

REQUEST FOR PROPOSALS & STATEMENT OF QUALIFICATIONS

TAYLOR MOUNTAIN REGIONAL PARK and OPEN SPACE PRESERVE

December 14, 2009

Introduction

The Sonoma County Agricultural Preservation and Open Space District (District) and the Sonoma County Regional Parks Department (Regional Parks) are requesting proposals and statements of qualifications for the Taylor Mountain Regional Park and Open Space Preserve project (Taylor Mountain Master Plan).

A qualified consultant is being sought to develop a conceptual master plan, resource management plan and environmental document for a major new regional park and open space preserve in Sonoma County. Taylor Mountain is a dominant geographical feature in the Santa Rosa plain, just south of the City of Santa Rosa. Taylor Mountain and its environs feature panoramic vistas, massive oak trees, scenic meadows and historic structures. The creation of this park is eagerly awaited by the residents of the county and these residents will be fully engaged in the development of the park's master plan. The facilitation of public input and community participation in the process of preparing the master plan is a key element of this project and one of the primary tasks for the selected consultant.

Project Background

In January 2006, the Sonoma County Agricultural Preservation and Open Space District acquired the 823-acre Taylor Mountain Ranch. This acquisition was the final link necessary to connect several District-owned parcels on Taylor Mountain. The total size of the combined parcels is 1,100 acres. Prior to dedication as a public park, the District will transfer the Taylor Mountain properties in fee to Regional Parks to operate in perpetuity.

The District was formed in 1990 to preserve and protect the working farms and ranches, scenic hillsides and natural areas that make Sonoma County a unique place to live. With funds generated from a voter-approved quarter-cent sales tax, the District has been able to permanently preserve over 75,000 acres of open space and agricultural land. A number of District acquisitions have become County Regional Parks over the past two decades. The District and Regional Parks maintain a close partnership and work together on the acquisition and management of resources throughout the county.

The project site abuts the city limits of Santa Rosa and the City is an important stakeholder in the Taylor Mountain master plan project. The City has several important proposed projects that are adjacent to the project site on the northwest side. These projects include an 8 acre park site (undeveloped), a future Class 1 bike path along Kawana Springs Creek and a planned four-lane roadway (Farmer's Lane) that will cross the north-west edge of the Taylor Mountain project site. **Exhibit A** shows an aerial view of the project and City of Santa Rosa parcel and project. These facilities are not a part of the scope of this project, but they will be important features that must be integrated into the overall context of the Taylor Mountain Master Plan.

The District and Regional Parks envision Taylor Mountain as a place for local residents and visitors alike to come and experience the unique qualities of Sonoma County's rural landscape. With historic structures and a rich cultural history, the property provides numerous opportunities for recreation and interpretation that are consistent with the preservation and conservation values of the property. This could include picnic facilities with interpretive elements, as well as options for families to access

natural places close to urban areas. It also provides an opportunity for a well-designed trail system that maximizes linkages with existing and planned urban trails and bikeways, and highlights the incredible views that reach to the coast. Our goal with this special place is to create a model open space park that reflects the importance of Taylor Mountain in the lives of city and county residents, and that is seamlessly integrated with the City's adjacent community park as well as with the planned future extension of Farmer's Lane.

An Interim Public Access Permit Program (IPAPP) and Initial Study document has been prepared and approved for the 823-acre Taylor Mountain Ranch property. The purpose of the IPAPP is to allow public access on a portion of the full site without making any significant modifications or improvements in the interim period while the Master Plan is being prepared. Under the IPAPP a permit program was developed that requires the public to attend an orientation session on the appropriate uses and stewardship of the land. The IPAPP includes several resource studies, maps and graphics. These include:

- Botanical Surveys; July 2006 and January 2007
- Interim Plan Traffic Study
- Map Graphics of Trails & Parking

Other available resource studies, documents, reports and support materials include;

- Biotic Assessment; Sept. 19, 2000
- Phase 1 Environmental Site Assessments
- Press Democrat Articles
- City of Santa Rosa Southeast Area Park Map
- City of Santa Rosa Bikeway Map

All of the documents and resources listed above are available on-line at the web site link provided in the e-mail Request for Proposals.

Resource documents that will be available to the successful consultant include;

- Grazing Management Plan (Pending)
- Cultural Resource Surveys

The next step in moving forward with this project is to engage in a community-based planning process to develop a long-range vision for public use of Taylor Mountain. The desired outcomes of this process are the preparation of a plan for the development of the property for appropriate public recreational use, integration of the connections to adjacent neighborhoods, parks and trails as they are developed, and the protection and enhancement of the significant natural and cultural resources located within and adjacent to the park.

Scope of Work

For purposes of this proposal, the following general tasks have been identified. The target schedule associated with each task is indicated in italics. The target schedule is an approximation; the schedule in the Consultant's proposal can vary from the target schedule if the prospective Consultant feels that this timeframe is unrealistic. However, the District and Regional Parks are committed to completing the scope of work in under two years, with a goal

of completion in 18 months. Please note that some elements identified below may be refined or modified during contract negotiations with the selected consultant.

Task 1. ASSIMILATE SITE ASSESSMENT MATERIALS WEEK 1 THROUGH 4

The District and Regional Parks have developed an extensive amount of background material for this project. This information includes: public access, scenic resources, existing roads and trails, natural resources (wetlands, plant communities, etc.), and historic and cultural resources.

Consultant shall analyze this material and work with the District, Regional Parks and its partners (primarily the City of Santa Rosa) to determine additional resource studies required to complete the scope of services (see Task 6 item c.).

Deliverables: Summary of existing resources and proposals for additional resource studies and related information needed to complete the scope of services as outlined in this RFP

Task 2. DEVELOP AND IMPLEMENT PUBLIC OUTREACH AND WEEK 5 THROUGH 20 PARTICIPATION PROCESS

The District, Regional Parks and its partners desire to build a consensus with the public and other agencies on the vision and goals for the development and management of the Taylor Mountain Regional Park and Open Space Preserve through a series of meetings utilizing a variety of outreach methods and tools to engage the community.

The Consultant shall work with the District, Regional Parks and its partners to develop a final public outreach strategy, and an overall public participation program, including workshop goals and objectives. The Consultant shall prepare all materials for outreach and public workshops. This may include mailers, posters, base maps, and other graphics necessary to support the workshop process. Outreach and workshop materials must be translated into Spanish. Printed materials and presentations shall also be provided in alternate or accessible formats to accommodate disabled individuals as requested.

Outreach and workshop documents, background materials, presentations, agendas, and meeting summaries will be posted on the Regional Parks' web page for the project and must be provided in an accessible format. Consultant shall ensure that all deliverables provided and required under this agreement for web page publication and public review and use adhere to Section 508 Standards for Electronic and Information Technology Accessibility, 36 C.F.R. §1194, issued under Section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794(d)) (the "Section 508 Standards").

The Consultant shall be responsible for scheduling, coordinating, and facilitating meetings with both the partnering agencies and the general public, including preparation of all materials, such as public notifications, background materials, presentations, agendas and meeting summaries, as mentioned above.

We anticipate the following meetings will be a part of this task:

- a. A series of meetings with partnering agencies to identify goals and objectives, develop outreach strategies, and reach consensus on a shared vision for the master planning process.

- b. An initial community workshop to kick off the conceptual park master planning process. The purpose is to provide an open public forum for discussion and development of the goals, objectives and visions for the Taylor Mountain properties.
- c. Facilitate a series of community workshops to provide opportunity for the public to participate in the preparation of the draft conceptual master plan.
- d. A final community workshop for the presentation of the final conceptual master plan.

Deliverables: Outreach plan addressing the timeline, process, and outreach collateral (postcards, letters, communication materials etc). Workshop program addressing materials, agendas, meeting summaries and related documentation, including bilingual and alternate accessible formats ready for publishing to the web

Task 3. PREPARE CONCEPTUAL SITE PLAN WEEK 21 THROUGH 32

- a. The Consultant shall prepare an administrative draft conceptual plan which will consist of a site plan that describes the proposed improvements in enough detail to enable the preparation of a preliminary cost estimate, which the consultant shall also provide. The conceptual plan may include specific design details such as simple schematic plan enlargements, sections and elevations as necessary to convey the design intent.

Critical considerations should include: 1) resource protection and management, 2) on- and off-site improvements, 3) integration with the City of Santa Rosa’s proposed community park and the Farmer’s Lane project, 4) access points and connections to adjacent trails and streets, 5) sensitivity to the site’s visibility and scenic resources, 6) sensitivity to the concerns of the park’s neighbors, 6) use of the historic ranch compound and other structures, 7) site and program accessibility for people of all ages and abilities, 8) potential revenue-generating facilities, and 9) cost of operation and maintenance.

- b. After review of the administrative draft by the District and Regional Park, the Consultant shall prepare a draft conceptual site plan for public review.
- c. The Consultant shall prepare a final site plan that includes a detailed summary and description of the elements of the plan. It will also identify potential phases of development and preliminary cost estimates for design and construction of each phase.

Deliverables: Administrative draft, draft and final Conceptual Master Plan, including site plan, details and related written project description. Consultant shall provide six (6) hard copies, plus one (1) unbound copy and an electronic file of all versions. Final deliverable will include digital files of all text, graphics and maps (digital copy on compact disc compatible with Microsoft Word 97, and ARC-GIS shape file format compatible with ARC-GIS 9.3 and AutoCAD 2005 or earlier).

Task 4. PREPARE RESOURCE MANAGEMENT PLAN WEEK 21 THROUGH 42

The consultant shall prepare a resource management plan (RMP) for the park that will be used to guide the conservation of the resource values of the land during development, as well as for the long term operation and management of the property. The RMP will be based on the conceptual site plan and resource studies, including a Biological Resources Studies Report to be conducted by the consultant. A specific scope of services for biological resources is included with this request for proposals as **Attachment A** and should be included in the consultant’s proposal. The timing of preparing the RMP will likely overlap with development of the site plan, as each component will inform the other.

It is expected that there will be public involvement in developing the RMP, including gathering

input from local and regional experts and stakeholders on the natural and cultural resources of the property. It is expected that outreach and input would include groups such as California Native Plant Society, Native American tribal groups, historical societies, wildlife organizations, academics and local experts in botany, wildlife, ecological restoration, cultural resources, etc.

The RMP should include at a minimum the following specific sections:

- a. Primary Purpose, Goals and Objectives for managing the resources on the property
- b. Baseline Description of the Natural Site: general site description and classification of biotic and abiotic features, including vegetation, soils, climate, geology, geomorphic features, habitat types, sensitive habitats, threatened and endangered species management history (including grazing and other land stewardship activities), significant natural and cultural features, and a description of how the property fits into the overall landscape and habitat context.
- c. Management Objectives and Strategies: detailed recommendations for the protection and enhancement of water resources (including wetlands, riparian areas, non-point source pollution control), habitat quality, disease and pathogen control (including but not limited to SODs), wildlife (including shelter, food and migration), vegetation (including invasive species management and control), and significant natural and cultural features. Also detailed recommendations related to grazing, fire suppression, human use, environmental stewardship, and habitat enhancement opportunities and strategies.
- d. Construction and Post–Development Operations and Maintenance: a detailed strategy, timeline and specifications for operations and maintenance during the construction period and post-construction that addresses the protection of all sensitive habitats, species, cultural resources and significant natural features.
- e. Monitoring: a detailed monitoring plan that outlines protocols and methods for monitoring the status of resources - including native habitats, sensitive species, invasive plant populations, disease vectors, significant natural features and cultural resources – during the first five years after park development. Include an adaptive management strategy for responding to impacts to resources.
- f. Supplemental Materials: Glossary of Terms and Literature Cited

Deliverables: Administrative draft and draft resource management plan. The final RMP will be included in the final Master Plan. Consultant shall provide six (6) bound hard copies, one (1) unbound copy and an electronic file of all versions. Final deliverable will include digital files of all text, graphics and maps (digital copy on compact disc compatible with Microsoft Word 97, and ARC-GIS shape file format compatible with ARC-GIS 9.3 and AutoCAD 2005 or earlier).

Task 5. PREPARE CONCEPTUAL MASTER PLAN WEEK 43 THROUGH 52

The Master Plan will incorporate all the work done to date and should include at a minimum the following sections:

- Introduction, with history of the property and project
- Purpose, goals, objectives of the Master Plan
- Public participation process summary for all components of the project
- Regulatory setting and policy framework that affects the property
- Conceptual site plan

- Resource management plan
- Operations and maintenance
- Cost estimate
- Implementation and phasing strategy, considering the impact of limitations on the amount of funding available for implementation.
- Appendices as needed

Deliverables: Administrative draft, draft and final Master Plan. Consultant shall provide six (6) bound hard copies, one (1) unbound copy and an electronic file of all versions. Final deliverable will include digital files of all text, graphics and maps (digital copy on compact disc compatible with Microsoft Word 97, and ARC-GIS shape file format compatible with ARC-GIS 9.3 and AutoCAD 2005 or earlier).

Task 6. PREPARE INITIAL STUDY WEEK 43 THROUGH 82

The consultant shall perform and complete environmental compliance in accordance with the California Environmental Quality Act (CEQA), the State CEQA Guidelines.

The scope of work included below assumes that an Initial Study and Mitigated Negative Declaration (IS/MND) will be the appropriate CEQA document. The District and Regional Parks understands that if an EIR needs to be prepared for this project, an additional scope of work and associated Consultant services proposal will need to be prepared.

The consultant shall:

- a. Prepare, publish, and mail a Notice of Preparation (NOP) in a format provided by Regional Parks.
- b. Conduct a public Scoping Meeting as determined by the District and Regional Parks.
- c. Prepare all studies that may be needed in support of the CEQA document and/or regulatory permits, which may include but not be limited to aesthetics, air quality, biological resources, cultural resources, geology and soils, hazardous materials, hydrology and water quality, noise, recreation, public services, traffic and circulation, and utilities and infrastructure. Consultant shall include all studies as appendices to the Initial Study.
- d. Prepare the Initial Study and Mitigated Negative Declaration in a format provided by Regional Parks. The Initial Study shall include a summary of the public outreach process for the project. The District and Regional Parks expect two rounds of review and revision prior to releasing the document for public comment.
- e. The scope for the CEQA public review process will include the following:
 1. Consultant will prepare a Notice of Intent to Adopt a Mitigated Negative Declaration (NOI) in a format provided by Regional Parks
 2. Consultant will provide 15 copies of the IS/MND and NOI for the District and Regional Parks staff use and distribution
 3. Consultant will provide and mail 15 copies of the IS/MND and NOI to the State Clearinghouse
 4. Consultant will mail copies of the NOI to all interested parties, which will be coordinated with the District and Regional Parks
 5. Consultant will provide a .pdf version of the IS/MND, NOI, and all appendices for posting on the Regional Parks website. Consultant shall ensure that all deliverables provided

and required under this agreement for web page publication and public use adhere to Section 508 Standards for Electronic and Information Technology Accessibility, 36 C.F.R. §1194, issued under Section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794(d)) (the "Section 508 Standards")..

6. Consultant will prepare for and present the project and environmental document to the Sonoma County Park and Recreation Advisory Commission (PRAC) meeting during the CEQA comment period
 7. Consultant will prepare for and present the project and environmental document to the Districts Citizens Advisory Committee and Open Space Authority during the CEQA comment period
 8. Prepare "Responses to Comments" received during the comment period and PRAC meeting in a format approved by Regional Parks, which will become an appendix to the Initial Study
 9. Finalize the Initial Study based on comments received during the review process. The Consultant shall include a complete summary of the public process in the Initial Study document, and how it shaped the development of the project.
- f. Attend Sonoma County Board of Supervisors meeting at which the IS/MND and project approval will be considered. Be prepared to present the project and environmental document and answer questions as needed

Deliverables: Administrative drafts of the IS/MND for two (2) rounds of review, draft IS/MND for public review, and final document for approval. Consultant shall provide:

- six (6) bound hard copies, one (1) loose copy and a .pdf of two administrative drafts
- thirty (30) bound hard copies, one (1) loose copy and a .pdf of the draft IS/MND for the State Clearinghouse and District and Regional Parks use and distribution
- ten (10) bound hard copies, one (1) loose copy and a .pdf of the final IS/MND for approval, including all of the items above, plus any final comments received and the subsequent responses during the public review period
- digital files of all text, graphics and maps in the final document (digital copy on compact disc compatible with Microsoft Word 97, and ARC-GIS shape file format compatible with ARC-GIS 9.3 and AutoCAD 2005 or earlier)
- Presentation materials for public meetings during the CEQA process

Minimum Qualifications

In order to qualify for selection, the Consultant must meet the following minimum requirements:

1. Have successfully been the lead Consultant for a minimum of three (3) projects of a similar scope for a government agency, non-profit or private client within the past ten (10) years. All services required in the scope of work should be demonstrated within one or more of the projects previously completed.
2. Have sufficient qualified staff, sub-consultants and resources to meet the requirements of the contract, including redundancy of qualified personnel such that key persons can be readily replaced in the event of illness, employment changes or other reasons.
3. If resources outside your firm are to be used, have selected only qualified sub-consultants who have extensive experience within the type of work they will provide on this project.

4. Have experience in the area of resource management and habitat conservation and enhancement in regard to projects of a similar nature.
5. Have experience in the design, facilitation and documentation of community-driven public workshop processes. Have completed successful work of a similar nature with diverse communities and user groups, especially in the context of a community-driven design process, including demonstrated experience in the development and implementation of outreach methodologies to reach these communities.
6. Have knowledge of current and proposed accessibility standards for both developed and undeveloped park and open space facilities. Have experience in the design of accessible facilities for persons of all abilities.
7. Have experience in the preparation and formatting of accessible documents for public outreach and web page publication. Adherence to Section 508 Standards for Electronic and Information Technology Accessibility, 36 C.F.R. §1194, issued under Section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794(d)) (the "Section 508 Standards")..
8. Have technical competence and capabilities in geographic information systems mapping and computer aided design. Drawings and graphics for this project will be prepared in this format. We are requesting graphics in ARC-GIS shape file format compatible with ARC-GIS 9.3, and drawings be prepared in AutoCAD 2005 or earlier format.
9. A satisfactory record of performance including positive references from other agencies, non – profits and private clients who have used consultant for similar projects.
10. A complete and detailed response to this Request for Proposals that demonstrates that the consultant has a good understanding of the requirements of this request for proposals and has outlined a program which will facilitate the satisfactory fulfillment of these requirements.
11. Be able to agree to execute and meet the terms and conditions of the attached standard County of Sonoma Agreement for Consulting Services (see Attachment C). This includes General and Professional Liability Insurance with a minimum \$1,000,000 in coverage. Refer to Attachment C for more detailed insurance and policy endorsement requirements.
12. The consultant has no conflict of interest associated with this project.

Requirements of the Statement of Qualifications

Statements of Qualifications (SOQ) shall be complete and shall address each of the following sections in the order listed. Focus the response to this SOQ on this specific project. Responses should be concise and to the point. The SOQ should include the Consultant's capability to meet or exceed each minimum qualification. The SOQ should not exceed thirty (30) single-sided pages for responses to items 1-9 below. If you wish to provide supplementary information not required by the RFP, it may be included as an appendix and will not be included in the 30-page count. Upon submission, the SOQ and all copies thereof will become the property of the District and Regional Parks and will not be returned in whole or in part. Statements of Qualification must contain the following:

1. Organization Chart

Provide an organization chart of the proposed team, which identifies each member of the lead consultant firm and each sub-consultant involved with the project. The chart should show the organizational structure of the team, the specialty or position of each team member and the name of all key personnel. Include all specialty sub-consultants that would be expected to be utilized on a project of this type. Also, include a brief description of the experience that this team has had working together on previous projects.

If you are proposing using sub-consultants to perform some of the tasks, describe in detail:

- how the sub-consultants will be organized within the project team,
- who will be in overall control of the project (administration, documentation, and fiscally),
- how the team will function on a day-to-day basis throughout the project
- what you will do to guarantee leadership continuity through all phases

2. Firm Description

Provide a complete description for the lead consultant and for each sub-consultant on the organization chart including: name, address, telephone, e-mail and facsimile numbers of the firms; firm history and organization; philosophical approach to their profession; and current workload with a description of how the firm would meet the needs of this project within its existing project and workload commitments. If the firm has more than one office, the workload issue should be focused on the office assigned to this project.

3. Key Personnel

Identify the key personnel and their back-ups that will be assigned to this project for the lead consultant and each sub-consultant. Include resumes and project experience of each person, responsibilities, years of experience (both overall and with current firm) and specific projects.

4. Experience

List ALL similar projects, conforming to the minimum requirements, undertaken by the lead consultant in the last ten (10) years. Include: name, location, and a project contact person (name, current address, and current telephone number).

Describe, in detail, a minimum of three (3) and a maximum of five (5) projects from the list above that most closely compare with the type of project included in this request. In addition to the above information, please provide:

- Project team (indicate if it was a joint venture and, if so, what role did the submitter play in the j-v)
- Date work was completed
- Experience in public outreach and the design, facilitation and documentation of community-driven public workshop processes
- Experience preparing conceptual master plan graphics and documents
- Experience in performing resource studies and preparing resource management plans
- Experience preparing CEQA documents for similar projects
- Experience in working with regulatory agencies

5. Project Approach and Work Program

Identify the proposed project approach and work program for accomplishing the specific tasks and scope of the work; the techniques, procedures, and tools used in other similar projects applicable to this project; and the effort, input and/or information needed from the District and Regional Parks. Specifically address how the following would be accomplished:

- Review and assimilation of existing background materials, resource studies and related information. Determination of additional resource studies and related information necessary to complete the project

- Identify project needs and minimize project tasks while still accomplishing the stated goals
- Identify the program for the public outreach process, including the number of anticipated workshops, and specific methodologies and tools for notifying and engaging the community
- Identify how specific tasks for this project could be grouped together to economize on time
- Identify a schedule for completion of each task and deliverable. Time is of the essence in the completion of this project
- Provide a task based cost proposal, which includes estimates of hours, rates, and costs by person and sub-consultant for each work task and deliverable. Include an estimate of fees based on Attachment A for biological resources and any other resource studies or information that will be required to complete the full scope of services. Include a schedule of rates for extra work and attending additional hearings and/or meetings
- Confirm that the District and Regional Parks are getting the best value for its money

6. **Quality Control**

Describe the level of quality control that you recommend for this project. Describe the techniques and procedures used to insure this level of quality.

7. **Billing Rates**

Provide a copy of the current hourly billing rates for the lead consultant as well as all sub-consultants. If any increases in the billing rates are anticipated over the next two (2) years, provide an estimate of the projected increases along with the dates that the increases will take effect.

8. **Agreement**

The successful applicant will adhere to the provisions, terms and conditions of the attached standard County of Sonoma, Agreement for Consultant Services (Attachment "C"). Objections to any provisions must be identified in writing in the Statement of Qualifications. NO RESPONSE WILL SIGNIFY THAT THE AGREEMENT IS ACCEPTABLE AS WRITTEN.

9. **Other**

Provide any other information (include in an appendix) regarding your qualifications that you feel is appropriate for consideration for this specific project.

▪ **SUBMITTAL REQUIREMENTS**

1. Proposals should be submitted in a sealed package(s), clearly marked: "Proposal for the Taylor Mountain Regional Park and Open Space Preserve Project", and addressed to:

Mark Cleveland, Senior Park Planner
 Sonoma County Regional Parks
 2300 County Center Drive, #120A
 Santa Rosa, California, 95403
mclevela@sonoma-county.org

2. Proposals must be **received** no later than **5:00 PM, on Tuesday, January 19, 2010**. SOQ's received after this time and date may not be accepted.

3. Proposals shall be printed on 8.5" x 11" paper. Organizational charts and schedules may be printed on 11" x 17" and folded to fit this format. The SOQ portion of the proposal should not exceed thirty (30) double-sided pages for responses to items 1-9. If you wish to provide supplementary information (not required by this RFQ), it may be included as an appendix and will not be included in the 30-page count.
4. Consultant shall provide five (5) bound and one (1) unbound copy of their proposal.
5. Consultant's authorized representative shall sign and date the Professional Services Acknowledgement form (Attachment B), and submit the original with their proposal.
6. All questions and clarifications regarding this RFP and SOQ shall be directed by e-mail to Mark Cleveland. This process will ensure that all consultants have timely access to the same information for the preparation of proposals. The deadline for questions or clarification requests is **Thursday, January 14, 2010 at 5:00 PM.**

Selection Process

The proposals will be reviewed by District and Regional Park staff, who will recommend selection for interviews based on the criteria listed below:

1. Clarity of submittal and responsiveness to the RFP and SOQ
2. Consultant team qualifications and the quality of consultants related work experience – relevant qualifications and experience of the lead consultant and primary sub-consultants with projects of a similar size and scope
3. Experience and ability of individuals in leadership roles – individual experience and ability of key team members assigned to this project
4. Ability of consultant to provide experienced personnel to begin work immediately upon execution of a contract(s)
5. Experience in public outreach and community-based design processes and techniques
6. Project approach, willingness to meet deadlines, and cost
7. Technical competence and ability with the identified software
8. Knowledge and experience with current and proposed accessibility standards for developed and undeveloped recreation facilities.
9. Comparison of billing rates
10. Any other criteria deemed relevant to selection

Following evaluation of the proposals received, the District and Regional Parks will conduct interviews with the firms having the best proposals. The District and Regional Parks reserve the right to negotiate with the selected firm regarding any item in the proposal.

Tentative Schedule for Selection of Consultant and Board Execution of Contract

a. Qualification Phase:

December 14, 2009	Issue RFP
January 19, 2010, 5:00 PM	Receive Proposals and Statements of Qualification
January 27, 2010	Complete evaluations and select finalists for interviews

b. Selection Phase:

January 28, 2010	Notify finalists and schedule interviews
February 1-10, 2010	Interview selected finalists and check references
February 11-17, 2010	Rank firms & schedule negotiations with top ranked firm
February 18-24, 2010	Negotiate contract with Consultant
February 25, 2010	Notify finalists of results, prepare notice of intent to award
Feb 26-March 12, 2010	Prepare contract, secure and review insurance certificates
March 15-18, 2010	Prepare Board report and documents for approval
April 6, 2010	Board of Supervisors approve Consultant contract

Enclosures:

Exhibit A – Taylor Mountain Property Map
Attachment A– Biological Resources Scope of Work
Attachment B – PSA Acknowledgement Form
Attachment C - Standard Professional Services Agreement

1. Rules and Regulations

- a) The issuance of this solicitation does not constitute an award commitment on the part of the District or the County, and the District and County shall not pay for costs incurred in the preparation or submission of proposals.
- a) The District and the County reserve the right to reject any or all proposals or portions thereof if the District and County determines that it is in the best interest of the District and County to do so.
- b) The District and County may waive any deviation in a proposal. The District's and County's waiver of a deviation shall in no way modify the RFP requirements nor excuse the successful proposer from full compliance with any resultant agreement requirements or obligations. The District and the County reserve the right to reject any or all proposals, or to waive any defect or irregularity in a proposal. The District and County further reserves the right to award the agreement to the proposer or proposers that, in the District's and County's judgment, best serves the needs of the District and the County.
- c) All proposers submit their proposals to the County with the understanding that the recommended selection of the review committee is final and subject only to review and final approval by the Sonoma County Board of Supervisors.
- d) Upon submission, all proposals shall be treated as confidential documents until the selection process is completed. Once the notice of intent to award is issued by the County, all proposals shall be deemed public record. In the event that a proposer desires to claim portions of its proposal exempt from disclosure, it is incumbent upon the proposer to clearly identify those portions with the word "Confidential" printed on the top right hand corner of each page for which such privilege is claimed. Examples of confidential materials include trade secrets and financial statements. Each page shall be clearly marked and readily separable from the proposal in order to facilitate public inspection of the non-confidential portion of the proposal. The County will consider a

proposer's request for exemptions from disclosure; however, the County will make its decision based upon applicable laws. An assertion by a proposer that the entire proposal, or large portions, is exempt from disclosure will not be honored.

- e) The County and District will endeavor to restrict distribution of material designated as confidential to only those individuals involved in the review and analysis of the proposals. Proposers are cautioned that materials designated as confidential may nevertheless be subject to disclosure. Proposers are advised that the County does not wish to receive confidential or proprietary information, and that proposers are not to supply such information except when it is absolutely necessary. If any information or materials in any proposal submitted are labeled confidential or proprietary, the proposal shall include the following clause:
 - i. [Legal name of proposer] shall indemnify, defend and hold harmless the District and County of Sonoma, its officers, agents and employees from and against any request, action or proceeding of any nature and any damages or liability of any nature, specifically including attorneys' fees awarded under the California Public Records Act (Government Code §6250 et seq.) arising out of, concerning or in any way involving any materials or information in this proposal that [legal name of proposer] has labeled as confidential, proprietary or otherwise not subject to disclosure as a public record.

2. Nonliability of County

The District and the County shall not be liable for any pre-contractual expenses incurred by the proposer or selected contractor or contractors. The District and the County shall be held harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.

3. Proposal Alternatives

Proposers may not take exception or make material alterations to any requirement of the RFP. Alternatives may be submitted as separate proposals and so noted on the cover of the proposal. The District and the County reserve the right to consider such alternative proposals, and to award an agreement based thereon if it is determined to be in the District's and County's best interest and such proposal satisfies all minimum qualifications specified in the RFP. Please indicate in the cover letter that the proposal offers an alternative to the RFP.

4. Lobbying

Any party submitting a proposal or a party representing a proposer shall not influence or attempt to influence any member of the selection committee, any member of the Open Space Authority, Citizens Advisory Committee, the Park and Recreation Advisory Committee, the Board of Supervisors, the Board of Directors or any employee of the District or County of Sonoma, with regard to the acceptance of a proposal. Any party attempting to influence the RFP process through ex-parte contact may be subject to rejection of their proposal.

5. Form of Agreement

- b) No agreement with the County shall have any effect until a contract has been signed by both parties. Pursuant to Sonoma County Code Section 1-11, County personnel are without authorization to waive or modify agreement requirements.

- c) A sample of the agreement is included as Attachment A hereto. Proposers must be willing to provide the required insurance and accept the terms of this sample agreement. With few exceptions, the terms of the County's standard agreement will not be negotiated. *Indemnification language will not be negotiated.*
- d) Proposals submitted shall include a statement that (i) the proposer has reviewed the sample agreement and will agree to the terms contained therein if selected, or (ii) all terms and conditions are acceptable to the proposer except as noted specifically in the proposal. A proposer taking exception to the County's sample agreement, must also provide alternative language for those provisions considered objectionable to the proposer. Please note that any exceptions or changes requested to the Agreement may constitute grounds to reject the proposal.
- e) Failure to address exceptions to the sample agreement in your proposal will be construed as acceptance of all terms and conditions contained therein.
- f) Submission of additional contract exceptions after the proposal submission deadline may result in rejection of the consultant's proposal.

6. Duration of Proposal; Cancellation of Awards; Time of the Essence

- a) All proposals will remain in effect and shall be legally binding for at least ninety (90) days.
- b) The selected consultant will be required to execute an agreement with the County for the services requested within sixty (60) days of the County's notice of intent to award. If agreement on terms and conditions acceptable to the County cannot be achieved within that timeframe, or if, after reasonable attempts to negotiate such terms and conditions, it appears that an agreement will not be possible, as determined at the sole discretion of the County, the County reserves the right to retract any notice of intent to award and proceed with awards to other consultants.

7. Withdrawal and Submission of Modified Proposal

A proposer may withdraw a proposal at any time prior to the submission deadline by submitting a written notification of withdrawal signed by the proposer or his/her authorized agent. The proposer must, in person, retrieve the entire sealed submission package. Another proposal may be submitted prior to the deadline. A proposal may not be changed after the designated deadline for submission of proposals.