



**CITY OF GLENDALE**

**COMMUNITY SERVICES & PARKS**

**REQUEST FOR PROPOSALS (RFP):**

**AMENDMENT OF THE CITY OF GLENDALE GENERAL PLAN  
OPEN SPACE AND CONSERVATION ELEMENT AND THE  
GENERAL PLAN RECREATION ELEMENT**

## **OVERVIEW**

### **SUMMARY**

This RFP is seeking a team of professionals in the Planning, Landscape Architecture, Architecture, Parks, Community Engagement and/or Engineering industries to prepare an amendment to the City's General Plan Open Space and Conservation Element, and to also amend the City's Recreation Element (collectively, the "General Plan Amendments" or "GPAs" also referred to herein as the "Project"). The selected consultant(s) will be responsible for facilitating the planning process, drafting the updates to the General Plan Amendments, conducting the requisite environmental review per CEQA, and coordinating the public outreach and adoption processes with the City.

### **KEY DATES**

Release Date: May 13, 2024

Questions Due to the City: on or before June 5, 2024 by 5:30 p.m.

Proposals due: July 12, 2024 by 5:30 p.m.

*The City reserves the right to modify these dates at any time, with appropriate notice to prospective Consultants.*

### **PROPOSAL INFORMATION**

Instructions for what to include in your proposal are detailed in SECTION VI, "Proposal Content and Requirement".

Submittal requirements are detailed in SECTION X, "Submittal". Note that both hard copy and digital submittals are required.

### **OFFICIAL CONTACT**

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## NOTICE OF PROHIBITION OF COMMUNICATION WITH, AND GIFTS OR GRATUITIES TO, THE CITY AND OTHERS

- A. From the date the report to City Council recommending the issuance of this RFP is published until the date on which the City awards a contract, if any, a Proposer must not directly or indirectly give, furnish, donate, or promise any money, compensation, gift, gratuity, or anything of value to the Glendale City Council or any City employee for the purpose of, or which has the effect of:
1. Securing or establishing an advantage over other Proposers;
  2. Securing or recommending the selection of the Proposer's Proposal; or
  3. Securing or recommending a Contract award to any Proposer

Violation of the forgoing prohibitions will constitute grounds for rejection of a proposal(s). Such rejection may be made with the sole and absolute discretion of the City of Glendale.

- B. As more specifically set forth herein below under "Submission Deadline and Requirements," the deadline for receiving proposals in response to this **RFP is 5:30 PM on July 12, 2024**. At all times following this deadline, and continuing until the City awards a contract, if any contract is awarded (the "Review Period"), all Proposers and their surrogates are prohibited from communicating in any manner with any Glendale City Council and City employee involved in the RFP process unless expressly authorized by this RFP. This prohibition means that Glendale City Council members and City employees involved in the RFP process will not hold any meetings, conferences, or discussion via email, telephone, in-face, any form of social media or otherwise, with any Proposer during the Review Period. Provided, however, proposers and their representatives are not prohibited from making oral statements or presentations in public to one or more representatives of the City during a public meeting, and proposers may write to the City Council as a whole after City staff written recommendations are published in anticipation of a public meeting.

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## **I. INTRODUCTION / PROJECT GOALS**

The quality of life in the City of Glendale (“City”) is unsurpassed and affords residents the opportunity to work and play in their own backyard. The City is entering into an exciting time of growth with several new park and open space revitalization projects and recreation facilities planned or proposed over the next several years for residents and visitors to enjoy. As the City works to expand and improve its parks and open spaces, park equity is at the forefront of our efforts.

The City is soliciting Proposals from a qualified professional firm or consultant(s) for the preparation of General Plan Amendments (GPAs) to update the City’s Open Space and Conservation Element, and the City’s Recreation Element to make these Elements consistent with the updated General Plan Guidelines. The GPAs will capture a shared vision for an inclusive future for the City’s parks and recreation system and open spaces, and establish goals and priorities for Open Space, Conservation and Recreation for the next thirty (30) years.

These GPAs will assist the City with the strategic planning necessary to determine how to best meet the future parks, open space, and recreational needs of the Glendale community, as well as meet City goals, through development, redevelopment, expansion, and enhancement of the City’s parks system, open spaces, trails, recreational facilities, and programs, while taking into consideration city-wide park equity and the presently available and future resources to implement projects. It is important that the City stays on course in providing exceptional park, open space and recreation opportunities through programs, events, facilities, and people. Accordingly, the GPAs will require an innovative and equitable approach to recreation and open space planning and management, and policy development.

The entire process, from data gathering to development of the GPAs, shall be based on identifying the community’s values and developing goals for the City’s parks system and open spaces through extensive community engagement to inform current and future park, facility, and program needs. The GPAs will also meet the City’s mission of providing safe, clean, beautiful, inclusive and accessible facilities, parks, and open spaces for all to enjoy, as well as offer a variety of leisure and recreation activities that the community wants and which would be consistent with current city planning and goals.

The City has the following nine (9) primary goals for the GPAs:

1. Conduct robust and inclusive outreach that transparently engages, educates, and empowers stakeholders and community members to

provide meaningful input, ensuring the findings and recommendations for these GPAs truly reflect the community's needs and diversity.

2. Develop an open space standard that accounts for accessibility to all residents and community members, the qualitative and quantitative value of parks, and the importance of park location and acreage, and one that also integrates open space metrics through an equity lens. A starting point would be to move away from a minimum park area per population standard towards, for example, a minimum park accessibility or geographic distance to all residents as a park equity metric goal.
3. Facilitate greater park equity by identifying opportunities and strategies for the acquisition, development of new, and optimizing use of existing, open space. For example, one of the City's long-term strategies is to partner with the Glendale Unified School District (GUSD) through a Master Agreement to allow joint use GUSD facilities during non-school hours. The City developed the Edison School/Pacific Park joint use site based on this Master Agreement, and implemented development and operation through various joint use, development and reciprocal use easement agreements.
4. Establish an environmentally sustainable, accessible, attractive, and resilient open space network that promotes health equity and natural resource protection, increases native habitat and ecosystem functions, improves air quality, increases biodiversity, improves storm water management, mitigates the urban heat island effect, provides habitat and wildlife corridors, and other environmental and social co-benefits that derive from holistic mitigation programs and provide for adaptation to climate change.
5. Identify and develop strategic and consistent policies for open space maintenance, programming, and natural resource stewardship that align with other General Plan Elements, the City's Climate Action and Adaptation Plan (currently in draft) the City's Pedestrian Plan, Bicycle Master Plan (in draft) as well as the City's Capital Improvement Plans.
6. Recognize and balance the need for new parks and open space and existing acute need for additional urban open space with existing and future resource limitations related to acquisition, development, maintenance, on-going operations and programming, as well as resource needs for upgrades to existing parks.

7. Promote public activation, reception, recreation, and safety such that all residents and community members utilize the City's open spaces to foster creative, cultural, civic, and educative connections.
8. Identify and leverage technology and innovative financial strategies to support open space services, infrastructure, and facilities.
9. Establish guidance on a governance and implementation structure such that key implementing departments — Community Services and Parks, Public Works, Community Development, and law enforcement— can effectively and efficiently collaborate to provide services and safety.

## **II. BACKGROUND**

Originally platted as a township in 1887 and incorporated in 1906, the City of Glendale has grown to a population of approximately 196,542 residents and an area of more than 30.6 square miles (2020 U.S. Decennial Census).

The City encompasses diverse physical features, development patterns and population characteristics. Such variety provides both constraints and opportunities for the development and management of parks, recreational facilities, open spaces and for the conservation of natural resources. The City has 286 acres of developed park land, over 5,000 acres of open space (mostly in mountainous areas), over 30 miles of fire roads and 7.5 miles of single-track hiking trails. The Community Services & Parks Department manages 47 park facilities, (including 37 parks, the Civic Auditorium, 4 community centers, 6 sports facilities), and 4 historic buildings.

California State Law requires each city to prepare a Comprehensive General Plan to address community policies and objectives for growth and development. The City of Glendale's General Plan establishes the policies and procedures for the use and protection of resources to meet community needs. Glendale's General Plan contains ten elements that are published separately. Glendale's first Open Space, Conservation and Recreation Element was prepared in 1972. Open Space and Conservation is a mandatory element of the General Plan, while Recreation is an optional General Plan Element.

The Open Space and Conservation Element coordinates planning and management for natural resources and the improvements that complement them. It provides a broad overview of existing conditions, issues and opportunities and a comprehensive approach to the management of the identified resources.

The Recreation Element addresses planning for parks, recreational land, and associated improvements. It provides a broad overview of existing conditions,

community needs, issues and opportunities and suggests a comprehensive approach for the development and management of public recreational resources.

In 1993, the City completed an update to the Open Space and Conservation Element and in 1996 the City adopted a separate Recreation Element. In all, the City established thirteen (13) goals as part of the Open Space and Conservation Element, with sixty-five (65) objectives under the goals to help achieve the policy directives. The Recreation Element included seven (7) goals with ten (10) objectives and thirty-nine (39) policies. A summary of the Open Space and Conservation (1993) and Recreation (1996) Elements' goals and all General Plan Elements are linked on [City's website](#).

In 2002, the Parks and Recreation Department established a Strategic Planning Committee to develop goals for the next five years. The committee analyzed the Recreation Element and the Open Space and Conservation Element and used community and staff input to create nine strategic categories and map amendments and integrated them into then new Downtown Specific Plan (adopted in 2006). These updates were added to each Element and completed in 2006 and 2005 respectively.

In 2016, the Los Angeles County Department of Parks and Recreation undertook a countywide Parks Needs Assessment (PNA) for unincorporated areas of Los Angeles County as well as incorporated cities within the County. This assessment provided an aggregate cost of meeting the identified needs within the County and led to the Los Angeles County Board of Supervisors placing a parks funding measure on the November 8, 2016 ballot—Measure A. The ballot measure passed and local jurisdictions like the City of Glendale are now receiving annual appropriation from the approval of Measure A dedicated to park and open space needs. The City of Glendale has the Southside and Northside study areas that were profiled as a part of the Los Angeles County Parks Needs Assessment.

On December 6, 2022, the Los Angeles County Board of Supervisors adopted the Los Angeles Countywide Comprehensive Parks and Recreation Needs Assessment Plus (PNA+). PNA+ provides a more in-depth and nuanced understanding of 1) the distribution of environmental benefits and burdens within the County, 2) park access and need considerations for regional parks and open spaces and 3) park needs that are specific to the rural areas of the County.

### **III. AWARD TERMS**

The successful proposer(s) will enter into a professional services agreement with the City for a period of two (2) years with the option to renew for three (3)

additional one-year periods. The goal is to receive Council's approval and adoption of the proposed GPAs within a 2-year timeframe, which includes completion of community outreach to ensure the community is aware of the Project and has the opportunity to provide feedback and inform Project goals and recommendations, and completion of the applicable environmental review.

#### **IV. CITY PROJECT TEAM**

The City team will consist of a working group composed of staff from Community Services and Parks (CSP) and other Departments, including the City's Community Development Department (CDD), Public Works (PW), City Attorney's Office, and will include input from Glendale Police and Fire Departments. This team will be involved in various facets of the selection process and planning and reviewing tasks of the Project.

The Project will be managed by staff from CSP in coordination with PW and CDD. PW is responsible for implementation of the City's Capital Improvement Program including maintenance and construction of City facilities and parks. CDD is responsible for managing the overall implementation of the City's General Plan.

#### **V. SCOPE OF WORK**

The City is seeking proposals from qualified Consultants to provide technical professional services involving policy development and master planning for parks, open space, and recreation that will be incorporated into amendments to the City's Open Space and Conservation Element and Recreation Element . These GPAs are intended to provide a long-range, 30-year vision for the City's parks, recreation facilities, and open spaces. The GPAs will inform near-term and long-range planning efforts, ensure the City's parks provide recreation opportunities for all members of the City's diverse community, and direct decision-making and resources toward a clearly defined vision for the future. The Project work plan will include research, data gathering and analysis, community engagement, needs assessment, and development of metrics, goals, recommendations, action plans and completion of required environmental review.

Proposers should have significant, proven experience and demonstrate a clear understanding of parks, open space, and recreation planning, acquisitions, improvements, usage, maintenance and operation, and financing. Proposers should have previously prepared general plan amendments for Open Space, Conservation and Recreation Elements, and shall have broad experience developing inclusive practices and policies, addressing park access issues, and

undertaking efficient project management. The overarching Project goal is to provide the City with a road map to improve and increase park, open space, and recreation within the City while anticipating and providing for the necessary upkeep and amenities to serve the community's needs.

The GPA process must be collaborative, involving community, stakeholders, and City staff. The Project schedule should provide adequate time for each Project component, including data gathering and analysis, outreach, presentations at public meetings and hearings, (including to the City's Parks, Recreation and Community Services (PRCS) Commission, Planning Commission, Sustainability Commission, other commissions (if necessary), and the City Council), and environmental review.

Consultants must be prepared to meet with City staff, attend/facilitate interdepartmental and stakeholder meetings, and ensure a collaborative approach that readily facilitates public participation. Consultant must be able to perform effective and timely data gathering and analysis, prepare well-written complete documents, prepare and make effective presentations that provide public and private stakeholders, Commissions, and the City Council with clear, comprehensive information and provides a realistic road map to Project completion.

The scope of work described in this Section is the minimum required to complete the Project. Proposers may propose additions or edits to this Scope of Work that demonstrably yield a better process and result, and must indicate why such proposed modifications to the Scope of Work will do so. The overall timeline should reflect Project completion within two (2) years of contract execution.

The Project timeline may be updated when hard dates, such as plan adoption and submission deadlines approach. Proposers should account for meetings with the primary team members and a project steering committee (see more detail below about the steering committee) in the time schedule, plan development and review, and environmental review.

The City's objective in this consultant selection process is to obtain an effective, efficient, and creative approach to providing the deliverables that meet the City's goals and timeline for this Project. The anticipated Scope of Work required to complete the GPAs will require, but is not limited to, the following tasks and deliverables:

## **Task 1: Project Initiation and Project Management**

### **i. Project Timeline**

- a. The selected consultant(s) will develop a project timeline, to be shared with and agreed upon by the City's Project lead, that outlines tasks and

deliverables, and includes regular meetings with the Project lead and supporting City staff, and incorporates community outreach. The timeline should be framed in efficient and budget-conscious manner, and include:

- ii. The process, timing, and schedules for the entire Project including environmental review and concluding with City Council consideration of the proposed GPAs.
- iii. Allowances for progress reports to Parks, Recreation and Community Services (PRCS) Commission, and other Commissions if necessary.
- iv. Time frames for staff review of administrative drafts, and return of edits.

**v. Kick-off Meeting with Primary Team**

- a. The Project will begin with a kick-off meeting with City staff and key consultant team members (“Primary Team”) to review the Project timeline, develop communication protocols, and clarify roles and responsibilities.

Project leads will be the CSP Director (Onnig Bulanikian) and Park Planner (Joseph Gonzalez) with support from City departments as part of the Primary Team, including:

- Community Services and Parks
  - Deputy Director
  - Park Services Administrator
  - Senior Park Services Managers
  - Community Services Managers
  - Senior Administrative Analyst
- City Manager’s Office
  - Office of Sustainability
- City Attorney’s Office
- Community Development Department
  - Planning
  - Building & Safety
- Public Works Department
  - Engineering
  - Facilities
  - Urban Forestry
- Glendale Police and Fire Departments

**vi. Goal and Content Framing**

- a. The selected consultant(s) will meet with the City’s primary team to refine the goals and framework for future tasks. This work will include careful target setting, establishing a broad understanding of the City’s opportunities, constraints, and policymaker priorities and realities. The City is seeking the consultant(s)’s expertise, creativity, and strategic

counsel in identifying and addressing important policy decisions early in the process including:

- Developing a specific city-wide park access and development standard, potentially moving away from an acreage per capita standard and toward a proximity to park-space standard, based for example, on having a park within a 10-minute walk.
- Providing a better understanding of alternative park and recreation standards and show what standards are achievable and currently used by other medium and large cities.
- Developing culturally sensitive and inclusive messaging, outreach, and project-design strategies.

b. Leadership from across the City organization will be involved in these discussions, facilitated by the selected consultant(s), these leadership team members will include:

- Community Services and Parks
- Public Works
- Community Development Department
- City Manager's Office
- City Attorney's Office
- Glendale Police and Fire Departments as applicable

#### **vii. Kick-off Meeting with Steering Committee**

The selected consultant(s), in partnership with the Primary Team Members, will assemble and lead a steering committee that consists of representatives from City staff, community groups, homeowner/neighborhood associations, and other stakeholders (the "Steering Committee"). This Steering Committee will serve as a touch point for input on plan development, processes, and adoption. Additional meetings will be scheduled as needed or on a regular basis upon determination from the City's Primary Team Members and Steering Committee.

#### **viii. Project Management, Meetings and Communications**

The selected consultant(s) shall provide:

- a. Ongoing communication and participate in recurring meetings with City staff, scheduled through the Project lead, to discuss Project management, Project progress, task-specific issues and accomplishments, and to review data, analysis, findings and conclusions.
- b. Additional meetings with City departments and divisions as needed with Primary Team Members, Steering Committee, and other working groups to further discuss, refine and identify issues, programs, data,

and plan development. It is anticipated there will be at least 3 updates to each: the City Council, and the Parks, Recreation and Community Services Commission.

- c. Coordinated, ongoing communication with the issue-based working groups is critical to ensure representatives from City staff, community groups, homeowners associations, and other stakeholders are being included in the development of the GPAs.
- d. Planning for and presentations at community workshops, events, and meetings organized in coordination with the Project lead and other City staff to ensure robust and engaging community outreach.
- e. A Project Manager as point of contact for City staff who is available to respond to staff inquiries, requests for information and ensure adherence to Project schedule and scope.
- f. Quality assurance on technical memorandums, work product deliverables and assurance of professional courtesy in all matters relating to the Project.
- d. Timely billing upon completion of tasks and include detailed expenditure reports on labor hours and reimbursables. To avoid delays of payment, Staff recommends that invoices be sent to the City's Project Manager for preliminary review/approval before submitting them to the City's payment portal.
- e. Meetings and/or interviews with City representatives and key stakeholders as needed.
- f. Progress Reporting:  
The selected consultant(s) shall supply the City with at least one (1) copy of all draft, partial and or completed reports, studies, forecasts, maps or plans as deemed necessary by the Project Manager before each progress meeting.  
  
The Project Manager shall schedule the meetings, as necessary, at key times during the development of the Elements update.
- g. An online resource site that will allow for easy file sharing, access and document review for all team members, ensuring access to latest reports and files.

## **Task 2: Community Outreach and Engagement**

- i. Community Outreach Plan. The selected consultant(s) will meet with City staff to develop a robust community outreach and engagement plan (“Community Outreach Plan”) to obtain input from residents, community stakeholders and the public generally (broadly “Stakeholders”). The Community Outreach Plan must include Stakeholders in the decision-making process so that Stakeholder input and recommendations are included in the draft GPAs presented to advisory bodies and to the City Council for review and approval. Selected consultant(s) shall work with City staff to develop parameters for the Community Outreach Plan and shall provide guidance for successfully conducting community and focus group meetings. The Community Outreach Plan should include notifications and engagement activities throughout the Project, and should use effective communication tools geared to the Glendale community, including traditional tools (e.g., fliers, announcements, etc.) and modern approaches (e.g., web, social media, etc.), and should build in iterative feedback from the public. The Community Outreach Plan should take advantage of existing community engagement channels that are proven successful, which include, but are not limited to, known Stakeholder groups such as the Glendale Chamber of Commerce, Glendale’s Homeowner’s Coordinating Counsel, Greater Downtown Glendale Association, Montrose Shopping Park Association, and various Homeowner’s/Neighborhood Associations, The Glendale Historical Society, Tribal communities, and other community groups and associations. The Community Outreach Plan strategy must, at a minimum, include, the following components:
- Formation of issue-based working/focus groups,
  - Community workshops, events, and meetings to gather Stakeholder vision, ideas and comments on the proposed GPAs.
- ii. Community Assessment. The selected consultant’s shall prepare targeted community assessments in order to determine the community’s interests, needs, and concerns about existing and potential open space, conservation and recreation programs and facilities that considers all types of parks, athletic fields/courts, bike lanes, trails, open space areas, historical/cultural resources, and other recreation facilities and services (“Community Assessment”). As part of the Community Assessment process, the selected consultant(s) should:
- Conduct survey(s) and use any other proven information gathering methods/activities to engage the community and to gather Stakeholder feedback. Such engagement activities could include, for example, a “walk audit” with a return rate that accurately represents a sampling of the total population and community areas to best identify community needs and issues across the City.

- Capture demographic data and projections, assess the community's short and long-term needs and vision for open space, conservation and recreation. The Community Assessment Process should yield results that can be statistically validated. A survey analysis report shall be prepared to summarize the survey results and findings.
- Conduct and facilitate a minimum of six (6) community meetings and focus groups, and conduct Stakeholder interviews with individual and Stakeholder groups to solicit input on the proposed GPAs, gather data, and prepare summaries of the results.
- Be prepared to attend and present updates on the status of the GPAs to the PRCS Commission, other boards and commissions, as applicable, and to the City Council at regular meetings, special meetings and or study sessions, if requested by the City.
- Consultant will be responsible for producing all digital and printed Project materials, including but not limited to social media text and posts, event announcements, newsletter updates, website updates, flyers, meeting presentation, etc., which will be reviewed and approved by CSP and City Manager's office, and be translated into the City's identified languages, including English, Armenian, and Spanish.
- Focus on reaching participants that are underrepresented in governmental decision-making such as youth, underserved or disadvantaged communities, people with disabilities, and individuals with limited or no-English proficiency.
- Focus on the formulation of policy goals and objects for the GPAs that support the conservation, preservation, and celebration of cultural, historical, archaeological, and paleontological resources through collaborative planning with key stakeholders, such as historical societies and tribal communities, as linkages to community identity.

### **iii. Public Information**

The selected consultant(s) shall develop strategies to communicate the process for and status of the GPAs to Stakeholders using media outlets and creating social media engagement packages that employ informative graphics and or

short videos that can be posted on the City website and on other dedicated website(s) or platform(s). Selected consultant(s) shall:

- a. Engage the City's media relations and public information officer to set up meetings with the Chamber of Commerce, Business Improvement Districts, e.g., Greater Downtown Glendale Association (DGA) and the Montrose Shopping Park Association (MSPA), and homeowner/neighborhood association groups to learn the best outreach practices for their constituents, to provide information about the Project and to increase engagement from the business and residential community.
- b. *Highly Recommended:* Contact local or cultural news channels, such as Glendale TV6, Telemundo, Armenian and other cultural channels to spread information.

### **Task 3: Existing Conditions Analysis**

i. **Thorough Review and Analysis of Relevant Existing Documents and Regulations.**

The selected consultant(s) shall thoroughly review relevant existing plans, policies, projects, both internal and external to the organization, and collect data from existing resources that can be utilized in the GPA process. The selected consultant(s) will be expected to obtain adequate knowledge about the City and its processes in order to efficiently complete the Project. The review, evaluation, and consideration shall specifically include, but is not limited to:

- a. Reviewing the City's existing Open Space and Conservation Element and Recreation Element and any amendments to them as well as all other GP Elements, and drafts of any Elements currently undergoing amendment (e.g., Land Use, Mobility, and Safety), or new elements (e.g., Environmental Justice).
- b. Identifying and evaluating any incomplete projects implementing the Open Space and Conservation Element and Recreation Element, the extent to which prior goals were accomplished, or not, and identify which prior goals continue to be relevant.
- c. Identifying existing partnerships, such as with the Glendale Unified School District, and determine whether the existing 1999 Joint Use Master Agreement between the City and GUSD remains relevant as a tool to provide for joint use of parks and open space facilities.
- d. Reviewing the City's GIS data.

- e. Ensuring the GPAs conform with the State Office of Planning and Research General Plan Guidelines, and reviewing all applicable regulations, including but not limited to:
- Government Code §§ 65560, 65562, 65564, 65566-7, 65910, et seq.
  - SB 1425 – Gov’t Code section 65565.5 et seq.
  - SB 1000 – Gov’t Code section 65302(h).
- f. Reviewing and assessing other relevant reference documents that pertain or relate to the City’s parks, open space, and recreation assets, with an eye to whether the current and future needs, improvements, design, and implemented site work remain valid within the context of the GPAs. These reference documents, include, but are not limited to:
- Glendale’s Public Works Department’s (PW) 2023 City-wide Facilities Conditions Assessment. The PW’s assessment should be included in the selected consultant’s park facilities assessment. A summary of facilities being assessed can be accessed [here](#).
  - [Glendale Community Services & Parks’ Capital Improvement Program Updates webpage](#)
  - [Glendale’s Parks Facilities Inventory with acreage](#)
  - [Glendale’s Trails Master Plan, Draft Map 2009](#)
  - [Glendale’s Map of City Parks](#)
  - [Glendale Water and Power Wildfire Mitigation Plan](#)
  - [Glendale Fire Department Vegetation Management Program \(VMP\)](#)
  - [Glendale’s Community Forest Management Plan](#) (Draft)
  - [Joint Use Agreement for the Edison School/Pacific Park Project](#)
  - [Verdugo Wash Visioning Plan](#)
  - [Glendale’s Citywide Pedestrian Plan](#)
  - [Glendale’s Safe and Healthy Streets](#)
  - [Glendale’s Bicycle Transportation Plan](#)
  - [Glendale’s ADA Survey Findings \(2007\)](#)
  - [Glendale’s Safe Routes to Schools Program](#)
  - [South Glendale Community Plan, particularly Chapter 4](#)
  - [North Glendale Community Plan](#)
  - [Greener Glendale Plan](#)
  - [Glendale Climate Action & Adaptation Plan](#) (draft expected Spring 2024)
  - [Glendale Community Facilities Element \(1975\)](#)

- [Los Angeles Countywide Comprehensive Parks and Recreation Needs Assessment, 2016](#)
- [Los Angeles Countywide Comprehensive Parks and Recreation Needs Assessment Plus, 2022](#)
- [Upper Los Angeles River and Tributaries Revitalization Plan, 2020](#)
- [City of Los Angeles' 2020 Biodiversity Report](#)
- [Vascular Flora Of The Verdugo Mountains And San Rafael Hills, 2013](#)
- [California's Native Tree Ranges map by the Urban Forest Ecosystems Institute at Cal Poly](#)

Selected consultant(s) should also review other open space related case studies, policies, and best practices from other municipalities (including Los Angeles, Pasadena, and Burbank) to inform recommendations for this Project.

**ii. Community Profile**

The selected consultant(s) shall provide a technical synopsis of the most current City demographics, growth trends, and relevant characteristics to provide context for the GPA policies and implementation. This should include a discussion of the natural resources, political boundaries, and the population/demographic profile, including discussion of special populations which may require specialized or disproportionate services and programming, such as seniors, teens, preschoolers, second-language learners, individuals with disabilities, military family, and veterans. The selected consultant(s) should use the most up-to-date resources including, but not limited to, the U.S. Census Bureau data, American Community Survey, US EPA's Environmental Justice Screening and Mapping Tool, California EPA's CalEnviro Screen tool, State Park's Community Fact Finder, ESRI Databases, Tribal Cultural Resources databases, historic resources data bases, health assessment surveys, among others.

Additionally, City is considering subscribing to a web-based location intelligence application or platform that generates foot traffic insights into any location for deeper understanding of use trends and use factors for the past 5 years+. Key features such as data on visitors and passerby metrics to any location, based on daily visits, hourly visits, and length of stay for all parks facilities, as well as visitor demographic information and information on visitor journey, could be available for informing use and trends. If approved, this application would be available to support CSP-related planning efforts, such as the Project.

### iii. **Parks Needs Assessment and Inventory**

The selected consultant(s) shall:

- a. Inventory and analyze the current conditions of all of Glendale's developed parks and recreation facilities (community gardens, gymnasiums, exercise rooms, basketball courts, pools, etc.)(the "Needs Assessment"). The Needs Assessment shall inventory the various school fields and courts as part of the City's parks facilities inventory and shall identify existing or potential joint-use opportunities. The analysis should include a review of overall facility conditions, current maintenance and operation programs, facility utilization, identify any deficiencies (such as lighting and signage needs), and assess the remaining useful life of amenities. This assessment shall build off the existing Recreation and Open Space/Conservation Elements, and consider the existing CSP-maintained park inventory logs, the LA County Park Needs Assessment, the LA County Park Needs Assessment Plus, City Public Works' City-wide Facilities Conditions Assessment, the Safe and Healthy Streets Plan, City-wide Pedestrian Plan, and Bicycle Master Plan.
- b. Evaluate opportunities to upgrade local recreation facilities to also serve as Community Resilience Centers (CRCs), providing shelter and resources during climate and other types of emergencies, including extreme heat events and poor air quality days, as defined by the California Strategic Growth Council's [CRC Grant Program](#).
- c. Engage PW Urban Forestry staff to obtain the City's existing urban tree inventory, including types, health, and condition of trees, and develop priorities and recommendations for urban forestry in parks and along active mobility routes and networks, as applicable. Additionally, evaluate opportunities and policies to support maintenance and expansion of urban forestry such as establishing a protected tree database (potentially that also incorporates private trees that have an Indigenous Tree Permit), tree benefits dashboard and web maps (e.g. see [Tempe, AZ's tree benefits dashboard](#)), CA native park and street tree list (e.g. see City of Los Angeles [Community Forest Advisory Committee's Native Trees List](#)), native plant policies in parks and open spaces, and Parkway Landscaping ordinance, to name a few examples.
- d. Develop a connectivity and accessibility inventory that complies with the Americans with Disabilities Act ("ADA"). Inventory should evaluate the overall accessibility of City parks and recreation facilities. Primarily, the inventory should evaluate the accessibility route to and from the parking lots and sidewalks to park amenities, using the City's 2007 ADA Survey Findings for Parks (to the extent

still relevant, which can be found on the City's [website](#)). Additionally, the selected consultant(s) should identify connectivity opportunities to parks and open spaces by looking at the surrounding pedestrian and bike infrastructure leading to parks and the planned/proposed opportunities identified in City Plans, including but not limited to the Safe Routes to School Program, Bicycle Master Plan and Citywide Pedestrian Plan, that support park accessibility—this should be coordinated with PW.

- e. Evaluate the level of inclusivity of the City's playgrounds. As an example, see Municipality of [Anchorage's State of Play](#). This task would be subject to written task authorization before starting.
- f. Prepare an inventory of all public and private memorials, historic and cultural resources and other installations on public land and facilities (the "Resources List"). The Resources List shall include any potential historic resources on public land and facilities. The selected consultant(s) should work with City staff to prepare the Resource List and develop estimates for the maintenance, repair, rehabilitation, restoration or relocation of improvements on the Resource List. The Resource List should be included as an appendix to the Open Space and Conservation Element and Recreation Element.

#### **iv. Recreation Program and Services Assessment**

The selected consultant(s) shall:

- a. Analyze and assess the recreation programs and services currently provided by the City and identify any deficiencies in and opportunities for future recreation programs and services. This task involves determining the levels of services for parks and recreation facilities required considering projected growth, and assessing park access issues. The selected consultant(s) shall use the City PW Department's Facility Conditions Assessment, which is currently under development, to inform the assessment—see list of facilities being assessed [here](#).
- b. Evaluate how the City parks and recreation facilities meet current and future needs, and summarize the regional, new, emerging, and declining trends in recreation activities locally and whether modifications and/or additions will be required for existing programming.
- c. Consider current gaps in facilities or recreational needs (geography, activity, age/ability, accessibility, etc.) and identify potential future uses or desired amenities or remedies.

**v. Open Space and Conservation Assessment**

The selected consultant(s) shall:

a. Inventory and analyze City's entire open space system. California Government Code § 65560 requires an open space element to contain detailed information about several categories of undeveloped land. Specifically, the Open Space and Conservation Element must inventory the following broad categories of open space for:

- natural resources;
- managed production of resources;
- outdoor recreation;
- public health and safety;
- military support; and
- tribal resources

b. Prepare a habitat conservation plan ("Habitat Conservation Plan") for the City's open spaces that:

- Includes vegetation and wildlife surveys and uses rapid field assessments to broadly identify the biological resources in Glendale's wilderness and foothill areas, especially areas with significant or sensitive species. The Habitat Conservation Plan should identify land management practices and climate-smart management programs that support habitat conservation, and shall consider Cheryl Swift, Ph.D.'s, biological survey summarized in a technical report prepared for the 1993 Open Space and Conservation Element.
- Identifies opportunities through targeted assessments for habitat protection, restoration, and enhancement in Glendale's open spaces as well as in wildland-urban interface areas.
- Identifies opportunities to implement climate-smart management strategies, such as invasive species management, fuel load maintenance, and prescribed grazing or burns, of natural lands to improve forest health and build resiliency to the impacts of climate change from wildfire, flooding, and water quality/supply. The identified climate-smart management strategies should comply with the city's ordinances and other applicable laws for fire fuel reduction and should consider best ecologically sensitive vegetative management practices (ESVM).

- Identifies opportunities for habitat linkages and wildlife corridors that would enhance wildlife movement and biodiversity. Suggest policies and programs that support establishment, protection, and expansion of wildlife corridors.
  - Identifies ways to increase resilience to wildfire, improve fire safety and promote investment in wildlands management and workforce development.
  - Protects cultural resources vulnerable to wildfire, if applicable (requires sacred lands search and coordination with and notification to local tribes).
- c. Coordinate with City staff to complete a trails inventory that reflects the status of the current trail system (including availability of parking, informational kiosks and signage; length of trail; altitude change; approved users; status of trail conditions, if known).
  - d. Evaluate recommendations from the 2009 Trails Master Plan, create a list of potential trail projects, and address issues regarding trail design conformance, and trail maintenance requirements.
  - e. Identify ways to support establishment of a sustainable trails maintenance program that incorporates stewardship, youth workforce development, and educational opportunities, and standardized signage towards development of a trails master plan.
  - f. Identify opportunities to increase access points, trails, and other recreational opportunities within natural areas that balances wildlife and recreation needs/funding.
  - g. In consultation with relevant City staff (e.g., Urban Forester, Public Works), identify opportunities and strategies for expanding urban greening, such as promotion of green infrastructure in and around parks and along streets, expansion of urban tree canopy, incentives for private property owners to plant natives, and park-related stormwater capture multi-benefit projects.
  - h. Evaluate opportunities for naturalizing and/or daylighting streams, washes, and storm channels, and protecting natural waterways in open spaces. Noting that a Verdugo Wash Master Plan process is underway.
  - i. Identify and maintain a list of potential community, local and regional partners interested in helping bring the goals of the Conservation and Open Space Element and Recreation Element to fruition.

#### **Task 4: Research and Analysis**

##### **i. Park and Open Space Expansion and Acquisition Feasibility Study and Policy Recommendations**

The selected consultant shall:

- a. Study the feasibility of and make policy recommendations for the use, maintenance, and acquisition of open space or underutilized urban land for park development and/or conservation (e.g., prioritizing land that has high ecological value and provides opportunities for enhancing native habitat, for maintaining and creating wildlife corridors and wildlife access, and/or suitable for land mitigation banking).
- b. Identify ways to expand existing parks by acquiring adjacent properties by identifying opportunity sites that could be considered for possible acquisition, joint use, and/or long-term lease (such as Southern California Edison rights-of-way), and identify possible acquisition methods and funding sources that may be available to acquire property for future park and open spaces.
- c. Recommend funding strategies for long-term open space and park management, maintenance, and operation.

##### **ii. Open Space and Conservation Element, and Recreation Element Goals, Policies, and Priorities - Recommendations**

- a. Develop and update the goals, issues, policies, strategies, and priority criteria and methodology in each of the Elements based on the vision for City parks captured from the Community Outreach and Assessment tasks, including indoor and outdoor recreational facilities, open space, and desired level of service to meet current and future needs. This deliverable should include recommendations for:
  - Access and park use practices that are accessible and inclusive;
  - Maintenance, operation, repair, and rehabilitation of existing parks and recreational facilities;
  - Opportunities for potential enhancement, access improvements, and expansion. All recommendations should reflect short and long-term maintenance needs and risk management considerations.

##### **iii. Financial Evaluation and Prioritization**

- a. Develop financial cost estimates, alternative funding strategies, and optimal financial plans for implementation of the Project that consider the City's existing Development Impact Fee (DIF) ordinance and the use and application of DIF funds.
- b. Identify additional park financing mechanisms and tools, e.g., Community Improvement Districts (CID), Tax Allocation Districts (TAD) Tax Increment Financing (TIF), Special Service Districts (SSD), and Public-Private Partnerships (PPP).
- c. Create a framework for communicating and prioritizing the financial resources required to sustain current and desired assets at the appropriate level of service.
- d. Evaluate the viability, cost-effectiveness, and return on investment of suggested strategies and recommendations.
- e. Include an analysis of staffing levels and financial resources needed to properly program, maintain and operate existing park resources. The analysis should identify existing gaps, identify any changes in staffing levels and financial resources to support the policy recommendations for the GPAs.

*This task shall recognize the City's limited ability to levy additional fees or otherwise increase revenue; therefore, the use of grants, concessions, sponsorship, and other alternative funding mechanisms are of critical importance to the development and maintenance of the park system.*

**iv. Implementation Plan**

- a. Develop a Project Implementation Plan that identifies programming, staffing, responsible agencies, funding sources, implementation time frame, and other strategies for effective implementation.
- b. Identify priority projects based on condition, community need, or funding/partnership opportunities.

**v. Policy Tracking Matrix Appendix**

- a. Provide a summary table of all existing Open Space and Conservation Element and Recreation Element and all recommended changes to the existing policies, goals, actions, and strategies (as applicable) for easy reference.
- b. An additional table summarizing policies, goals, actions, and strategies from all General Plan Elements shall be provided in an Excel spreadsheet. This spreadsheet shall help demonstrate consistency of the recommended changes to the Elements with all other General Plan Elements. This analysis should be structured to

support the land use consistency analysis conducted as part of California Environmental Quality Act (CEQA) reports/studies. (Please note, the City is in the process of updating its Land Use, Safety, and Mobility Elements and is drafting a new Environmental Justice Element).

**vi. Mapping update**

- a. Utilizing the inventories and needs assessments from Tasks 3, the selected consultant(s) shall develop final, user-friendly inventory lists and maps that update and improve the existing Open Space and Conservation Element maps and inventories for City parks and recreation facilities, Glendale Unified School District recreation facilities, open space coverage, memorials, and any additional mapping and inventory deemed necessary by City staff and integrated into the City's GIS database.
- b. The selected consultant(s) should work with City's IT/GIS department to identify additional resource layers and information, such as natural resources, assets, and regional considerations, that should be considered in map and inventory updates.

**Task 5: Preparation and Adoption of Amendments to the Open Space and Conservation Element and to the Recreation Element**

**i. Administrative Drafts**

The selected consultant(s) shall develop Administrative Drafts of each of the GPAs which summarize, integrate, and analyze the relevant data and deliverables from Tasks 1-4.

**ii. Staff Reports**

The selected consultant(s) shall assist City staff with preparing staff reports for the PRCS City Commission, Planning Commission, and other commissions, as applicable, and for City Council study sessions and hearings. The selected consultant(s) shall provide necessary information to facilitate adoption and implementation of the GPAs.

**iii. Administrative Draft GPAs**

The selected consultant(s) shall prepare administrative drafts of the GPAs that incorporate City Council (from study sessions, etc.), Stakeholder input, and City staff direction. The administrative draft GPAs will be presented to City Council, City commissions, and the general public for additional comments and feedback prior to final adoption. The draft GPAs shall be color blind-friendly, Americans with Disabilities Act (ADA)-accessible, include user-friendly graphics, and provide for inclusive language with a broad and diverse audience in mind.

**iv. Final GPAs**

- a. Following completion of the environmental review process outlined below in Task 6, the selected consultant(s) shall develop the Final GPAs for City Council adoption. This deliverable shall capture the short and long-range vision for open space, conservation, and recreation for the City, including prioritization of park equity. The Final GPAs will demonstrate how they draw from existing plans, are consistent with other GP Elements, grow the overall General Plan vision, and how the GPAs meet State regulatory requirements.
- b. The selected consultant(s) shall deliver twenty (20) printed and bound color copies, one (1) printed and unbound copy, to the CSP office, and an electronic copy delivered via email. The selected consultant(s) shall prepare written and graphic materials and support City staff in presenting the Project by making the technical presentation and answering questions at a minimum of four (4) City Council/Commission meetings.
- c. Final payment to the selected consultant(s) will not be approved until the GPAs are adopted.

**Task 6: Environmental Review Preparation**

**i. CEQA Compliance**

Proposers shall identify their experience completing CEQA documentation generally and for general plan amendments to open space and conservation elements and recreation elements specifically. Proposers should provide a timeline for preparation and completion of the required CEQA documentation through adoption and/or certification. If the proposer(s) is/are not capable of completing the CEQA documentation, they shall identify a subconsultant who will complete the CEQA documentation as part of the scope.

**VI. PROPOSAL CONTENT AND REQUIREMENTS**

All proposers must be qualified to perform the above-described Scope of Work. Proposals shall be as concise as possible without sacrificing clarity and completeness. Proposers must follow the format and qualification content specified in this RFP and present same in the following order:

**i. Introduction**

- a. History and philosophy of the proposer organization. Include the type of organization (corporation, partnership, or individual-owned), number and type of employees, and the number of years the organization has been in business. Proposer should highlight if the organization is a

certified small, minority, women's, and/or disadvantaged business enterprise.

- b. Description of services the proposer firm may provide by presenting your understanding of the desired work as outlined in the Scope of Services listed in Section V. Identify services that will be provided in-house and services that will be subcontracted. Include names of sub-consultants that will be used by your firm.

**ii. Qualifications**

Describe the overall capabilities of the organization, the organizational structure, and the number and type of licensed professionals. Proposers should demonstrate they possess the technical expertise to provide professional services and demonstrate a clear understanding of the process of amending general plan Open Space and Conservation Elements and Recreation Elements that include public facilities improvement or similar projects as outlined in the Scope of Work.

**iii. Personnel**

- a. Provide an organizational chart of proposer firm.
- b. An important selection factor is the availability of consultant and its staff and subconsultants, if any. Proposals should clearly delineate the person(s) (Project Manager) who will be directing the professional services team and their experience in such role, and also identify key management personnel that would be assigned to work on the various tasks. For each key personnel, please include title, licenses, office location, role, a brief description of their relevant experience, and their contact information, including email and phone number.

**iv. Experience**

- a. Proposer's recent experience drafting General Plan Element amendments, particularly experience drafting Open Space and Conservation Element and Recreation Element amendments.
- b. As part of that experience, proposers should demonstrate knowledge of the impact construction, maintenance, and operation of public facilities or similar projects have on implementation of the GPAs as described in Section IV "Project Objectives" and VI "Scope of Work". Include a description of current or prior General Plan Element work and relevant infrastructure project(s) completed (must be within the past 5 years), your organization's role, and total project cost.
- c. Describe proposer experience working with municipalities and regulatory agencies.

**v. Cost Summary**

- a. Proposed fee schedule for the types of in-house and sub-consultant services to be provided, including base fee, indirect, and other soft cost multipliers.
- b. Proposed cost shall be fixed for two (2) years.
- c. Costs for material or equipment.
- d. Travel / Reimbursable costs.
- e. Any other costs that relate to proposed support that will be charged to City.

**vi. Work Plan and Project Schedule**

Describe the proposer's ability to perform the required services in a timely fashion. Based on similar past experience, provide a work plan that summarizes, in narrative form and project management schedule format, how each Scope of Work task will be completed.

**vii. References**

- a. Provide references for each of the projects listed in Item "iv" above including the name, mailing address, and telephone number of the references.
- b. References and projects listed shall include at least three similar regional park or open space planning projects completed within the past five (5) years.

**viii. Identifying Proprietary Information; Public Records Act**

All proposals may be public records and, as such, are subject to disclosure pursuant to the Public Records Act following the final selection and execution of a professional services agreement with the City. Proposers should identify and/or list all copyrighted material, trade secrets, or other proprietary information ("protectable documents") that the proposer included in its proposal which the proposer believes should be exempt from disclosure under California's Public Records Act, Government Code Section 6250, et seq.

By identifying exempt documents or information within the proposal, the proposer agrees to indemnify, defend, and hold harmless the City and its officers, agents, employees, and representatives from and against any action, claim, lawsuit, or proceeding, including costs and expenses, arising out of or connected with the City's refusal to disclose the protectable documents to any party making a request for those items.

*The City will treat any proposer who fails to identify documents that the proposer believes should be exempt from disclosure as having waived its right to an exemption from disclosure, as the Public Records Act provides.*

**ix. Campaign Finance Disclosure**

The City Council adopted Ordinance No. 5744 which became effective on September 9, 2011, and amended it with Ordinance No. 5768, which became effective on March 15, 2012. The Ordinance prohibits: (1) A contractor\* (including a subcontractor\*\*)— who has a contract with the City of Glendale, Glendale Successor Agency, or the Housing Authority of the City of Glendale and that contract is subject to approval by one of those bodies— from making a contribution to a member of one of those bodies, City Clerk, or City Treasurer; and (2) Any members of those bodies from voting on matters concerning a contract affecting a contractor or subcontractor who has provided a campaign contribution.

To assist members of the City Council, Glendale Successor Agency, and Housing Authority before they vote on a matter regarding a City contract, the Ordinance requires City staff to prepare a report which discloses certain information about the contractor receiving the City contract, and specified subcontractors. Accordingly, the selected proposer must submit a Campaign Finance Disclosure form before any recommendation of an award of a contract is made (See **Attachment G**). *The City may reject any Proposer that fails to submit this form in a timely manner after receiving a notice of intent to award, or submittal of an incomplete or inaccurate form.*

Information that must be disclosed:

- Name of the person, entity, or organization (e.g., the consultant and any subconsultants)
- Name of the Chief Executive Officer/President
- Chief Operating Officer
- Chief Financial Officer
- Chairperson
- All members of the Board of Directors
- All persons who own more than 10% of the person, entity, or organization
- Name of any campaign committee owned or controlled by the person, entity, or organization

**x. Consultant’s Non-collusion Declaration**

Using the form provided by the City (**Attachment G**), proposers shall sign, under penalty of perjury, the Proposer’s Declaration of Non-collusion, certifying that the proposal is not the result of and has not been influenced by collusion. Proposers shall submit this form with its proposal. Any proposal made without such declaration or believed to be made in violation of the requirements set forth in the declaration form, may be rejected.

**VII. GENERAL ADMINISTRATIVE INFORMATION**

**A. Qualification Submittal Information**

- 1) Each proposer understands and agrees that the City, its departments, their officers, employees, or agents will not be liable for the following:
  - Any costs incurred by the proposer firm in the preparation, delivery, or presentation of their qualifications and/or proposals.
  - Any costs incurred by any proposer in meeting the RFP criteria, as a result of making or submitting a proposal in response to this RFP, and/or entering into an agreement with the City.
  - Any errors, inaccuracies or misstatements related to the information or data supplied by the City to any proposer. The use of such information or data provided by the City, its officers, employees, or agents is intended to be used at the sole discretion and risk of the proposer in the preparation of the RFP.
- 2) It is the proposer’s responsibility to carefully examine the requirements set forth in this RFP and to fully inform themselves about the quality and character of work required. All responses to this RFP will become the property of the City and will be retained or disposed of as the City sees fit in its sole and absolute discretion.

**B. Task Management**

CSP will assign work using a task management format. Each task will be issued after both the proposer’s final Scope of Work and the cost estimate have been approved. In general, work assigned to the selected consultant firm will be paid on the basis of task completion, with a not-to-exceed amount. Sub-consultant work, for which cost estimates should be submitted as part of the proposal, will also be paid on a task completion basis; all subconsultant invoices must be provided with the selected consultant(s)’ invoice.

### C. Contract Execution

Attached to this RFP is a sample Professional Services Agreement (“PSA”) (**Attachment C**). The selected consultant(s) shall deliver either complete execution of the PSA via the City’s DocuSign process administered through the City’s Finance Department or in three (3) duly-executed hard copy originals. The executed PSA shall be returned to the City within fourteen (14) calendar days following the selected consultant(s)’ receipt of the City’s “Notice of Award of Contract” (the “Notice of Award”), or within any extended time period the City grants in writing. The Notice of Award will specify the “start date” for performing the consultant’s services. During the same fourteen (14) day period, the selected consultant(s) shall provide all insurance certificates and endorsements described in **Attachment A** to the PSA, which includes providing proof of commercial general liability insurance, automobile general insurance, workers’ compensation insurance, and professional liability insurance.

The PSA is **a standard form of agreement**. To facilitate smooth and timely implementation of the consultant’s services, a proposer responding to this RFP must carefully review all the terms and conditions of the PSA including, but not limited to, provisions relating to insurance, indemnity, and termination.

The City’s policy is that the PSA be accepted as-is. By submitting a proposal to the City in response to this RFP, a proposer is deemed to have provided its approval to the PSA, accepting it without qualification. If a proposer seeks limited modification of the PSA, then the proposer must identify the proposed changes in **Attachment I – Table of Exceptions** to be submitted concurrently with the Proposal.

Proposer requested changes or qualifications to the PSA will be weighed in the evaluation of the proposal and may cause rejection of the proposal as non-responsive, in the City’s sole determination.

After receipt and approval of all required documents, and following the selected consultant(s) execution of the PSA, the City will execute the PSA and return one (1) fully executed digital copy or one of the three (3) hard-copy originals to the selected firm. Work on this Project will commence only after a notice authorizing such work has been issued by the City.

### D. Insurance

At its sole expense, the selected consultant(s) shall obtain and maintain certain insurance as described in **Attachment A** to this RFP, for the entire term of the PSA. Accordingly, an Insurance Requirement Affidavit,

**Attachment B**, must be submitted with the Proposal to certify review and compliance with the “Insurance Requirements”.

The selected consultant(s) shall furnish City with insurance forms that fully meet the requirements of— and contain provisions entirely consistent with— all of the insurance requirements set form in **Attachment A**, within fourteen (14) calendar days after the Proposer is notified of the approval of the PSA.

## VIII. EVALUATION PROCESS

### A. Initial Screening

Proposers shall submit their proposals in sufficient detail to allow for a thorough evaluation and comprehensive analysis. The proposal should be as direct and concise as possible without sacrificing the clarity and completeness. Proposals containing irrelevant material, or vague language may be penalized in the review process.

All proposals will be initially screened using a weighted point evaluation. Emphasis will be placed on proposers that prove to have the most relevant experience and are evaluated to be the most compatible with the Scope of Services sought by this RFP. See **Attachment D** for RFP’s Proposal Evaluation Criteria.

### B. Final Selection

The PSA award will be based on a combination of factors that represent the best overall value for completing the Scope of Work as determined in the City’s sole discretion, including: the proposal evaluation criteria (**Attachment D**); results of background and reference checks; and a final interview with top Proposer(s) that are determined to be the most qualified. The interview may include a brief presentation and/or Q & A focusing on the proposer’s experience and ability to undertake the Project, proposer’s preliminary Project assessment, and planning approach towards the Project.

The City Manager and/or City Council must approve an award of a PSA to the successful proposer and no rights or obligations begin under an award until the approval is secured and all parties have duly signed the PSA.

## IX. TIME SCHEDULE

The following is the City's anticipated schedule for the selection of the most qualified Consultant:

- |   |                    |
|---|--------------------|
| 1. Issuance of Request for Proposals  | May 13, 2024       |
| 2. Last day to submit Request for Clarification   | June 5, 2024       |
| 3. Deadline for submitting proposal   | July 12, 2024      |
| 4. City Staff complete review of proposal   | August 12, 2024    |
| 5. City Staff conduct Proposer interviews<br>(interviews anticipated August 19 - September 6) | September 6, 2024  |
| 6. City Staff announce selection of consultant  | September 16, 2024 |
| 7. Last day to object to RFP or evaluation process  | September 30, 2024 |

## **X. SUBMITTAL**

Five (5) copies of the proposal shall be received at the address listed below **on or before July 12, 2024, by 5:30 p.m.** Proposers mailing or shipping their proposal must allow sufficient delivery time to ensure timely receipt by the due date. Late proposals will not be accepted and will be returned unopened. A digital copy of the proposal (pdf format) shall be included as part of the proposal package. A proposer must also complete submission via a secure weblink share file that the City will provide to Proposers upon request. The proposal shall be in a sealed package showing the following information on the outside:

### **Mailing Address:**

City of Glendale  
Community Services & Parks  
613 E. Broadway, Rm 120  
Glendale, CA 91206  
Attention: Joseph Gonzalez, Park Planner, Community Services & Parks

### **Return Address:**

Name and address of the firm submitting the proposal

### **Name of proposal and Due Date**

Proposal for Amendment of Glendale's Open Space and Conservation  
Element and Recreation Element

**Proposal Due Date – July 12, 2024**

## **XI. INTERIM INQUIRIES AND RESPONSES; INTERPRETATION OR CORRECTION OF RFP**

If a proposer has any question about this RFP, or the Scope of Work— or if a

proposer finds any error, inconsistency, or ambiguity in the RFP— the proposer must make a “Request for Clarification” before submitting its Proposal. A Sample “Clarification Letter Form Template” is included with this RFP as **Attachment H**.

The proposer must submit the Request for Clarification to: Joseph Gonzalez via email at [jogonzalez@glendaleca.gov](mailto:jogonzalez@glendaleca.gov) .

**The City must receive the Request for Clarification on or before June 5, 2024, by 5:30 p.m.** Responses to Request for Clarifications will be available and sent by email to all proposers that request clarifications or request a copy of clarifications within three weeks of the Request for Clarification deadline (June 26, 2024).

The City will make clarifications, interpretations, corrections, or changes to the RFP in writing by issuing an Addenda, as described in Section XII (below). A proposer must not rely upon, and the City is not bound by, purported clarifications, interpretations, corrections, or changes to the RFP that are made verbally or in a manner other than a written Addenda issued by the City.

## **XII. ADDENDA**

The City will issue Addenda in writing only. The City will email the Addenda to all individuals who submitted an email and will make reasonable efforts to deliver Addenda to all Proposers whom the City knows have received the RFP and have provided a street address for receipt of an Addenda. The City cannot guarantee that all Proposers will receive all Addenda.

Proposers may also inspect the RFP and any Addenda online at:

<https://www.glendaleca.gov/government/departments/finance/purchasing/rfp-rfq-bid-page>

It is the proposer’s responsibility to check the City’s website for any Addenda and to ensure that it has received the Addenda.

Proposers may also inspect the Addenda at Community Services & Parks Department Administration, during its business hours, Monday - Friday 9:00 a.m. - 5:00 p.m. This RFP is on file there.

At any time before the “Submittal” (Section X of this RFP), the City may issue Addenda withdrawing the RFP or postponing the Proposal Deadline. However, if any Addenda results in a material change to this RFP, the City will extend the Proposal Deadline by not less than seventy-two (72) hours.

The City will treat transmittal of Addenda to proposers *by U.S. mail, fax, or e-mail* as sufficient notice of the changes made by the City. Each Proposer will be required to acknowledge receipt of an Addendum on **Attachment J**.

### **XIII. LETTERS OF OBJECTION; PROCEDURES**

A proposer who believes that any part of this RFP is discriminatory against the proposer or precludes the proposer from being given reasonable consideration in the procurement process, must submit a letter, clearly stating the specific objections, the areas of concern, and a proposed method for resolving the objections (the “Objection Letter”). The proposer, or the person who is duly authorized to represent the proposer, must sign the correspondence.

The City must **receive** the Objection Letter **on or before September 30, 2024, by 5:30 p.m.** The City will not consider any verbal objection.

The letter of objection must be addressed as follows and delivered to:

City of Glendale  
Community Services & Parks Department  
Attention: Joseph Gonzalez  
Community Services & Parks  
613 E. Broadway, Rm 120  
Glendale, CA 91206

Upon the City’s timely receipt of the Objection Letter, the City will review the Proposer’s contention(s). If the City decides that the RFP— whether in whole or in part— needs revision, the City will issue an Addenda, as described in Section XII of this RFP.

### **XIV. CITY’S RESERVATION OF RIGHTS**

This RFP and the proposal evaluation process do **not**:

- Obligate the City to accept or select any proposal; or
- Constitute an agreement by the City that it will actually enter into any agreement with any proposer.

When it best serves the City’s interests, the City may do any one or more of the following:

- Reject any proposal or all proposals at its sole discretion.
- Extend the deadline for accepting proposals.
- Accelerate the pace of the RFP process if only one or a handful of proposals are received.
- Waive any or all information, defects, irregularities, or informalities in a proposal.

- Accept amendments to proposals after the Submission Deadline.
- Amend, revise, or change the RFP's evaluation or selection criteria before the Submission Deadline.
- Cancel, withdraw, amend, revise, change, or negotiate the terms of this RFP, the proposed contract, or both.
- Reissue a Request for Proposals.
- Conduct one or more oral interviews.
- Visit a proposer's facilities or business.
- Examine financial records of proposer to the extent necessary to ensure financial stability.
- Make a partial award.
- Negotiate with one or more proposers.
- Award a PSA to one or more proposers.
- Require a best and final offer from one or more proposers.