

City of Moreno Valley

**AGREEMENT FOR ON-SITE AND/OR PROFESSIONAL SERVICES**

This Agreement is made by and between the **Moreno Valley Community Services District**, California, a municipal corporation, with its principal place of business at 14177 Frederick Street, Moreno Valley, CA 92552, hereinafter referred to as the “City”, and **KTU&A**, a **CALIFORNIA CORPORATION**, with its principal place of business at **3916 Normal Street, San Diego, CA 92103**, hereinafter referred to as the “Contractor,” based upon City policies and the following legal citations:

**RECITALS**

- A. Government Code Section 53060 authorizes the engagement of persons to perform special services as independent contractors;
- B. Contractor desires to perform and assume responsibility for the provision of professional **Parks, Community Services, and Trails Master Plan** contracting services required by the City on the terms and conditions set forth in this Agreement. Contractor represents that it is experienced in providing professional **Parks, Community Services, and Trails Master Plan** contracting services, is licensed in the State of California, if applicable;
- C. City desires to engage Contractor to render such services for the **Parks, Community Services, and Trails Master Plan** as set forth in this Agreement;
- D. The public interest, convenience, necessity and general welfare will be served by this Agreement; and
- E. This Agreement is made and entered into effective the date the City signs this Agreement.

**TERMS**

1. **CONTRACTOR INFORMATION:**

Contractor’s Name: KTU&A  
Address: 3916 Normal Street  
City: San Diego State: CA Zip: 92103  
Business Phone: (619) 294-4477 Ext.134 or Ext. 136 Fax No. (619) 294-9965  
Main Contact: Michael “Mike” Singleton & Mark Carpenter  
Main Contact Number: Cell (619) 788-2128 -Mike Singleton  
Email: [mike@ktua.com](mailto:mike@ktua.com) or [mark@ktua.com](mailto:mark@ktua.com)  
Business License Number: 36862  
Federal Tax I.D. Number: 95-2750597

2. **CONTRACTOR SERVICES, FEES, AND RELEVANT DATES:**

- A. The Contractor’s scope of service is described in Exhibit “A” attached hereto and incorporated herein by this reference.

AGREEMENT FOR PROFESSIONAL SERVICES  
PARKS, COMMUNITY SERVICES, AND TRAILS MASTER PLAN

- B. The City’s responsibilities, other than payment, are described in Exhibit “B” attached hereto and incorporated herein by this reference.
  - C. Payment terms are provided in Exhibit “C” attached hereto and incorporated herein by this reference.
  - D. The term of this Agreement shall be from **October 1, 2022, to December 31, 2023** unless terminated earlier as provided herein. The City acknowledges that it will not unreasonably withhold approval of the Contractor’s requests for extensions of time in which to complete the work required. The Contractor shall not be responsible for performance delays caused by others or delays beyond the Contractor’s reasonable control (excluding delays caused by non-performance or unjustified delay by Contractor, his/her/its employees, or subcontractors), and such delays shall extend the time for performance of the work by the Contractor.
3. **STANDARD TERMS AND CONDITIONS:**
- A. Control of Work. Contractor is solely responsible for the content and sequence of the work, and will not be subject to control and direction as to the details and means for accomplishing the anticipated results of services. The City will not provide any training to Contractor or his/her/its employees.
  - B. Intent of Parties. Contractor is, and at all times shall be, an independent contractor and nothing contained herein shall be construed as making the Contractor or any individual whose compensation for services is paid by the Contractor, an agent or employee of the City, or authorizing the Contractor to create or assume any obligation or liability for or on behalf of the City, or entitling the Contractor to any right, benefit, or privilege applicable to any officer or employee of the City.
  - C. Subcontracting. Contractor may retain or subcontract for the services of other necessary contractors with the prior written approval of the City. Payment for such services shall be the responsibility of the Contractor. Any and all subcontractors shall be subject to the terms and conditions of this Agreement, with the exception that the City shall have no obligation to pay for any subcontractor services rendered. Contractor shall be responsible for paying prevailing wages where required by law [See California Labor Code Sections 1770 through 1777.7].
  - D. Conformance to Applicable Requirements. All work prepared by Contractor shall be subject to the approval of City.
  - E. Substitution of Key Personnel. Contractor has represented to City that certain key personnel will perform and coordinate the services under this Agreement. Should one or more of such personnel become unavailable, Contractor may substitute other personnel of at least equal competence upon written approval of City. In the event that City and Contractor cannot agree as to the substitution of key personnel, City shall be entitled to terminate this Agreement for cause. As discussed below, any personnel who fail or refuse to perform the services in a manner acceptable to the City, or who are determined by the City to be uncooperative, incompetent, a threat to the adequate or timely completion of

AGREEMENT FOR PROFESSIONAL SERVICES  
PARKS, COMMUNITY SERVICES, AND TRAILS MASTER PLAN

the project or a threat to the safety of persons or property, shall be promptly removed from the project by the Contractor at the request of the City. The key personnel for performance of this Agreement are as follows: **Mike Singleton, Contract Manager/Principal Planner/Landscape Architect; Mark Carpenter, Assistant Contract Manger/ Principal Quality Control & Resource Planner; Matt Wilkins, Project Manager/Associate Landscape Architect; Alex Samarin, Assistant Project Manager/GIS Technical Manager; Jacob Leon, Outreach Facilitator/Associate Planner and Nicole Rogge, Planner.**

- F. City's Representative. The City hereby designates the City Manager, or his or her designee, to act as its representative for the performance of this Agreement ("City's Representative"). Contractor shall not accept direction or orders from any person other than the City's Representative or his or her designee.
- G. Contractor's Representative. Contractor hereby designates **Mike Singleton, Contract Manager/Principal Planner/Landscape Architect and Mark Carpenter, Assistant Contract Manager/Principal Quality Control & Resource Planner**, or their designee, to act as its representative for the performance of this Agreement ("Contractor's Representative"). Contractor's Representative shall have full authority to represent and act on behalf of the Contractor for all purposes under this Agreement. The Contractor's Representative shall supervise and direct the services, using his or her best skill and attention, and shall be responsible for all means, methods, techniques, sequences and procedures and for the satisfactory coordination of all portions of the services under this Agreement.
- H. Legal Considerations. The Contractor shall comply with applicable federal, state, and local laws in the performance of this Agreement. Contractor shall be liable for all violations of such laws and regulations in connection with services. If the Contractor performs any work knowing it to be contrary to such laws, rules and regulations and without giving written notice to the City, Contractor shall be solely responsible for all costs arising therefrom. Contractor shall defend, indemnify and hold City, its officials, directors, officers, employees and agents free and harmless, pursuant to the indemnification provisions of this Agreement, from any claim or liability arising out of any failure or alleged failure to comply with such laws, rules or regulations.
- I. Standard of Care; Performance of Employees. Contractor shall perform all services under this Agreement in a skillful and competent manner, consistent with the standards generally recognized as being employed by professionals in the same discipline in the State of California. Contractor represents and maintains that it is skilled in the profession necessary to perform the services. Contractor warrants that all employees and subcontractor shall have sufficient skill and experience to perform the services assigned to them. Finally, Contractor represents that it, its employees and subcontractors have all licenses, permits, qualifications and approvals of whatever nature that are legally required to perform the services and that such licenses and approvals shall be maintained throughout the term of this Agreement. Any employee of the Contractor or its subcontractors who is determined by the City to be

AGREEMENT FOR PROFESSIONAL SERVICES  
PARKS, COMMUNITY SERVICES, AND TRAILS MASTER PLAN

uncooperative, incompetent, a threat to the adequate or timely completion of the project, a threat to the safety of persons or property, or any employee who fails or refuses to perform the services in a manner acceptable to the City, shall be promptly removed from the project by the Contractor and shall not be re-employed to perform any of the services or to work on the project.

- J. Contractor Indemnification. Contractor shall indemnify, defend and hold the City, the Moreno Valley Housing Authority, and the Moreno Valley Community Services District (CSD), their officers, agents and employees harmless from any and all claims, damages, losses, causes of action and demands, including, without limitation, the payment of all consequential damages, expert witness fees, reasonable attorney's fees and other related costs and expenses, incurred in connection with or in any manner arising out of Contractor's performance of the work contemplated by this Agreement and this Agreement. Acceptance of this Agreement signifies that the Contractor is not covered under the City's general liability insurance, employee benefits, or worker's compensation. It further establishes that the Contractor shall be fully responsible for such coverage. Contractor's obligation to indemnify shall survive expiration or termination of this Agreement, and shall not be restricted to insurance proceeds, if any, received by the City, the Moreno Valley Housing Authority, and the CSD, and their officers, agents and employees.
- K. Additional Indemnity Obligations. Contractor shall defend, with counsel of City's choosing and at Contractor's own cost, expense and risk, any and all claims, suits, actions or other proceedings of every kind covered by Section "J" that may be brought or instituted against City, the Moreno Valley Housing Authority, and the CSD, and their officers, agents and employees. Contractor shall pay and satisfy any judgment, award or decree that may be rendered against City, the Moreno Valley Housing Authority, and the CSD, and their officers, agents and employees as part of any such claim, suit, action or other proceeding. Contractor shall also reimburse City for the cost of any settlement paid by City, the Moreno Valley Housing Authority, and the CSD, and their officers, agents and employees as part of any such claim, suit, action or other proceeding. Such reimbursement shall include payment for City's attorney's fees and costs, including expert witness fees. Contractor shall reimburse City, the Moreno Valley Housing Authority, and the CSD, and their officers, agents and employees for any and all legal expenses and costs incurred by each of them in connection therewith or in enforcing the indemnity herein provided.
- L. Insurance Requirements. The Contractor will comply with the following insurance requirements at its sole expense. Insurance companies shall be rated (A Minus: VII—Admitted) or better in Best's Insurance Rating Guide and shall be legally licensed and qualified to conduct business in the State of California:

The Contractor shall procure and maintain, at its sole expense, Workers' Compensation Insurance in such amounts as will fully comply with the laws of the State of California and which shall indemnify, insure and provide legal defense for the Contractor and the City, the Housing Authority and CSD against any loss, claim, or damage arising from any injuries or occupational diseases

AGREEMENT FOR PROFESSIONAL SERVICES  
PARKS, COMMUNITY SERVICES, AND TRAILS MASTER PLAN

happening to any worker employed by the Contractor in the course of carrying out the Agreement. This coverage may be waived if the Contractor is determined to be functioning as a sole proprietor and the city provided form “Exception to Worker’s Compensation Coverage” is signed, notarized and attached to this Agreement

× General Liability Insurance—to protect against loss from liability imposed by law for damages on account of bodily injury, including death, and/or property damage suffered or alleged to be suffered by any person or persons whomever, resulting directly or indirectly from any act or activities of the Contractor, sub-Contractor, or any person acting for the Contractor or under its control or direction. Such insurance shall be maintained in full force and effect throughout the terms of the Agreement and any extension thereof in the minimum amounts provided below:

Bodily Injury	\$1,000,000 per occurrence/ \$2,000,000 aggregate
Property Damage	\$1,000,000 per occurrence/ \$2,000,000 aggregate

× Professional Errors and Omission Insurance—such coverage shall not be less than \$1,000,000 per claim and \$2,000,000 aggregate.

× Liability and Property Damage Insurance coverage for owned and non-owned automotive equipment operated on City/CSD/Housing Authority premises. Such coverage limits shall not be less than \$1,000,000 combined single limit.

× A Certificate of Insurance and appropriate additional insured endorsement evidencing the above applicable insurance coverage shall be submitted to the City prior to the execution of this Agreement. The Certificate of Insurance or an appropriate binder shall bear an endorsement containing the following provisions:

Solely as respect to services done by or on behalf of the named insured for the City of Moreno Valley, it is agreed that the City of Moreno Valley, the Moreno Valley Housing Authority, and the Moreno Valley Community Services District, their officers, officials, employees, agents, and volunteers are included as additional insured under this policy and the coverage(s) provided shall be primary insurance and not contributing with any other insurance available to the City of Moreno Valley, the Moreno Valley Housing Authority, and the Moreno Valley Community Services District, their officers, officials, employees, agents, and volunteers, under any third party liability policy

The terms of the insurance policy or policies issued to provide the above coverage shall neither be amended to reduce the required insurance limits and coverages nor shall such policies be canceled by the carrier without thirty (30)

AGREEMENT FOR PROFESSIONAL SERVICES  
PARKS, COMMUNITY SERVICES, AND TRAILS MASTER PLAN

days prior written notice by certified or registered mail of amendment or cancellation to the City, except that cancellation for non-payment of premium shall require ten (10) days prior written notice by certified or registered mail. In the event the insurance is canceled, the Contractor shall, prior to the cancellation date, submit new evidence of insurance in the amounts established.

- M. Intellectual Property. Any system or documents developed, produced or provided under this Agreement, including any intellectual property discovered or developed by Contractor in the course of performing or otherwise as a result of its work, shall become the sole property of the City unless explicitly stated otherwise in this Agreement. The Contractor may retain copies of any and all material, including drawings, documents, and specifications, produced by the Contractor in performance of this Agreement. The City and the Contractor agree that to the extent permitted by law, until final approval by the City, all data shall be treated as confidential and will not be released to third parties without the prior written consent of both parties.
- N. Entire Agreement. This Agreement constitutes the entire agreement between the parties. There are no understandings, agreements, or representations of warranties, expressed or implied, not specified in this Agreement. This Agreement applies only to the current proposal as attached. This Agreement may be modified or amended only by a subsequent written Agreement signed by both parties. Assignment of this Agreement is prohibited without prior written consent.
- O. (a) The City may terminate the whole or any part of this Agreement at any time without cause by giving at least ten (10) days written notice to the Contractor. The written notice shall specify the date of termination. Upon receipt of such notice, the Contractor may continue work through the date of termination, provided that no work or service(s) shall be commenced or continued after receipt of the notice which is not intended to protect the interest of the City. The City shall pay the Contractor within thirty (30) days after receiving any invoice after the date of termination for all non-objected to services performed by the Contractor in accordance herewith through the date of termination.
- (b) Either party may terminate this Agreement for cause. In the event the City terminates this Agreement for cause, the Contractor shall perform no further work or service(s) under the Agreement unless the notice of termination authorizes such further work.
- (c) If this Agreement is terminated as provided herein, City may require Contractor to provide all finished or unfinished documents and data and other information of any kind prepared by Contractor in connection with the performance of services under this Agreement. Contractor shall be required to provide such documents and other information within fifteen (15) days of the request.
- (d) In the event this Agreement is terminated in whole or in part as provided herein, City may procure, upon such terms and in such manner as it may determine appropriate, similar to those terminated.

AGREEMENT FOR PROFESSIONAL SERVICES  
PARKS, COMMUNITY SERVICES, AND TRAILS MASTER PLAN

- P. Payment. Payments to the Contractor pursuant to this Agreement will be reported to Federal and State taxing authorities as required. The City will not withhold any sums from compensation payable to Contractor. Contractor is independently responsible for the payment of all applicable taxes. Where the payment terms provide for compensation on a time and materials basis, the Contractor shall maintain adequate records to permit inspection and audit of the Contractor's time and materials charges under the Agreement. Such records shall be retained by the Contractor for three (3) years following completion of the services under the Agreement.
- Q. Restrictions on City Employees. The Contractor shall not employ any City employee or official in the work performed pursuant to this Agreement. No officer or employee of the City shall have any financial interest in this Agreement in violation of federal, state, or local law.
- R. Choice of Law and Venue. The laws of the State of California shall govern the rights, obligations, duties, and liabilities of the parties to this Agreement, and shall govern the interpretation of this Agreement. Any legal proceeding arising from this Agreement shall be brought in the appropriate court located in Riverside County, State of California.
- S. Delivery of Notices. All notices permitted or required under this Agreement shall be given to the respective parties at the following address, or at such other address as the respective parties may provide in writing for this purpose:

**Contractor:**

KTU&A  
3916 Normal Street  
San Diego, CA 92103  
Attn: Michael Singleton, Contract Manager  
and Mark Carpenter, Assistant Contract Manager

**City:**

City of Moreno Valley  
14177 Frederick Street  
P.O. Box 88005  
Moreno Valley, CA 92552  
Attn: Jeremy Bubnick, Parks & Community Services  
Director

Such notice shall be deemed made when personally delivered or when mailed, forty-eight (48) hours after deposit in the U.S. Mail, first class postage prepaid and addressed to the party at its applicable address. Actual notice shall be deemed adequate notice on the date actual notice occurred, regardless of the method of service.

AGREEMENT FOR PROFESSIONAL SERVICES  
PARKS, COMMUNITY SERVICES, AND TRAILS MASTER PLAN

- T. Time of Essence. Time is of the essence for each and every provision of this Agreement.
- U. City's Right to Employ Other Contractors. City reserves right to employ other contractors in connection with this project.
- V. Amendment; Modification. No supplement, modification, or amendment of this Agreement shall be binding unless executed in writing and signed by both parties.
- W. Waiver. No waiver of any default shall constitute a waiver of any other default or breach, whether of the same or other covenant or condition. No waiver, benefit, privilege, or service voluntarily given or performed by a party shall give the other party any contractual rights by custom, estoppel, or otherwise.
- X. No Third Party Beneficiaries. There are no intended third party beneficiaries of any right or obligation assumed by the parties.
- Y. Counterparts. This Agreement may be signed in counterparts, each of which shall constitute an original.
- Z. Invalidity; Severability. If any portion of this Agreement is declared invalid, illegal, or otherwise unenforceable by a court of competent jurisdiction, the remaining provisions shall continue in full force and effect.
- AA. Assignment or Transfer. Contractor shall not assign, hypothecate, or transfer, either directly or by operation of law, this Agreement or any interest herein without the prior written consent of the City. Any attempt to do so shall be null and void, and any assignees, hypothecates or transferees shall acquire no right or interest by reason of such attempted assignment, hypothecation or transfer.
- BB. Supplementary General Conditions (for projects that are funded by Federal programs). The following provisions, pursuant to 44 Code of Federal Regulations, Part 13, Subpart C, Section 13.36, as it may be amended from time to time, are included in the Agreement and are required to be included in all subcontracts entered into by CONTRACTOR for work pursuant to the Agreement, unless otherwise expressly provided herein. These provisions supersede any conflicting provisions in the General Conditions and shall take precedence over the General Conditions for purposes of interpretation of the General Conditions. These provisions do not otherwise modify or replace General Conditions not in direct conflict with these provisions. Definitions used in these provisions are as contained in the General Conditions.
  - 1. CONTRACTOR shall be subject to the administrative, contractual, and legal remedies provided in the General Conditions in the event CONTRACTOR violates or breaches terms of the Agreement.
  - 2. CITY may terminate the Agreement for cause or for convenience, and CONTRACTOR may terminate the Agreement, as provided the General Conditions.
  - 3. CONTRACTOR shall comply with Executive Order 11246 of September 24, 1965, entitled Equal Employment Opportunity, as amended by Executive Order 11375 of October 13, 1967, and as supplemented in Department of

AGREEMENT FOR PROFESSIONAL SERVICES  
PARKS, COMMUNITY SERVICES, AND TRAILS MASTER PLAN

Labor regulations (41 CFR chapter 60). (All construction contracts awarded in excess of \$10,000 by CITY and/or subcontracts in excess of \$10,000 entered into by CONTRACTOR.)

4. CONTRACTOR shall comply with the Copeland Anti-Kickback Act (18 U.S.C. 874) as supplemented in Department of Labor regulations (29 CFR Part 3) (All contracts and subcontracts for construction or repair.)

5. CONTRACTOR shall comply with the Davis-Bacon Act (40 U.S.C. 276a to 276a7) as supplemented by Department of Labor regulations (29 CFR Part 5).

6. CONTRACTOR shall comply with Sections 103 and 107 of the Contract Work Hours and Safety Standards Act (40 U.S.C. 327330) as supplemented by Department of Labor regulations (29 CFR Part 5).

7. CONTRACTOR shall observe CITY requirements and regulations pertaining to reporting included in the General Conditions.

8. Patent rights with respect to any discovery or invention which arises or is developed in the course of or under the Agreement shall be retained by the CITY.

9. Copyrights and rights in data developed in the course of or under the Agreement shall be the property of the CITY. FEMA/CalOES reserve a royalty-free, nonexclusive, irrevocable license to reproduce, publish or otherwise use or authorize to others to use for federal purposes a copyright in any work developed under the Agreement and/or subcontracts for work pursuant to the Agreement.

10. CONTRACTOR shall provide access by the City, the Federal grantor agency, the Comptroller General of the United States, or any of their duly authorized representatives to any books, documents, papers, and records of the contractor which are directly pertinent to that specific contract for the purpose of making audit, examination, excerpts, and transcriptions.

11. CONTRACTOR shall retain all required records for three years after CITY makes final payments and all other pending matters relating to the Agreement are closed.

12. CONTRACTOR shall comply with all applicable standards, orders, or requirements issued under section 306 of the Clean Air Act (42 U.S.C. 1857(h)), section 508 of the Clean Water Act (33 U.S.C. 1368), Executive Order 11738, and Environmental Protection Agency regulations (40 CFR part 15). (This provision applies to contracts exceeding \$100,000 and to subcontracts entered into pursuant to such contracts.)

13. CONTRACTOR shall comply with mandatory standards and policies relating to energy efficiency which are contained in the State energy conservation plan issued in compliance with the Energy Policy and Conservation Act (Pub. L. 94163, 89 Stat. 871).

AGREEMENT FOR PROFESSIONAL SERVICES  
PARKS, COMMUNITY SERVICES, AND TRAILS MASTER PLAN

SIGNATURE PAGE TO FOLLOW


IN WITNESS HEREOF, the parties have each caused their authorized representative to execute this Agreement.

City of Moreno Valley

KTU&A

BY: \_\_\_\_\_  
Mike Lee, City Manager

\_\_\_\_\_  
Date

BY:   
TITLE: President  
(President or Vice President)

PRINT NAME: Mike Singleton

August 31, 2022  
Date

BY: 

TITLE: Corporate Secretary  
(Corporate Secretary)

31 August 2022  
Date

INTERNAL USE ONLY

ATTEST:


\_\_\_\_\_  
City Clerk  
*(only needed if Mayor signs)*

APPROVED AS TO LEGAL FORM:

Steven B. Quintanilla  
City Attorney

08/31/2022  
Date

RECOMMENDED FOR APPROVAL:

  
Department Head  
*(if contract exceeds 15,000)*

9.7.22  
Date

AGREEMENT FOR PROFESSIONAL SERVICES  
PARKS, COMMUNITY SERVICES, AND TRAILS MASTER PLAN

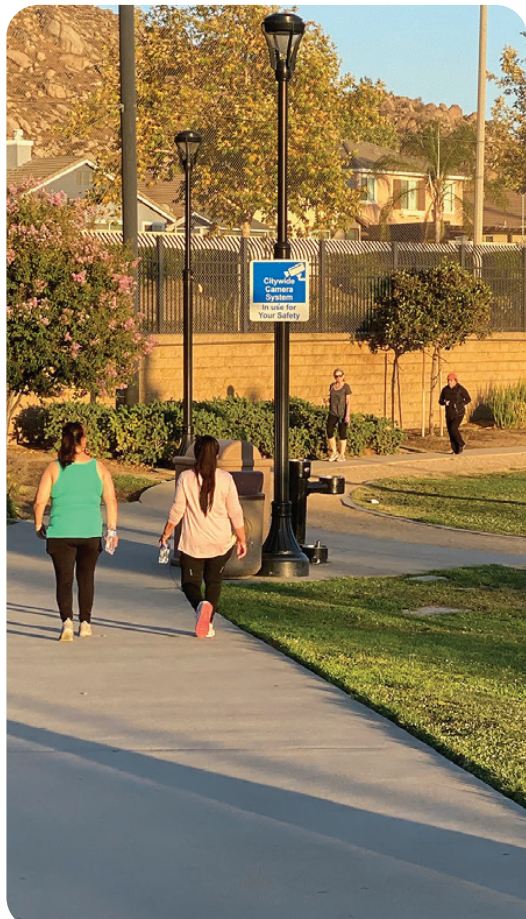
**EXHIBIT A**  
**SCOPE OF WORK**

**KTUA RFP 2022-065**

**Exhibit A-Scope of Work**

**PROFESSIONAL  
SERVICES FOR  
PARKS,  
COMMUNITY  
SERVICES & TRAILS  
MASTER PLAN**

RFP NUMBER 2022-065  
CITY OF MORENO VALLEY  
JULY 7, 2022



**ktua**

3916 Normal Street  
San Diego, CA 92103  
619-294-4477  
www.ktua.com



# Table of Contents

<b>SECTION 1: Executive Summary</b> .....	1
<b>SECTION 2: Company Information</b> .....	2
KTUA Firm Profile and Experience .....	3
KTUA Experience and Subconsultant Profiles .....	4
<b>SECTION 3: Professional Team Assignments</b> .....	5
Team Overview and Organization Chart .....	6
Management Communication Plan, Project Management & Scheduling Strategies .	7
KTUA Key Personnel Resumes .....	8
Subconsultant Key Personnel Resumes .....	14
<b>SECTION 4: Proposal Costs</b> .....	(Submitted Separately)
<b>SECTION 5: Response Template</b> .....	19
<b>SECTION 6: Required Forms</b> .....	32
Special Provisions Form .....	33
Client Reference List .....	35
Non-Collusion Affidavit .....	36
<b>SECTION 7: Work Samples</b> .....	38
Samples of Work, Queries, Reports, and Forms .....	39



San Diego County  
 Santa Barbara County  
 619-294-4477  
[www.ktua.com](http://www.ktua.com)

July 7, 2022

Patty Yhuit, Sr. Management Analyst  
 City of Moreno Valley  
 14177 Frederick St., Moreno Valley, CA 92553

Dear Ms. Yhuit and Members of the Selection Committee

Albert Einstein understood very well that people cannot solve problems with the same thinking used when they created them. As time and life’s journeys go forward, a whole new set of issues and challenges are created that need to be anticipated and accommodated. The basis of successfully understanding the opportunities and constraints of the City of Moreno Valley’s Parks, Community Services, and Trails, Master Plan will, in part, rest in understanding the past and the present as we envision for the future. Parks and open space are the essential thread that ties our cities, communities, and neighborhoods together. They also tie our families and friends together and give us the ability to turn a stranger into a friend.

The 2010 Parks, Recreation and Open Space Comprehensive Plan has served the City well and creates a strong starting point for this update. Since 2010, level of service standards have been updated and new tools have emerged to evaluate LOS; MoVal has experienced tremendous growth requiring additional community amenities; the public’s availability, desire, or ability to engage in civil public discussion has shifted; rising construction costs, labor shortages, and supply chain issues may impact the City’s ability to implement future CIP projects; and park equity has emerged as a vitally important guiding principle.

Today, a citywide master plan has to be more than ballfields and playgrounds. Our recommendations for park improvements include innovative solutions for stormwater runoff; the identification of climate adaptations to address excessive heat, cold or wind through urban forestry; the use of State policies such as the Quimby Act for procuring developer funds to enhance and augment park assets; and the use of Crime Prevention through Environmental Design (CPTED) principles to increase safety and security. Our plans seek to balance these factors and are unique to each community, using methods to tune amenity distribution and types to respond to the community’s desires and regional benchmarking to further enhance the NRPA national averages of park amenities. These planning efforts also need to close the gaps of equitable distribution, increase assets to meet the community’s park acreage standards, look for efficiencies in park use by considering amenity infills, and re-invent recreational experiences that are translated into great personal experiences.

KTUA has been designing and planning park and recreation facilities for over 50 years and we have a staff of 29. Our experience with the City of Moreno Valley includes the preparation of your 2014 Bicycle Master Plan and Dracaea Avenue Neighborhood Greenway Corridor Study. We have provided landscape architectural services for Moreno Valley College, as well as the Parks Master Plan for the City of Perris. We also prepared the Box Springs Mountain Trails Master Plan for RivCo Parks.

I will serve as the principal in charge and Matt Wilkins will serve as the project manager. Matt completed the Parks Master Plan for the City of Montebello in 2021, and since then the City has successfully leveraged the data from the prioritized project recommendations to develop and fund CIP projects. Jacob Leon will lead the outreach for the project. He is bilingual and fluent in Spanish and specializes in identifying strategies and tools to get the most out of the engagement process.

Matrix Consulting Group (MCG) services include an analysis of programs and services, maintenance and operations evaluation, and financial strategy plan. The statistically-valid survey will be completed by RRC Associates. RRC specializes in obtaining community input on a variety of topics related to parks, recreation, community, and trail amenities.

We look forward to the opportunity to discuss our approach and qualifications with you. This proposal remains valid for 180 days from July 7, 2022.

Respectfully submitted,



Mike Singleton, Senior Principal Planner

**KTUA AUTHORIZED REPRESENTATIVE**

**MICHAEL SINGLETON** | AICP CTP, CA PLA, LEED AP  
 619-294-4477 x134; Cell: 619-788-2128; mike@ktua.com

**YEAR FOUNDED**

- 1970

**LEGAL NAME AND ADDRESS**

- KTU&A
- 3916 Normal Street  
San Diego, CA 92103
- Phone: 619-294-4477
- Fax: 619-294-9965
- mike@ktua.com or markc@ktua.com
- website: www.ktua.com

**ORGANIZATIONAL STRUCTURE**

- California Corporation

**PRIOR NAME**

- Kawasaki Theilacker & Associates

**CORPORATE OFFICERS**

- Michael Singleton, President
- Mark Carpenter, Secretary/Treasurer
- Brooke Whalen, Vice President
- Chris Langdon, Vice President
- Joe Punsalan, Vice President

**EMPLOYEES - 29**

- 12 Landscape Architects
- 8 Planners
- 2 Transportation Planners
- 2 Landscape Designers
- 1 Irrigation Designer
- 1 GIS Analyst
- 1 Transportation Engineer
- 2 Accounting

## SECTION 2

# Company Information

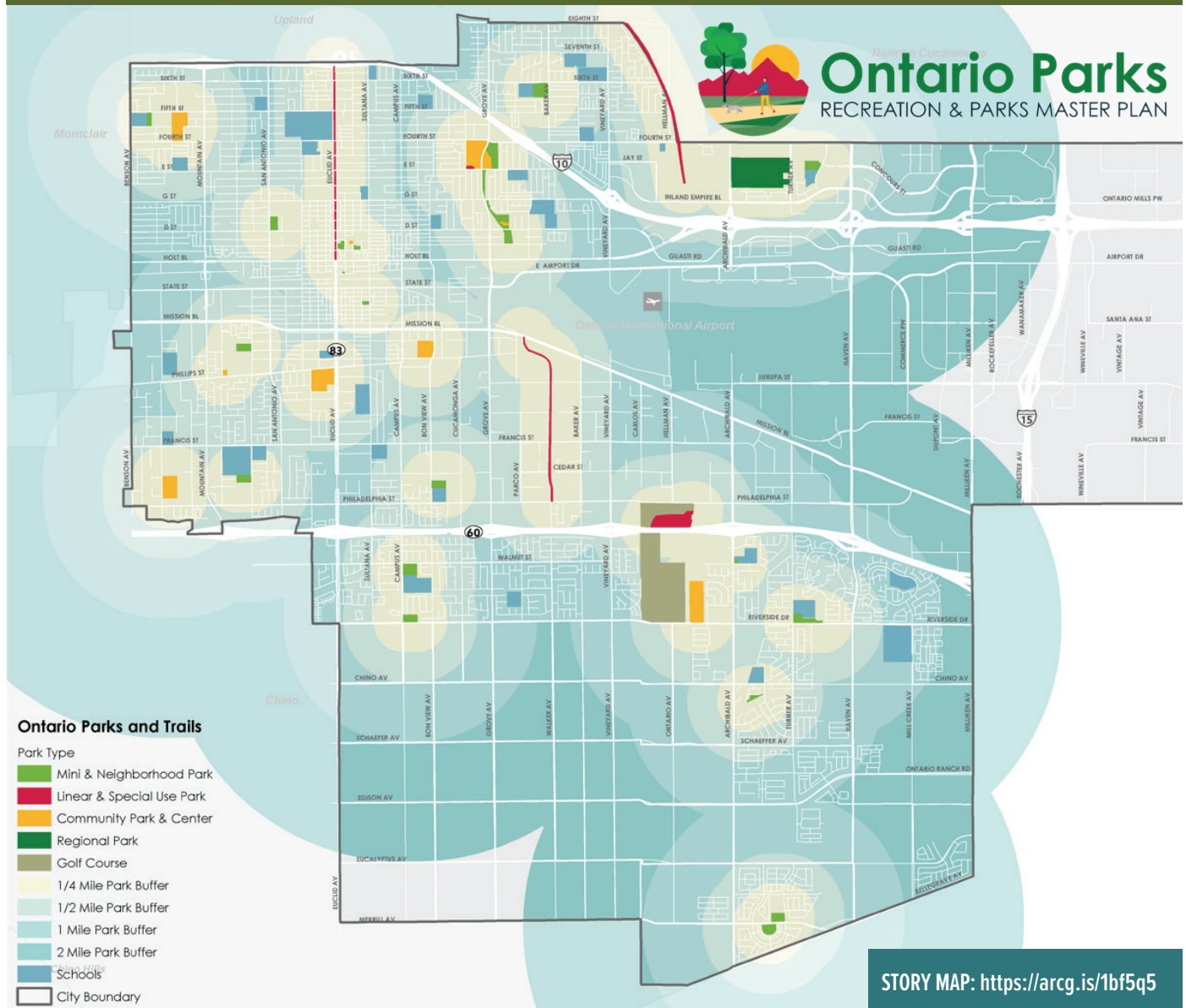


### SHADOW MOUNTAIN PARK

“This is an excellent park. Very clean. A walking loop, two fields, a huge new playground, and it even has ziplines. The mountains in the background make it extra lovely.”

~ MOVAL Resident Comment

KTUA is a collaboration of planners, landscape architects, GIS analysts, and graphic designers focused on the creation of livable communities. Established in 1970, KTUA has expanded the boundaries of a traditional landscape architecture office by incorporating active transportation, community planning, federal planning, and natural resource management practices into our portfolio. With this diversity, KTUA has the ability to help shape the bigger picture while addressing the fine-grained details that contribute to sustainable natural and built environments.



### City of Ontario Parks Master Plan

The City of Ontario Recreation and Parks Master Plan is a comprehensive park planning effort that provides a 10-20-year vision for the Recreation and Community Services and Parks Department. The Plan included an analysis of existing programming in parks and facilities, capital improvement plans, a financial strategy plan, prioritization of proposed recommendations, and an operations and maintenance plan. Identifying existing and future park needs was a

critical element of the planning process, therefore requiring extensive community and stakeholder engagement, field visits to each park, and GIS-related mapping analyses. The team used a collaborative community outreach approach that included a series of public workshops, surveys, online maps, and focus group meetings. The final plan supports the City's goals of implementing prioritized park amenities and programming recommendations.



### Riverside County Box Springs Mountain Comprehensive Trails Master Plan

Box Springs Mountain Reserve is 2,329 acres of picturesque rocky peaks located between Riverside and Moreno Valley, rising immediately northeast of the Interstate 215/ State Route 60 interchange where a large “M” is clearly visible just below the southernmost peak. Trail users include hikers, equestrians, and mountain bikers. Many of its existing trails were unsustainably steep and suffered from extensive erosion, and trail connections within the Reserve and surrounding communities was limited.

This comprehensive trails master plan addressed both the Reserve and its surrounding area, including regional connectivity, assessing existing trails and staging areas, conceptual design of new trails, and the development of sustainable design and maintenance standards to be used for this Reserve and the County’s other open space reserves that highlight a positive trail experience. New trails were planned to replace the most unsustainably steep existing routes, including technically challenging trails to take advantage of the Reserve’s abundant rock outcrops. A paved route along an existing rail line directly connects Moreno Valley and Riverside, a “low stress” off-street route that provides non-motorized access. This plan supports future acquisition decisions for an improved open space recreational trail system and staging areas in and surrounding the Box Springs Mountain Reserve.

*This is an outstanding analysis that beautifully illustrates recommended improvements in ways that anyone can understand. It is a truly high quality product that will not gather dust on a shelf, but instead will be a viable and flexible trail management tool for years to come.*

~ SD/ASLA awards program jury comments

#### ADDITIONAL EXPERIENCE:

- City of Menifee Parks Master Plan
- City of Perris Parks Master Plan
- City of San Jacinto Trails Master Plan
- City of Goleta Parks, Facilities, and Playgrounds Master Plan
- City of Montclair Parks Master Plan
- City of Oceanside Parks Master Plan
- City of Palmdale Sam Yellen Park & Arnie Quinones Park Master Plan
- City of Santee Community Center and Parks Master Plan Update
- City of Victorville Parks Master Plan
- Phelan Community Park and Parks Master Plan

#### MORENO VALLEY EXPERIENCE:

- City of Moreno Valley Bicycle Master Plan
- City of Moreno Valley Dracaea Avenue Neighborhood Greenway Corridor Study
- Moreno Valley College Landscape Renovation

### City of Montebello Parks Master Plan

The City of Montebello Parks Master Plan is a comprehensive plan for the city’s park and recreational facilities. The work entailed thorough research, analysis, and inventory of the existing parks and city facilities to understand the current conditions and lifespan of the various assets. The team facilitated extensive community outreach to gauge the community and stakeholder’s use of the existing facilities and preferences for proposed improvements.

The team utilized advanced GIS mapping techniques to analyze the park distribution and developed a comprehensive needs assessment developed from the analysis and outreach phases to help establish the recommendations which indicate specific improvements on the city facilities, programs, financials, and various other components.

KTUA worked on three site-specific master plans of parks that are identified by the data to help determine improvements. KTUA also prepared various maps demonstrating how a Joint Use Agreement (JUA) may help fill in the void of park sparse areas along with maps showing other infill opportunities, linear green corridors, and other infill amenities.

VIEW MONTEBELLO PARKS MP STORY MAP: <https://arcg.is/0yeq0a>

## SUBCONSULTANT PROFILES

### Matrix Consulting Group

Since 2002, The Matrix Consulting Group has worked with over 1,300 government agencies, conducting cost of service and management studies providing recommendations relating to operations, improvements, and cost recovery. The firm has extensive experience conducting comprehensive user fee studies. The ultimate goal in reviewing parks and recreation costs for service, is to ensure that fees and rates are set at a level that allows the City to continue to serve the community in a manner consistent with current goals and commitments.

### RRC

RRC has extensive experience with parks and recreation and open space and trails needs assessment studies. The goal of the studies is to obtain community input on a variety of topics related to parks and recreation use and community priorities for future improvements. A variety of research techniques are used in the studies, including telephone, mail, Internet, user surveys, and focus groups. Current satisfaction levels with existing facilities and programs are also measured, as is the relative importance of specific new priorities, facilities, and policies most desired and needed by the communities. Results and conclusions from the research help guide the development of recreation master plans.

## SECTION 3

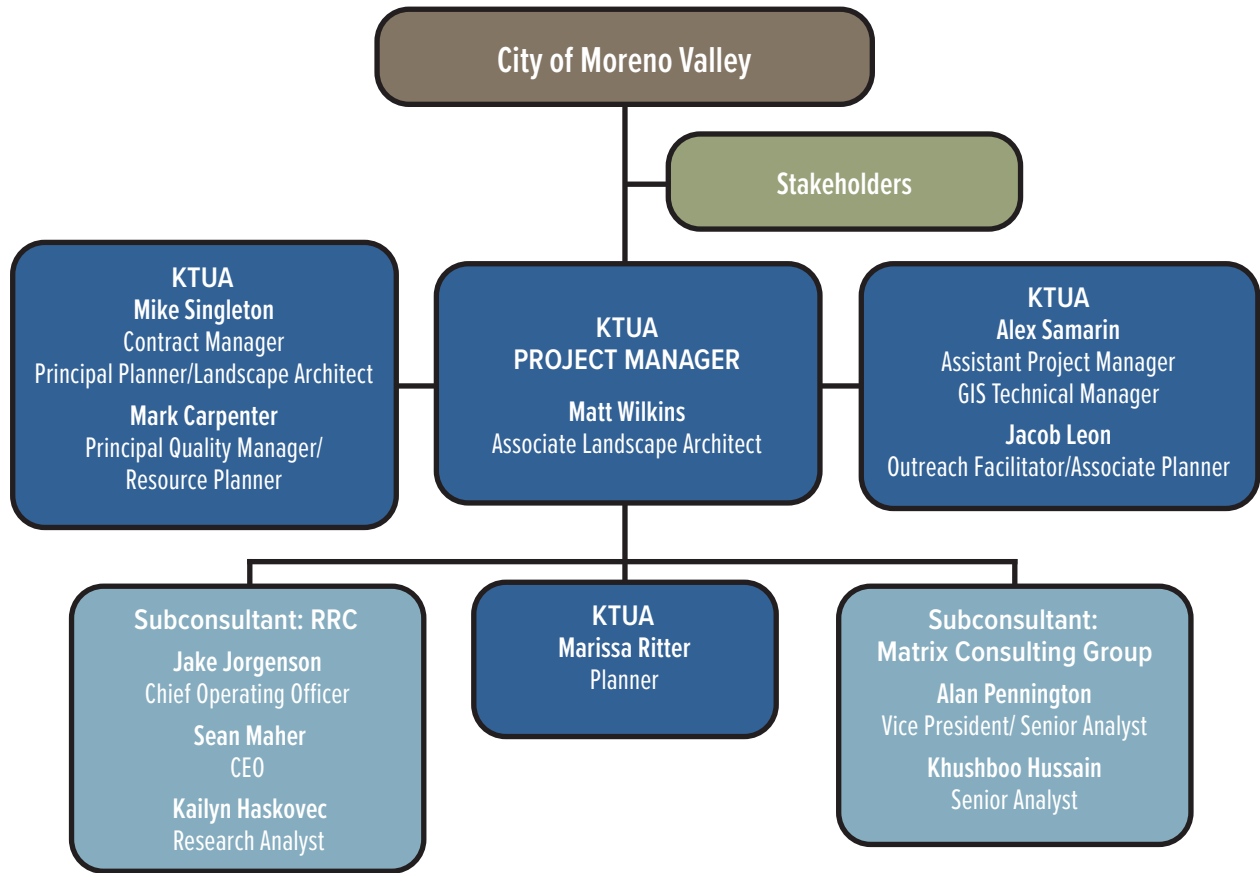
# Team Assignments



### MORENO VALLEY COMMUNITY PARK

“Amazing park. Lots of parking. Great night time lighting. Held the Inland Empire Skate Tour Volume 4 here. It went off!”

~ MOVAL Resident Comment



**STAFFING COMMITMENT:** Key KTUA personnel are available for the duration of the project. Key staff will not be removed or replaced without the prior consent of the City of Moreno Valley.

**KTUA STAFFING PLAN**

KTUA utilizes the Resource Planning module of Deltek VantagePoint for weekly staff scheduling, allowing us to accurately schedule staff resources with the appropriate experience to meet project deadlines. Staffing responsibilities include:

1. The assigned project manager is involved in the review of the scope, the preparation of the fee and the contract negotiation.

2. The project manager works with the client to develop and validate the overall goals and objectives of the project, as well as identify project issues, requirements, budgets, milestones, deadlines, and design parameters.
3. A project schedule is developed by the project manager indicating all submittals and review periods. The QC manager reviews the schedule to assure that adequate

time has been allocated for implementation of the quality control process, including review and coordination of consultant work, and corrections and revisions identified in the QC process.


4. The KTUA policy is to assign a team of experienced professionals that stay with the project from concept through completion, ensuring seamless integration from one phase to the next.

<b>CLIENT MANAGEMENT</b>	<b>PROJECT ADMINISTRATION</b>	<b>PROJECT MANAGEMENT</b>	<b>PROJECT IMPLEMENTATION</b>
------------------------------	-----------------------------------	-------------------------------	-----------------------------------

# MANAGEMENT | COMMUNICATION PLAN

<b>CITY OF MORENO VALLEY</b>	<b>MIKE SINGLETON</b>	<b>MATT WILKINS</b>	<b>PROJECT TEAM</b>
project data meeting logistics stakeholder identification project review/approval 	contract negotiation contract management project start-up/close-out quality control 	reporting meeting management scheduling budgeting/invoicing 	project plans/studies community engagement presentations submittals 


**PROJECT MANAGER RESPONSIBILITIES INCLUDE:**



- Reviewing the scope of work, preparing the fee, and participating in the contract negotiation.
- Working with the client to develop and validate the overall goals and objectives, as well as identify project issues, requirements, budgets, milestones, deadlines, and design parameters.
- Developing a project schedule indicating all submittals and review periods for KTUA and the consultant team. The QC manager reviews the schedule to assure that adequate time has been allocated for implementation of the quality control process, including review and coordination of consultant work, and corrections and revisions identified in the QC process.
- Documenting all direction that results in a critical decision or direction for the project.
- Providing the QC checklist and response to comments is provided to the client with the submittal.

**EFFECTIVE PROJECT MANAGEMENT AND SCHEDULING STRATEGIES:**

KTUA utilizes a variety of tools to make sure that schedules are met for all interim and final project deadlines. These tools and techniques include:



- Actively identify critical paths and roadblocks that are likely to happen
- Monitor critical paths and decisions to proactively avoid project delays
- Schedule concurrent meetings/site visits/over-the-shoulder reviews
- Prepare personnel forecasts, allowing early detection and mitigation of cost overruns
- Manage changes to scope and scope growth while being flexible with client needs
- Fully utilize staff resources of subconsultants to increase overall team capacity



Mike Singleton is the principal of KTUA's planning team. A common theme for Mike's work is the integration of nature into new development and the reintroduction of nature in existing communities. He combines his experience with utilizing GIS tools for an in-depth analysis of geographic, demographic, land use and transportation factors along with his site planning, park planning and resource planning background. He has successfully served as a workshop/project facilitator for a wide variety of project types, including community redevelopment, park master plans, natural resource management plans, active transportation and trail projects. He works in close coordination with community groups, citizen advisory committees, task forces, city agencies and other public groups to identify project goals and community concerns, discuss project alternatives, and develop solutions to the benefit of the user, client and community.

**COMMITMENT**

- 15% Availability

**EDUCATION**

- B.S. Landscape Architecture, Cal Poly San Luis Obispo

**REGISTRATIONS**

- 2011 AICP Certified Transportation Planner 013444, exp. 3/31/23
- 2009 LEED-AP (Lifetime Certification)
- 1984 California Landscape Architect, PLA 2386

**AFFILIATIONS**

- American Society of Landscape Architects
- American Planning Association
- Association of Pedestrian and Bicycle Professionals
- Circulate San Diego

**AWARDS**

- 2022 APA Los Angeles Award of Merit, Comprehensive Plan - Small Jurisdiction, City of Montebello Parks Master Plan
- 2021 APWA (Parks \$2-\$5M) Honor Award, Port of San Diego Chula Vista Bayfront Sweetwater Bicycle Path and Promenade
- 2020 Circulate San Diego Healthy Community Award; APA San Diego Transportation Planning Award of Merit; City of National City INTRA-Connect Plan
- 2020 APWA Encinitas Coastal Rail Trail Project of the Year, Transportation (\$6-\$25M category)
- 2020 APWA SDSU ENS 700 Field Project of the Year Parks (\$2-\$5M category)
- 2020 APA Inland Empire, Comprehensive Plan- Large Jurisdiction, Prado Regional Park Master Plan
- 2020 APA San Diego Comprehensive Plan - Large Jurisdiction Award of Merit, City of Oceanside Parks & Recreation Master Plan

**CITY OF MONTEBELLO PARKS MASTER PLAN**

Principal planner/landscape architect for a parks and facilities master plan that entailed research, analysis, and inventory of the existing parks and park facilities to understand the current conditions and lifespans of the City's assets. An extensive community outreach was conducted to gauge city, stakeholder, and resident use of the facilities along with understanding their desires in future park improvements. The team utilized an advanced GIS mapping technique to analyze the park distribution to develop a comprehensive master plan, indicating specific improvements.

**CITY OF ONTARIO PARKS MASTER PLAN**

Principal-in-charge responsible for the oversight of inventory of park assets, recommendations, park specific master plans, and other project tasks. The plan identified amenity gaps, level of service, and equity distribution throughout the City. Supervised the assessment of park and recreation facilities, determining suitable recommendations, and developing the final report for the master plan.

**CITY OF OCEANSIDE PARKS AND RECREATION MASTER PLAN**

Principal landscape architect. The focus of the master plan was to enhance facilities at the existing parks to meet current and future demand, rather than create new parks. The extensive outreach process indicated that improving walking and biking connections to parks, preserving open space, and creating trails through open space were the community's top needs. Trails through existing open space can be a challenge as it may not be allowed by property owners. Through GIS analysis, new trails were recommended through land owned by government agencies and conservancies where it is more likely that public trails can be built. Specific responsibilities included performing an existing conditions and inventory analysis, conducting a Level of Service analysis, developing design standards, developing recommendations for park infill capabilities, developing recommendations for new parks, devising a funding plan, and creating a priority and action plan.

**CITY OF GOLETA PARKS, FACILITIES, AND PLAYGROUNDS MASTER PLAN**

Principal-in-charge responsible for oversight and conducting public outreach, performing an existing conditions and inventory analysis, conducting a Level of Service analysis, developing design standards, developing recommendations for park infill capabilities, developing recommendations for new parks, devising a funding plan, and creating a priority and action plan.

**ADDITIONAL EXPERIENCE**

- County of San Diego Parks Master Plan
- City of Encinitas Park Master Plan
- City of Santee Parks Master Plan



With a background in landscape architecture, resource planning, and GIS, Mark oversees Resource Management and Technology services at KTUA. His project experience includes the preparation of natural resource-based park master plans, trail plans, habitat restoration and mitigation plans. His leadership and ability to integrate scientific understanding, technical expertise, and design has allowed him to focus on environmental planning and design projects aimed at balancing the management of natural and cultural resources with human activities.

**COMMITMENT**

- 20% Availability

**EDUCATION**

- Bachelor of Landscape Architecture, Regional Landscape Assessment, Cal Poly San Luis Obispo, 1995

**REGISTRATIONS**

- 2016 AICP #029123

**AFFILIATIONS**

- American Planning Association

**AWARDS**

- 2019 California Trails and Greenways Conference Award Program, Honorable Mention San Diego Canyonlands City Heights Trail
- 2018 APWA San Diego, Environmental Honor Award (Under \$2M category), San Diego Canyonlands City Heights Trails
- 2018 San Diego Architectural Foundation's Orchid Award - San Diego Canyonlands City Heights Trails
- 2017 Circulate San Diego Momentum Awards Ceremony - Connectivity category, San Diego Canyonlands City Heights Trails
- 2011 UCSD Scripps Institution of Oceanography Water Pollution Prevention Projects, ASCE San Diego
- 2011 UCSD Scripps Institution of Oceanography Water Pollution Prevention Projects, APWA San Diego

**ESCONDIDO PROP. 68 PARKS GRANT FOR ESCONDIDO CREEK LINEAR PARK**

Project Manager. Collaborated with the City of Escondido in the development of a successful \$8.5 million Prop 68 grant application for the construction of a linear park project along the Escondido Creek. Developed conceptual plans and an opinion of construction costs for additional multi-use pathways, fencing, lighting, shade structures, landscaping, interpretive signage, exercise equipment, and stormwater runoff treatments. Facilitated multiple community workshops to identify features and amenities, evaluate alternatives, and meet grant requirements.

**RIVERSIDE COUNTY PARKS MASTER PLAN**

Resource planner for GIS data development, analysis, and mapping support for the county parks master plan. Data development included an analysis of approximately 1,200 land holdings and 150,000 campground reservations to determine visitor origin. This information became the basis of the physical resources plan and level of service analysis for the park resources Riverside County owns or manages. The level of service identified population centers not serviced by specific recreational resources. The final recommendations identified areas of expansion for recreational resources, as well as resources that should be divested due to overlapping service areas with adjacent providers.

**COUNTY OF SANTA BARBARA BARON RANCH MASTER PLAN**

Principal resource planner. Developing a Master Plan for the 1,083-acre Baron Ranch on the Gaviota Coast in Santa Barbara county. Balancing habitat protection for the threatened California red-legged frog, with potential agricultural operations and public access were the key issues addressed. The plan was developed with a phased implementation strategy that allows the County to adaptively manage the ranch's environmental resources and active uses.

**CITY OF SAN DIEGO MISSION TRAILS REGIONAL PARK MASTER PLAN UPDATE AND NATURAL RESOURCE MANAGEMENT PLAN**

Project manager responsible for Master Plan update for this 10,000 acre regional park managed by the City of San Diego. Directed the development of opportunities and constraints analyses in support of recreational use and trail planning. Orchestrated three public workshops and presented updates to the MTRP Citizens Advisory Committee and Task Force. Also responsible for providing direction and oversight to the development of the Natural Resources Management Plan and Programmatic EIR.

**ADDITIONAL EXPERIENCE**

- San Diego Canyonlands - City Heights Loop Trail Plan and Urban Greening Grant
- Crestridge Ecological Reserve Road Crossing Improvement Project
- Escondido Creek Conservancy Grape Day Park



Matt Wilkins is an associate landscape architect at KTUA and is currently managing the preparation of the parks master plan update for the City of Menifee. Matt has worked in inter-disciplinary groups throughout his career and brings valuable knowledge of sustainability, park design, landscape architecture, construction, and digital technology to the team. His dedication to the profession and interest in 3D and digital technology has allowed him to lead the discussion about technology use in practice. He is a frequent presenter at national conferences. He has performed numerous field investigations, prepared and led park design from concept to completion, and has created various 3D models, animations and photo simulations for site and city-wide design solutions. With his passion for building a better tomorrow and background in athletics, Matt is dedicated to building better parks for our communities.

#### COMMITMENT

- 25% Availability

#### EDUCATION

- B. Landscape Architecture, Minor in Sustainability, Cal Poly, San Luis Obispo
- Architectural Studies, Allan Hancock College

#### REGISTRATIONS

- 2012 LEED Green Associate
- 2018 CA Landscape Architect PLA 6398, exp. 6/2023

#### AFFILIATIONS

- American Society of Landscape Architects
- American Planning Association
- Digital Technology Practicing Professional Network, Co-chair

#### AWARDS

- 2022 APA Los Angeles Award of Merit, Comprehensive Plan - Small Jurisdiction, City of Montebello Parks Master Plan
- 2020 APWA Ocean Beach Street Access Honor Award, Parks (\$2-\$5M category)
- 2020 CMAA San Diego, Public Works Less than \$15 M, Ocean Street Beach Access Improvements
- 2020 American Society of Concrete Contractors Decorative Concrete Council, First Place, Ocean Street Beach Access Improvements
- 2017 APWA, Armorlite Drive Complete Street Plan

#### RECENT ARTICLE

***Tools for Equitable Park Planning and Design: Digital Workflows to Enhance Park Access and Quality.*** From ASLA Professional Practice Blog, Oct. 7, 2021

<https://tinyurl.com/49bk5d5n>

#### CITY OF MONTEBELLO PARKS MASTER PLAN

Project manager for a parks and facilities master plan that entails research, analysis, and inventory of the existing parks and park facilities to understand the current conditions and lifespans of the city's assets. Facilitating an extensive community outreach to gauge city, key stakeholder, and resident use of the facilities along with what they desire to see in future park improvements. The team utilized an advanced GIS mapping technique to analyze the park distribution to develop a comprehensive master plan, indicating specific improvements.

#### CITY OF PERRIS PARKS MASTER PLAN

Project manager assisting with the trails, maintenance, and infill opportunities within the City of Perris. Working closely with the City and project team to also assist in various analysis and inventory tasks along with the eventual recommendations for the parks master plan.

#### CITY OF ONTARIO PARKS MASTER PLAN

Landscape architect in charge of inventory of park assets and assisting with the draft recommendations, park specific master plans, and other project tasks. Working closely with the project team to identify amenity gaps, level of service, and equity distribution throughout the City.

#### CITY OF VICTORVILLE PARKS MASTER PLAN

Lead landscape architect assisted with the preparation of a parks master plan for the City of Victorville. KTUA was responsible for public outreach, inventory, maintenance analysis, visioning, CEQA and presentation support for this project.

#### TOWN OF PHELAN COMMUNITY PARK MASTER PLAN

Senior landscape architect/project manager responsible for providing a conceptual master plan design for the park. The project team worked closely with the Phelan/Piñon Hills Community Services District to produce several conceptual alternatives which explored various design arrangements for the currently undeveloped 26 acres of land. The park's program includes: two active soccer and baseball/softball fields, playgrounds, a skate park, pump track, equestrian facilities, dog park, amphitheater, picnic areas, plazas, and other recreational facilities and infrastructure.

#### ADDITIONAL EXPERIENCE

- City of Thousand Oaks Conejo Community Park and Community Center
- City of Grover Beach Senior Center Feasibility Study
- National City Pepper Park Expansion Vision Plan



As an associate, Alex Samarin provides technical oversight for GIS workflows, and guides GIS analysis for assessing the impact of planning projects. He has a broad range of experience applying GIS in utilities management, transportation planning, and environmental analysis. Alex is passionate about projects that provide mutually-beneficial solutions to the human-environment relationship. His previous work spanned regional transportation modeling, regional habitat connectivity, and utility network mapping.

**COMMITMENT**

- 25% Availability

**EDUCATION**

- M.A. Geography, (Natural Resource Management and Environmental Policy), San Diego State University, 2015
- B.A. Geography, (Geographic Information Systems), Minor, Environmental Law and Planning, UC Santa Barbara, 2008

**REGISTRATIONS**

- 2021 GISP, GIS Certification Institute 160988

**AFFILIATIONS**

- Association of Environmental Professionals (AEP)
- Association of Pedestrian and Bicycle Professionals

**AWARDS**

- 2020 APA Inland Empire, Comprehensive Plan- Large Jurisdiction, Prado Regional Park Master Plan
- 2020 Circulate San Diego Healthy Community Award; APA San Diego Transportation Planning Award of Merit; City of National City INTRA-Connect Plan

**PHELAN - PIÑON HILLS PARKS MASTER PLAN**

GIS manager for park level-of-service analysis in two rural communities underserved by park facilities. Analysis considered the unique context of sparse populations, greater distances and drive times, as well as population growth and potential future parks and amenities.

**CITY OF HESPERIA PARKS MASTER PLAN**

GIS manager, conducted analysis of park amenities and population level-of-service, focusing on recommendations for new facilities and active transportation connections among parks.

**CITY OF CORONA PARK INVENTORY AND NEEDS ASSESSMENT**

Project manager, coordinated analysis of the population-based and geographic level-of-service for parks and park amenities. Population-based level-of-service included a 15-year projection based on potential future park development and regional population estimates. Park amenities analysis applied standards from the 2020 Agency Review by the National Recreation and Park Association. Park-specific underutilized areas were identified based on criteria like gradient and desired amenity. Areas underserved by parks in the City were identified by applying the Corona General Plan park standard to network-distributed service areas (park travelsheds) for walking, biking, and driving.

**CITY OF CORONA TRAILS MASTER PLAN INVENTORY**

GIS manager for citywide trail inventory. Managed public outreach applications for data collection. Data collection included mobile and desktop applications for collecting public input on frequented trails, as well as public stakeholder outreach meetings and events.

**COUNTY OF SAN LUIS OBISPO PARKS NEEDS ASSESSMENT**

GIS manager, performed level-of-service analysis for San Luis Obispo County based on population projections and parks distribution. This included a travelshed population analysis, segmented by park type, travel mode, and travel time.

**COUNTY OF SAN BERNARDINO PRADO REGIONAL PARK MASTER PLAN**

GIS manager, conducted and evaluated opportunities and constraints for the development of amenities and open space conservation in an urban regional park setting. This included consideration of physical variables such as elevation, slope, soil type, and flood inundation; access to active use and open space park areas via trails; current concessions and lease agreements, as well as legal settlements for future open space areas.



Jacob Leon is an associate planner and outreach facilitator at KTUA. He is currently managing the development of the parks master plan for the City of Montclair. His project responsibilities entail network and facility design, public outreach, technical drafting, and 3D modeling. He is an integral member of KTUA's tactical urbanism team, raising public awareness of the benefits of thoughtful urban design, safe pedestrian and bicycle accessibility, and green infrastructure. His strong background in 3D modeling and graphic design allows him to produce effective digital and printed media to help communicate design concepts. His planning experience includes park master plans, active transportation plans, complete streets plans, bicycle and pedestrian master plans. These projects entail network and facility design, public outreach, and 3D modeling. His experience in landscape architecture includes feasibility studies, site analysis, and park design.

#### COMMITMENT

- 20% Availability

#### EDUCATION

- Bachelor of Landscape Architecture, Cal Poly, San Luis Obispo

#### REGISTRATIONS

- 2014, LEED Green Associate

#### AFFILIATIONS

- American Society of Landscape Architects
- Association of Pedestrian and Bicycle Professionals

#### SPECIAL SKILLS

- Spanish Fluency

#### AWARDS

- 2020 San Diego Green Building Council, Unbuilt Most Efficient EUI Merit Award, Southwestern College Landscape Nursery Technology Center
- 2020 APA Inland Empire, Comprehensive Plan- Large Jurisdiction, Prado Regional Park Master Plan
- 2020 Circulate San Diego Healthy Community Award; APA San Diego Transportation Planning Award of Merit; City of National City INTRA-Connect Plan
- 2020 ASLA San Diego Award of Merit; 2019 APA California, Comprehensive Plan Small Jurisdiction; 2019 APA Inland Empire Comprehensive Plan Small Jurisdiction, Award of Excellence, San Jacinto Trails Master Plan
- 2019 APA Central Coast; 2018 APWA-California Central Coast Project of the Year, Special Studies Under \$2M Category; Goleta BMP Award of Excellence
- 2019 SCAG Sustainability Award for Active, Healthy and Safe Communities; and 2019 APA OC Transportation Planning Merit Award: City of Santa Ana - Central Complete Streets Plan

#### CITY OF ONTARIO PARKS MASTER PLAN

Project manager. Weekly tasks included communication between the client and project team members, managing a team of in-house GIS analysts and community outreach specialists, and maintaining project milestones on schedule. His extensive experience with community outreach helped the team and city navigate the COVID-19 pandemic by developing an alternative outreach strategy plan that included the use of online communication tools. Other responsibilities included assessing park and recreation facilities, determining suitable recommendations, and developing the final report for the master plan.

#### CITY OF SAN JACINTO TRAILS MASTER PLAN

Project manager responsible for all day-to-day project correspondence and tasks including community outreach coordination, existing conditions analysis, field investigations, project development, and document design. Responsibilities also included coordinating with neighboring jurisdictions, stakeholders, and city staff to develop a comprehensive Trails Master Plan that will guide the City with future grant opportunities for project implementation.

#### CITY OF MONTEBELLO PARKS MASTER PLAN

Outreach facilitator for a parks master plan that entailed research, analysis, and inventory of the existing facilities. Facilitated an extensive community outreach to gauge city, key stakeholder, and resident use of the facilities along with what they desired to see in future park improvements. The team utilized a variety of tools such as SurveyMonkey and advanced GIS mapping software to collect community feedback. Assisted team with workshop facilitation in English and Spanish.

#### CITY OF PLACENTIA OPEN SPACES AND URBAN GREENING PLAN

Assistant project manager. Designed, coordinated, and completed many tasks throughout the project's planning process. Assisted in the development of a comprehensive community engagement plan that included strategies, branding, announcements, workshop exhibits, and summaries in both English and Spanish. Also helped develop park and active transportation recommendations based on the field work, analyses, and community feedback the team received.

#### CITY OF LA MESA MACARTHUR PARK OPPORTUNITIES AND CONSTRAINTS STUDY AND PARK MASTER PLAN

Outreach facilitator for coordination and preparation of materials for three community workshops. Public outreach materials included online and paper surveys, flyers, postcards, and email announcements. Spanish translation and interpretation were included for all materials and workshops. Analyzed and summarized all public input to use as a guide for future recommendations. Additional involvement included field work, a site analysis of the project's site and boundaries, and document production.



Marissa Ritter is a planner at KTUA and focuses on active transportation and federal planning. She holds a Bachelor of Science in City and Regional Planning from California Polytechnic State University San Luis Obispo. Her project responsibilities entail GIS analyzing, graphic design, Asset Evaluations, and Basic Facility Requirements. Her experience with GIS includes data creation/editing, spatial analysis and calculation, and mapping. Her interests include urban design, graphic design, sketching, and paddle boarding.

**COMMITMENT**

- 40% Availability

**EDUCATION**

- B.S. City and Regional Planning, California Polytechnic State University, San Luis Obispo

**AFFILIATIONS**

- American Planning Association
- Urban Land Institute

**AWARDS**

- 2022 APA San Diego Award of Merit, Transportation Planning, Imperial County Transportation Commission Regional Active Transportation Plan

**CITY OF MONTEBELLO PARKS MASTER PLAN**

Planner for a parks and facilities master plan assisting in conducting research, analysis, and inventory of the existing parks and park facilities to understand the current and future conditions of the city’s park amenities. Created surveys through SurveyMonkey to help facilitate extensive community outreach to gauge resident use of the facilities and what improvements they would like to see in future park amenities. Managed document production and graphic design of the final report.

**COUNTY OF SANTA BARBARA BARON RANCH MASTER PLAN**

Planner, assisted with producing GIS Maps for the final report including existing conditions and analysis. Created maps using GIS and collected data from USGS.

**SANTA YNEZ TRAIL ALIGNMENT STUDY**

Planner. Assisted with GIS for the Santa Ynez River Trail Alignment Study, collected collision data from TIMS and create heat-maps. Mapped out unique views along the proposed trail.

**CITY OF EL MONTE VISION ZERO**

Planner/community outreach lead, facilitated outreach events and communicated with the technical advisory committee. Assisted with the project analysis, recommendations and GIS mapping. Responsible for the design and production of document layout.

**ADDITIONAL EXPERIENCE**

- City of Menifee Parks Master Plan
- City of Montclair Parks Master Plan



## ALAN PENNINGTON

VICE PRESIDENT, MATRIX CONSULTING GROUP

**Alan Pennington** leads our General Consulting Practice which includes our Parks and Recreation practice area. He has served as the Project Manager or Lead Analyst on over 300 local government studies including recent parks and recreation engagements. Alan has extensive experience conducting assessments for parks and recreation operations including evaluation of policies and procedures.

Alan's relevant experience include:

- Completed over 300 local government assessment including over 50 parks and recreation evaluations.
- Implemented numerous approaches to ensuring stakeholder feedback and input is fully integrated into the evaluation and development of recommendations.
- Extensive experience evaluating parks and recreation services including ensuring maintenance of existing programs and facilities, and opportunities to expand to meet identified community needs in a financially sustainable manner.

### Experience Highlights

**Milpitas, CA:** Alan was the Project Manager on for the Matrix Consulting Group's portion of the Park Master Plan update. Our scope of work included:

- Evaluation of recreation programs, fee evaluation and calculation of cost recovery,
- Evaluating staffing requirements, and
- Development of a cost recovery policy and City Council resolution. The City Council adopted the recommended cost recovery policy without modification providing for the first time a formal cost recovery target for staff to utilize in developing programs and fees.

**Seattle, WA:** Alan was the Project Manager on this study that included a review of the parks maintenance function for the City of Seattle and developed recommended maintenance and improvement standards and aligning staffing with these standards. Key analysis included:

- Toured all parks to evaluate current maintenance standards.
- Reviewed preventive maintenance standards.
- Developed staffing and policy recommendations for parks maintenance needs in compliance with best management practices.

### Relevant Clients:

- CA Los Angeles
- CA Menlo Park
- CA Rancho Palos Verdes
- CO Fort Morgan
- FL St. Cloud
- HI Maui County
- IL Elmhurst Park District
- IL Orland Park
- IL Tinley Park
- KS Johnson County
- MA Orleans
- MI Grand Rapids
- MI Portage
- MO Raymore
- NJ Franklin Township
- OR Tigard
- TX Ft. Worth
- TX Schertz
- TX Southlake
- WA Everett
- WA Seattle

**Years of Consulting Experience:** 14

**Years of Government Experience:** 13

### Education:

BA, University of Maine, Public Management.

MPA, University of Maine,

### Professional Association:

Association of Local Government Auditors (ALGA)

**COMMITMENT**  
• 20% Availability

**KHUSHBOO HUSSAIN**

SENIOR MANAGER, MATRIX CONSULTING GROUP



**Ms. Hussain** is a Senior Manager who manages cost allocation plan, user fee, development impact fee, and cost of service engagements. Her experience with the firm also includes participation in operational audit engagements focusing on reviewing organizational, staffing, and internal processes to enhance services. Khushboo's relevant experience include:

- Completed over 100 cost of service studies for clients across the United States.
- Analysis focuses on development and documentation of direct and indirect costs, fair and equitable allocation methodologies, defensible results.
- Expertise also includes development of fiscal policies and procedures relating to cost of service and cost recovery.

**Experience Highlights**

**Menifee, CA:** Khushboo is currently working with the City of Menifee on a Full Cost Allocation Plan, OMB Compliant Cost Allocation Plan, Citywide Comprehensive Fee Study, and Development Impact Fee Study. The Full Cost Plan focused on determining the overall indirect costs associated with services and identifying the direct receivers of those costs. The results of that analysis have been incorporated into the Citywide Fee Study and Development Impact Fee Study. The Fee study looked at all departments and determined the direct and indirect costs associated with providing services. The Development Impact fee Study is reviewing and ensuring that the current nexus for fees is still appropriate. The study is expected to be completed for implementation by July 1, 2022.

**Manhattan Beach, CA:** Khushboo served as the project manager on this engagement which looked and developing a citywide cost plan and comprehensive user fee study. Key analysis includes:

- Development of allocation metrics to ensure fair and equitable accounting of services and costs.
- Verifying local and state authorizations for setting and charging fees, including noting state set limits or caps.
- Ensure cross-departmental support provided by other departments was captured in the full cost.

**South Pasadena, CA:** We conducted a citywide fee study, determining the full cost of city services, identifying subsidies, and recommending annual increases. Key analysis included:

- Determining appropriate time estimates for plan review, inspection, and permitting services.
- Development of fee increase options, including annual increases and phased implementation.
- Presentation to stakeholders to ensure understanding of results.

**COMMITMENT**

- 20% Availability

**Relevant CA Clients:**

Berkeley  
 Citrus Heights  
 Cupertino  
 Dixon  
 Elk Grove  
 Fairfield  
 Humboldt County  
 Livermore  
 Long Beach  
 Manhattan Beach  
 Menifee  
 Orange  
 Pacific Grove  
 Redwood City  
 San Bernardino County  
 San Pablo  
 San Mateo  
 Santa Clara  
 Santa Clara County  
 Sonoma County  
 South San Francisco  
 Stanislaus County  
 Sunnyvale  
 Vacaville  
 Winters

**Years of Experience:** 9**Education:**

B.A., University of California –  
 San Diego, International  
 Economics

M.A., University of California –  
 San Diego, International  
 Affairs

**Professional Association /  
 Certification:**

California Society of Municipal  
 Finance Officers

OMB Cost Allocation Best  
 Practices



**CONTACT**

P: 303-396-1625  
 E: [jake@rrcassociates.com](mailto:jake@rrcassociates.com)  
 W: [rrcassociates.com](http://rrcassociates.com)

**COMMITMENT**

- 20% Availability

# Jake Jorgenson, Ph.D.

## Chief Operating Officer

**ABOUT**

Jake possesses extensive experience in recreation and tourism research, visitor behaviors, and visitor management. His personal philosophy is grounded in providing practical solutions through research using both traditional and innovative methodologies. Since 2020, Jake has served as the lead social scientist for the National Park Service’s nationwide socioeconomic research contract. Further, he has extensive experience assessing resident opinions on development of municipal and county parks and recreation plans and visitor monitoring strategies for multiple tourism organizations. He has first-hand knowledge of the challenges and issues faced by land managers, tourism operators, and local communities and the need to make sound decisions. Jake has led a variety of quantitative and qualitative research studies using methodologies ranging from surveys, experimental design, interviews, and secondary analysis.

**EDUCATION**

Doctor of Philosophy, Forestry and Conservation Sciences: University of Montana, 2016  
 Master of Science, Recreation Management: University of Montana, 2013  
 Bachelor of Science, Recreation and Tourism Studies: University of North Dakota, 2010

**PROFESSIONAL EXPERIENCE**

<i>2021 to present</i>	Chief Operating Officer, RRC Associates, Boulder, CO
<i>2020 to 2021</i>	Lead Analyst, RRC Associates, Boulder, CO
<i>2017 to 2019</i>	Senior Research Analyst, RRC Associates, Boulder, CO
<i>2011 to 2017</i>	Research Assistant / Post-Doctoral Researcher, The Institute for Tourism and Recreation Research, University of Montana, Missoula, MT

**RELEVANT WORK EXPERIENCE**

**Tourism and Recreation Research**

Upper Colorado River, CO  
 Breckenridge, CO  
 Denver, CO  
 Golden, CO  
 Steamboat Springs, CO  
 Chattanooga, TN  
 Gardiner, MT  
 Whitefish, MT

**National Park Service**

Zion National Park  
 Bryce Canyon National Park  
 Yellowstone National Park  
 Grand Teton National Park  
 Acadia National Park  
 Nationwide Socioeconomic Monitoring Program

**Mountain Resorts**

Arapahoe Basin Ski Area  
 Grand Targhee Resort  
 Whitefish Mountain Resort  
 National Ski Areas Association

**City/County Parks & Recreation Surveys**

Amherst, NY  
 Arlington Heights, IL  
 Bismarck, ND  
 Chatham County, GA  
 County of San Luis Obispo, CA  
 Darien, CT  
 Gunnison, CO



**CONTACT**

P: 303-396-1612  
 E: [sean@rrcassociates.com](mailto:sean@rrcassociates.com)  
 W: [www.rrcassociates.com](http://www.rrcassociates.com)

**COMMITMENT**

▪ 20% Availability

# Sean Maher

**CEO**

**ABOUT**

Sean Maher is the CEO of RRC Associates where he oversees all client relations, project management and strategic planning for the firm. RRC’s areas of expertise include tourism, the ski industry, parks and recreation, and urban district management.

Prior to joining RRC, Sean was CEO of the Downtown Boulder Partnership (DBP) and Downtown Business Improvement District where he oversaw marketing, operations, special events and tenant recruitment for the 49-square block downtown district. Before joining DBP, Sean headed up private and public economic development effort in Boulder as head of the Boulder Economic Council (BEC) and ran the Small Business Development Center.

Before the BEC, Sean started and owned multiple Ben & Jerry’s stores in Boulder and Denver and worked as a marketing consultant for the Sterling Rice Group. He built up and eventually sold a successful multi-store retail business in Taos, New Mexico focused on outdoor gear and footwear. Sean holds an MBA from the University of Colorado.

**EDUCATION**

Master’s in Business Administration, University of Colorado at Boulder  
 Bachelor of Science, Business Administration, University of Montana

**PROFESSIONAL EXPERIENCE**

<i>2019 to present</i>	CEO, RRC Associates, Boulder, CO
<i>2008 to 2019</i>	CEO, Downtown Boulder Partnership and Business Improvement District
<i>2004 to 2007</i>	Executive Director, Business Economic Council, Boulder, CO
<i>2002 to 2004</i>	Director, Boulder Small Business Development Center, Boulder, CO

**RELEVANT WORK EXPERIENCE**

**Special Events and Tourism**

IRONMAN Boulder  
 US Pro Cycling Challenge Steering Committee  
 Pearl Street Arts Festival  
 Taste of Peal Food & Wine Event  
 Boulder Craft Beer Festival  
 Boulder Tourism Survey  
 Ben & Jerry’s Colorado Special Events  
 Downtown Intercept Surveys

**District and Downtown Management**

Retail Assessment and Strategy  
 Economic Impact Analysis  
 Downtown Intercept Survey 2008-2018  
 International Downtown Association Board  
 Parking Demand & Utilization Study  
 Tenant Mix Analysis & Recruitment  
 Small Business Consulting & Assistance  
 City Council Relations & Advocacy  
 Business Incentive Program Creation  
 Tech/Startup Firm Integration



**CONTACT**

P: 303-359-0266

E: [kailyn@rrcassociates.com](mailto:kailyn@rrcassociates.com)

W: [rrcassociates.com](http://rrcassociates.com)

**COMMITMENT**

- 30% Availability

# Kailyn Haskovec

## Research Analyst

**ABOUT**

Kailyn brings a unique perspective to the RRC Associates team with a background in state and local government, parks and recreation, transportation, and social research. With a Bachelor of Arts degree in Sociology and a Masters of the Environment degree, Kailyn can interpret qualitative and quantitative data to provide strategic recommendations and policy direction. She has assisted with a variety of parks and recreation studies, community surveys, market analyses, and is a part of RRC’s national parks project team. Kailyn also provides creative insight to RRC’s marketing and communication efforts by designing, formatting, and editing reports and proposals.

**EDUCATION**

Master of the Environment, Sustainable Planning and Management: University of Colorado, 2018  
 Bachelor of Arts, Sociology minors in Environmental Studies and Public Policy, Planning and Management: University of Oregon, 2014

**PROFESSIONAL EXPERIENCE**

<i>2021 to present</i>	Research Analyst, RRC Associates, Boulder, CO
<i>2019 to 2021</i>	Program Coordinator, RRC Associates, Boulder, CO
<i>2019 to 2020</i>	Process Improvement Intern, Colorado Department of Transportation, Denver, CO
<i>2017 to 2018</i>	Graduate Research Assistant, National Parks Conservation Association, Boulder, CO
<i>2017 to 2019</i>	Administrative Assistant, City of Boulder Parks and Recreation Department, Boulder, CO

**RELEVANT WORK EXPERIENCE**

**Parks, Recreation & Community Needs**

**Assessments**

Mesa, AZ  
 Deltona, FL  
 Brunswick, ME  
 Charles County, MD  
 Calvert County, MD  
 Chelan, WA  
 Boca Raton, FL

**Tourism, Visitor, Special Event and Economic Research**

Beaver Creek Mountain Resort, CO  
 Visit Walla Walla, WA  
 City of Lafayette, CO  
 Town of Vail, CO

**Ski Area Market Assessments**

Mt. Garibaldi, BC  
 The Balsams, NH  
 Quarry Road, ME  
 Saddleback, ME

**Outdoor Recreation Research**

Quandary Peak, CO  
 Jefferson County Open Space, CO  
 Upper Colorado Wild and Scenic Stakeholder Group, CO  
 American Whitewater  
 Various national parks

## SECTION 5

# Response Template



### EL POTRERO PARK

“Trees all around the park, so there’s a lot of good shade. The bathrooms right by the playground which is convenient.”

~ MOVAL Resident Comment

RFP # 2022-065 Professional Services for Parks, Community Services Trails Master Plan

**Attachment A: Required Response Template****KTU&A**

(Bidder's Company Name)

**Instructions:**

Prospective proposers must provide the information requested below and include it in their proposal. City has provided the form as a separate Word document for bidder's use. Use this form or copy and paste it into your own document; in either case, please provide your responses under each of the number points. Do not omit or renumber any sections. Refer to attached documents sparingly and only as necessary; and ensure that any documents referred to are numbered according to the outline below.

**I. Company Information: Name, Contacts, History, Scope of Services**

Please provide the following information about your company:

- A. Your company's full legal name, address, phone, fax, email, website.  
**KTU&A, 3916 Normal St., San Diego, CA 92103, 619-294-4477,  
Fax: 619-294-9965, mike@ktua.com or markc@ktua.com, www.ktua.com**
- B. Prior company names (if any) and years in business; mergers, buyouts, etc.  
**Kawasaki Theilacker & Associates, 52 Years in business**
- C. Organizational structure (i.e., corp., LLC, sole proprietorship, etc.).  
**C Corporation, California**
- D. Names and titles of the principal owner(s).  
**Michael Singleton, President; Sharon Singleton, Vice President; Brooke Whalen, Vice President; Chris Langdon, Vice President; Joe Punsalan, Vice President; Mark Carpenter, Treasurer/Secretary**
- E. Person(s) authorized to make commitments for your company.  
**Michael Singleton or Mark Carpenter**
- F. Company history, experience, years in business for current company name.  
**Established 1970, in business as KTU&A since 1987**
- G. Annual company revenues for the last three fiscal years.  
**2021 = \$4,150,000; 2020 = \$4,780,000; 2019 = \$5,700,000**
- H. Tax ID number.  
**952750597**
- I. The complete scope of services offered by your company.  
**[ KTUA is a collaboration of planners, landscape architects, GIS analysts, and graphic designers focused on the creation of livable communities. Established in 1970, KTUA has expanded the boundaries of a traditional landscape architecture office by incorporating active transportation, community planning, federal planning, and natural resource management practices into our portfolio. With this diversity, KTUA has the ability to help shape the bigger picture while addressing the fine-grained details that contribute to sustainable natural and built environment. ]**
- J. The number of clients (including governmental) served in past and present.  
**335**
- K. Special qualifications, training, credentials, recognition, or awards.  
**Michael Singleton CA Landscape Architect PLA #2386, LEEP AP (lifetime); Mark Carpenter, AICP #029123. Numerous awards listed by year on our web page: <http://www.ktua.com/about/>**
- L. Contracts terminated for cause, pending litigation or legal issues.  
**0**

**II. Resources: Staffing, Facilities, Equipment**

Provide the following information relative to required services:

- A. Names and titles of key management personnel.  
**[Michael Singleton, Senior Principal Planner; Mark Carpenter, Principal Planner; Brooke Whalen, Principal Landscape Architect; Chris Langdon, Principal Landscape Architect; Joe Punsalan, Principal Planner]**
- B. Team to be assigned for these services.  
**Michael Singleton, Senior Principal Planner/Landscape Architect; Mark Carpenter, Principal Quality Manager/Resource Planner; Matt Wilkins, Project Manager; Alex Samarin, GIS Technical Manager; Jacob Leon, Outreach Facilitator; Marissa Ritter, Planner. Subconsultants: Matrix Consulting Group - Alan Pennington, Senior Analyst; Khushboo Husain, Senior Analyst; RRC – Jake Jorgenson, Chief Operating Officer; Sean Maher, CEO; Kailyn Haskovec, Research Analyst**
- C. Qualifications of specific individuals who will work on the project.  
**See Resumes included in Section 3 Professional Team Assignments**
- D. Amount of time and involvement of key personnel who will be involved in respective portions of the project.  
**See Staff Commitment % Availability located in Section 3 Team Professional Assignments**
- E. Resumes of all team members; provide only names and titles only; attach current resumes to proposal.  
**Michael Singleton, Principal Planner/Landscape Architect; Mark Carpenter, Principal Quality Manager/Resource Planner; Matt Wilkins, Project Manager; Alex Samarin, GIS Technical Manager; Jacob Leon, Outreach Facilitator; Marissa Ritter, Planner. Subconsultants: Matrix Consulting Group - Alan Pennington, Senior Analyst; Khushboo Husain, Senior Analyst; RRC – Jake Jorgenson, Chief Operating Officer; Sean Maher, CEO; Kailyn Haskovec, Research Analyst**
- F. Current number of employees: full-time and part-time employees.  
**29 employees all full-time**
- G. Annual turnover rate of staff.  
**7%**
- H. Names of any subcontractor’s you propose to use for our contract. Provide only names here; fill in the details on City-provided Subcontractors List.  
**Subconsultants: Matrix Consulting Group - Alan Pennington, Senior Analyst; Khushboo Husain, Senior Analyst; RRC – Jake Jorgenson, Chief Operating Officer; Sean Maher, CEO; Kailyn Haskovec, Research Analyst**
- I. Facilities that would be utilized to perform the required work.  
**KTUA, Matrix Consulting, and RRC office locations**
- J. Equipment that would be utilized to perform the required work.  
**GIS analysis tools, park inventory app for recording/analyzing park amenities in the field**

**III. Required Services: Meeting or Bettering these Requirements**

Provide the following information relative to required services:

- A. Ability to perform specific tasks as outlined in the RFP.  
**See project experience starting on page 3 and links to completed park master plans on page 38.**
- B. Reasonableness of your fee to do the work.  
**KTUA’s fees fall within the allocated budget stated in the RFP and the team’s hourly billing rates are well within industry standards for this type of project.**

- C. Current resources to meet or better all task and timeline requirements herein.  
**KTUA's in house staff of park planners, landscape architects, GIS analysts, bilingual outreach facilitators and graphic designers have worked on more than 20 park and trail master plans together in Southern California.**
- D. Additional resources that might be needed to meet or better all task and timeline requirements of this request.  
**KTUA staff meets weekly to review schedules and ensure that project tasks and timelines are progressing as planned. One of the bigger challenges is receiving timely input from the client in order to meet the schedule. KTUA's monthly progress reports identify tasks completed to date, information still needed, and next steps and responsibilities outlined.**
- E. How quickly could you provide additional, extra trained staff if requested by City for additional work beyond the original scope of services?  
**Immediately**
- F. How quickly can you begin providing services if awarded the contract?  
**8/1/22**
- G. Details of any improvement or upgrades your firm has designed or implemented.  
**The use of GIS for equity distribution was introduced in our projects a decade ago, moving away from the traditional circles for park service areas to parksheds based on actual walking, biking or driving routes using actual walking, biking or driving to existing facilities. We introduced the idea of a 10-minute walk zone to define service areas well before it became a more recent trend as a way to measure equity and access. We have been using demographics to identify the best location for age specific facilities and amenities for many years. We are now integrating tools to look at equity as it relates to different socio-economic demographics.**

**IV. Demonstrated and Technical Experience**

Please describe your company's:

- A. Demonstrated record of success on work previously performed.  
**KTUA's most recent park master plans have received awards at the local and regional level:  
Ontario Parks Master Plan, 2022 APA Inland Empire Award of Merit  
Montebello Parks Master Plan, 2022 APA Los Angeles Award of Merit, Comprehensive Plan - Small Jurisdiction  
Goleta Parks Master Plan, 2020 APA Central Coast Comprehensive Plan - Small Jurisdiction Award of Merit  
Oceanside Parks Master Plan, 2020 APA San Diego Comprehensive Plan - Large Jurisdiction Award of Merit**
- B. Specific method and techniques to be employed on the project or problem.  
**KTUA's level of services GIS analysis, customized park inventory app, and robust and flexible outreach strategies provide valuable tools that lead to community supported recommendations. Detailed cut-sheets prepared for the highest priority recommendations enable the city to pursue grant funding for project implementation.**

**V. Work Plan:**

Taking all circumstances, current conditions, and required preparations into consideration, describe in detail, your proposed work plan for delivering the services required by this RFP, including, but not limited to.

- A. How will you schedule professional and staff to ensure milestones and deadlines are met?  
**KTUA utilizes the Resource Planning module of Deltek VantagePoint for weekly staff scheduling, allowing us to accurately schedule staff resources with the appropriate experience to meet project deadlines.**
- B. Provide required response time to the urgent service requests.

**KTUA staff members respond to all phone calls and emails within 24 hours.**

C. How you will make up for work-hours lost (and resulting backlog that may occur) due to various unforeseen situations that may prohibit work on a specific day.

**N/A**

D. Provide any other relevant information that you believe would benefit City for the requested services.

- **The KTUA team’s goal is to ensure that Moreno Valley’s park system continues to evolve, particularly in light of what has been learned about the importance of parks, trails, and open space during COVID. Key areas we will focus on include:**
- **Planning with an open and collaborative process to produce a flexible and achievable plan.**
- **Developing a public participation strategy that allows KTUA and the City of Moreno Valley to listen to ideas shared by the public and collaborate on prioritizing those ideas. This includes integrating the pre-covid face-to-face meeting focus with a hybrid that allows individuals to attend meetings in person or via teleconferencing.**
- **Utilizing state-of-the art GIS analysis tools to conduct all the park resource assessments. Rather than simply creating circular buffers around a park, KTUA uses a unique existing street network method along with park entry points to create realistic travel buffers. This method is more accurate and reflects actual travel distances rather than the oversimplified circular radii. This increases the accuracy of the utilized 10-minute park planning areas to be between 10%-20% more reflective of the community who’s actually using the parks and therefore increases the accuracy of park planning recommendations.**
- **Engaging the Parks, Recreation and Trails Commission, community members, and key stakeholders in the process of updating the master plan to enable the City to continue to expand high quality-of-life community amenities. Cultivating champions for the plan will be essential.**
- **Researching and exploring a wide variety of funding sources available to help in implementing future projects.**

**Submitted by:**

Company Name **KTU&A**

---

Contact Name **Michael Singleton**

---

Title **Sr. Principal Planner/Landscape Architect**

---

Signature 

---

Email **mike@ktua.com**

---

Phone **619-294-4477 ext. 134, cell: 619-788-2128**

---

Date **6/30/2022**

---

## WHY, WHEN, HOW, WHERE AND WHAT

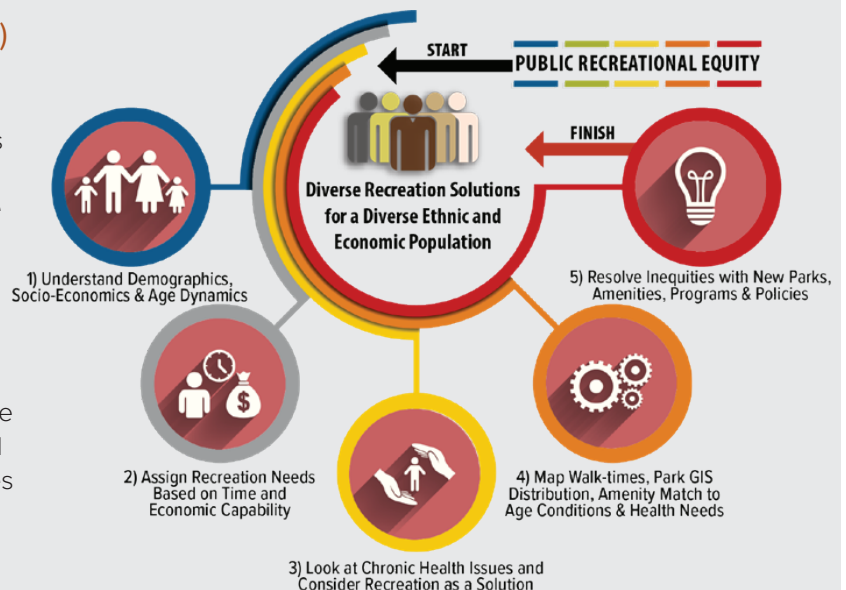
To understand how the KTUA team approaches their park master planning projects, the following highlights our guiding principles. This constitutes the “**WHY**” of the project. The proposed schedule covers the “**WHEN**” and the process and detailed scope of works cover the “**HOW**.” The work products indicate “**WHERE**” improvements should be made and “**WHAT**” should be done to improve the City’s parks, recreational elements, open spaces and programs for youth, adults and seniors.

### KTUA’S PARK MASTER PLANNING PRINCIPLES:

- The residents of Moreno Valley deserve safe and convenient parks.
- Parks and open spaces should be fun and provide amenities to encourage healthy activities, but also protect or enhance natural or cultural resources.
- Support for parks and open space is increased when people make parks a part of their lives. If a program immerses the public into the community resource, then they become advocates for protecting, expanding, or enhancing these resources. They are also more likely to be willing to pay to participate in these programs.
- Since the largest desired recreational activities are walking, running, hiking, and biking, the plan needs to address non-standard linear connections, pocket parks, urban plazas, and open space in support of park acreage and facilities, as well as 10-minute walking access to parks.
- The plan must be based on public input that recognizes national and local recreational trends, population forecasts, and area specific desires. However, the standards are guidelines for comparison and not mandates. Local priorities should provide the direction for the overall plan.
- A balance is needed between the demands of the broader public while protecting local neighbors from real (not perceived) negative impacts.
- Investments in parks and recreation assets should take into account habitat and cultural resource protection, open space access, ADA universal access, stormwater runoff control, and urban forestry benefits for air quality and urban heat island reduction.
- Investments in other programs should take into account the needs of underserved communities or the special needs of population segments that rely on public programs. Integration of the underserved increases the strength of the entire program and provides equity and solutions to those who may not have access.
- New development should support its own new residents and meet a fair share of the new recreation demand.
- In many cases, infill of new amenities within existing parks and community facilities may be the proper solution compared with the acquisition of new park lands. Space can usually be found in existing city parks and facilities if efficiently laid out to rely on not fully developed public lands.
- GIS tools and demographic data should be used to determine equitable distribution, with an emphasis on providing close access to recreational experiences that start at a person’s front door instead of their car door in a parking lot near a park or community facility. Locating transit options near these facilities or locating city parks and facilities near transit services can help make distribution and access more equitable.
- The economics of park development and funding must be an essential part of the recommendations and implementation plan.
- Maintenance, staffing, operational costs, and other non-facility expenses can often add up to more than the value or cost of physical facilities and therefore needs to be taken into account in this overall master plan process.

### PUBLIC RECREATIONAL EQUITY (PRE)

The pandemic and other cultural shifts such as environmental justice, equity concerns, and civil rights discussions of the last several years have highlighted inequities that exist and the need to address chronic health problems. The role that parks and recreation provides to the community in terms of mental, physical, social, and spiritual health has been made clearer as a result of these facilities not being available and have now become more important as parks opened back up. KTUA’s approach to the Moreno Valley Parks, Community Services and Trails Master Plan will address the equity issues and the health aspects that parks and recreation can play.



**TASK A: PROJECT INITIATION AND MANAGEMENT****A.1 Project kick-off meeting and site tour with City (Trip 1)**

A productive and informative project kick-off meeting is essential to the success of the parks master plan as it sets the foundation for team expectations and deliverables. The team will develop communication protocols and establish meeting minute documentation that will serve as the basic structure for the team meetings that are needed to keep the project within budget and on schedule. We will also discuss other important elements that will be key to a successful master plan, such as an agreement on the current population-based standards for parks and recreation, as well as standards for other community programs and park amenities. To make efficient use of the budget, the kick-off meeting will also include a tour of parks and recreation amenities with city staff members to inform the team of significant areas of concern and opportunity.

**A.2 Existing document and policy review**

Prior to the kick-off meeting, the team will identify the most critical needs for data and mapping. With some relevant studies and reports already available, the team will arrive at the kick-off meeting informed so that the discussion can focus on additional data needed. The initial phase of work needs to commence quickly, since missing data can either delay the project's schedule or may not be able to be integrated into the overall process in a timely manner.

Essential data will be requested and processed for use in the study efforts. This data may include native files from the previous master plan and recent general plan update, GIS files of parks and other community facilities, spreadsheets of available data, and individual park and community planning documents that might be aimed at future CIP projects and ongoing improvements that need to be known prior to making any project recommendations. Available demographic and socio-economic data and projected populations and growth are also important data points. However, these can also be obtained through SCAG and WRCOG.

The project team will request all relevant planning and CIP documents at the kick-off meeting and review them during the first phase of the planning process. Documents requested may include:

- City of Moreno Valley 2040 General Plan
- City of Moreno Valley 2010 Parks, Recreation and Open Space Master Plan
- City of Moreno Valley 2012 Energy Efficiency and Climate Action Strategy
- City of Moreno Valley 2014 Bicycle Master Plan (prepared by KTUA)
- Capital Improvement Projects (CIP) List
- City of Moreno Valley Specific Plans for areas such as AquaBella, Auto Mall, Eastgate, Festival, Industrial Area, Hidden Springs, Koll Corporate Center, World Logistics Center, and The Village
- City of Moreno Valley Schedule of City Fees, Charges and Rates
- Community Health Needs Assessment

- Review ordinances and policies (Title 3 Revenue and Finance; Title 9 Planning and Zoning; Title 11 Peace, Morals and Safety)
- Proposed amendments/new ordinances
- Park land acquisition and development policies

**A.3 Team teleconferences (6)**

Ongoing communication between the city and team will ensure project milestones are met. Teleconferences will be scheduled via Zoom, GoToMeeting, or any other City preferred on-line tool.

**A.4 Quality control**

KTUA will provide quality assurance and quality control (QAQC) for project deliverables including reviewing all maps, graphs, tables, infographics, and text. The project management team at KTUA is comprised of subject-matter experts in park planning issues and policy, data analysis and visualization, graphic and document design, and technical writing that will guide the document from concept to completion.

**TASK B: PUBLIC PROCESS****B.1 Create Outreach Plan for equitable input/bilingual strategies**

The first of the teleconference calls will be focused on the development of the Public Outreach Plan (POP). The project team will encourage the participation of city staff members that regularly engage in public outreach, such as the Public Information Officer.

The POP will outline the techniques to obtain the highest degree of public, stakeholder, and staff input possible. Special attention will be focused on strategies to reach and engage Moreno Valley residents who typically shy away from sharing their ideas and concerns in public settings. Outreach will be conducted in the language spoken by residents (primarily English and Spanish), in a manner that is easy for them to understand, and with a variety of tools to match their comfort level of participation.

The POP will include key messages, strategies, schedules, and descriptions of outreach activities and opportunities, with an emphasis on engagement methods to encourage attendance at in-person workshops. Online engagement tools that can be used to effectively disseminate information for the parks and recreation master planning efforts will also be discussed.

The POP will also prescribe the use of social media engagement opportunities, language translation and interpretation needs (English/Spanish), and virtual engagement opportunities if in-person events are not possible due to local health COVID-19 health orders or if a hybrid process will encourage more participation.

**B.2 Project Publicity**

The success of engagement and outreach efforts is inextricably linked to the marketing and publicity that accompanies the activities for which feedback is being sought.

Branding is a key component of marketing and engagement, whether online or through public workshops. Branding brings continuity to all project components throughout the duration of the project and distinguishes this project from others in the City. Consistent branding will be included on all project materials such as flyers, exhibits, online material, social media kits, and documents. KTUA will design branding material for different uses and print engagement material for in-person workshops and other events.

The team will follow established graphic guidelines to create attractively branded products that will encourage people to participate and become involved in the overall project. Tasks will include:

- Develop project branding concepts
- Develop and distribute a project questionnaire/survey (printed and online using approved City platform)
- Create project website through ESRI Story Hub and update monthly
- Identify incentives to attend meetings and provide input
- Prepare social media kit (graphics and text i.e. flyers, press releases)

### **B.3 Focus Group/Stakeholder Meetings and Workshops (Trips 2-5)**

The KTUA team will use the feedback collected during the POP teleconference call to organize five focus group and stakeholder meetings, three community workshops, and two meetings with the Parks, Recreation and Trails Committee. These meetings and workshops are essential to understanding the needs, challenges, and opportunities throughout the city.

All stakeholder meetings and workshops will be publicly noticed and include multiple forms of engagement, activities, and topics to create an inclusive environment for input and participation. Opportunities for input for community members unable to participate in workshops will be available.

**Focus Group and Stakeholder Meetings:** These meetings are intended to gather local feedback from an audience with specific experience and knowledge of the Moreno Valley parks, trails, and programs. Five focus group and stakeholder meetings will take place in the first phase of the planning process to inform the existing conditions analysis. The meetings may include: City staff, operators, managers, and maintenance staff; interest groups that currently are frequent users of facilities; school districts and non-profit groups and other advocates for park, recreation, and trail facilities; and other groups or individuals who may not be currently using city facilities due to a lack of facilities for their particular interest, real or perceived barriers to access, or other reasons.

**Workshops:** While in-person workshops are ideal, public health guidance may require a hybrid or different approach. The KTUA team's vast experience in traditional, pop-up, and virtual workshops will be discussed to best meet the needs of the Moreno Valley community. The team has an extensive list of tools, programs, and multi-lingual team members to ensure successful public outreach. If pop-up workshops are needed, KTUA has found that hosting these workshops during other well-attending city or community sponsored events increases participation. These events may include:

Public Safety Expo, Springtastic, Earth Day, MoVal Rocks, MoVal Movies, El Grito, Day of the Dead Celebration, Holiday Tree Lighting and the Holiday Snow Day.

Moreno Valley's geographic size and diversity would suggest that workshops in different locations in the City may generate additional interest and make it easier for residents to participate.

**Workshop 1:** Vision, opportunities and constraints, and existing conditions.

**Workshop 2:** Summary of existing conditions, key stakeholder interviews, and discussion of priorities.

**Workshop 3:** Presentation of master plan recommendations for review and feedback from the community

COVID-19 has taught our team to remain flexible and innovative. We bring a large suite of online engagement tools that can be discussed with City staff if it is deemed necessary to keep in-person contact to a minimum. Tools such as Zoom, Jamboard, or Mentimeter can be used to keep online outreach fun and informative.

### **B.4 Parks, Recreation and Trails Committee meetings/workshops**

The KTUA team will conduct a teleconference workshop with the Parks, Recreation and Trails Committee, presenting materials similar to materials presented during the stakeholder meetings and workshops, and summarizing public comments received during those meetings. The Parks, Recreation and Trails Committee will be asked to validate the information and comments from the stakeholder meetings and provide direction as the team prepares the draft master plan.

### **B.5 Data consolidations – priorities ranking report**

#### **B.6 Summary of meetings and workshops**

The summary report will include:

- Final Public Outreach Plan (POP)
- Summary of stakeholder meetings
- Summary of community workshops and survey results
- Summary of Parks Committee meeting/workshop
- Summary of website online comment map
- Public input/needs assessment initial report

### **TASK C: STATISTICALLY VALID SURVEY**

The KTUA team will create a survey designed to be mailed to approximately 4,000 randomly selected households in the city. The survey will provide critical information in determining community values, satisfaction levels, needs and priorities, preferred marketing channels, level of awareness, current usage levels, and demographic information for long-range planning. Residents will be given the option of either completing the mailed survey form or accessing the survey online using an individual passcode (included in the mailed survey) assigned to each household. This technique is frequently used for parks, recreation, and community surveys and is effective in maintaining the random sample while also increasing response opportunities. The online version of the statistically valid survey will be compliant with the Federal Section 508 (and WCAG guidelines) which ensures accessibility by people with disabilities.

Questions will be drafted based on collective staff and team input. The survey will be in English and translated into Spanish and made available in all versions for user input. To help improve response rates, the team will work with the city to assist with marketing and creating public awareness of the survey through media and other channels, such as local newspaper, radio, cable TV, city website, and other methods. All respondent comments will be included in the final report. The following tasks summarize major efforts for the survey:

- C.1- Refine survey questions in English and Spanish**
- C.2- Mail surveys randomly to 4,000 residences**
- C.3- Initiate open survey, send announcements, and links**
- C.4- Document survey findings**

#### **TASK D: DEMOGRAPHICS AND TRENDS**

KTUA will conduct a comparative analysis using national benchmarks established by the National Recreation and Park Association (NRPA). This analysis will combine the park inventory data with 2020 Census ACS data to compare Moreno Valley to other cities of similar size and demographics. The team will make adjustments to the NRPA benchmarks based on amenities in neighboring cities, community input on desired amenities, current usage, growth projections, and a regional trends analysis. The outcome will help make informed recommendations for the unique needs of Moreno Valley. These efforts will include:

- D.1- Determine existing /future growth areas**
- D.2- Review NRPA/CAPRA benchmarks for trends**
- D.3- Review facilities of similar cities and compare LOS**
- D.4- Suggest new park, amenities and trail standard**

#### **TASK E: EXISTING AND FUTURE FACILITIES - ANALYSIS OF LEVEL OF SERVICE**

##### **E.1 Existing conditions of parks, trails, and recreation facilities (as part of Trip 2)**

A comprehensive inventory of parks, recreation, programs, amenities and trail facilities in Moreno Valley will involve a combination of inventory fieldwork and inventory mapping in Geographic Information Systems (GIS).

**Park inventory fieldwork:** KTUA will conduct a field inventory of all city-owned parks and facilities using Esri Survey123. Output data will be compatible with desktop GIS software. The data collected will include photos of park facilities, and quantitative and qualitative rankings of park amenities. All data will have a geographic reference to facilitate future referencing needs of City staff. This data will inform the population level-of-service for park amenities.

**GIS-based inventory mapping:** KTUA will conduct a GIS-based inventory of all city-owned parks and facilities using parcel boundary and ownership data provided by the City and recent high-resolution aerial imagery from Nearmap, a subscription imagery service used by KTUA. Using this imagery, distinct use areas will be mapped within each park, such as: sports fields and courts, playgrounds, picnic areas, land-

scaping, trails and paths. This data will inform the population level-of-service and geographic distribution for park resources and current populations. GIS will be used to help supplement existing mapping of existing trails systems and future projects that may be conditioned with trail requirements.

##### **E.2 Community services program review**

Matrix Consulting Group will provide a template for the collection of program inventory, and will use the inventories as well as interviews with programming staff, marketing channels, the needs assessment information, applicable trends, and other data sources to analyze the program mix. NRPA and more specifically, CAPRA standards for assessing, recommending and improving recreational programs will be considered as well. This would include economic analysis of fee recover as well as maintenance standards and risk and liability standards for public safety and ADA access. The following subtasks will be completed:

- Identify recreation program providers
- Analyze programs, resources, use levels, and revenues
- Interview program managers (max. of 4 teleconferences)
- Identify program planning and evaluation practices for recreation services and programs

##### **E.3 Proposed needs/demands of parks, trails, recreation facilities, programs (park level-of-service analysis)**

KTUA will utilize three metrics of park level-of-service (LOS): Population LOS, Geographic Distribution and Access LOS, and Park Pressure. The 2020 baseline for all three metrics will be calculated using the existing parks and population. The population LOS for a future year will be provided based on the current park system and population projections from a regional authority such as SCAG or WRCOG, with the ability to also provide all three LOS metrics if the location of possible future parks is known.

Population LOS measures two aspects of a park system relative to the city's population. These two aspects are the total park acres and the total number of park amenities, such as playgrounds, picnic tables, fields, and courts. Park-acreage population-LOS is the most commonly utilized metric in park access. For a given jurisdiction or subarea of a jurisdiction, it is expressed as the number of park acres per 1,000 people. Typically, jurisdictions set their goal park-acreage population-LOS in the Open Space or Parks and Recreation element of a General Plan, or in a Parks Master Plan. In built-out urban jurisdictions, the goal park-acreage population-LOS ranges from three to six acres. Jurisdictions have flexibility in calculating how this goal is met. For instance, city park acreage may be supplemented by school facilities through joint-use agreements with school districts that can justify counting school acres toward the goal standard. Similar situations can occur with arrangements with golf courses for residents to walk after-hours, or where homeowners associations welcome the public to use privately-developed park facilities.

The Moreno Valley 2040 General Plan establishes a standard of three acres of parkland for every 1,000 residents. The City currently provides a level of service of 2.66 park acres per 1,000 residents. This LOS is close to the general plan goal and is higher than many Southern California cities. At the

SECTION 5 | RESPONSE TEMPLATE | Scope of Work

projected buildout population of 252,000 by 2040, the City would require an additional 85 acres of parkland to achieve its LOS goal. The General Plan also notes that nearly all MoVal residents are within three miles of a community park. However, only about twenty-five percent of residents live with a five to ten minute walk of a park.










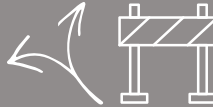
Population LOS can also be applied to park amenities such as playgrounds, picnic tables, fields, and courts. The National Recreation and Park Association (NRPA) publishes results of an annual nationwide survey that queries parks and recreation agencies for the size, amenities, and maintenance cost of their park systems. These results are provided

for by region for agencies of different sizes and serve as a benchmark for each cross-section. KTUA will utilize these benchmarks as local standards with input from City staff to determine what park amenities are most needed relative to demographic groupings. This process will update current park-amenity population-LOS standards or create standards where none exist.

Geographic level-of-service analysis uses the location of parks and the area that is accessible from parks within a given time using a given travel mode. These areas are known as park travelsheds, or “parksheds.” KTUA analyzes parksheds for walking, bicycling, and driving modes. Specifically,

KTUA PARK LEVEL OF SERVICE ANALYSIS PROCESS



<p>  ACRES   measure &gt;&gt;&gt; size</p>  <p>Neighborhood Parks</p>  <p>Community Parks</p>  <p>Trails and Open Space</p>	<p>  AMENITIES   count &gt;&gt;&gt; quantity</p>  <p>Fields and Courts</p>  <p>Facilities</p>  <p>Amenities</p>	<p>  ACCESS   map &gt;&gt;&gt; distance</p>  <p>5-minute Walkshed</p>  <p>5-minute Bikeshed</p>  <p>3-minute Driveshed</p>  <p>Access Barriers</p>
<p><b>Park Level of Service</b></p> <p>Park acreage per 1,000 population Acreage deficit versus standard Existing and projected</p>	<p><b>Amenity Level of Service</b></p> <p>Life cycle and conditions Amenity deficiencies Program deficiencies</p>	<p><b>Access Level of Service</b></p> <p>Number of accessible parks Acres of accessible parks Park pressure based on demographics</p>

we define park access points that are linked to the transportation network and represent the potentially multiple developed points-of-entry to a park. We develop transportation networks specific to travel modes that differentiate features like cul-de-sac cut-throughs that are traversable by pedestrians but not by vehicles. In this way, we create realistic travelsheds for each park using distances that can be covered by most people, such as a ½ mile travelshed that represents a 10-minute walk at 3 miles-per-hour. The time and speed variables are adjustable based on staff input and can take into account barriers like intersections and highways. The end result of geographic-LOS is a series of parkshed maps that show residential areas with park accessibility, the number of parks accessible, and the number of park acres that are accessible. Additional parkshed maps can be created that show how park accessibility improves when considering joint-use facilities or private facilities or in the extension of access points and linear trail connections that can shorten access time and direct routes to parks, thereby increasing accessibility. Similarly, if there are any parks within one mile of Moreno Valley, they may be considered to refine park pressure in relation to edge-effects of the City boundary.

Park pressure combines population-LOS and geographic-LOS. Park pressure is a spatially-distributed measure of population LOS that calculates the number of park acres per thousand people within a parkshed and compares it to the park and amenity standard goal. In this way, the analysis characterizes areas of the City that either meet, fail to meet, or exceed the population LOS by a range of percentages for different travel modes. This gradation reveals for decision-makers and the public the spectrum of park accessibility in Moreno Valley; not just defining park-poor or park-rich areas but highlighting the areas of greatest need.

Park pressure can also be applied to understanding the potential current level-of-use of park amenities. Using Census data, KTUA can segment the population served by parks into age groups relative to types of park amenities. For instance, a park with a “tot lot” that serves a population with a relatively high percentage of young families within its parkshed may be assumed to have a high level-of-use relative to a park serving a lower percentage of young families. Segmented spatial analysis like this can augment the results of statistically-valid surveys conducted in the community, and inform decisions on how to best improve parks with limited funds.

#### **E.4 Existing conditions summary and analysis**

KTUA will summarize the current condition of the park facilities from the park inventory field work, GIS-based inventory mapping, and park level of service analysis. This information will be used to develop a plan and budget for necessary maintenance, repairs, and enhancements in Task F. Matrix will analyze staffing levels and provide recommendations to support this analysis.

#### **E.5 Community and recreation services analysis**

Matrix will provide a template for collection of data on community and recreation services throughout the city. In addition, the table will include exploration of potential providers

and partners. The following subtasks will be completed as part of this process:

- Analysis of methods to provide best service and meet community needs with a focus on specialized and underserved populations
- Identify similar communities for benchmarking
- Analysis of services gaps/duplicate services
- Analyze current facility usage policies and fees for consistency, relevance, and effectiveness.
- Identify enhanced services through collaboration

### **TASK F: RANK AND PRIORITIZE DEMANDS AND OPPORTUNITIES**

#### **F.1 Conceptual vision and CIP recommendations**

The team will develop a conceptual vision of the parks system and develop CIP recommendations. On a park-by-park basis, a listing of deficiencies that are citywide, neighborhood wide or within the park will be developed. In some cases, community-based parks will look at the needs of the entire city. Neighborhood parks will focus on the needs of the neighborhood for those with easy access or with more difficulty in getting to the site. The needs will be balanced with the capability of the park site to accommodate new uses. It will also take into account the opportunity for new parks in the area or the expansion of collaborative efforts with non-profits, school districts, homeowner associations, and other organizations that may provide recreational opportunities for the community. As part of the community workshops, the prioritization of parks and park facilities to be considered will be vetted. The prioritization methodology will categorize improvement into three tiers:

**F.2- Tier 1:** Essential improvements focus on deferred maintenance projects and lifecycle replacement of existing amenities within a park utilizing current funding sources.

**F.3- Tier 2:** Ideal improvements utilize reallocated or new funding sources to implement capital projects that enhance or replace existing park facilities.

**F.4- Tier 3:** Visionary improvements focus on the complete renovation of existing parks or the development of new parks and/or recreation facilities funding through new or additional revenue sources, including grants, donations, partnerships, or taxes. Initial and refined site plans will be developed as part of this task for five priority park expansions, park infills, or new parks.

- Prepare project descriptions and infill amenity graphics
- Prepare general planning costs for new parkland and trails
- Prepare general planning costs for infill amenity projects

### **TASK G: ANALYSIS OF PROGRAMS AND SERVICES**

#### **G.1 Financial strategy**

##### **Conduct review of existing fees and cost recovery Policies:**

Matrix will collect basic information from the city including staffing, budget, and current activity guides. The team will review the City’s current Parks and Recreation Fees and evaluate the full cost at each fee level, including level of internal staffing effort.

**Programmatic full cost analysis:** Based upon budgeted expenditures per program, identify the full (direct and indirect) cost associated with each Parks and Recreation activity at the programmatic level (i.e. aquatics, youth sports, rentals, etc.).

**Benchmarking:** Matrix will conduct a benchmarking analysis of surrounding cities as well as private entities providing similar services for sample fees, to determine the appropriate market rate for services.

**Draft analysis:** Matrix will develop a draft report that will identify the current fees and programs, current cost recovery, results of the full cost analysis compared to current revenue, and the results of the benchmarking analysis.

**Final analysis and presentation:** Matrix team will finalize the draft analysis based upon input from City staff and present this to key stakeholders (i.e. Commission and City Council).

### G.2 Operations evaluation

The current operational efficiency and organization will be reviewed and a summary of the current conditions affecting City park related operations will be provided including findings, recommendations, and funding mechanisms.

### G.3 Maintenance evaluation

The team will perform an evaluation of existing maintenance by scheduling a staff focus group meeting and reviewing the city's maintenance and operations records (5-year timespan). This evaluation will help highlight deficiencies and/or efficiencies in day-to-day operations and will help address any improvements needed in funding, staffing, and equipment.

This effort will review the current maintenance program, discuss organizational resources and funding aspects of the parks maintenance efforts. It will also include an analysis of funding mechanisms for park maintenance. Meetings and site tours will be held with maintenance staff. Strategies on how to improve maintenance at City parks and ensure appropriate staffing allocations will be established to achieve desired goals.

## TASK H: PROGRESS REPORTING

### H.1 Progress reports and scheduling

A detailed project schedule will be developed for the kick-off meeting. It will maintain flexibility to adapt to unprecedented items such as the COVID-19 pandemic. Progress reports will be included monthly along with team invoices.

## TASK I: ACTION PLAN

### I.1 Recreation, facilities, trails and service action plan

The recommendations developed in this task will be based on the analysis of the existing recreation programs and services into an action plan. Key priorities will be access and equity in program delivery. Current usage and resident preferences, as well as emerging recreational trends and opportunities will be analyzed to meet future needs. Gaps in programming that may provide opportunities for new programs and services will be identified. Based on this synthesis, recreational programs and services will be prioritized for expansion and/or contraction of services.

- Prepare action plan to enhance the park and trail systems and programs
- Identify areas of need and public interest for new programs
- Analyze and assure equitable program distribution
- Create prioritized list - projects, acquisitions, and services

### I.2 Recreation and parks needs assessment and CIP implementation

Strategies, actions, responsibilities, priorities, and timelines for implementation will be developed during this task with a focus on short (5-year), mid (10-year), and long term (15-year) planned improvement of the city's parks and recreation system. Recommendations for operations, staffing, maintenance, capital repair and replacement, development of programming and funding needs, and the identification of possible alternative funding sources will be considered.

- Identify implementation plan for 5-year priority projects
- Identify general schedule for 10-year priority projects
- Identify long-term vision for 15-year priority projects

## TASK J: DEVELOPMENT OF FINAL PLANS AND SUPPORTING MATERIALS

### J.1 Draft master plan

The draft master plan document will include all of the elements of the project study including any of the options exercised for the contract. The document will be formatted using InDesign with tables, figures, photos, diagrams, maps and text with dividers and a cover. The submittal will include a PDF, as well as a Word document to accommodate staff comments.

### J.2 Parks, Recreation and Trails Committee and Planning Commission meetings (Trip 6 and 7)

The KTUA team will present the draft master plan to the Parks, Recreation and Trails Committee and the Planning Commission, providing an analysis of the parks master plan data and summarizing public comments received during the stakeholder meetings and workshops. The Parks, Recreation, and Trails Committee and Planning Commission will be asked to provide comments on the draft master plan and provide direction to the team for the preparation of the final master plan.

### J.3 Final master plan

Based on staff and departmental comments, the master plan will be revised to address all comments. A summary sheet of comments will be provided with formal responses and actions taken to resolve each comment. In addition, a Word document will be compared with the draft Word document to highlight changes. A PDF comparison file will also be provided that not only notes text changes, but all graphic and layout changes.

KTUA will package all files for final deliverable in an organized and comprehensive file and folder structure. The package will be complete with all original native files needed to edit and reproduce all final products.

SECTION 5 | RESPONSE TEMPLATE | Schedule

CITY OF MORENO VALLEY PARKS AND RECREATION MASTER PLAN		2022					2023						
		Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
<b>TASK A: PROJECT INITIATION AND MANAGEMENT</b>													
A.1	Project kick-off meeting and site tour with City												
A.2	Existing document and policy review												
A.3	Team teleconferences (6)												
A.4	Quality control												
<b>TASK B: PUBLIC ACCESS</b>													
B.1	Create outreach plan												
B.2	Project publicity												
B.3	Focus group/stakeholder meetings, community workshops												
B.4	Parks, Recreation & Trails Committee meetings/workshops												
B.5	Data consolidations - priorities ranking report												
B.6	Summary of meetings and workshops												
<b>TASK C: STATISTICALLY VALID SURVEY</b>													
C.1	Statistically valid survey												
<b>TASK D: DEMOGRAPHICS AND TRENDS</b>													
D.1	City demographics and future projections												
<b>TASK E: EXISTING AND FUTURE FACILITIES - ANALYSIS OF LEVEL OF SERVICE</b>													
E.1	Existing conditions- parks, trails, and facilities												
E.2	Community services program review												
E.3	Proposed needs/demands												
E.4	Existing conditions summary and analysis												
E.5	Community and recreation services analysis												
<b>TASK F: RANK AND PRIORITIZE DEMANDS AND OPPORTUNITIES</b>													
F.1	Conceptual vision and CIP recommendations												
<b>TASK G: ANALYSIS OF PROGRAMS AND SERVICES</b>													
G.1	Financial strategy												
G.2	Operations evaluation												
G.3	Maintenance evaluation												
<b>TASK H: PROGRESS REPORTING</b>													
H.1	Progress reporting and scheduling												
<b>TASK I: ACTION PLAN</b>													
I.1	Recreation, facilities, trails and service action plan												
I.2	Recreation & park needs assessment & CIP Implementation												
<b>TASK J: DEVELOPMENT OF FINAL PLANS AND SUPPORTING MATERIALS</b>													
J.1	Draft master plan												
J.2	Committee and Commission meetings												
J.3	Final master plan												

## SECTION 6

# Required Forms



### WESTBLUFF PARK

“Westbluff is a great small hangout place whether its with friends or family!! The brand new playground is great for the kids and maybe even the adults as well!”

~ MOVAL Resident Comment

RFP # 2022-065 Professional Services for Parks, Community Services Trails Master Plan

**Attachment B: Special Provisions**

All items below apply to this bid proposal:


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.

Insurance Provisions: 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. All policies of insurance must provide for a minimum of thirty (30) days written notice of any change or cancellation of the policy.
6. 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: In support of Affirmative Action, City requires all suppliers to comply with Title VII of the Civil Right Act of 1964, as amended, the Civil Rights Act of 1992, and all federal, state, and municipal laws and regulations pertaining thereto. In addition, successful bidders must certify prior to award of contracts in excess of \$50,000 that they have a written affirmative action plan in compliance with the above laws and regulations, and such plan may be reviewed by City. Said Certification may be made by signing below:

Certified to above - FIRM: **KTU&A**

SIGNATURE: 

PRINT NAME: **Michael Singleton**

TITLE: **Principal**

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).

- 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:

RFP # 2022-065 Professional Services for Parks, Community Services Trails Master Plan

\_\_\_\_\_  
\_\_\_\_\_

Note: Taking exception to City's requirements without approval of City prior to submission of your proposal may be cause for rejection of the proposal.

PROPOSING FIRM: KTU&A DATE: 6/30/2022

BUSINESS ADDRESS: 3916 Normal Street, San Diego, CA 92103

**SIGNATURE OF REPRESENTATIVE:**



BY: Michael Singleton TITLE: Authorized Officer: President

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:

<u>Mark Carpenter, Secretary/Treasurer</u>	<u>3916 Normal St., San Diego, CA 92103</u>
_____	_____
_____	_____
_____	_____

## RFP # 2022-065 Professional Services for Parks, Community Services Trails Master Plan

**Attachment C: Client References**

KTUA

(Bidder's Company Name)

1. Client's Company Name:	<b>City of Ontario</b>
Client Address:	<b>303 East B St., Ontario, CA 91764</b>
Contact's Name:	<b>Nicholas Gonzalez</b>
Contact's Title:	<b>Recreation &amp; Community Services Director</b>
Contact's Telephone & FAX:	<b>909-395-2065, Fax: N/A</b>
Contact's Email:	<b>NicholasG@ontarioca.gov</b>
Scope of Services/Products Provided:	<b>Comprehensive park planning effort that provides a 10-20-year vision for the Recreation and Community Services and Parks Department.</b>
Project Completion Date & Value:	<b>08/2021, \$178,000</b>
2. Client's Company Name:	<b>City of Montebello</b>
Client Address:	<b>1600 W. Beverly Blvd., Montebello, CA 90640</b>
Contact's Name:	<b>Laurie Aguilar</b>
Contact's Title:	<b>Management Analyst</b>
Contact's Telephone & FAX:	<b>323-887-1200 x374</b>
Contact's Email:	<b>LAguilar@cityofmontebello.com</b>
Scope of Services/Products Provided:	<b>Park and facilities master plan that entailed research, analysis, and inventory of the existing parks and facilities to understand the current conditions and lifespan of the City's assets.</b>
Project Completion Date & Value:	<b>\$384,000, 6/2021</b>
3. Client's Company Name:	<b>City of Goleta</b>
Client Address:	<b>130 Cremona Dr., Suite B, Goleta, CA 93117</b>
Contact's Name:	<b>Joanne Plummer</b>
Contact's Title:	<b>Parks &amp; Recreation Manager</b>
Contact's Telephone & FAX:	<b>805-562-5505, Fax: N/A</b>
Contact's Email:	<b>jplummer@cityofgoleta.org</b>
Scope of Services/Products Provided:	<b>Park master plan, Spanish translation, GIS, community outreach, branding, and graphic design</b>
Project Completion Date & Value:	<b>01/2020, \$100,000</b>
4. Client's Company Name:	<b>City of Oceanside</b>
Client Address:	<b>300 North Coast Hwy, Oceanside, CA 92054</b>
Contact's Name:	<b>Megan Crooks</b>
Contact's Title:	<b>Senior Management Analyst</b>
Contact's Telephone & FAX:	<b>760-435-5005, Fax: N/A</b>
Contact's Email:	<b>mcrooks@ci.oceanside.ca.us</b>
Scope of Services/Products Provided:	<b>Park master plan, extensive community outreach, GIS analysis</b>
Project Completion Date & Value:	<b>02/2019, \$187,400</b>

RFP # 2022-065 Professional Services for Parks, Community Services Trails Master Plan

**Attachment D: Non-Collusion Affidavit**

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

State of California  
(the State of the place of business)

County of San Diego  
(the County of the place of business)

Michael Singleton, being first duly sworn, deposes and  
(name of the person signing this form)

says that he/she is Principal of  
(title of the person signing this form)

KTU&A, 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:   
(signature)

Printed Name: Michael Singleton  
(name of the person signing this form)

Title: Principal  
(title of the person signing this form)

Notary is required for this bid.

**SEE ATTACHED  
NOTARY FORM**

# California All-Purpose Acknowledgment

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document

State of California  
County of San Diego

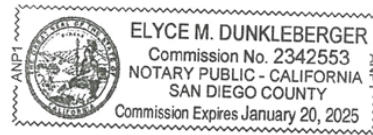
On July 6<sup>th</sup>, 2022, before me Elyce M. Dunkleberger, Notary Public,  
personally appeared Michael Singleton  
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies) and that by his/her/their signature(s) on the instrument the person(s) or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

*Elyce M. Dunkleberger*  
Signature of Notary Public



### OPTIONAL

#### Description of Attached Document

Title or Type of Document Non-Collusion Affidavit  
Document Date: 07/06/22 Number of Pages (including this one) \_\_\_\_\_  
Additional Information Attachment D

#### Capacity(ies) Claimed by Signer

- Individual
- Corporate Officer- Title(s) \_\_\_\_\_
- Attorney-in-Fact
- Trustee
- Other : Signer Representing \_\_\_\_\_

Right Thumbprint of  
Signer 1

Right Thumbprint of  
Signer 2

## SECTION 7

# Work Samples



### CELEBRATION PARK

“Well kept park with ample space for small field activities. Always clean and a nice simple run for jogs, walks and occasional rides for the little ones. Playground is gated and so is the water play area.”

~ MOVAL Resident Comment



Riverside County Box Springs Mountain Reserve  
<https://tinyurl.com/ybxnwsx9>



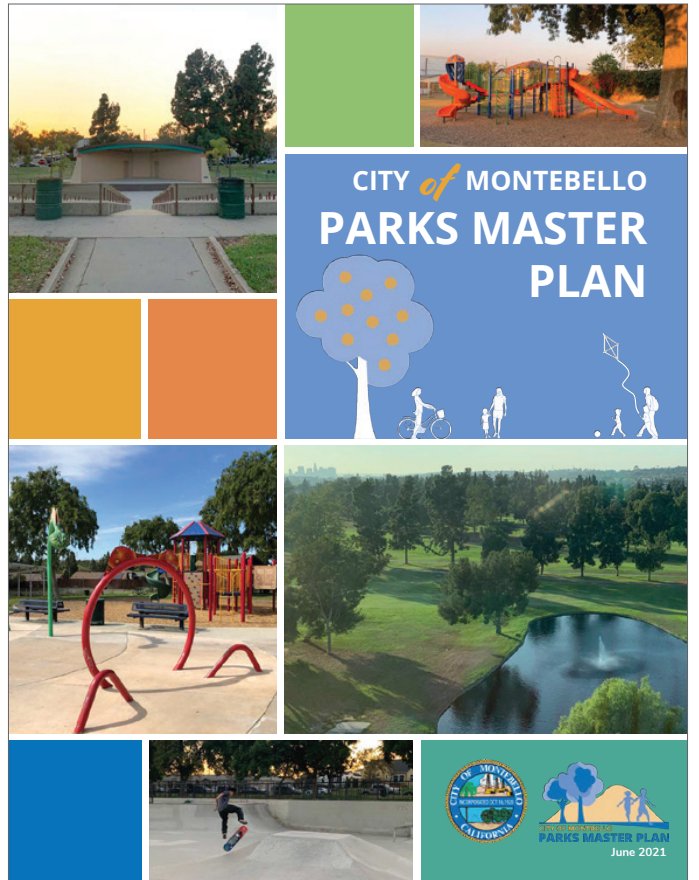
Ontario Parks Master Plan  
<https://tinyurl.com/yc2acpyf>



San Jacinto Trails Master Plan  
<https://tinyurl.com/y46dho3m>



Goleta Parks, Facilities, and Playgrounds Master Plan  
<https://tinyurl.com/4fcfu8n7>



Montebello Parks Master Plan  
<https://tinyurl.com/4w9esn49>

AGREEMENT FOR PROFESSIONAL SERVICES  
PARKS, COMMUNITY SERVICES, AND TRAILS MASTER PLAN

**EXHIBIT B**  
**CITY'S RESPONSIBILITIES**

1. Furnish the Consultant all in-house data which is pertinent to services to be performed by the Consultant and which is within the custody or control of the City, including, but not limited to, copies of record and off-record maps and other record and off-record property data, right-of-way maps and other right-of-way data, pending or proposed subject property land division and development application data, all newly developed and pertinent design and project specification data, and such other pertinent data which may become available to the City.
2. Provide timely review, processing, and reasonably expeditious approval of all submittals by the Consultant.
3. Provide timely City staff liaison with the Consultant when requested and when reasonably needed.

AGREEMENT FOR PROFESSIONAL SERVICES  
PARKS, COMMUNITY SERVICES, AND TRAILS MASTER PLAN

**EXHIBIT C**  
**TERMS OF PAYMENT**

1. The Contractor's compensation shall not exceed **\$240,000**.
2. The Contractor will obtain, and keep current during the term of this Agreement, the required City of Moreno Valley business license. Proof of a current City of Moreno Valley business license will be required prior to any payments by the City. Any invoice not paid because the proof of a current City of Moreno Valley business license has not been provided will not incur any fees, late charges, or other penalties. Complete instructions for obtaining a City of Moreno Valley business license are located at: <https://moval.gov/departments/financial-mgmt-svcs/svc-biz-license.html>
3. The Contractor will electronically submit an invoice to the City on a monthly basis for progress payments along with documentation evidencing services completed to date. The progress payment is based on actual time and materials expended in furnishing authorized professional services since the last invoice. At no time will the City pay for more services than have been satisfactorily completed and the City's determination of the amount due for any progress payment shall be final. The Contractor will submit all original invoices to Accounts Payable staff at [AccountsPayable@moval.org](mailto:AccountsPayable@moval.org)  
  
Accounts Payable questions can be directed to (951) 413-3073.  
  
Copies of invoices may be submitted to the Parks & Community Services Department at  
  
[patty@moval.org](mailto:patty@moval.org) or calls directed to (951) 413-3726.
4. The Contractor agrees that City payments will be received via Automated Clearing House (ACH) Direct Deposit and that the required ACH Authorization form will be completed prior to any payments by the City. Any invoice not paid because the completed ACH Authorization Form has not been provided will not incur any fees, late charges, or other penalties. The ACH Authorization Form is located at:  
[http://www.moval.org/city\\_hall/forms.shtml#bf](http://www.moval.org/city_hall/forms.shtml#bf)
5. The minimum information required on all invoices is:
  - A. Vendor Name, Mailing Address, and Phone Number
  - B. Invoice Date
  - C. Vendor Invoice Number
  - D. City-provided Reference Number (e.g. Project, Activity)
  - E. Detailed work hours by class title (e.g. Manager, Technician, or

AGREEMENT FOR PROFESSIONAL SERVICES  
PARKS, COMMUNITY SERVICES, AND TRAILS MASTER PLAN

Specialist), services performed and rates, explicit portion of a contract amount, or detailed billing information that is sufficient to justify the invoice amount; single, lump amounts without detail are not acceptable.

6. The City shall pay the Contractor for all invoiced, authorized professional services within thirty (30) days of receipt of the invoice for same.
7. Reimbursement for Expenses. Contractor shall not be reimbursed for any expenses unless authorized in writing by City.
8. Maintenance and Inspection. Contractor shall maintain complete and accurate records with respect to all costs and expenses incurred under this Agreement. All such records shall be clearly identifiable. Contractor shall allow a representative of City during normal business hours to examine, audit, and make transcripts or copies of such records and any other documents created pursuant to this Agreement. Contractor shall allow inspection of all work, data, documents, proceedings, and activities related to the Agreement for a period of three (3) years from the date of final payment under this Agreement.

SECTION 4

# Proposal Costs



CELEBRATION PARK

“Water park ❤️... need I say more? Very nice and kept up with almost everything you need to have a good time.

~ MOVAL Resident Comment

**Exhibit B: Pricing**

**I. Task Rates\*\*\***

- A. Include tasks required by Specifications and other related tasks to provide a complete proposal for the required services.
- B. Propose Total Hours to complete each task and Total Cost for each task.

LN	Task Rates	Total Hours	Total Cost
1	TASK A   PROJECT INITIATION AND MANAGEMENT	86	\$13,970
2	TASK B   PUBLIC PROCESS	323	\$45,970
3	TASK C   STATISTICALLY VALID SURVEY	65	\$8,915
4	TASK D   DEMOGRAPHICS AND TRENDS	24	\$3,290
5	TASK E   EXISTING AND FUTURE FACILITIES - ANALYSIS OF LEVEL OF SERVICES	397	\$56,175
6	TASK F   RANK AND PRIORITIZE DEMANDS AND OPPORTUNITIES	58	\$7,770
7	TASK G   ANALYSIS OF PROGRAMS AND SERVICES	231	\$32,315
8	TASK H   PROGRESS REPORTING	16	\$2,520
9	TASK I   ACTION PLAN	206	\$27,210
10	TASK J   DEVELOPMENT OF FINAL PLANS AND SUPPORTING MATERIALS	176	\$24,170
<b>A</b>	<b>Task Costs</b>	<b>1582</b>	<b>\$222,305</b>

**II. Hourly Rates\*\*\***

- A. Include titles and rates for all staff that could provide services under the contract

LN	Standard Personnel Rates	Title of Person Performing Service	Hourly Rate	Total Hours	Total Cost
<b>KTUA</b>					
1	Senior Principal	Principal Planner	\$195	86	\$16,770
4	Associate	Project Manager	\$145	220	\$31,900
4	Associate	Outreach Facilitator	\$145	136	\$19,720
4	Associate	GIS / Mapping	\$135	184	\$24,840
5	Senior Designer/Planner	Park Planners	\$120	461	\$55,320
<b>Matrix Consulting Group</b>					
6	Senior Analyst	Alan Pennington	\$200	102	\$20,400
7	Senior Analyst	Khushboo Hussain	\$185	107	\$19,795
8	Analyst	Matrix Support Staff	\$110	208	\$22,880
<b>RRC</b>					
9	Sean Maher	Project Manager	\$180	30	\$5,400
10	Kailyn Haskovec	Research Analyst	\$110	48	\$5,280
<b>B</b>	<b>Total Personnel Costs</b>			<b>1,582</b>	<b>\$222,305</b>

**III Per Diem\*\*\***

- A. Include all relative non-labor fees for all required services.
- B. Note that rates may not exceed the rates below but may be less.

LN Fees		Rate
1	N/A	\$0
2		\$0
3		\$0
4		\$0
5		\$0
6		\$0
7		\$0
8		\$0
9		\$0
10		\$0

**IV. Reimbursable Expenses\*\*\***

Specifically describe all expenses for the required services and any related costs; if no cost, please state "Zero"; if at cost, please state "At Cost."

LN	Describe Expense and Related Costs	Total Cost
1	7 Trips for travel at 200 miles round trip @ \$.62.5	\$1,085
2	4 trips would be overnight requiring lodging times 2 people times \$135 hotel & \$50 per diem	\$1,110
3	Workshop materials and supplies	\$500
4	Survey mailings	\$15,000
5		\$0
6		\$0
7		\$0
8		\$0
9		\$0
10		\$0
		\$17,695

\*\*\*Attach additional sheets as necessary.

GRAND TOTAL		Total Cost
1	Total Personnel Costs	\$222,305
2	Total Expenses and Related Costs	\$17,695
		<b>\$240,000</b>

SECTION 4 | PROPOSAL COSTS | Cost Detail

CITY OF MORENO VALLEY  
PARKS, COMMUNITY SERVICES & TRAILS MASTER PLAN

KTUA					Matrix			RRC		Totals	
Singleton/ Carpenter	Matt Wilkins	Jacob Leon	Alex Samarin	KTUA Support Staff	Alan Pennington	Khushboo Hussain	Matrix Support Staff	Sean Maher	Kailyn Haskovec		
Principal Planner	Project Manager	Outreach Facilitator	GIS / Mapping	Park Planners	Senior Analyst	Senior Analyst	TBD	Project Manager	Research Analyst		
\$195	\$145	\$145	\$135	\$120	\$200	\$185	\$110	\$180	\$110	Hours	Labor

**TASK A | PROJECT INITIATION AND MANAGEMENT**

<b>A.1</b>	Project kick-off meeting & site tour with City (Trip 1)		6		6							12	\$1,680	
<b>A.2</b>	Existing document and policy review	1	2		2			3	3			11	\$1,910	
<b>A.3</b>	Team teleconferences (6)	6	12	6	6			3	6	2	2	43	\$6,880	
<b>A.4</b>	Quality control	12	8									20	\$3,500	
<b>Total Task A Hours:</b>		19	28	6	14	0		6	9	0	2	2	86	
<b>Total Task A Costs:</b>		\$3,705	\$4,060	\$870	\$1,890	\$0		\$1,200	\$1,665	\$0	\$360	\$220		\$13,970

**TASK B | PUBLIC PROCESS**

<b>B.1</b>	Create outreach plan to for equitable input / bilingual strategies		1	12								13	\$1,885
<b>B.2</b>	Project publicity												
	Develop project branding		1	8		16						25	\$3,225
	Develop and test surveys	2	4	8						8	10	32	\$4,670
	Create project website and update monthly			8		12						20	\$2,600
	Identify incentives/motivation to attend meetings			2		2						4	\$530
	Prepare social media blasts			4		12						16	\$2,020
<b>B.3</b>	Community/Stakeholder Workshops (Trips 2 - 5)												
	Focus Group/Stakeholder meetings (5-meetings Trip 2 overnight)			16				16				32	\$5,280
	Workshop 1: Vision, opps/constraints, exist. conditions (Trip 3)	6	6	20		30						62	\$8,540
	Workshop 2: Workshop 1 input summary & priorities (Trip 4)	6	6	18		20						50	\$7,050
	Workshop 3: Master plan recommendations (Trip 5)	6	6	16		15						43	\$6,160
<b>B.4</b>	Parks, Recreation, Trails Committee meetings (1 teleconference meeting)	6	8									14	\$2,330
<b>B.5</b>	Data consolidations - Priorities Ranking Report			2	2							4	\$560
<b>B.6</b>	Report on citizen and stakeholder workshops			4	4							8	\$1,120
<b>Total Task B Hours:</b>		26	32	118	6	107	0	16	0	8	10	323	
<b>Total Task B Costs:</b>		\$5,070	\$4,640	\$17,110	\$810	\$12,840	\$0	\$2,960	\$0	\$1,440	\$1,100		\$45,970

**TASK C | STATISTICALLY VALID SURVEY**

<b>C.1</b>	Refine survey questions in English & Spanish	1	2	6						4	8	21	\$2,955
<b>C.2</b>	Mail postcards & surveys randomly to 4,000 residences									2	4	6	\$800
<b>C.3</b>	Post open survey, assist with announcements & distribute links									1	5	6	\$730
<b>C.4</b>	Document survey findings									13	19	32	\$4,430
<b>Total Task C Hours:</b>		1	2	6	0	0	0	0	0	20	36	65	
<b>Total Task C Costs:</b>		\$195	\$290	\$870	\$0	\$0	\$0	\$0	\$0	\$3,600	\$3,960		\$8,915

**TASK D | DEMOGRAPHICS AND TRENDS**

<b>D.1</b>	Determine existing/future populations and growth areas				4							4	\$540
<b>D.2</b>	Review NRPA/CAPRA benchmarks for trends		2		4							6	\$830
<b>D.3</b>	Review facilities of similar cities and compare LOS		1		2	4						7	\$895
<b>D.4</b>	Suggest new park acreage, amenities and trail standards for the City	1	2		4							7	\$1,025
<b>Total Task D Hours:</b>		1	5	0	14	4	0	0	0	0	0	24	
<b>Total Task D Costs:</b>		\$195	\$725	\$0	\$1,890	\$480	\$0	\$0	\$0	\$0	\$0		\$3,290

SECTION 4 | PROPOSAL COSTS | Cost Detail

**CITY OF MORENO VALLEY  
PARKS, COMMUNITY SERVICES & TRAILS MASTER PLAN**

KTUA					Matrix			RRC		Totals	
Singleton/ Carpenter	Matt Wilkins	Jacob Leon	Alex Samarin	KTUA Support Staff	Alan Pennington	Khushboo Hussain	Matrix Support Staff	Sean Maher	Kailyn Haskovec		
Principal Planner	Project Manager	Outreach Facilitator	GIS / Mapping	Park Planners	Senior Analyst	Senior Analyst	TBD	Project Manager	Research Analyst		

**TASK E | EXISTING AND FUTURE FACILITIES - ANALYSIS OF LEVEL OF SERVICES**

<b>E.1</b>	Existing conditions of parks, trails, recreation facilities											
	Verify park conditions, sizes & amenities (Trip 2 Overnight)		4		30						34	\$4,180
	Summarize amenities based on age demographics			6	8						14	\$1,770
	Identify amenity standards based on population	2	4	6							12	\$1,780
	Research and digitize other sources of trails for inventory			4	8						12	\$1,500
	Summarize quantitative/qualitative ranking of amenities			4	4						8	\$1,020
<b>E.2</b>	Community services program review											
	Identify recreation program providers		1			2	8	8			19	\$2,905
	Analyze programs, resources, use levels & revenues		1			2	16	4			23	\$3,945
	Identify best practices for recreation services & programs		1			4	4	8			17	\$2,565
	Interview program managers (4 meetings-teleconference)		6				8	8			22	\$3,230
<b>E.3</b>	Proposed needs/demands of parks, trails, recreation facilities, programs											
	Prepare park classification & city-wide map	1	2	8							11	\$1,565
	Identify LOS acres & amenities for current/future parks		1	8							9	\$1,225
	Identify the parkshed elements (walk, bike & drive routes)		1	4	8						13	\$1,645
	Summarize qualitative ranking of amenities		1	4	4						9	\$1,165
	Prepare parkshed maps & determine populations served		1	4	4						9	\$1,165
	Create population tables using parksheds		1	2	4						7	\$895
	Quantify existing park distribution gaps & park inequities		1	2	6						9	\$1,135
	Quantify future park distribution gaps & changes for equity		1	2	4						7	\$895
	Create scoring for schools, non-profit & non-standard parks	1	1	2	4						8	\$1,090
	Map current/future populations with gaps & strategies		1	4	6						11	\$1,405
<b>E.4</b>	Existing conditions summary and analysis	2	4	8	16						30	\$3,970
<b>E.5</b>	Community and recreation services analysis											
	Community needs analysis for underserved population		1	2	4	4	8	12			39	\$5,855
	Analysis of services gaps/duplicate services		1	2	4	4	8	12			39	\$5,855
	Identify enhanced services through collaboration		1	2	4	4	8	8			35	\$5,415
	<b>Total Task E Hours:</b>	6	35	6	80	118	32	60	60	0	0	397
	<b>Total Task E Costs:</b>	\$1,170	\$5,075	\$870	\$10,800	\$14,160	\$6,400	\$11,100	\$6,600	\$0	\$0	\$56,175

**TASK F | RANK AND PRIORITIZE DEMANDS AND OPPORTUNITIES**

<b>F.1</b>	Conceptual vision and CIP recommendations	1	8		8						17	\$2,315
<b>F.2</b>	Prepare project descriptions & infill amenity graphics	1	6	4	16						27	\$3,525
<b>F.3</b>	Prepare general planning costs for new parkland	1	2		4						7	\$965
<b>F.4</b>	Prepare general planning costs for infill amenity projects	1	2		4						7	\$965
	<b>Total Task F Hours:</b>	4	18	0	4	32	0	0	0	0	0	58
	<b>Total Task F Costs:</b>	\$780	\$2,610	\$0	\$540	\$3,840	\$0	\$0	\$0	\$0	\$0	\$7,770

**TASK G | ANALYSIS OF PROGRAMS AND SERVICES**

<b>G.1</b>	Assessment & analysis of the Community Services Department											
	Analyze current level of recreation programs, services, maintenance		1			12	24	32			69	\$10,505
	Programmatic Full Cost Analysis		1			8	32	32			73	\$11,185
	Benchmarking		1			8	8	24			41	\$5,865

SECTION 4 | PROPOSAL COSTS | Cost Detail

CITY OF MORENO VALLEY PARKS, COMMUNITY SERVICES & TRAILS MASTER PLAN		KTUA				Matrix			RRC		Totals		
		Singleton/ Carpenter	Matt Wilkins	Jacob Leon	Alex Samarin	KTUA Support Staff	Alan Pennington	Khushboo Hussain	Matrix Support Staff	Sean Maher	Kailyn Haskovec		
		Principal Planner	Project Manager	Outreach Facilitator	GIS / Mapping	Park Planners	Senior Analyst	Senior Analyst	TBD	Project Manager	Research Analyst		
<b>G.2</b>	Staffing levels												
	Analyze allocations of staff to divisions/programs		1			12	12	24			49	\$7,405	
	Provide budget recommendations for future needs		1			8	8	12			29	\$4,545	
<b>G.3</b>	Duplications/collaborative partnerships												
	Provide recommendations to minimize duplication of services		1			8	16	12			37	\$6,025	
	Provide recommendations for collaborative partnerships		1			8	16	12			37	\$6,025	
<b>Total Task G Hours:</b>		0	7	0	0	64	12	148	0	0	231		
<b>Total Task G Costs:</b>		\$0	\$1,015	\$0	\$0	\$0	\$12,800	\$2,220	\$16,280	\$0	\$0	\$32,315	

TASK H   PROGRESS REPORTING												
<b>H.1</b>	Progress reports & scheduling	4	12								16	\$2,520
<b>Total Task H Hours:</b>		4	12	0	0	0	0	0	0	0	16	
<b>Total Task H Costs:</b>		\$780	\$1,740	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$2,520

TASK I   ACTION PLAN												
<b>I.1</b>	Recreation, facilities & service action plan											
	Prepare action plan to enhance park system and programs	2	8			24					34	\$4,430
	Identify areas of need & public interest for new programs	1	2				4				7	\$1,225
	Analyze & assure equitable program distribution		1		4						5	\$685
	Create prioritized list of projects, acquisitions & services	2	8		8	16					34	\$4,550
<b>I.2</b>	Recreation & Parks Needs Assessment & CIP Implementation											
	Identify implementation plan for 5-year priority projects	2	12			40					54	\$6,930
	Identify general schedule for 10-year priority projects	2	10			30					42	\$5,440
	Identify long-term vision for 20-year priority projects	2	8			20					30	\$3,950
<b>Total Task I Hours:</b>		11	49	0	12	130	0	4	0	0	206	
<b>Total Task I Costs:</b>		\$2,145	\$7,105	\$0	\$1,620	\$15,600	\$0	\$740	\$0	\$0		\$27,210

TASK J   DEVELOPMENT OF FINAL PLANS AND SUPPORTING MATERIALS												
<b>J.1</b>	Draft master plan	4	12		30	40		4			90	\$12,110
<b>J.2</b>	Parks, Recreation, Trails Committee, Planning Commission meetings (2 meetings - Trip 6 & 7)	6	10								16	\$2,620
<b>J.3</b>	Final master plan	4	10		24	30		2			70	\$9,440
<b>Total Task J Hours:</b>		14	32	0	54	70	0	6	0	0	176	
<b>Total Task J Costs:</b>		\$2,730	\$4,640	\$0	\$7,290	\$8,400	\$0	\$1,110	\$0	\$0		\$24,170

SUMMARY BASE CONTRACT												
<b>BASE TASK SUMMARY:</b>		KTUA				Matrix			RRC		Totals	
<b>Project Total Base Hours:</b>		86	220	136	184	461	102	107	208	30	48	1,582
<b>Total Base Costs:</b>		\$16,770	\$31,900	\$19,720	\$24,840	\$55,320	\$20,400	\$19,795	\$22,880	\$5,400	\$5,280	\$222,305
		<b>GRAND TOTAL PER FIRM:</b>				\$148,550		\$63,075		\$10,680		\$222,305
					Mail-outs Surveys & Reminders	\$2,021		\$674		\$15,000		\$17,695
Direct Costs (7 trips, 1 overnight for 3 people, 20 documents, 4,000 survey mail outs + reminders)		\$1,085	\$1,110	\$500	\$15,000	\$150,571		\$63,749		\$25,680		\$240,000
				\$17,695	<b>62.74%</b>			<b>26.56%</b>		<b>10.70%</b>		<b>100%</b>