parallel four other planning processes that will inform each other:

- *Parks and Recreation Facilities Assessment*
The Parks and Recreation Facilities Assessment will be developing an inventory of the parks and recreation system that includes state, life cycle and replacement costs of assets, along with a complete GIS database. The results of this study will be used to shape a long-term capital improvement and funding plan. <http://www.ci.healdsburg.ca.us/839/Facilities-Assessment>
- *Healdsburg Veterans Memorial Beach Master Plan*
Sonoma County Regional Parks, in partnership with the City of Healdsburg, is preparing a master plan to develop a vision for Healdsburg Veterans Memorial Beach that will guide future redevelopment of the park. Veterans Memorial Beach serves as a key access point to the river for the community and region. The City's planning process will need to interface with the County's planning process so corresponding decisions regarding river access and improvements are reflective and thoughtful. <http://parks.sonomacounty.ca.gov/Learn/Blog/Articles/Planning-the-Future-of-Memorial-Beach-in-Healdsburg/>
- *Arts and Culture Plan*
This winter, the City will launch a public process to develop an arts and culture plan. It is anticipated that this plan will identify ways to incorporate art more comprehensively into the community and identify ways the City can foster and support the arts. <http://www.ci.healdsburg.ca.us/823/Arts>
- *Healdsburg SDAT*

The Architects Institute of America selected Healdsburg for its Sustainable Design Assessment Team (SDAT) process this year. As part of this process the AIA sends a team of experts to assist communities in addressing challenges. Healdsburg's submittal was prepared and submitted by community members and is intended to focus on long-term sustainability for the community. The SDAT team visited Healdsburg in August and City Council is waiting on the final report that is expected to come this fall before taking any action on the outcomes. <https://www.healdsburg-sdat.org/>

In the future, the City will complete an Area Plan for the southern undeveloped portion of Healdsburg that will incorporate river frontage south of the Healdsburg Avenue Bridge. The river access component of the Project will likely provide inputs into the Area Plan in the future.

III. CONSULTANT SERVICES

Project Expertise:

The City expects that the consultant/consultant team will include expertise in project management, landscape architecture, architecture (as needed for park buildings), civil engineering, natural resource management, permitting, cost estimating, and other trades normally needed for this type of project.

List of Tasks (at a minimum):

The following is a typical list of tasks that the consultant is expected, but not limited, to incorporate at a minimum into consultant's proposed scope of services. It is not intended that the tasks included below comprise a comprehensive list or are the only tasks required for this project. Each consultant firm is expected to develop its unique comprehensive and detailed scope of services, based on its expertise and knowledge that the consultant believes to be necessary to meet the City's expectations for completing the project.

1. PROJECT MANAGEMENT: Establish the project team (PDT) to consist of at a minimum the lead consultant's project manager and personnel and the City's project manager and personnel. Facilitate the means to regularly evaluate progress to best ensure that the project remains on schedule for meeting the City's goals and expectations.
2. DATA REVIEW: Review existing plans, documents, and other data inputs for use in the assessment.
3. DATA COLLECTION: Conduct park and facility site visits with City staff as needed to meet the project requirements.
4. PUBLIC OUTREACH AND PRESENTATIONS: Work with City staff to develop and implement a plan to engage the public in the assessment development process.
5. TIMELINE: The City anticipates awarding a contract for the project in December, finalizing the project schedule with the selected consultant/consultant team, and launching the project in January with a timeline of 6 to 9+ months to complete this phase of work.
6. DELIVERABLES: The consultant/consultant team will be expected to prepare all documents necessary for the project including boards and graphics, plan documents, cost estimate breakouts, etc.

IV. PROPOSAL INFORMATION AND REVIEW

- **PROJECT WEBINAR:** The City has scheduled an online presentation to provide more information on the project for 10:00 a.m. PST, Friday, October 12, 2018.

Participate online by visiting:

<https://cityofhealdsburg.webex.com/cityofhealdsburg/j.php?MTID=m0ead2881ad9b860cf169b3b7b8e4b640>

Or join by phone:

240-454-0887, Access Code: 925 494 702

- **INQUIRIES AND QUESTIONS:** Inquiries and questions may be submitted electronically *following the online presentation* and should include the submitter's name, company, and email address. Inquiries and questions should be submitted to: mthemig@ci.healdsburg.ca.us
- **REVIEW OF QUALIFICATIONS:** Interested consultant/consultant team qualifications received within the specified RFQ period will be evaluated by the City of Healdsburg. Any consultant/consultant team may be asked to participate in a phone, video, or in-person interview. All proposers will be notified of the results.
- **AMENDMENTS TO RFQ:** The City reserves the right to amend the RFQ by addendum prior to the final proposal submittal date. The City also reserves the right to extend the due date, or to cancel this RFQ at any time.
- **NON-COMMITMENT OF CITY:** This RFQ does not commit the City to award a contract, to pay any costs incurred in the preparation of a proposal for this request, or to procure or contract for services. The City reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified consultant or to modify or cancel in part or in its entirety the RFQ if it is in the best interests of the City to do so.
- **CITY RESERVES THE RIGHT:** The City reserves the right to modify this RFQ at any time prior to the proposal due date, or to extend the proposal due date, or to cancel this RFQ at any time

V. SUBMITTAL PROCESS

Consultants responding to this RFQ shall submit an electronic PDF copy of the consultant/consultant team qualifications via email attachment or file download to mthemig@ci.healdsburg.ca.us. Project Proposal shall be **no more than twenty-five (25) pages total** and include the following information:

- Section 1: Introductory statement, interest in project, and overview of firm
- Section 2: Consultant's project team, qualifications, roles and responsibilities
- Section 3: Experience with similar projects, including projects involving regulatory agencies associated with rivers or other water bodies
- Section 4: Any additional supporting information deemed beneficial for the City's review
- Section 5: References (3)

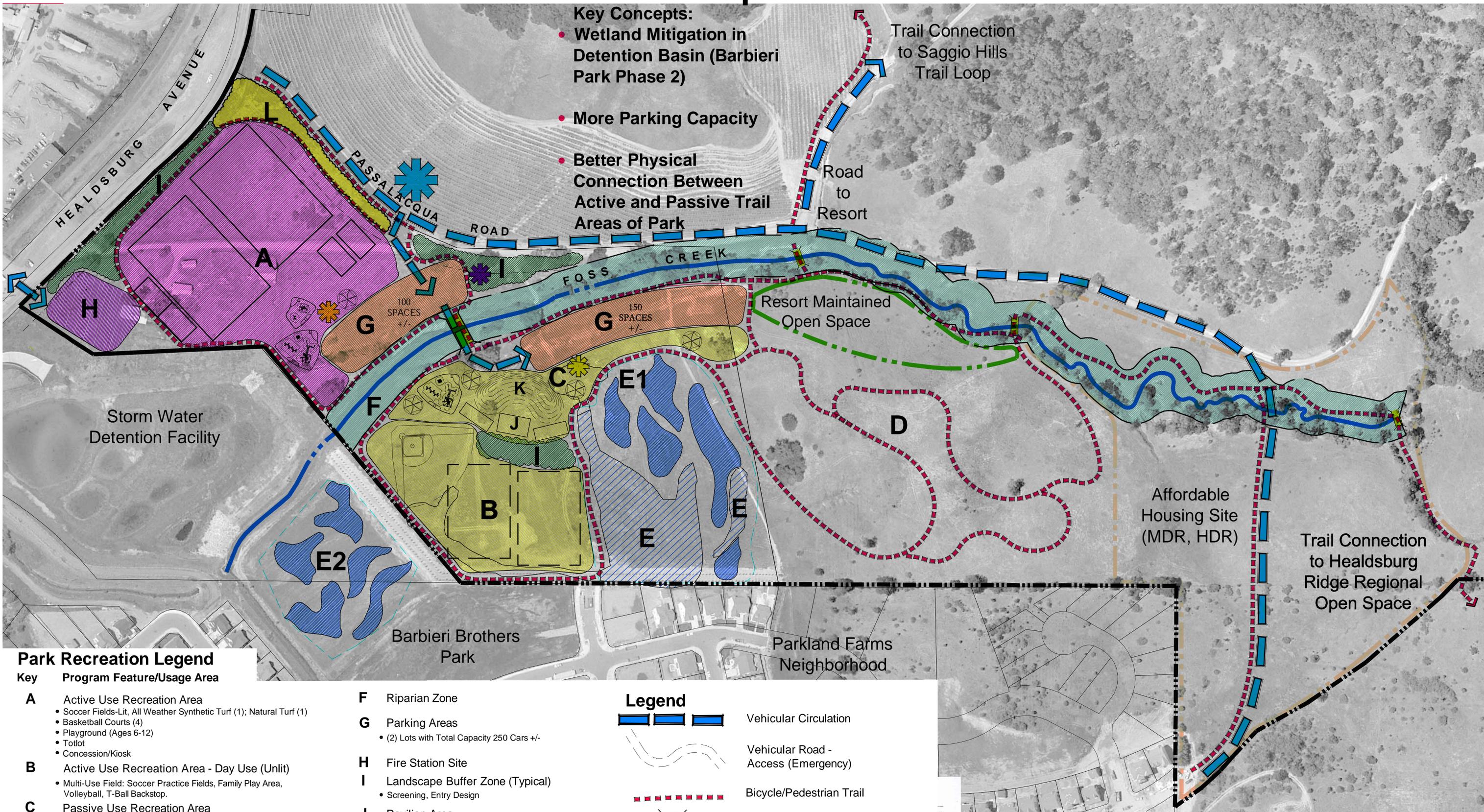
The consultant/consultant team is also asked to submit one (1) example of a completed project that is similar in scope, size, and complexity to this project (or a component of this project) as a separate document in PDF format. There is no limitation to the size of this separate document.

Proposals must be submitted by no later than 5:00 P.M. Wednesday, October 24, 2018.



JORDAN WINERY

Park Site Concept F - Final Master Plan



- Key Concepts:**
- Wetland Mitigation in Detention Basin (Barbieri Park Phase 2)
 - More Parking Capacity
 - Better Physical Connection Between Active and Passive Trail Areas of Park

Trail Connection to Saggio Hills Trail Loop

Road to Resort

Resort Maintained Open Space

Affordable Housing Site (MDR, HDR)

Trail Connection to Healdsburg Ridge Regional Open Space

Storm Water Detention Facility

Barbieri Brothers Park

Parkland Farms Neighborhood

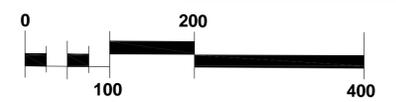
Park Recreation Legend

- | Key | Program Feature/Usage Area |
|-----------|---|
| A | Active Use Recreation Area <ul style="list-style-type: none"> • Soccer Fields-Lit, All Weather Synthetic Turf (1); Natural Turf (1) • Basketball Courts (4) • Playground (Ages 6-12) • Totlot • Concession/Kiosk |
| B | Active Use Recreation Area - Day Use (Unlit) <ul style="list-style-type: none"> • Multi-Use Field: Soccer Practice Fields, Family Play Area, Volleyball, T-Ball Backstop. |
| C | Passive Use Recreation Area <ul style="list-style-type: none"> • Group Picnic Areas (Shelters - 75 People Capacity) (4) • Covered Pavilion Area (Conjunctive Use with Special Events) • Totlot (1) |
| D | Trail Network <ul style="list-style-type: none"> • Linkages to Off-site Recreation Areas (Fox Pond and County Open Space) • Scenic Overlooks |
| E | Existing Wetlands - Preserved - 1.69 Acres <ul style="list-style-type: none"> • Fill Area - 0.63 Acres |
| E1 | Proposed Wetland Mitigation Area <ul style="list-style-type: none"> • Wetland Basins - 1.07 Acres • Wetland Uplands/Watershed Buffer Area - 4.6 Acres (Net) |

- | | |
|-----------|--|
| F | Riparian Zone |
| G | Parking Areas <ul style="list-style-type: none"> • (2) Lots with Total Capacity 250 Cars +/- |
| H | Fire Station Site |
| I | Landscape Buffer Zone (Typical) <ul style="list-style-type: none"> • Screening, Entry Design |
| J | Pavilion Area <ul style="list-style-type: none"> • Special Events • Picnic Area |
| K | Landscape Berm |
| L | Resort Maintained Landscape Easement (40' Wide) |
| E2 | Proposed Wetland Mitigation Area in Detention Basin <ul style="list-style-type: none"> • Wetland Basins - 0.92 Acres • Wetland Uplands/Watershed Buffer Area - 2.0 Acres (Net) |

Legend

- | | |
|--|---|
| | Vehicular Circulation |
| | Vehicular Road - Access (Emergency) |
| | Bicycle/Pedestrian Trail |
| | Bridge |
| | Primary Entrance |
| | Restroom Building Location (2) |
| | Picnic Shelter (75-100 People) |
| | Trailhead Staging Area and Kiosk for Regional Trail Connections |



Healdsburg Park
City of Healdsburg



MAY 22, 2006



LEGEND

 ADA-COMPLIANT PATH BY DEVELOPER	 GRAVEL PARKING AREA
 FUTURE ACTIVE AMENITY AREA	 AC DRIVEWAY
 NON-IRRIGATED HYDROSEED	 PEDESTRIAN BRIDGE
 CLEAN-DRESSED EARTH FOR GARDEN AREA	 WETLANDS BY DEVELOPER
 COMMUNITY GARDEN LEARNING CENTER. GARDEN POTS WITHIN DECOMPOSED GRANITE PAVING	 TRAIL NETWORK STABILIZED NATIVE SOIL
 STABILIZED DG FOR PETANQUE	 DOG OFF-LEASH AREA
 BIOFILTRATION PLANTING AREA	 CONCRETE PLAZA WITH PICNIC TABLES, FUTURE CANOPY STRUCTURE
	 LANDSCAPE BUFFER & VINEYARD PLANTING BY DEVELOPER



City of Healdsburg - Badger Park

Attachment D



June 14, 2018

1:2,546

Recycled Water Mains

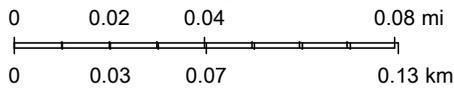
- Public
- Private
- Water Main
- Water Main Labels
- Water Lateral

Water Service Connection

- Fire Service
- Water Meter
- Water Control Valve
- Air Release
- Pressure Reducer

Water System Valve

- Double Check
- Blowoff
- Backflow Control
- Butterfly
- Gate



City of Healdsburg, CA, Sonoma County, City of Healdsburg GIS

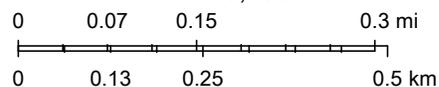
City of Healdsburg - Russian River



June 14, 2018

1:10,185

- Streets - Labels
 - Streets - Local (10K Scale and Smaller)
 - Streets - Local (5K to 10K Scale)
 - Streets - Local (5k Scale and Bigger)
 - Streets - Arterials
- Highway 101 Labels
 - Red: Band_1
 - Green: Band_2
 - Blue: Band_3



City of Healdsburg, CA, Sonoma County, City of Healdsburg GIS