



**MOUNTAINS RECREATION & CONSERVATION AUTHORITY**  
Los Angeles River Center and Gardens  
570 West Avenue Twenty-six, Suite 100  
Los Angeles, California 90065  
Phone (323) 221-9944 Fax (323) 221-9934

## **REQUEST FOR PROPOSALS UPPER LOS ANGELES RIVER AND TRIBUTARIES REVITALIZATION PLAN COMMUNITY ENGAGEMENT AND OUTREACH**

November 15, 2018

The Mountains Recreation and Conservation Authority (MRCA) requests non-governmental organizations (NGOs) and nonprofit organizations (NPOs) to assist the Santa Monica Mountains Conservancy (SMMC), the SMMC's Assembly Bill 466 Working Group, and the MRCA, collectively referred to as the "Project Planning Team" to undergo traditional and non-traditional community engagement and outreach to local residents, stakeholders, neighborhoods and community groups with a prioritization of disadvantaged communities for the Upper Los Angeles River and Tributaries Revitalization Plan (Plan), pursuant to Assembly Bill 466.

The Revitalization Plan (Plan) shall address the unique and diverse needs of the region's watershed and the communities through which it passes. This requires a master planning process that is based upon community engagement, prioritizes disadvantaged communities, and builds upon the many existing plans for the Los Angeles River, but does not duplicate past efforts. NGOs shall provide informational outreach sessions, that truly engages various communities, demographics and age groups through active listening and dialogue, engagement and education shall serve as input for the Plan and shall require coordinate extensively with the Project Planning Team.

The entire Plan and process shall be completed within 8-10 months. The effort is divided into three phases: Inventory and Analysis, Concept Development, and Plan Preparation, with estimated duration of approximately three months each. Community engagement and outreach shall be done by engaging communities and gathering input and information for the three phases listed above.

### **Project Location**

As defined by AB 466 and SB 1126, the plan shall cover the areas of the Upper Los Angeles River, the tributaries of the Pacoima Wash, Tujunga Wash, Verdugo Wash, Arroyo Seco, the Aliso Creek and any additional tributaries, as prescribed.

### **Contact**

Sarah Rascon, [Sarah.rascon@mrca.ca.gov](mailto:Sarah.rascon@mrca.ca.gov), (323) 221-9944 x.109  
570 West Avenue 26, Suite 100, Los Angeles, CA 90065

### **RFP Scheduled Deadlines**

Direct all questions to contact listed above before 5:00 PM on November 27, 2018. Interested NGOs should register with MRCA by 5:00 PM on November 27, 2018 in order to receive the clarifications and addenda. Clarifications will be distributed electronically by 5:00 PM on November 30, 2018 to all registered. To register, send an email to the contact above.

Follow the guidelines listed in this RFP and submit **two unbound hard copies or a single electronic PDF file (preferred) by 3:00 PM on Tuesday, December 4, 2018** to the contact 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 at the address above on the 2<sup>nd</sup> floor of the California Building. Electronic submittals shall be kept below 20 MB.

Proposals will be reviewed within 1-2 weeks. The Project Planning Team and/or the Working Group may request interviews at our convenience. Every effort will be made to adhere to the stated schedule, but it may be modified as needed without prior notice.

### **Requirements**

The ideal applicants will use creative strategies and approaches to engage non-traditional stakeholders. Respondents who will be considered shall be a state registered non-governmental organization and/or nonprofit organization and 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 SMMC, the SMMC Advisory Committee, the MRCA, or any other joint powers authority for which the SMMC 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.

Non-governmental organizations and/or nonprofit organizations shall be cognizant of language, and have multicultural/multi-ethnic, multi-generational background and experience. Organizations shall have a network and experience undergoing community engagement and outreach in the corresponding areas riparian to the Upper Los Angeles River and its tributaries. Outreach and engagement will require field work, some evenings and weekends. This process is meant to develop ongoing dialogue and conversations with local neighborhood and community members that will build off each planning phase. The expectation is that a highly focused and strategically planned process will result in increased community participation. It is important that NGOs fully understand demographics, economic and educational disparities of the communities they engage. Additionally, NGOs are to keep the community engaged throughout the planning process, while providing feedback and continuing to grow the interested network of community, neighborhoods and residents alike. Lastly, organizations shall understand historical and current composition of the communities including the local business community.

### **Evaluation and Selection**

Selection will be based on demonstrated competence and qualifications for the services to be performed at fair and reasonable prices and will provide examples of successful engagement. Proposed deviations from the RFP requirements will be noted and taken into

consideration. The information provided in response to the RFP's 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. Any proposal deemed irresponsible or unresponsive will not be considered.

The Executive Officer of the MRCA reserves the right not to award any contract or to award multiple contracts.

**Proposals will be evaluated for the following criteria:**

- Demonstrated experience of the NGO in relation to the services required and quality of performance on similar past projects.
- Demonstrated experience, competence and availability of key personnel in relation to the services required.
- Recommendations of prior partners and stakeholders.
- Creative strategies and approaches for engaging non-traditional stakeholders.

The Project Planning Team may contact any previous partners to verify the experience and performance of the prospective organization, key personnel, and sub-consultants, whether or not the client is listed as a reference in the proposal.

**About MRCA**

The MRCA, established in 1985, is a local 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.

## 1 – Project Information

Specific requirements for the project are described in AB 466:

1. The Revitalization Plan shall require a master planning process that includes community engagement and prioritization of disadvantaged communities, identified pursuant to Section 39711 of the Health and Safety Code.
2. The Working Group shall submit the Revitalization Plan to SMMC for approval.
3. The bill requires the Revitalization Plan to be considered an amendment to the SMMC and San Gabriel and Los Angeles Rivers and Mountains Conservancy (RMC)'s shared vision document *Common Ground from the Mountains to the Sea: Watershed and Open Space Plan for the San Gabriel and Los Angeles Rivers*. Upon adoption by the SMMC, other municipalities may adopt the Plan.

### Project Schedule

The completed Final Plan shall be available by September 16, 2019 including review and comment periods, with the following milestones:

- a) Start date of early December 2018
- b) Project milestones will be determined in collaboration with MIG.
- c) All outreach and engagement collected shall be completed and submitted for review by July 15, 2019, and the Final Plan by September 16, 2019, including review and comment periods.

The Project Planning Team reserves the right to modify the schedule.

### Roles

Non-Governmental Organizations shall be responsible for:

1. Provide feedback toward a Community Engagement Plan.
2. Solicit members of the public for participation in community outreach.
3. Distribution and outreach services of public information.
4. Watershed Education activities during community engagement.
5. Technical review of draft documents for subject matter expertise.
6. Facilitation and support of outreach meetings including documentation of input.
7. Coordination of meetings with the Project Planning Team.

The Project Planning Team (MRCA, Tetra Tech and MIG) shall be responsible for:

1. For meetings: Materials, Handouts, and any other necessary documents
2. Assist with outreach coordination and follow up with all organizations involved.
3. Coordination of meetings with the Project Planning Team.
4. Coordination with non-governmental organization (NGO) partners.

5. Identification and development of technical information needed for project.
6. Community Engagement Plan
7. Providing language translation for meetings, as necessary.
8. Securing food and refreshments for meetings, as necessary.
9. Development of the complete Revitalization Plan and Appendices. Point of contact with the Working Group.
10. Point of contact and designated official public response to all media inquiries.

Additional clarification of roles shall occur as necessary during the process.

### FAQ

#### Non-Governmental Organizations:

- a. **Develop Community Engagement Plan:** NGOs shall provide input toward finalizing an effective Community Engagement Plan that is developed by The Project Team, with oversight from the Working Group, which is meant to incorporate public participation with an emphasis on local and underrepresented communities.
- b. **Public Communication:** NGOs shall assist with conducting and undergoing outreach for up to six (6) meetings/workshops which shall be solicited to neighborhood- based stakeholders, which will engage the public and be participatory in planning and design efforts. This will entail attending existing events and meetings, field work, some evenings and weekends to interest a broader audience and reach community members to attend ongoing meetings which may function as workshops.
- c. The Project Planning Team will assist with preparing exhibits large enough for display purposes, and community meetings. In addition, a toolkit will be provided which will consist of: Meeting/workshop flyer, factsheet, facilitator toolkit with goals and outcomes, PowerPoint presentation template, workshop agenda, and proposed outreach activities, sign-in sheet template.
- d. Watershed Education will be a component of Community Outreach and engagement efforts. Interactive Watershed Education activities, materials and services will be incorporated into the outreach events. Will be provided by project planning team.
- e. Organizations shall be assigned a geographic area that best fits their network when attending meetings and events.
- f. NGOs shall also electronically publicize materials and solicit participation to their respective network and online database. Includes: newsletters, email blasts, online posting on social media platforms, posting on organization website.

## 2 – Scope of Services

The MRCA anticipates that the selected NGOs will need to perform the following services. Respondents should supplement this list as they determine appropriate, however keep in mind that cost and value are selection considerations. All items shall be completed within the stated time frame. **The Project Planning Team reserves the right to modify the scope of services at their discretion, including curtailment of some activities, to meet budget constraints and the Legislative deadline.**

### Part 1: Required Project Processes

#### *Meeting Coordination/Facilitation*

1. Coordinate and facilitate meetings:
  - a. Community Meetings: A minimum of six (6) dedicated community meetings to gather public input shall be held. Three (3) sets of meetings (e.g. kickoff, information gathering/concept development, and review of concepts), with each held in three (3) locations, are recommended. The consultant team shall facilitate the meetings and provide all required materials. These meetings will function as both outreach from the Working Group and opportunities to gather information and data on the Plan's content.

Community meeting locations will be determined with input from the Working Group, the Project Planning Team, and other stakeholders. NGOs shall provide publicity and recruitment for participation. Community meetings shall also include watershed education activities, which should be conducted by NGOs.

#### *Public Communication*

2. The Project Planning team in collaboration with NGOs will develop an effective *Community Engagement Plan* to ensure public participation and input to the Plan. This plan shall describe the proposed outreach activities, identify key stakeholder groups, integrate online resources, describe survey(s), and specify the roles of NGOs and other partners. The *Community Engagement Plan* shall include the six dedicated public meetings as described above. The document will identify project-related tasks, milestones, and timeline to guide the outreach effort, while recognizing the dynamics with the direction from the Working Group. The Engagement plan shall include a minimum of six community meetings to gather public input as noted above.
3. Project Planning team shall develop and maintain an *Interactive Website* for the Plan that allows users to learn about the project, see project updates and upcoming events, participate in surveys, and review Draft and Final Plan components. All content and design elements, for the website must be reviewed and approved by the Project Planning Team before going live. The web platform must have a responsive design to work across multiple platform types. The website should be updated by the

consultant team throughout the planning process. A private portal for the Working Group members shall also be created to share project relevant materials.

4. The community meetings shall incorporate Watershed Education activities and programs that help communities recognize the value of the waterways and the importance of protecting the river's resources. The Watershed Education activities shall be conducted by NGOs and other entities. Consultant shall coordinate as needed.

Outreach and Engagement shall be conducted in three phases and gather info based on the following:

*Introduction (information dissemination and gather input)*

5. Guiding Principles and Framework to include: establishment of baseline conditions, supporting development of Plan Element Goals, Objectives, and Framework, identification of opportunities for enhancement and revitalization, develop evaluation criteria for future project implementation, characterization of broad categories of multi-benefit opportunities.
6. Project concepts within gap areas, and identification of prioritization projects throughout project area. Up to six (6) highlighted projects shall be developed to an early conceptual design level.
7. Identify future planning efforts necessary for full implementation.
8. Recommendations for further Watershed Education Programs.

*Appendices*

9. The *Community Engagement Plan* shall be included as an Appendix to the Final Plan.
10. The providers of Watershed Education activities shall prepare reports documenting the events, and these shall be included as an Appendix to the Final Plan.

### 3 – Proposal Requirements

Please provide the following information in your proposal:

#### 1. Cover Letter

- a. Describe the NGOs approach to your work, including communication process, project management, and quality control.
- b. Name members and roles of the proposed 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 concise, 1-2 page descriptions of comparable projects now in progress or completed within the last five (5) years for which members of the team provided similar services. These descriptions should demonstrate the team’s experience relevant to the project described in this RFP.
- b. 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 during most recent projects (up to three).
  - ii. Samples of the services performed including the scope and cost.
- c. 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 and Fees

- e. Provide 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:*

<u>Item</u>	<u>Estimated Qty.</u>	<u>Unit Cost</u>	<u>Estimated Total</u>
Principal	X Hrs.	\$X/Hr =	\$X
Technician	X Hrs.	\$X/Hr =	\$X
Supplies	X	\$X/Each =	\$X
Equipment	X Hrs.	\$X/Hr =	\$X
Trip Charges	X	\$X/Each =	\$X