SUMMARY
The Parks and Recreation Department solicited Request for Proposals (RFP) from qualified firms to create a comprehensive master plan to assess the City’s Parks and Recreation parks, facilities, programs and services. Staff is requesting a recommendation to award RJM Design Group the master plan project. RJM will present a summary of their proposed plan.

RECOMMENDATION
That the Parks & Recreation Commission recommend approval to the City Council to award RJM Design Group the contract to complete a Parks and Recreation Master Plan.

FISCAL IMPACT
The cost to complete the comprehensive master plan including the arts component is estimated at $236,295 + $51,750 for an optional arts component. Funding will come from available Park Dwelling Funds.

DISCUSSION
The Parks and Recreation Commission reviewed the Parks and Recreation Master Plan on February 8, 2021. The Commission requested that staff bring back the Master Plan with more information on the need and scoring criteria.

The City of Fullerton is well over 100 years old and nearly built-out. We have 53 parks and over 28 miles of trails. Most of the parks are over 50 years old. The older the parks and City gets, the more important it becomes to have an updated comprehensive plan to help City staff and officials prioritize improvements, identify deficiencies, identify park poor areas, identify the need for non-motorized transportation, re-evaluate the needs of the community and assist us in evaluating funding sources and our limited funding. Many of the older parks were designed to meet the needs of the community when they were constructed. The demographics of Fullerton has changed drastically since then including
age, race and other socio-economic indicators. The population and housing in Fullerton plays a big role in determining where parks and trails should be and what amenities they should have. Athletic fields, trails and play structures have become more important to many Fullerton residents.

Without a current masterplan, making decisions on what communities need in parks and amenities becomes very difficult. A large component of the master plan process is to ask the community what is important. The master plan process includes neighborhood surveys, larger community surveys as well as surveys with stakeholder groups such as youth leagues, schools, Parks & Recreation Commission and City Council.

For these reasons, the City issued a request for proposals soliciting the services from qualified firms to create a master plan to assess the City’s Parks and Recreation facilities, programs and services on September 21, 2020. Proposals were due on November 6, 2020 for staff review and scoring.

The purpose of the master plan is to create an action plan and updated financial strategy plan to define a clear path for providing parks, recreation and community services to the Fullerton community through 2030.

Respondents were asked to respond to the following tasks in their proposals:

- Provide a capital improvement plan for developing, redeveloping and expanding park land, trails and open space
- Provide an operations and maintenance plan to define appropriate maintenance levels, replacement schedules and staffing levels.
- Provide recommended General Plan updates and model ordinances to guide City Staff, Parks & Recreation Commission and City Council for planning, development, re-development, expansion and enhancement of the City’s open space, parks, trails and recreation resources.
- Compile a comprehensive inventory and assessment of existing recreational programs, services and facilities provided throughout the community by other private and public organizations in addition to those provided by the City.
- Conduct a demographic analysis and market profile and obtain information collected from various avenues for community input to provide direction and insight to future needs.
- Provide an analysis of recreational facilities, programs and services with a focus on comparing the existing resources, revenues generated, community’s needs/wants, policies and standards.
- Conduct an analysis of the existing Department’s operating Budget and CIP Budget and develop an updated plan with recommendations that would be applicable to addressing the financial needs and priorities of the community.
- Review and discuss existing funding mechanisms and cost recovery practices for recreation programs and services; and recommend appropriate levels of cost recovery through fees. Recommendations should balance cost recovery with issues of affordability.
Seven firms submitted proposals. A team of City staff from Parks and Recreation, Community Development, Public Works and the City Manager’s Office review the submittals and scored them, on a scale of 1 to 5, based on this criteria: timeliness, completeness, overall quality, team structure and experience, past successes, meeting minimum experience, meeting minimum insurance requirements, overall project comprehension, project flexibility, accountability and price. Below are the scores and fee for each of the firms that submitted proposals.

<table>
<thead>
<tr>
<th>Rater</th>
<th>RJM Design Group</th>
<th>KTUA</th>
<th>MIG, Inc</th>
<th>Green Play</th>
<th>ICG</th>
<th>Kritzinger &amp; Rao</th>
<th>C2 Collaborative</th>
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<td>$199,999</td>
<td>$347,200</td>
<td>$355,733</td>
<td>$765,460</td>
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The firms that scored in the top three were invited to an interview where they presented their proposal. The top three firms were RJM Design Group, KTUA and MIG. Each firm was given approximately an hour for their presentation and answer a set of questions from the review committed. From these interview, RJM Design Group was selected as the top firm by the review team. Below are the scores for the top three firms.

<table>
<thead>
<tr>
<th>Rater</th>
<th>RJM Design Group</th>
<th>KTUA</th>
<th>MIG, Inc</th>
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</table>
November 6, 2020

Mr. Jimmy Armenta, Buyer
City of Fullerton - Purchasing
303 West Commonwealth Avenue
Fullerton, CA 92832-1775

Re: Comprehensive Parks and Recreation Master Plan

Dear Mr. Armenta:

RJM Design Group, Inc. is pleased to submit our proposal to the City of Fullerton’s Park and Recreation Master Plan. We understand the City’s goals of providing excellent recreation services and facilities to the community. We also understand some of the recent legislation that is impacting the future of Fullerton’s Parks and Recreation, such as SB330 Housing Crisis Act and AB1486 Surplus Land Act.

We are excited for the opportunity to provide a road map to guide the City to ensure parks and recreation opportunities are available to everyone in the community now and in the future. Our proposal identifies two unique areas of development including Virtual Town Hall Meetings for safe gatherings and our latest Master Planning Toolkit process.

We understand all communities are facing difficult times with the pandemic and social distancing safety measures. RJM has successfully implemented Virtual Town Hall Meetings to enable safe community gatherings online. This process now enables the entire community to take part on their own time and schedule. Results from this process have seen a dramatic increase in community participation.

In addition to the Virtual Town Hall Meetings, we have developed a Master Planning Toolkit approach that enables cities to update their Master Planning Documents in critical areas for a fraction of the original cost. This approach enables you to update and adjust planning when unforeseen economic, social, and demographic trends change without having to recreate the entire document.

Based upon our previous Parks and Recreation Master Plan experience we have developed a Scope of Work which defines a timely and efficient approach to the update with the latest tools in community recreation planning available. Our team includes the following specialists:

- Arts Orange County, Richard Stein: 17620 Fitch, Suite 255, Irvine, CA 92614, rstein@artsoc.org, (714) 556-5160
- Probolsky Research, Adam Probolsky: 23 Corporate Plaza, Suite 150, Newport Beach, CA 92660, adamprobolskyresearch.com, (949) 855-6400

We look forward to developing a close working relationship with you on this exciting project. We acknowledge receipt of Addendum No. 1 dated October 21, 2020. This proposal is valid for 180 days. If you have any questions or comments after reviewing this proposal, please do not hesitate to contact us.

Respectfully submitted,
RJM DESIGN GROUP, INC.

Zachary M. Mueting, LLA
Principal In Charge     zach@rjmdesigngroup.com
Established in 1987, RJM Design Group has evolved into a multi-disciplinary landscape architectural, planning and design firm committed to serving the needs of cities, public agencies, communities, and organizations throughout California.

RJM is comprised of talented individuals with varied backgrounds and interests. Among these dynamic professionals are licensed landscape architects, architects and planners, most of whom are LEED Accredited Professionals. Each person brings a unique, yet complementary experience and passion to the firm.

RJM Design Group's Parks and Recreation Master Planning Toolkit is the result of over 30 years of experience in park and recreation planning and analysis.

In each community that RJM has developed a successful Master Plan there has always been a need for local trends vs. national standards. RJM’s Toolkit empowers cities to take control with powerful data, but without costly planning efforts, project management, and multiple consultants.

**RJM’s Experience in Parks & Recreation Master Plan Development**

<table>
<thead>
<tr>
<th>City</th>
<th>County</th>
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<tbody>
<tr>
<td>Aliso Viejo</td>
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<td>Azusa</td>
<td>Lake Mission Viejo Association</td>
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<td>Banning</td>
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<td>Rocklin</td>
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<td>Roseville</td>
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<td>Sacramento</td>
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<td>San Juan Capistrano</td>
<td>San Bernardino</td>
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<td>San Dimas</td>
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<td>CA</td>
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</table>

**Parkland Inventoried:**

- 56,466 acres

**Population Served:**

- 3,603,365 people

**Firm Size Personnel:**

- 16 Personnel
  - (9) Licensed Landscape Architects, Project Managers
  - (4) Technical Support
  - (3) Administrative Support

**Contact Information:**

- Firm Legal Name: RJM Design Group, Inc.
- Type of Business: California Corporation, SBE
- # Of Years In Business: 33 Years
- List of Owners: Robert J. Mueting, President
  - Larry P. Ryan - Vice President
  - Zachary M. Mueting - Secretary
- Principal Contact: Zachary M. Mueting / zach@rjmdesigngroup.com
- Office Location: San Juan Capistrano, CA
- Firm Size Personnel: 16 Personnel
  - (9) Licensed Landscape Architects, Project Managers
  - (4) Technical Support
  - (3) Administrative Support

**Population Served:**

- 3,603,365 people

**Parkland Inventoried:**

- 56,466 acres
Parks and Recreation Needs Assessment
San Dimas CA

Status: In progress
Client: The City of San Dimas
Project Date: April 2020 to November 2020
Size: 15.4 square miles
Population: 34,966

Client Reference
Hector Kistemann, CPSI
Director of Parks and Recreation
phone: (909) 394-6233
e-mail: hkistemann@sandimasca.gov

Project Summary
The San Dimas Parks and Recreation Needs Assessment clearly defines the parks and recreation facility needs of the community and identifies surpluses and deficiencies with existing facilities. This project includes a comparison of the City’s department organization, staffing, parks and recreation amenities, and programs to ten comparable cities to establish a benchmark comparison. The community engagement process included stakeholder interviews, virtual town hall meetings, a sports organization survey, and a statistically-valid multi-mode survey. Custom park standards were calculated based on the actual populations. Established methods of community involvement included a multi-modal survey, stakeholder interviews, focus groups, a sports organization questionnaire, and ward specific community workshops. The final report will be a roadmap to guide the development of San Dimas’ Parks and Recreation Services now and into the future.

Project Team
Principal: Zachary Mueting
Project Manager: Kristen Schnell
Senior Associate: Tim Gallagher
Landscape Designer: Tyler Page

Community Services Master Plan
Temecula, CA

Status: Completed 2020
Client: The City of Temecula
Project Date: May 2019 to August 2020
Size: 37 square miles
Population: 114,327

Client Reference
Kevin Hawkins
Director of Community Services
City of Temecula
phone: (951) 694-6480
e-mail: kevin.hawkins@cityoftemecula.ca.gov

Project Summary
The Master Plan process commenced with an examination of the characteristics that define the community, and an inventory of the existing recreational opportunities and resources available within the City. Temecula’s Community Services Department includes Arts and Culture, Homeless Outreach, Library Services. The City prides itself on providing inclusive services for the disabled, veterans, and the senior populations. Established methods of community involvement included a multi-modal survey, stakeholder interviews, focus groups, a sports organization questionnaire, and ward specific community workshops. Community issues, recreational facility and program usage patterns and the community needs for parks and recreation facilities were developed. Identified needs, facility usage patterns, recreation standards and population projections provide the basis for the quantification of facilities required to meet identified community needs were identified. Trail connections and regional trail goals were identified. The final report includes inventory, assessment and recommendations for parks, recreation facilities, programs, trails, arts and culture, and staffing evaluation. Operations and maintenance recommendations as well as a financial strategy plan summarizes an implementation plan for the City.

Project Team
Principal: Zachary Mueting
Project Manager: Kristen Schnell
Senior Associate: Tim Gallagher
Landscape Designer: Tyler Page
Comprehensive Parks, Recreation & Community Services Master Plan

Riverside, CA

Status: Completed 2019
Client: The City of Riverside
Project Date: June 2018 to December 2019
Size: 81.5 square miles
Population: 327,728

Project Summary

The Master Plan process commenced with an examination of the characteristics that define the community, and an inventory of the existing recreational opportunities and resources available within the City. The inventory and analysis provided the foundational understanding of the community and serves as the starting point from which community members are engaged and their needs are identified. Established methods of community involvement included a Riverside-specific telephone survey, stakeholder interviews, focus groups, GIS community online survey, a sports organization questionnaire, and ward specific community workshops which provided multiple opportunities to engage the community members, and multiple measures from which a broad understanding of community issues, recreational facility and program usage patterns and the community needs for parks and recreation facilities is developed. Identified needs, facility usage patterns, recreation standards and population projections provide the basis for the quantification of facilities required to meet identified community needs. Facility recommendations are derived based on priority of needs, then general cost for recommendations are identified. A full CASp report was also prepared as part of this project.

Project Team

Principal: Zachary Mueting
Project Manager: Kristen Schnell
Senior Associate: Tim Gallagher
Landscape Designer: Tyler Page

Client Reference

Adolfo Cruz, Director of Parks, Recreation & Community Services, City of Riverside
phone: (951) 826-2075
e-mail: AdCruz@riversideca.gov

Jurupa Community Services District (JCSD) Parks & Recreation Master Plan Update

Eastvale, CA

Status: Completed 2019
Client: The City of Eastvale
Project Date: October 2018 to April 2019
Size: 13.1 square miles
Population: 63,211

Project Summary

In 2012, RJM Design Group completed a Parks and Recreation Master Plan for the Jurupa Community Services District (JCSD) Parks and Recreation Department, which provides services in northwestern Riverside County within the boundary of the City of Eastvale. RJM utilized methods of community involvement including a telephone survey, stakeholder interviews, community workshops, and workshop attendee questionnaires, which provided an understanding of community issues, recreational facility and program usage patterns, and community needs for parks and recreation facilities and programs. RJM provided recommendations for programs and facilities, facility costs, and opportunities for potential funding sources. Due to an explosion in population and housing developments during 2013-2018, RJM was asked to update the 2012 master plan to include the needs of the new population and demographics. The update focused on key elements including sports organization demand analysis, population demographics analysis, and local trends review for new recreation elements. The final update included new estimates for proposed park improvements.

Project Team

Principal: Zachary Mueting
Project Manager: Kristen Schnell
Senior Associate: Tim Gallagher

Client Reference

Wendy Landreth, Parks Administrative Assistant
Jurupa Community Services District
phone: (951) 685-7434
e-mail: wlandreth@jcsd.us
Open Space Master Plan of Parks & Recreation
Costa Mesa, CA

Status: Completed 2018
Client: The City of Costa Mesa
Project Date: April 2017 to October 2018
Project Size: 15.8 square miles
Population: 113,825

Client Reference
Bart Mejia, Senior Engineer
City of Costa Mesa
phone (714) 754-5291
e-mail BMejia@ci.costa-mesa.ca.us

Project Summary
The City of Costa Mesa is a coastal community with a very diverse, built out population of over 113,000 residents. RJM Design Group was contracted to develop the city’s original Parks Master Plan in 2002. After successfully following the document, the city again contracted RJM to update the document for the next 15 years.

The project included complete inventory and assessment of all the recreation facilities and programs, extensive community outreach, stakeholder interviews, and workshops. The resulting document concluded in recommendations for maintenance and operations, funding sources, prioritized facility improvements, park facility and rehabilitation cost estimates, as well as a six-year capital improvement plan.

Costa Mesa’s Park Master Plan is a community supported and council championed city wide plan that will continue to guide the successful development of the parks and recreation facilities in Costa Mesa for another 15 years.

Project Team
Principal: Zachary Mueting
Project Manager: Kristen Schnell
Senior Associate: Tim Gallagher

Parks Facility Condition & Utilization Assessment Study
Cypress, CA

Status: Completed 2017
Client: The City of Cypress
Project Date: March 2016 to April 2017
Size: 6.6 square miles
Population: 49,064

Client Reference
Douglas A. Dancas, P.E.
Director of Community Development, City of Cypress
phone: (714) 229-6720
e-mail: DDancas@cyprussca.org

Project Summary
The Facility Assessment process commenced with an examination of the characteristics and an inventory of the existing recreational opportunities and resources available within the city. The inventory and analysis provided the foundational understanding of the community served.

Established methods of community involvement included; focus-group meetings, a Cypress-specific telephone survey, sports organization questionnaire, and community workshops. These tools provided multiple opportunities to engage the community members, in order to gain a broad understanding of community issues, recreational facility and program usage patterns and the community needs for parks and recreation facilities.

The identified needs, facility usage patterns, recreation standards and population projections provided the basis for the quantification of facilities required to meet the identified community needs. Facility recommendations were derived based on priority of needs. General cost and concept plans for recommendations were also prepared and included for the report.

Project Team
Principal: Zachary Mueting
Senior Associate: Tim Gallagher
Architect: Jim Mickartz
Parks & Recreation Master Plan
Huntington Beach, CA

Status: Completed 2016
Client: The City of Huntington Beach
Project Date: November 2015 to January 2016
Size: 32.1 square miles
Population: 201,874

Client Reference
Chris Slama
Director of Community Services
City of Huntington Beach
phone: (714) 536-5495
e-mail: cslama@surfcity-hb.org

Project Summary
Nicknamed “Surf City” for its beautiful wide beaches and consistently breaking surf, The City of Huntington Beach has a large and well-established park system with over seventy five parks and numerous community recreation buildings. The City contracted RJM Design Group to update its existing Parks and Recreation Master Plan. The first phase of the project included a background review of the demographics and community trends and their impact on the park system. The second phase involved a detailed inventory of the facilities and programs currently provided in the City, as well as a gap analysis of the existing facilities to determine locations where recreational opportunities are needed. The third phase included a thorough public involvement process including executive interviews, sports organization questionnaire, telephone survey, and public workshops. The fourth phase looked at the demand and needs for facilities based on the inventory of existing facilities and the data derived from the prior phases. Recommendations included an opportunities feasibility analysis, acquisition plan, cost estimates, capital improvement plan, and sustainable practices/maintenance and operations management plan.

Project Team
Principal: Zachary Mueting
Project Manager: Kristen Schnell
Senior Associate: Tim Gallagher

Fullerton Community Center
Fullerton, CA

Status: Completed 2012
Project Size: 48,000 SF
Design Cost: $1.8M
Construction Cost: $20M

Client Reference
Joe Feltz
City Manager
City of Fullerton
phone: (714) 738-6583

Project Summary
Design to be a true multi-generational facility, the new community center accommodates the programs for the Fullerton Boys and Girls Club, the Senior Services programs and the Community Parks and Recreational Service programs. Organized along a dramatic daylight filled display gallery, the building has three wings for each of the primary uses. The Recreation Wing includes a double gymnasium, a natatorium building housing a six lane 25-yard indoor pool designed for year-round swim lessons and senior water-exercise therapy programs, fitness room and men’s and women’s locker rooms. The Community Services Wing includes offices for the senior services staff and the senior club, computer teaching room, 4,500 SF multi-purpose meeting room with full-service kitchen and audio-visual capabilities, classrooms, billiards room, arts and crafts room and senior lounge and library. The Boys and Girls Club Wing includes staff offices, large multi-purpose game room, arts and crafts room, technology/homework center and teen lounge. The three wings are organized around an outdoor patio and landscaped courtyard designed to accommodate outdoor community activities and social functions.

Project Team
Principal: Zachary Mueting
Project Manager: Craig Sensenbach

Client Reference
Chris Slama
Director of Community Services
City of Huntington Beach
phone: (714) 536-5495
e-mail: cslama@surfcity-hb.org

Project Summary
Nicknamed “Surf City” for its beautiful wide beaches and consistently breaking surf, The City of Huntington Beach has a large and well-established park system with over seventy five parks and numerous community recreation buildings. The City contracted RJM Design Group to update its existing Parks and Recreation Master Plan. The first phase of the project included a background review of the demographics and community trends and their impact on the park system. The second phase involved a detailed inventory of the facilities and programs currently provided in the City, as well as a gap analysis of the existing facilities to determine locations where recreational opportunities are needed. The third phase included a thorough public involvement process including executive interviews, sports organization questionnaire, telephone survey, and public workshops. The fourth phase looked at the demand and needs for facilities based on the inventory of existing facilities and the data derived from the prior phases. Recommendations included an opportunities feasibility analysis, acquisition plan, cost estimates, capital improvement plan, and sustainable practices/maintenance and operations management plan.

Project Team
Principal: Zachary Mueting
Project Manager: Kristen Schnell
Senior Associate: Tim Gallagher
Laguna Lakes Park Habitat and Trail Improvements

Fullerton, CA
Status: Completed 2010
Project Size: 28.5 Acres

Project Summary
Located in the City of Fullerton, Laguna Lakes Park is 28.5 acres in size, including an existing 7-acre lake. RJM provided design services for improvements to the existing Regional Trail that travels along an east-west access through the project area, as well as habitat improvements along the southeast side of the Laguna Lakes Park site. These improvements were consistent with the City of Fullerton and the Rivers and Mountains Conservancy’s (RMC) design criteria and in conjunction with their oversight and participation. The trail provides for a continuous 12’ wide multi-purpose trail of decomposed granite. This trail accommodates equestrians, bikers, and hikers and meanders along the lake edge amongst existing and newly planted trees.

At the completion of the site analysis, tree inventory, and the trail alignment plan, a Habitat Creation Plan was prepared. This plan acknowledges the existing trees to remain on-site, as well as identifies the “long-term” tree replacement plan to achieve an eventual palette of native habitat creating trees. The project is currently being installed on an incremental basis as funds become available.

Project Team
Principal: Zachary Mueting
Project Manager: Craig Sensenbach
Client Reference
Hugo Curiel
City of Fullerton
phone: (714) 773-5798

West Coyote Hills Initial Trails

Fullerton, CA
Status: Anticipated 2021
Project Size: 2 miles
Design Cost: $346,600
Construction Cost: Anticipated $1.4M

Project Summary
West Coyote Hills is over 500 acres in size and is owned by Pacific Coast Homes. It includes vacant oil field land, representing one of the last remaining development opportunities in the City of Fullerton and contiguous open space swaths in Orange County. It’s existing network of defunct oil field roads and interesting topography provides a roadmap of highly anticipated future, multi-use, recreating trails that complement the proposed housing development and master planned community.

The Initial Trails makes up the eastern portion of the overall trail system within West Coyote Hills, bordering Euclid Ave. to the east, the Nora Kuttner Trail to the south, and sits within the Robert E. Ward Nature Preserve. It traverses hundreds of acres of willow scrub, southern cactus scrub, and coastal sage scrub, with vast topographic change, and extensive views. At the highest elevations, vista points offer stunning views of the ocean, basin, and surrounding mountains. On a clear day, the views sweeps from Catalina Island towards the west, Mount San Antonio (Baldy) to the north, and the Chino Hills and Santa Ana Mountains to the east. The initial trails system allows for pedestrian walking and hiking only, while cyclists and equestrians are allowed outside of the Preserve limits.

Project Team
Principal: Larry Ryan
Project Manager: Craig Sensenbach
Client Reference
Ivan Jimenez
Pacific Coast Homes
6001 Bollinger Canyon Road
San Ramon, CA
phone: (714) 671-3233
“The Master Plan Update was long overdue. RJM Design Group produced a strong product. The participation process will make this report a useable document that will not just sit on a shelf.”

- Kevin Hawkins, City of Temecula

“RJM Design Group does amazing, great work! What the residents said, as well as the feedback received, has been eye-opening.”

- Hector Kistemann, City of San Dimas

Agency Name & Contact Information:
Hector Kistemann, CPSI
Director of Parks & Recreation
CITY OF SAN DIMAS
phone: (909) 394-6233
e-mail: hkistemann@sanimasca.gov

Services:
Parks and Recreation Needs Assessment
March 2020 - December 2020 (in progress)

Agency Name & Contact Information:
Kevin Hawkins
Director of Community Services
CITY OF TEMECULA
phone: (951) 694-6480
e-mail: kevin.hawkins@cityoftemeculaca.gov

Services:
Community Services Master Plan
April 2019 - February 2020

Agency Name & Contact Information:
Wendy Landreth
Parks Administrative Assistant
JURUPA COMMUNITY SERVICES DISTRICT
phone: (951) 685-7434
e-mail: wlandreth@jcsd.us

Services:
Parks and Recreation Master Plan Update
December 2018 - March 2019
Parks and Recreation Master Plan
January 2011 - November 2011

Agency Name & Contact Information:
Bart Mejia
Senior Engineer
CITY OF COSTA MESA
phone: (714) 754-5291
e-mail: BMejia@costa-mesa.ca.us

Services:
Open Space Master Plan of Parks and Recreation
January 2017 - June 2018

Agency Name & Contact Information:
Chris Slama
Director of Community Services
CITY OF HUNTINGTON BEACH
phone: (714) 536-5495
e-mail: cslama@surfcity-hb.org

Services:
Parks and Recreation Master Plan
April 2015 - July 2016

Agency Name & Contact Information:
Zachary Mueting
Principal
Larry Ryan, Back-up Principal,
RJM Design Group

Agency Name & Contact Information:
Kristen Schnell
Project Manager
RJM Design Group

Agency Name & Contact Information:
Tyler Page
Landscape Designer
/GIS
RJM Design Group

Agency Name & Contact Information:
Adam Probolsky
Survey Specialist
Probolsky Research

Agency Name & Contact Information:
Rick Stein
Cultural Arts Specialist
Arts OC

Agency Name & Contact Information:
Timothy Gallagher
Senior Associate
RJM Design Group

NOTE: Key personnel will be available to the extent proposed for the duration of the contract. No person designated as “key” to the contract shall be removed or replaced without the prior written concurrence of the City of Fullerton. We have included Spanish and Korean interpretation for the community outreach meetings, project portal/website and community survey.
Zachary M. Mueting, LLA  LEED AP (BD+C)
Principal In Charge, RJM Design Group, Inc.

Mr. Zachary Mueting has been with RJM Design Group since 2005. Zachary is a licensed Landscape architect with a strong background in recreation planning and design. Combining degrees in computer science, a masters in landscape architecture, and 15 years of community engagement experience, Zachary has developed the most detailed community engaged master planning product available. Furthering that achievement Zachary has implemented a master planning toolkit approach with several of RJM’s long term clients.

Zachary’s experience, education, professional accreditation, and publication of community consensus building techniques enables him to fulfill his role assisting with community outreach, grant filing, landscape planning and design services and achievement of appropriate design solutions that create community.

Related Project Experience
- Parks and Recreation Needs Assessment, San Dimas, CA
- Community Services Master Plan, Temecula, CA
- Comprehensive Parks, Recreation, and Community Services Master Plan, Riverside, CA
- Parks and Facilities Condition and Utilization Assessment, Cypress, CA
- Update of Open Space Master Plan of Parks and Recreation, Costa Mesa, CA
- Parks, Trails, Open Space, and Recreation Master Plan, Menifee, CA
- Parks and Open Space Master Plan, Downey, CA
- Park and Recreation Master Plan, Huntington Beach, CA
- Recreation Needs Assessment, Goleta, CA
- Jurupa Community Services District Parks and Recreation Master Plan, Eastvale, CA
- Parks, Recreation, Trails, and Open Space Master Plan Update, San Bernardino, CA
- Parks and Recreation Master Plan, Banning, CA
- Chino Hills Parks & Recreation Open Space Master Plan Update, Chino Hills, CA
- Parks, Recreation, Trails, and Open Space Master Plan Update, Santa Clarita, CA
- Aliso Viejo Community Association Parks & Recreation Master Plan, Aliso Viejo, CA
- Laguna Woods Village Recreational Needs Assessment, Laguna Woods, CA
- Long Range Master Plan, Lake Mission Viejo Association, Mission Viejo, CA

Kristen Schnell
Project Manager/Research Analyst, RJM Design Group, Inc.

Kristen Schnell has over 15 years of experience working on Parks and Recreation Master Plans. She will assist in the project coordination, research, attend workshops and team meetings. Her responsibilities include tracking all pertinent data and distributing to the consultant team, tracking project schedule and ensuring target dates are met, correspondence with Client, preparing summaries & exhibits, preparing for community outreach events, and preparation of the master plan report.

In addition, Kristen has considerable experience working within the processing systems of several California jurisdictions. She is currently pursuing her AICP certification and is a member of the American Planning Association.

Related Project Experience
- Parks and Recreation Needs Assessment, San Dimas, CA
- Community Services Master Plan, Temecula, CA
- Comprehensive Parks, Recreation, and Community Services Master Plan, Riverside, CA
- Parks Recreation Master Plan, City of Banning, CA
- Parks and Recreation Master Plan Update, City of Murrieta, CA
- Parks, Trails, Open Space and Recreation Master Plan Update, City of San Bernardino, CA
- Parks, Recreation, and Open Space Master Plan Update, City of Santa Clarita, CA
- Parks, Recreation and Open Space Master Plan Update, City of Chino Hills, CA
- Parks, Recreation, and Open Space Master Plan, City of Dana Point, CA
- Recreation Needs Assessment for Laguna Woods Village (age-restricted community), PCM, Inc.
- Recreation and Parks Master Plan, City of Pasadena, CA
- Parks and Recreation Master Plan Update, Aliso Viejo Community Association, Aliso Viejo, CA
- Recreation, Parks, Green Space and Family Services Master Plan, City of Azusa, CA
- Update of Open Space Master Plan of Parks and Recreation, City of Costa Mesa, CA
- Parks and Recreation Master Plan, Norwalk, CA
- Recreation Needs Assessment, San Juan Capistrano, CA
- Recreation Needs Assessment, City of West Hollywood, CA
- Parks and Recreation Master Plan, City of La Quinta, CA

Licenses
Landscape Architect / CA 5731

Education
Bachelor of Science, Biology
University of California, Santa Cruz, CA
Tyler Page
Landscape Designer/GIS, RJM Design Group, Inc.

Tyler Page leads the GIS department for RJM Design Group and specializes in ArcGIS Pro mapping, Survey 123 survey development, and Business Analyst. Our goal is to provide agencies (public or private) a robust way to understand the needs/desires of the community and enable convenient ways for those community members to participate. The geo-referenced capability of Survey123 enables RJM to graphically analyze the data. The advantage of this greater understanding of community needs and how it relates to geography provides an essential component for sound planning and decision making. Tyler combines these tools together essentially outlining the ‘what’ and ‘where’.

Related Project Experience
- Parks and Recreation Needs Assessment, San Dimas, CA
- Community Services Master Plan, Temecula, CA
- Park, Recreation & Community Services Master Plan, Riverside, CA
- Parks and Facilities Condition and Utilization Assessment, Cypress, CA
- Update of Open Space Master Plan of Parks and Recreation, Costa Mesa, CA
- Parks, Trails, Open Space, and Recreation Master Plan, Menifee, CA
- Parks and Open Space Master Plan, Downey, CA
- Park and Recreation Master Plan, Huntington Beach, CA
- Jurupa Community Services District Master Plan, Eastvale, CA
- San Luis Obispo County Open Space Trails Plan, San Luis Obispo, CA

Education
Bachelor of Science, College of Environmental Design, Landscape Architecture, Pomona - Magna Cum Laude

Richard Stein
President & CEO, Arts Orange County

Arts Orange County’s mission is to be the leader in building appreciation of, participation in and support for the arts and arts education in Orange County, California. This 23 year old nonprofit organization is designated by the County of Orange as its official local arts agency and state-local partner with the California Arts Council. As its CEO, Rick oversees all programs, contract management, consulting services, fund development, marketing and financial management. The Board of Directors is comprised of a demographically diverse mixture of community leaders and philanthropists, including corporate funders. Arts Orange County also provides affordable project management and consulting services to local arts organizations, higher education and government.

Adam Probolsky
Survey Specialist, Probolsky Research

Adam Probolsky has acted as pollster and strategic advisor on hundreds of local, county and statewide ballot measures and candidate and outreach campaigns. Additionally, he has been a key advisor to his firm’s clients on matters of public policy, legislation and business strategy. Probolsky was a planning commissioner and finance commissioner in the City of Irvine. He was also a member of the Orange County Waste & Recycling Commission overseeing landfills, recycling programs, waste hauling companies and power generating facilities, and he is also a former member of the Orange County Transportation Authority’s Environmental Mitigation and Oversight Committee. Mr. Probolsky regularly speaks to organizations on local public policy issues such as annexation, government customer service, taxation, infrastructure and recreation.

Established for twenty-seven years, Probolsky Research specializes in opinion research on public policy, with government, candidate, election and non-profit practice areas. We understand government. Probolsky Research is a medium size firm with a staff of nine. Adam Probolsky (president) is your key contact throughout our relationship. Our work does not end after we deliver our final report – they are available (including in-person meetings) as needed moving forward, at no additional cost. They apply expert methodologies and leverage the right research tool for each situation. Our research services include telephone, online and multi-mode surveys, focus groups and other research.
Our proposed approach offers the benefit of safe community meetings and cost-effective à la carte tool strategies. Our methodology is rooted in the development of local Fullerton facility standards and the development of a master plan built on community support. We believe in a well-informed community and close team collaboration. These elements are achieved in a robust community outreach strategy that will engage, involve, and empower all voices in the community. We understand the importance of the City’s cultural arts and have included an Arts Component in our project approach for the City’s consideration as an optional service to include in the Comprehensive Master Plan.

### Detailed Work Plan and Implementation Schedule

**Phase I: Project Management**

Clear communication is critical in any endeavor. RJM will hold monthly virtual meetings with the City to review progress, present information, and recommend direction throughout the project. These virtual meetings enable strong team collaboration and unity in decision making as the project develops.

Additionally, a project team online resource FTP site will allow for easy file access and document review for all team members. This will ensure everyone has access to the latest reports, and graphic illustrations available. Based on select tools, we will create an online project dashboard where you can see results from public comments live as they come in eliminating the “wait” for consultants to gather and report back.

**Phase II - Existing Conditions Analysis**

Knowing what documents exist and how they relate to one another can help guide planning to ensure there are no conflicts or overlapping efforts. RJM will review the Fullerton Plan (General Plan), Citywide Design Guidelines, Area Specific Plans, and other pertinent community development plans which may affect Master Plan decisions and recommendations, including policies, zoning ordinances, and land division ordinances, to generate a database of existing resources as well as a summary document highlighting key elements. Understanding the history of past planning projects enables you to carefully navigate future planning efforts free of potential conflict.

<table>
<thead>
<tr>
<th>Phase Name</th>
<th>Tool</th>
<th>Deliverables</th>
</tr>
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| **Project Management**          | Tool 1: Scalable Project Management | ► Project schedule  
                              |                                                                            | ► Monthly virtual meetings  
                              |                                                                            | ► Online resource FTP site  
                              |                                                                            | ► Online project dashboard |
| **Existing Conditions Analysis**| Tool 2: Existing Documentation Review | ► Existing documents summary  
                              |                                                                            | ► Parks, facilities, and joint use school inventory database in GIS & Park Profiles  
                              |                                                                            | ► Parks, facilities, and joint use school inventory maps  
                              |                                                                            | ► Service gap analysis maps  
                              |                                                                            | ► Recreation programs and service inventory  
                              |                                                                            | ► Recreation program assessment summary  
                              |                                                                            | ► Benchmark comparison of 3 similar cities |
| **Public Outreach and Engagement** | Tool 3: Inventory of Recreation Facilities, Parks and Programs | ► Parks, facilities, and joint use school inventory database in GIS & Park Profiles  
                              |                                                                            | ► Parks, facilities, and joint use school inventory maps  
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                              |                                                                            | ► Recreation programs and service inventory  
                              |                                                                            | ► Recreation program assessment summary  
                              |                                                                            | ► Benchmark comparison of 3 similar cities |
| **Service Level Assessment and Recommendations** | Tool 4: Benchmark Comparison | ► Existing documents summary  
                              |                                                                            | ► Parks, facilities, and joint use school inventory database in GIS & Park Profiles  
                              |                                                                            | ► Parks, facilities, and joint use school inventory maps  
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                              |                                                                            | ► Recreation programs and service inventory  
                              |                                                                            | ► Recreation program assessment summary  
                              |                                                                            | ► Benchmark comparison of 3 similar cities |
| **O & M, Policy, and Funding Analysis** | Tool 5: Demographic Assessment | ► Existing documents summary  
                              |                                                                            | ► Parks, facilities, and joint use school inventory database in GIS & Park Profiles  
                              |                                                                            | ► Parks, facilities, and joint use school inventory maps  
                              |                                                                            | ► Service gap analysis maps  
                              |                                                                            | ► Recreation programs and service inventory  
                              |                                                                            | ► Recreation program assessment summary  
                              |                                                                            | ► Benchmark comparison of 3 similar cities |
| **Report Development**          | Tool 6: Local Trends Analysis | ► Existing documents summary  
                              |                                                                            | ► Parks, facilities, and joint use school inventory database in GIS & Park Profiles  
                              |                                                                            | ► Parks, facilities, and joint use school inventory maps  
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                              |                                                                            | ► Recreation programs and service inventory  
                              |                                                                            | ► Recreation program assessment summary  
                              |                                                                            | ► Benchmark comparison of 3 similar cities |
| **Tool 7: Custom Park Standards Calculations (CPSC)** | | ► Existing documents summary  
                              |                                                                            | ► Parks, facilities, and joint use school inventory database in GIS & Park Profiles  
                              |                                                                            | ► Parks, facilities, and joint use school inventory maps  
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                              |                                                                            | ► Recreation programs and service inventory  
                              |                                                                            | ► Recreation program assessment summary  
                              |                                                                            | ► Benchmark comparison of 3 similar cities |
| **Tool 8: Community Involvement** | | ► Existing documents summary  
                              |                                                                            | ► Parks, facilities, and joint use school inventory database in GIS & Park Profiles  
                              |                                                                            | ► Parks, facilities, and joint use school inventory maps  
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                              |                                                                            | ► Recreation programs and service inventory  
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                              |                                                                            | ► Benchmark comparison of 3 similar cities |
| **Tool 9: Community Needs Assessment** | | ► Existing documents summary  
                              |                                                                            | ► Parks, facilities, and joint use school inventory database in GIS & Park Profiles  
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                              |                                                                            | ► Benchmark comparison of 3 similar cities |
| **Tool 10: Level of Service Assessment** | | ► Existing documents summary  
                              |                                                                            | ► Parks, facilities, and joint use school inventory database in GIS & Park Profiles  
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| **Tool 11: Action Plan and 10 Year CIP** | | ► Existing documents summary  
                              |                                                                            | ► Parks, facilities, and joint use school inventory database in GIS & Park Profiles  
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| **Tool 12: Operations and Maintenance Plan** | | ► Existing documents summary  
                              |                                                                            | ► Parks, facilities, and joint use school inventory database in GIS & Park Profiles  
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| **Tool 13: Policy Review and General Plan Updates** | | ► Existing documents summary  
                              |                                                                            | ► Parks, facilities, and joint use school inventory database in GIS & Park Profiles  
                              |                                                                            | ► Parks, facilities, and joint use school inventory maps  
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                              |                                                                            | ► Recreation program assessment summary  
                              |                                                                            | ► Benchmark comparison of 3 similar cities |
| **Tool 14: Financial Strategy Plan** | | ► Existing documents summary  
                              |                                                                            | ► Parks, facilities, and joint use school inventory database in GIS & Park Profiles  
                              |                                                                            | ► Parks, facilities, and joint use school inventory maps  
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                              |                                                                            | ► Recreation programs and service inventory  
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                              |                                                                            | ► Benchmark comparison of 3 similar cities |
| **Tool 15: Report Development and Documentation** | | ► Existing documents summary  
                              |                                                                            | ► Parks, facilities, and joint use school inventory database in GIS & Park Profiles  
                              |                                                                            | ► Parks, facilities, and joint use school inventory maps  
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                              |                                                                            | ► Recreation program assessment summary  
                              |                                                                            | ► Benchmark comparison of 3 similar cities |
Recreational Facilities and Parks

Understanding where parks exist is not enough in today’s world. RJM utilizes the power of ESRI to truly map out community needs and identify underserved areas. Where park quality, safety, and accessibility may be impacting disadvantaged communities. Our team will visit each city owned park and recreation facility.

We will update the City’s existing parks list/Story Map (pictured below), including facilities as well as provide updates to the City for their use.

Specifically the GIS dataset will include:

• Geolocate city-owned parks and recreation facility parcels. Developed park profile sheets with aerial of each site.
• Quantify city-owned park passive and active recreational amenities (i.e. ballfields, basketball courts, dog parks, tennis courts, restrooms, and playgrounds). Prepare database to include a list of amenities specific to each park site.
• Identify existing trail, greenbelt, natural and other green infrastructure resources which are being used for access, recreational, habitat and open space purposes.
• County and private parks and facilities will be included in the inventory analysis to ensure there is no duplication of amenities and services provided.

Field data collection is conducted using the ESRI Collector app to develop a digital inventory of existing city-owned parks and facilities.

This inventory provides detailed information such as the geo-location of site amenities and maintenance conditions.
Recreation Program Inventory and Assessment

Consultant shall provide an inventory and evaluation of existing recreation programs provided by the City. Consultant shall analyze the City’s current program offerings in terms of attendance, use of space, consistency with current recreation trends in the leisure services industry. The program evaluation shall provide analysis and rating of how well the Department is doing in the areas of programming for tiny tots/toddlers, youth/teens, adults, families, and seniors (active and mature). The evaluation shall indicate any gaps in service and what programming changes/additions Fullerton should consider implementing in the future to fill those gaps and meet new recreation trends.

The Consultant will work with staff to evaluate existing levels of social service and recreation program services within the City’s sphere of influence, public and private, to determine adequacy of current social service, and accessible recreation opportunity for all City residents.

Incorporating the recently completed Orange County comparative study, consultant will gather additional data on comparable services and facilities from no more than three (3) comparable agencies in the Fullerton area to benchmark and compare City’s current level of service with the other agencies, national, and state best practices. Data gathered may include types of programs offered, partnerships, operating budgets, participation data, staffing sizes, facility size, fees, and annual budgets for sports complex, aquatics complex, and gymnasium/community center serving a similar sized community.

Additionally, an analysis will be completed on current per capita spending investment for parks and recreation operations in Fullerton. Per capita spending analysis should include expenditures related to maintenance, operations, staffing, programming, administration and capital improvements.

Understanding who the community is and where they recreate is vital to the development of a successful road map for the future.
Understanding the recreation needs and preferences of City residents first depends upon an understanding of the population and its demographic characteristics. Steps in this process involve a review of data regarding the City’s population base as defined in the latest census, ESRI Tapestry Dataset, and the American Community Survey (ACS). As available, demographic data regarding age, household size, ethnic profile and income characteristics will be used in the analysis.

Detailed demographic data regarding such variables as age, ethnicity, household size, and income as well as special populations which may require specialized or disproportionate services and programming, such as seniors, teens, pre-schoolers, second-language learners, individuals with disabilities, military families and veterans will be analyzed in order to identify unique populations for use in the demand analysis. Special attention will be given to any sub-groups of the population that show unusual trends of change.

Recreation is as broadly defined as the number of communities across in the US today. Geography, climate, and culture all impact what recreation activities take place. RJM will research trends and issues relevant to your region identifying potential recreation influences in neighboring communities. This analysis will not be the sole source for developing recommendations but provide valuable insight into potential regional influencers and how they may impact local demand. Our team will also identify how COVID has impacted parks and recreation and what that impact will have in the future.

RJM will prepare and conduct a Sports Organization Specific ESRI Online Survey. The survey is specifically designed to collect valuable information regarding facility usage, team size, recreation seasonality, and player volume that is key to calculating the city’s local demand for sports facilities. The results will be tabulated and used to verify and update the participation rates in selected sports for use in the demand analysis and calculation of the City’s local community parks standard. This standard will represent the unique local demand not just a national averaged benchmark.

Considering the current inventory of recreation facilities, we will identify surpluses and deficiencies in existing parks and recreation-related facilities to serve the community as it exists now and with projections to 2030. One of the primary advantages to this methodology for determining need is that it provides a quantitative, unbiased evaluation of the surpluses and deficits in the City’s parks and recreation facilities, both currently and in the future.
Due to recent community gathering guidelines, our approach will establish safe community outreach through virtual meetings and collaborative live polling events. We will assist the City in development of a communications plan with easy-to-deploy tools that enable a two-way dialogue with the community. Our process will bring the community together in a safe virtual environment. Our goal is to provide a comprehensive community outreach process that maintains the vision and expectations for everyone. Working with the City our team will prepare a communications plan that includes English, Spanish, and Korean languages and covers the following tasks.

Project Portal / Website Development

RJM will develop a project website in the ESRI story map platform where the community can experience lean about the project, understand the extent of planning considerations, and provide feedback. This website will be a hub for community collaboration and meaningful two-way feedback. This continuous public dialogue will ensure maximum opportunity for all community members to become informed and involved in the development of the Master Plan. As each of the following outreach efforts are completed the results will be posted here for all to see and follow along. This method enables continued community involvement for the life of the project. At any point during the project the community can provide direct comments via a “Feedback” button on the website. As feedback is recorded it will be reviewed and shared with the project team.

Virtual Town Hall Process

Online survey results collected
Online survey webinar to present results and solicit feedback
Online survey results collected
Feedback, live poll, and summary developed
Online Zoom webinar available via social media and project website
Virtual Town Hall Meeting: Workshop ONE

Our initial community outreach event will include social media advertising, online video announcements, and website announcements to build an awareness for the project and solicit community input on the characteristics, issues, and trends the City is currently facing. Community input modes will include an online georeferenced survey, live online polling, and project website feedback options. The information gathered will be used identify key ideas and desires to be explored in the future surveys and outreach efforts. Data is collected using geocataler app and summary results will be analyzed on a citywide basis, as well as by Council District.

Virtual Town Hall Meeting: Workshop ONE

Project Portal / Website Development

RJM will develop a project website in the ESRI story map platform where the community can experience lean about the project, understand the extent of planning considerations, and provide feedback. This website will be a hub for community collaboration and meaningful two-way feedback. This continuous public dialogue will ensure maximum opportunity for all community members to become informed and involved in the development of the Master Plan. As each of the following outreach efforts are completed the results will be posted here for all to see and follow along. This method enables continued community involvement for the life of the project. At any point during the project the community can provide direct comments via a “Feedback” button on the website. As feedback is recorded it will be reviewed and shared with the project team.

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Stakeholder Interviews and/or Focus Groups

Soliciting the attitudes and perceived needs of community stakeholders is an essential element for a successful Master Plan. Often involved in the front lines of community recreation support and programming, stakeholders have a unique understanding of community desires. One-on-one interviews or small group focus groups will be conducted with selected key stakeholders such as members of the City Council, Parks and Recreation Commission, City Manager’s Office, and School District representatives. RJM will work with staff to identify interviewees. Estimate twelve (12) individual interviews or 3-4 small group to be conducted via online virtual meetings.

Statistically-Valid Multi-Modal Community Survey

Our team will provide a sample subject list and develop questions for the community survey with the City staff team. The survey shall determine current levels of participation, and public satisfaction with existing parks, recreation facilities, programs and services. It shall also determine public interests, desires, expectations, and priorities for the future. Data will be provided by demographic characteristics as well as by approximate location within the City.

To ensure we reach out across the entire community we utilize a multi-modal survey methodology, meaning that we will conduct surveys via telephone and online modes using our live professional interviewers and secure online platform. A multi-modal approach maximizes the accuracy and reach of the research, increases participation rates, and minimizes response bias. We recognize that some residents’ are more likely to respond to an email or text message and complete a survey online. We have also seen some limited evidence that those responding online (without the intervention of a live interviewer) may offer different responses to questions. For those reasons, we recommend conducting a portion of the survey online.
Phase III - Public Outreach and Engagement continued

Statistically-Valid Multi-Modal Community Survey continued

English, Spanish, and Korean are included, and we place no limit on Spanish or Korean language responses. We initiate all interviewing calls with live-US based interviewers in English and switch to Spanish only upon request or when a clear language communication issue presents itself.

For the statistically valid multi-modal survey, we recommend surveying 400 residents’, which will yield a margin of error of +/-5% with a confidence level of 95%. Our proposal includes up to 25 questions for this survey.

Virtual Town Hall Meeting: Workshop TWO

This workshop will reach back out to the entire community in a Virtual Town Hall style meeting. This online virtual workshop will begin with a live video presentation illustrating the results of past efforts and promote a new online survey option. The online survey will go live at the workshop and stay active for two weeks. The benefit of the online workshop is that it allows for participants to ask questions of the presenters in real-time creating a back and forth dialogue. A recording of the video will later be hosted on the project website for participants who were not able to make the meeting but want to stay involved and up to speed with the developments. This workshop will involve sharing all the past outreach results with the community and soliciting further information on the prioritization of the desired recreation improvements. This online virtual workshop will begin with a video announcement illustrating the results of past efforts and promote a new online survey option. The online survey will stay live for 2 weeks allowing all community members to take part at their own pace.

Virtual Town Hall Meeting: Workshop THREE

For the final community outreach event RJM will host an online live meeting where the community can view the broadcast online. This virtual meeting will involve sharing all the past outreach results as well as the recent prioritization survey summary. At the conclusion of the presentation, our team will host a live poll for the online audience to weigh in and vote on the results.

San Dimas Sample of Virtual Town Hall with Live Event

City of San Dimas was live.
17 hrs Live from Mevo

City of Fullerton • Comprehensive Parks and Recreation Master Plan

Phase IV - Service Levels Assessment and Recommendations

Tool 9 Community Needs Assessment

The strength of the Parks and Recreation Master Plan Update will largely rest on the successful outreach efforts and thorough analysis of their findings. The assessment will not only convey the results among residents as a whole, it will also detail how the results vary across important subgroups of residents such as age, gender, location within the City, presence of children in the home, as well as length of residence and other factors. Using the ESRI Tapestry community dataset RJM can analyze the micro demographics to determine not just priority of recommendations but the impact on the location of the recommendations as well.

Each of the community engagement strategies employed will be analyzed and combined into a single engagement needs matrix graphic. This graphic will illustrate the community needs that have the most significant impact as well as other trending recreation desires among the community.

Tool 10 Level of Service Assessment

The City’s parks inventory will be analyzed by service area (5-10-15 minute walk) to identify underserved neighborhoods or community planning areas. The results will illustrate gaps in balancing the equitable distribution of service and opportunities for all ages and income levels. We will identify land that can serve as potential park system acquisitions and/or parks development opportunity (NOTE: Surplus Land Act states that city-owned surplus land must be available for affordable housing. If not used for a park) City-wide recreation facilities will be evaluated in concert with the community demographics and resident input. The resulting mosaic will illustrate where gaps and inequities in distribution may exist.

An analysis of best possible recreation providers of community and recreation facilities shall be provided. It will include an analysis of possible competition or duplication of services through other public and private service and facility providers, and recommendations for minimizing duplication and/or enhancing possibilities for collaborative partnerships where appropriate.

Tool 11 Action Plan and 10 Year CIP

Provide recommendations (short-term 5 years to long-term 20 years) to identify specific actions required to implement intelligent growth of the park system and services. Plan shall consider all information gathered in inventory tasks, analysis, funding opportunities, phasing, community priorities, and other data as appropriate. Identify specific areas of public need and community interest with regard to program types (sports, outdoor, aquatic, cultural arts, special events, social services, etc.) and populations served (children, teens/teen village, adult, senior, family, and disabled). Include issues of ethnic diversity. Evaluate current branding efforts future opportunities, and consistency within the parks system. The purpose of this task is to provide a complete plan outlining the park infrastructure improvements required to implement the plan recommendations. The improvements list should be generated from the inventory, site analysis, and needs assessment. The Plan shall include specific real acquisitions/improvement projects.

A comprehensive list of projects shall be provided including projects for all existing park sites as required for expansion and replacement of old infrastructure, redevelopment/replacement of existing infrastructure, and build-out of undeveloped parks, acquisition and development of future park sites and adding new amenities to existing parks. Each frequent priority recommendation shall include a description, cost estimates, project duration, and potential funding source.
Fresh cultural planning will help make the City ever more mindful of the changing environment in
The result will be a passionate and enthusiastic joining of hands in exploration of the imaginative
The planning process will stimulate the community to open themselves up to the possibilities
Our arts consultants are highly experienced in civic advancement through arts and culture—and we

Why should the City of Fullerton include an “Arts Component” in the Comprehensive Parks and Recreation Master Plan?

✓ Fresh cultural planning will help make the City ever more mindful of the changing environment in which it exists and ever more purposeful in its efforts, objectives and accomplishments.

✓ The planning process will stimulate the community to open themselves up to the possibilities that arts and culture can bring to the City in the form of economic prosperity, motivated and well-performing school children, experiences for all that are invigorating, unique and familiar, strengthening the quality of life for residents and visitors alike, and confidence in the ability of government to achieve civic goals.

✓ The result will be a passionate and enthusiastic joining of hands in exploration of the imaginative spirit driving Fullerton and helping give voice to its highest aspirations.

✓ Our arts consultants are highly experienced in civic advancement through arts and culture—and we benefit from a “brain trust” of eminent volunteers who serve on our Board of Directors and whose knowledge and connections we may call upon to provide added value to the endeavor.
“Arts Component” scope of work includes the following:

✓ Participate in regular meetings or conference calls with the City and RJM Team.

✓ Conduct an inventory of City’s “creative sector.” This inventory includes:
  - Arts organizations and venues
  - Public art
  - Arts education programs
  - Individual artists
  - Creative businesses
  - Anticipated changes in the cultural asset base
  - Creative disciplines as well as non-traditional and multi-ethnic arts

✓ Articulate the vision and aspirations of the community for the future of its arts and culture.

✓ Provide recommended steps toward fulfilling the community’s arts and culture goals, supported by examples of successes in other communities and best practices in the field.

✓ Conduct approximately 20 individual key stakeholder interviews or small focus groups to identify community arts and cultural needs.

✓ Take the lead on any arts-focused visioning sessions conducted among those planned by the RJM Team.

✓ Provide arts and culture related questions for the community workshops online survey.

✓ Provide arts and culture related questions for the community multi-modal survey.

✓ Conduct special outreach to underserved sectors of the community in order to ensure that their voices are heard and that their cultural assets are identified and included in the inventory, such as the Latino and Korean communities.

✓ Review of the history of Arts and Culture in Fullerton.

✓ Review the arts and culture related portions of the City’s 2012 General Plan, and identify where alignment with such plans exist in the recommendations, and document the progress made since the plans were put into effect.

✓ Provide a timeline for the implementation of the plan’s action steps.

✓ Provide an estimated projection of cost for the implementation of the plan’s action steps.

✓ Provide economic impact data for Fullerton’s creative sector.

✓ Provide comparative data for Fullerton’s current arts and culture expenditures with other cities.

✓ Identify possible funding sources, public-private partnerships and other collaborations.

✓ Provide comparative data from other cities as to how they finance their arts and culture activities.

Implementation Schedule

✓ City anticipated project to start
  February 2021

M1 M2 M3 M4 M5 M6 M7 M8 M9 M10 M11 M12

Phase I: Project Management (Tool 1)
- Tool 1: Scoping Project Management

Phase II: Existing Conditions Analysis (Tools 2 - 7)
- Tool 2: Existing Documentation Review
- Tool 3: Inventory of Recreation Facilities, Parks, and Programs
- Tool 4: Demographics Assessment & Local Trends Analysis
- Tool 5: Community Visioning
- Tool 6: Community Needs Assessment
- Tool 7: Creative Park Standards Calculations

Phase III: Public Outreach and Engagement (Tool 8)
- Tool 8: Community Needs Assessment
- Tool 9: Community Neighbors
- Tool 10: Level of Service Assessment
- Tool 11: Action Plan and 10 Year CIP

Phase IV: Policy and Funding Analysis (Tools 12-14)
- Tool 12: Operations and Maintenance Plan
- Tool 13: Policy Review and General Plan Updates
- Tool 14: Financial Strategy Plan

Phase V: Report Development (Tool 15)
- Tool 15: Report Development and Documentation

City of Fullerton • Comprehensive Parks and Recreation Master Plan | 37
It is the objective of our Design Team to provide the most comprehensive, yet efficient, approach to the development of the City of Fullerton's Comprehensive Parks and Recreation Master Plan. This fee includes all costs to be incurred by RJM Design Group, Inc. with the exception of reimbursable expenses. This proposal is valid 120 days from date of submittal. Fees for the work are as follows:

<table>
<thead>
<tr>
<th>Phase/Tool</th>
<th>Description</th>
<th>Fee</th>
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</thead>
<tbody>
<tr>
<td>PHASE I - Project Management</td>
<td>Tool 1 - Scalable Project Management</td>
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<td>PHASE II - Existing Conditions Analysis</td>
<td>Tool 2 - Existing Documentation Review</td>
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<td>Tool 3 - Inventory of Recreation Facilities, Parks, and Programs</td>
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<td>Tool 4 - Benchmark Comparison</td>
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<td>Tool 5 - Demographic Assessment</td>
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<td>Tool 6 - Local Trends Analysis</td>
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<td>Tool 7 - Custom Park Standards Calculation (CPSC)</td>
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<td>PHASE III - Public Outreach and Engagement</td>
<td>Tool 8 - Community Engagement</td>
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<td>PHASE IV - Service Level Assessment and Recommendations</td>
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<td>Tool 10 - Level of Service Assessment</td>
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<td>Tool 11 - Action Plan and 10 Year CIP</td>
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<td>PHASE IV - O &amp; M, Policy and Funding Analysis</td>
<td>Tool 12 - Operations and Maintenance Plan</td>
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<td>Tool 13 - Policy Review and General Plan Updates</td>
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<td>Tool 14 - Financial Strategy Plan</td>
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<td>PHASE V - Report Development</td>
<td>Tool 15 - Report Development and Documentation</td>
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<td>Total*:</td>
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*Note: This fee summary represents our current understanding of the project scope and complexity. The scope of work and associated fees are subject to refinement at Client’s request.

Optional Service:
- Arts Component included in Parks and Recreation Master Plan | $51,750.00

Reimbursable Expenses (Estimated Allowance $15,000)
- Printing, plotting, copying, scanning, photography, graphic expenses
- Delivery and handling of documents, shipping
- Permits, plan check, and inspection fees
- City business license

Payments
- Payments are due and payable on a monthly basis following the completion of any substantial phase of work. Carrying charges for overdue accounts beyond 30 days of billing date are charged at 1.5% of the amount due, compounded monthly.

Additional Services
- Professional services not specifically identified in the scope of work will be considered additional services and may be performed at Client’s request, reimbursable at consultant’s standard hourly rates. Additional services may include, but are not limited to:
  - Additional meetings, presentations, or site visits beyond those identified in the scope of work.
  - Exhibit preparation beyond that identified in the scope of work.
  - Revisions to documents required as a result of changes in Client’s direction; changes subsequent to Client’s approval; or changes in governmental codes or regulations.
  - Design of improvements beyond the designated project site, or due to changes in project phasing schedule.
  - Specialized billing or accounting forms, invoices, spreadsheets.
  - Engagement of other consultants not specifically identified below.

Consultant’s Hourly Rates
- Compensation for additional services will be billed hourly at our standard rates* below:

<table>
<thead>
<tr>
<th>Consultant</th>
<th>Principal Landscape Architect</th>
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<td>Senior Associate</td>
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<td>Landscape Architect</td>
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<td></td>
<td>Job Captain / Landscape Designer</td>
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<td>CADD Technician / Graphics</td>
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<td>Associate</td>
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<tr>
<td>OC Arts</td>
<td>Principal</td>
<td>$150.00 per hour</td>
</tr>
</tbody>
</table>

*Charges for subconsultant services are billed at cost plus a 15% coordination fee.

Billings for all time and materials and contract extension work shall be in accordance with the level of work performed based on the categories listed above.

Hourly rates will be escalated each August 1st in accordance with any increase in the Consumer Price Index or other mutually agreed upon cost index, beginning with August 1, 2021.

Provisions for fee escalation pertain to all contract extensions and additional work.
ATTACHMENT A: NON-COLUSION AFFIDAVIT

Note: To be executed by Proposer and submitted with proposal.

State of California

County of Orange

Zachary Mueting, being first duly sworn, deposes and says that he/she is Principal for the party making the foregoing bid (name of bidding company)

that such bid is not made in the interest of or on the behalf of any undisclosed person, partnership, company, association, organization or corporation; that such bid is genuine and not collusive or sham; that said bidder has not directly or indirectly induced or solicited any other bidder to put in a false or sham bid and has not directly or indirectly colluded, conspired, connived, or agreed with any bidder or anyone else to put in a sham bid, or that anyone shall refrain from bidding; that said bidder has not in any manner directly or indirectly sought by agreement, communication, or conference with anyone to fix the bid price of said bidder or of any other bidder or to fix any overhead profit, or cost element of such bid price, or of that of any other bidder, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in such bid are true, and further, that said bidder has not directly or indirectly submitted his bid price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid and will not pay any fee in connection therewith, to any corporation, partnership, company, association, organization, bid depository, or to any member or agent thereof, or to any other individual except to any person or persons as have a partnership or other financial interest with said bidder in the general business.

By: Zachary Mueting

Printed Name: Zachary Mueting

Title: Principal

ATTACHMENT B: SPECIAL PROVISIONS

All items below apply to this bid proposal:

1. Hold Harmless and Indemnification: The successful bidder hereby agrees to indemnify, defend, and hold harmless City (including its officials, officers, agents, employees, and representatives) from and against any and all claims of any kind or nature presented against City arising out of vendor's (including vendor's employees, representatives, and subcontractors) performance under this agreement, excepting only such claims, costs or liability which may arise out of the sole negligence or willful misconduct of City.

2. Insurance Requirements: Unless otherwise stated in the RFP specifications, the following insurance requirements apply:
   1. Comprehensive General Liability Insurance: (include products liability) $1,000,000 per occurrence.
   2. Auto Liability Insurance: $1,000,000 per occurrence, combined single limit (CSL).
   3. Workers' Compensation Insurance: as required by State statutes.
   4. Employer's Liability Insurance: $1,000,000 per accident; $1,000,000 policy limit for disease.
   5. Professional Liability Insurance: $1,000,000
   6. All policies of insurance must provide for a minimum of thirty (30) days written notice of any change or cancellation of the policy.
   7. Insurance policies to be in a form ad written through companies acceptable to City, and must include those endorsements which are necessary to extend coverage which is appropriate to the nature of the agreement.

Affirmative Action: The successful bidder hereby agrees to comply with Title VII of the Civil Rights Act of 1964, as amended, the Civil Rights Act of 1992, and all federal, state, and municipal laws and regulations pertaining thereto, in support of Affirmative Action:

Certified to above - FIRM: Zachary Mueting

SIGNATURE: Zachary Mueting

PRINT NAME: Zachary Mueting

TITLE: Principal
ATTACHMENT C: EXCEPTIONS

If your company is taking exception to any of the specifications, terms or conditions (including insurance, indemnification and/or proposed contract language) stated in this Request for Proposal, please indicate below and describe details: (check any that apply).

X No exceptions taken

Exception taken to the scope of work or specifications

Exception taken to indemnification and insurance requirements

Exception to proposed contract language

Other

Please explain any of the checked items:


PROPOSING FIRM: RJM Design Group, Inc. DATE: November 6, 2020

BUSINESS ADDRESS: 31591 Camino Capistrano, San Juan Capistrano, CA 92675

SIGNATURE OF REPRESENTATIVE: Principal, Secretary

BY: Zachary M. Mueting

TITLE:

INSTRUCTION REGARDING SIGNATURE: If bidder is an individual, state "Sole Owner" after signature. If bidder is a partnership, signature must be by a general partner, so stated after "Title". Names of all other partners and their business addresses must be shown below. If bidder is a corporation, signature must be by an authorized officer, so stated after "Title", and the names of the President and Secretary and their business addresses must be shown below.

Robert J. Mueting, President

Larry P. Ryan, Vice President

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BY: Zachary M. Mueting

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