



**MOUNTAINS RECREATION & CONSERVATION AUTHORITY**  
Los Angeles River Center and Gardens  
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Los Angeles, California 90065  
Phone (323) 221-9944 Fax (323) 221-9934

**REQUEST FOR PROPOSALS**  
**LOS ANGELES RIVER RANGER PROGRAM ESTABLISHMENT PLAN**  
**February 15, 2018**

The MRCA requests proposals from an experienced firm with a talented project manager who can cooperatively assist MRCA and the AB 1558 Steering Committee with planning, coordination, development and preparation of a Plan that would establish a River Ranger program, including development of an implementable pilot program. The program would provide a network of River Rangers to assist the public along the Los Angeles River and its tributaries, with an emphasis on public safety measures desired by the public (i.e. use of sworn peace officers, physical improvements, etc.). Recommendations for feasible financing options to sustain the program shall be included in the Plan. The firm shall also provide facilitation services, and shall coordinate the River Ranger Steering Committee.

Project Location: The Los Angeles River and its tributaries, as prescribed.

Contact: Sarah Rascon, [Sarah.rascon@mrca.ca.gov](mailto:Sarah.rascon@mrca.ca.gov), (323) 221-9944 x109  
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Attachments: This RFP consist of this memo and the following attachments:

- 1) Project Information
- 2) Scope of Services
- 3) Proposal Requirements

Questions: Direct all questions to the contact listed above before 5:00 PM on February 22, 2018. All clarifications made by the MRCA will be posted by COB on February 27, 2018 at [www.mrca.ca.gov/projectlisting.html](http://www.mrca.ca.gov/projectlisting.html) and it is the respondent's responsibility to review this information.

Proposal Submittals: Follow the guidelines listed in Attachment 2 and submit **two unbound hard copies or submit an electronic PDF file (preferred) by email by 5 p.m. on March 2, 2018** to the address above. Late submissions will not be accepted. There is no limit to the number of pages a submittal can be, however, please keep it to a minimum and include only the necessary information. Packages delivered in person should be taken to the reception desk in Suite 100 on the 2<sup>nd</sup> floor of the California Building. Electronic submittals are allowed, but please keep attachments below 5 MB.

**Selection:** Selection will be based on demonstrated competence and qualifications for the services to be performed at fair and reasonable prices to the MRCA. Proposed deviations from the RFP requirements will be noted and taken into consideration. Proposals will be reviewed within 1-2 weeks. MRCA may request interviews for selection purposes on: March 9, 2018 and March 12-13, 2018. MRCA will make every effort to adhere to the stated schedule but reserves the right to modify it as needed without prior notice.

## **Attachment 1 – Project Information**

### **BACKGROUND**

Since the 1940s, the County of Los Angeles and Army Corps of Engineers have managed the Los Angeles River (River) as a concrete flood channel. The communities through which the River passes have had limited contact with the River. In the last several decades, the River has received greater public attention and support for its restoration and availability as an environmental and recreational resource. Local, State and Federal funds have been invested to create new opportunities for recreation, environmental restoration, public access and education, but the River does not yet have any resources to provide consistent, year-round assistance to public visitors outside of 911 life-safety emergencies.

As part of Assembly Bill 1558 (AB 1558), Chapter 452, Statutes of 2017, signed by the Governor on October 3, 2017, AB 1558 requires the San Gabriel and Lower Los Angeles Rivers Conservancy (RMC) and the Santa Monica Mountains Conservancy (SMMC), the Conservancies, to collaborate with the Department of Parks and Recreation, the California Conservation Corps, and the State Lands Commission to develop a program to provide a network of River Rangers who assist the public at sites along the Los Angeles River and its tributaries, as prescribed. The legislation requires the Conservancies, no later than June 30, 2018, to develop a Plan for the design and implementation of the program, containing specified components and information. The Conservancies recommended MRCA to implement the legislation under the direction of the AB 1558 Steering Committee, and the funding was provided through an agreement among the Conservancies' Proposition 1 joint funds, pursuant to Section 79735(a) of the Water Code. MRCA is seeking assistance via this RFP from professional firms to produce the required Plan.

In addition to the entities mentioned above, the Conservancies shall solicit the participation of representatives of local governments that have jurisdiction over segments of the river, including the cities along the 51-mile length of the LA River, including its tributaries and the County of Los Angeles. AB 1558 also directs the Conservancies to develop the River Ranger program in coordination with the Lower Los Angeles River Working Group, which is administered by the RMC. AB 1558 will therefore require extensive coordination between the Conservancies and outside entities and stakeholders. The Conservancies will work together on implementation, planning, design and delivery of the AB 1558 River Ranger program while achieving the following goals identified in AB 1558:

1. Establish an identity for the Los Angeles River as a place for its communities to enjoy recreational opportunities and learn about the River's history and environmental resources.
2. Improve public safety for visitors to the Los Angeles River.
3. Foster collaboration among state and local government entities and other public agencies with jurisdiction over the Los Angeles River, and coordinate the work of these entities and public agencies with regard to the development, maintenance, and enhancement of the river and its resources.
4. Protect the parks, open space, and other public places adjacent to the River.

5. Engage communities along the River in the protection and preservation of the River and its resources.
6. Promote equal access and equity among all communities along the River with regard to the development and placement of improvements along the River.
7. Monitor the physical conditions, environmental health, and development of green space along the River.
8. Provide a system for coordinating the work of River Rangers with programs and services offered by local governments and conservation corps.
9. Incorporate the findings and principles expressed in the “Presidential Memorandum-Promoting Diversity and Inclusion in Our National Parks, National Forests, and Other Public Lands and Waters,” dated January 12, 2017.

No later than June 30, 2018, the Conservancies are required to submit a copy of the Plan to the Assembly Committee on Water, Parks, and Wildlife and the Senate Committee on Natural Resources and Water, in compliance with Section 9795 of the Government Code.

## **JURISDICTION**

The River Ranger program shall be applicable to the entire 51 miles of the River, on both the east and west river banks, and its tributaries, as prescribed. The jurisdiction of the plan would apply to at least 21 cities along the River and tributaries in the County of Los Angeles. The Stakeholder Group will include representatives from each of the cities that are located along the 51 miles of the River and tributaries (see map attached). Representation may include the head of the Recreation and Parks Department, local law enforcement, California State Parks, California Conservation Corps, State Lands Commission, Los Angeles County Department of Parks and Recreation and Homeless Services Authority.

## **SCHEDULE**

The Plan shall be completed by June 30, 2018, including review periods and revisions. However, due to the Conservancies’ Board meeting schedules, the final draft Plan shall be completed by May 15, 2018. The deadline is a mandate imposed by the California Legislature, therefore targets as outlined are non-extendable. Consultants should respond with same priority the legislature has placed on the Plan. This requires an aggressive timeline and should be of as much significance to the consulting team as it is to the Legislature; consultants should respond with priority and in a timely fashion.

## **REFERENCE DOCUMENTS**

The River Ranger Program will be structured for inclusion of all plans and visions plans pertinent to the Los Angeles River, particularly the following:

- Lower LA River Revitalization Plan ([www.lowerlariver.org](http://www.lowerlariver.org))
- Upper Los Angeles River Plan (AB 466-Bocanegra)
- Los Angeles County’s Los Angeles River Master Plan (51 Mile Plan)
- City of Los Angeles’ Los Angeles River Revitalization Master Plan
- Tujunga Wash Restoration

- Pacoima Wash Vision Plan

Other plans may be added to this list.

### **ABOUT MRCA**

The Mountains Recreation and Conservation Authority (MRCA), established in 1985, is a local government public agency exercising joint powers of the [Santa Monica Mountains Conservancy](#), the [Conejo Recreation and Park District](#), and the [Rancho Simi Recreation and Park District](#) pursuant to Section 6500 *et seq.* of the Government Code.

The MRCA is dedicated to the preservation and management of local open space and parkland, watershed lands, trails, and wildlife habitat. The MRCA manages and provides ranger services for almost 73,000 acres of public lands and parks that it owns and that are owned by the Santa Monica Mountains Conservancy or other agencies. The MRCA works in cooperation with the Conservancy and other local partners to acquire parkland, participate in vital planning processes, complete major park improvement projects, and provide education and interpretation programs for the public.

## **Attachment 2 – Scope of Services**

The MRCA anticipates that the selected firm will need to perform the following services. **Respondents should supplement/modify this list as they determine appropriate.**

1. Prepare a complete project description for inclusion in the initial draft River Ranger Plan. Research similar programs established elsewhere and provide reference.
2. Coordinate and conduct meetings of the Stakeholder Group and gather input to develop the River Ranger Plan, with the following goals in mind: improve public safety for visitors to the Los Angeles River; accessibility; interpretation/educational information dissemination regarding the River's history and environmental resources.
  - a. At least four Stakeholder meetings shall be conducted. The first Stakeholder meeting is scheduled to take place on March 22, 2018; consultant should be ready to begin by March 15, 2018. By April 15th, 2018 part one of the Plan shall be developed, completed and submitted for review by Steering Committee; by May 15th, 2018, part two, along with the final draft of the Plan shall be developed, completed and submitted, and by June 15th, 2018 the final draft Plan with comments and revisions shall be submitted. MRCA reserves the right to modify schedule.
  - b. A minimum of five community meetings to gather public input shall be held, all within the 3-month time frame. A minimum of two meetings will take place in the Upper LA River and 2 in the Lower LA River, and 1 at a central location between the Upper and Lower, for a total of five meetings. These meetings will function as both outreach and opportunities to gather information and data on what the River Ranger program shall entail.
3. This effort will require the consultant to conduct extensive coordination between the Conservancies and outside entities and stakeholders, while achieving the stated goals. Consultant shall serve as a liaison between the Steering Committee and the cities that are within the 51-mile corridor of the River and its tributaries. Consultant shall facilitate communications necessary between Committee members, and work with all stakeholders to submit the proposed River Ranger Plan to the State Legislature, through the Water, Parks, Wildlife and Natural Resources Committee by June 30, 2018.
4. Develop within the Plan, a strategy for coordination and cooperation between state, and local government entities and other public agencies with jurisdiction over and along the Los Angeles River for maintenance and operations, as well as enhancement of the river and its resources.
5. Community outreach: Consultant will conduct the required meetings, and shall subcontract with a professional facilitator to coordinate and lead 5 community meetings to gather information and data on what the River Ranger program needs are. Consultant shall utilize local nonprofit/non-government organizations and/or local

consultants that have a track record of engaging local constituencies, unique to certain segments of the River, including language and cultural sensitivities, have a network in the corresponding areas riparian to the Los Angeles River and its tributaries and have experience with community engagement and outreach. Meetings shall be distributed as follows: 2 in Upper Los Angeles River/tributary areas, 2 in Lower Los Angeles River/tributary areas, 1 centrally located.

6. Develop recommendations for an implementable pilot program. Includes research of similar successful efforts State/Country wide that can be used as a guide.
7. Recommend feasible means to finance the establishment of the River Ranger program, including sustainable, long-term funding mechanism(s). Such mechanisms may include but are not limited to funding opportunities available through the Los Angeles County Regional Park and Open Space District; State of California, local private sources, and new partnerships.
8. Respond to comments received during review period of the draft Plan and revise documents as necessary.
9. Prepare final documents and revise per comments. Documents will be reviewed by the Steering Committee and the Stakeholder Group.

## **REQUIRED PLAN ELEMENTS**

The final Plan shall include, but is not limited to, the following components:

- Project Description including scope of services, geographic limits, purpose and need, required skills/background, and schedule/funding requirements. Prepare project area maps as needed.
- Report the results of community outreach process and identify how it was or was not incorporated into the proposed Plan.
- Identify any required permits, approvals, or policy changes required for successful implementation.
- Provide funding concepts to finance the establishment of the River Ranger program that are long-term and sustainable.
- Analyze consistency with applicable local plans.
- Describe the scope, and provide cost estimates for, the Operations and Maintenance needs along the River and the Pilot Program area.
- An implementable Pilot Program upon completion of the Plan. Identify funding needs and approvals needed for successful implementation. Pilot Program shall include an evaluation component.

### Attachment 3 – Proposal Requirements

Please provide the following information in your proposal:

**1. Cover letter including the following information:**

- a. Describe the firm’s approach to your work, including communication process, project management, and quality control.
- b. Name members of the proposed project team.
- c. Note any certifications as a disadvantaged business enterprise.
- d. Describe all prior participation with an MRCA project by firm and/or key personnel, whether or not firm contracted directly with MRCA, if applicable.

**2. Qualifications and Background**

- a. Provide resumes of key project personnel–Project Executive, Project Manager, Job Captain, etc. Indicate number of years each person has been employed by the firm. Resumes should highlight relevant qualifications for this project.
- b. Provide concise, 1-2 page descriptions of comparable projects now in progress or completed within the last five (5) years for which the firm provided similar services. These descriptions should demonstrate the firm’s experience relevant to the project described in this RFP. List members of the proposed team who worked on the project(s) and their role. Include no more than 5 examples. Include contact information for client references.
- c. Provide the following information, to the extent such documents already exist:
  - i. List of names and contact information for clients for which services were performed in the last five years.
  - ii. Samples of the services performed including the scope and cost.
  - iii. Disclosure of any actions taken against the professional.
  - iv. A statement of change order(s) to plans or specifications or projects for which services were provided and the reason for the change order(s).
- d. Provide specific information on the firm’s litigation history, in the last five years, of termination for default, litigation by or against the firm, and judgments entered for or against the firm.

**3. Proposed Budget & Fees.**

- a. Provide firm’s proposed budget and fee structure. Proposal format should follow example below, with one-line item per type of activity. Each line item should include anticipated quantity or time (budgeted) for a project of this size/complexity and the proposed unit prices for each.

*Example:* Estimated Qty. Unit Cost Estimated Total  
Principal Time X Hrs. \$X/Hr=\$X  
Technician Time X Hrs. \$X/Hr=\$X  
Supplies X \$X/Each=\$X  
Equipment X Hrs. \$X/H=\$X  
Trip Charges X \$X/Each=\$X

#### **4. Proposed Project Timeline/Schedule**

- a. Submit a basic project schedule incorporating milestones with completion of each task required, subdivided as necessary. The start date for the schedule should be March 15, 2018.
- b. Key dates include:
  - i. Advisory Committee meeting kickoff on March 22, 2018
  - ii. By April 15th, 2018 part one of Plan shall be developed, completed and submitted for review by the Steering Committee
  - iii. By May 15th, 2018, part two, along with the final draft of the Plan shall be developed, completed and submitted
  - iv. By June 15th, 2018 the final draft Plan with comments and revisions shall be submitted to the Steering Committee
  - v. Completion and submission by June 30, 2018, including review periods/revisions

#### **EVALUATION**

Proposals will be evaluated for the following criteria:

- Demonstrated experience of the firm in relation to the services required and quality of performance on similar past projects.
- Demonstrated experience, technical competence and availability of key personnel in relation to the services required.
- Recommendations of prior clients.
- Capability of the project team to provide the services desired in a timely manner.
- Value offered considering capabilities and experience of the project team.

MRCA may contact any previous clients to verify the experience and performance of the prospective firm, key personnel, and sub-consultants, whether or not the client is listed as a reference in the proposal. The information provided in response to the above requirements will be the basis for evaluation. Failure to provide this information or the inclusion of any conditions, limitations, or misrepresentations may adversely affect the evaluation of your proposal. The Executive Officer of the MRCA reserves the right not to award any contract.

All respondents will be required to represent and warrant that they, he, she, or the officers, directors, and/or employees of bidder are not related by blood or marriage to any member of the governing boards of the Santa Monica Mountains Conservancy, the Santa Monica Mountains Conservancy Advisory Committee, the Mountains Recreation and Conservation Authority, or any other joint powers authority for which the Santa Monica Mountains Conservancy is a constituent member, or to any officer, director or staff member with discretion over the contract of any of the aforesaid public agencies. "Related by blood or marriage" is defined as being a parent, child (including stepchildren), sibling, grandparent, grandchild, aunt, uncle, niece, nephew, spouse, domestic partner, father-in-law, mother-in-law, sister-in-law or brother-in-law. The MRCA reserves the right to immediately cancel any contract entered into if it discovers a breach of this warranty and representation. Consultant shall be liable for all damages sustained by the MRCA as a result of the breach.