



## 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 FOR COMMUNITY ENGAGEMENT & OUTREACH SERVICES MOUNTAINS RECREATION & CONSERVATION AUTHORITY

December 4, 2023

The Mountains Recreation and Conservation Authority (MRCA) requests proposals from Community Engagement and Outreach (CE) Teams that may be made up of non-governmental organizations (NGOs) or nonprofit organization (NPOs) to facilitate a robust community engagement and outreach process for to local residents, stakeholders, neighborhoods, and community groups as related to the pre-improvement planning and design for improvements of the existing River Garden Park, located in the Los Angeles River Center and Gardens.

**SITE LOCATION** Los Angeles River Center and Gardens  
570 W Ave 26, Los Angeles, CA 90065

**CONTACT** Vanessa Alonzo  
(323) 221-9944 ext. 191  
[vanessa.alonzo@mrca.ca.gov](mailto:vanessa.alonzo@mrca.ca.gov)

**ATTACHMENTS** This RFP consists of this memo and the following attachments:  
1. Project Information  
2. Submittal Requirements  
3. Scope of Services

**SITE ACCESS** The Los Angeles River Center and Gardens site is open to the public during regular business hours. Site visits to the site can be scheduled in advance with the project contact listed above.

**QUESTIONS** Direct all questions to the contact information listed above before 5:00 pm on Tuesday, December 12, 2023. All clarifications will be made by e-mail and provided by Friday, December 15, 2023. It is the respondent's responsibility to obtain the clarifications.

**PROPOSAL SUBMISSIONS** Provide your narrative, background information, project team, proposed fees, timeline, and other items as described in Attachment 2 as a PDF file. **Proposals are due by 5:00pm on Friday, December 22, 2023**, and should be e-mailed to the address listed above. Late submissions will not be accepted.

**SELECTION** Selection will be based on demonstrated competence and qualifications for the services to be performed at fair and reasonable prices and evidence of successful engagement experience. Proposed deviations from the RFP requirements will be noted and taken into consideration. Any proposal deemed irresponsible or unresponsive will not be considered. We aim to award the contract approximately two weeks after the due date. The project completion is expected six to eight weeks after the notice to proceed.

**ATTACHMENT 1 – PROJECT INFORMATION**

**CLIENT** **Mountains Recreation and Conservation Authority**  
570 West Avenue 26, Suite 100  
Los Angeles, CA 90065

**PROJECT ADDRESS** Los Angeles River Center and Gardens  
570 W. Ave 26 Los Angeles, CA 90065

**SITE DESCRIPTION**

The Los Angeles River Center and Gardens (River Center) is a public facility owned and operated by the Mountains Recreation and Conservation Authority (MRCA). The River Garden Park is a half-acre park located at the northern corner of the River Center and serves as a pedestrian access point to the River Center. The River Garden Park was constructed in 2000 and draws upon the Los Angeles River for its design elements and organization. Existing park amenities include park benches, a picnic table, and lawn area.

**PROJECT DESCRIPTION**

The project proposes a robust community engagement and outreach effort for the future site improvements of the existing River Garden Park. The project execution requires a strict delivery timeline due to the fundings tight expenditure deadline. The start date for the schedule/timeline should be assumed January 8, 2023 and a completion date of March 15, 2024. The Community Engagement and Outreach (CE) team will need to help manage project expectations and how it can meet the goals of the project funding. The CE team's engagement efforts should foster an open dialogue that will guide and inform MRCA with the final improvement plan for River Garden Park.

**PROJECT GOAL & OBJECTIVES**

To facilitate a robust community outreach and engagement process that will result in an improvement plan and design for the existing River Garden Park. Project team will engage the local community to and provide opportunities to voice current concerns and feedback related to needs for the park. Project team will host a series of workshops/events/talks as necessary to collaborate on a renovation plan and design. A final renovation plan and design will be presented to the community and be used as the basis for implementation of site improvements.

**ABOUT THE MRCA**

The Mountains Recreation and Conservation Authority (MRCA) is a local public agency exercising joint powers of 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 75,000 acres of public lands and parks that it owns and that are owned by the Santa Monica Mountains Conservancy or other agencies and provides comprehensive education and interpretation programs for the public. The MRCA works in cooperation with the Conservancy and other local government partners to acquire parkland, participate in vital planning processes, and complete major park improvement project.

## **ATTACHMENT 2 – SCOPE OF WORK**

### **A – Community Engagement Plan Development**

Develop a Community Engagement Plan (CEP) in coordination with MRCA staff. The CEP shall utilize a community centric model with community organizers that is inherently community driven and seeks to engage all communities, particularly hard to reach audiences and traditionally overlooked and underserved populations and stakeholders, as well as other suggested innovative means for executing said plan. The robust outreach will strive to engage as many people as possible through a variety of mechanisms. Materials will also be provided in languages that are commonly used in the surrounding local community. The plan should identify key organizations to help support and disseminate related project information.

Plan should seek to work with the community, to build a partnership that will improve confidence to achieve future improvements at the River Garden Park. Partnering with communities, stakeholders and regulation entities to ensure site safety and usability by providing information, transparency, creating realistic expectations, and noting/addressing community concerns.

Within the scope of the Project, the CE Team's engagement should foster discussion and seek to provide guidance in the areas of the design of the River Garden Park. The CE Team is welcome to provide design services, otherwise a separate consultant design team will be sought for the design of the River Garden Park. The design team will be asked to develop concepts, design development, possible construction documents, and project administration during any possible permitting and construction.

### **B – Engagement Events**

A minimum of two (2) dedicated community meetings to share information and gather public input shall be held over a two-month period. Both sets of meetings (e.g. kickoff, information gathering/concept development), physically held or through digital media, are recommended. The team shall facilitate the meetings and provide all required materials in conjunction with the Design Team. Meeting locations will be determined with input from the MRCA, and other stakeholders. Additional meetings in the form of community gatherings, and/or tours shall be considered if the project and funding schedule allow.

Translation services must also be provided. Spanish: some meetings should be conducted fully in Spanish, including all visual materials in Spanish with English translation also provided. If not available, interpretation in Spanish should be provided by a professional interpretation service, literal translation preferred.

### **C – Feedback Collection**

In addition to the dedicated community meetings, alternative means of feedback collection should be provided and facilitated. Assistance with outreach coordination, including CE and MRCA team regular attendance at adjacent neighborhood council and other community organization group meetings, and follow up with all organizations involved. Option of a field team to be responsible for undergoing outreach and engagement to provide information regarding the project to the community and to solicit input from communities within project geographic area for the Project.

## **D – Community Engagement Final Report**

A final report will be provided summarizing all events and activities that took place through the community engagement process. The report will catalog all feedback received from the community and summarize important findings. Additionally, the report will provide recommendations for next steps of community engagement that will support the implementation of improvements as informed by the community.

### **Roles & Responsibilities**

Community Engagement Team shall be responsible for the following tasks:

1. Lead the community engagement effort including Lead Outreach manages Public Information Team and Community Organizing Team.
2. Oversee all community engagement planning and activities to ensure proper execution, by all team members, to ensure community engagement objectives and values of MRCA are met. Key members of the CE Team should also have strong ties to the community.
3. Development and execution of a Community Engagement Plan, which incorporates a community organizing component and its deployment.
4. Mobilize, identify and confirm members of the public and stakeholders for participation in community outreach meetings and events.
5. Plan, organize, and facilitation of engagement meetings including documentation of input.
6. Development of Materials, Handouts, and any other necessary documents, which may include edits and revisions by the MRCA and other stakeholders.
7. Providing language translation for meetings and outreach materials, as necessary.
8. Distribution and outreach services of public information, including public participation support for required tasks throughout Project.
9. Content sharing content through existing media platforms.
10. Possible collaboration and strategic guidance with the Design Team during the Project.

MRCA shall be responsible for:

1. Collaborate/assist with outreach coordination and follow up with all organizations involved.
2. Possible coordination of meetings with the Design Team.
3. Coordination with additional non-governmental organization (NGO) partners.
4. Provide and secure meeting space and platforms with amenities such as childcare and refreshments.
5. Point of contact and designated official public response to all media inquiries.
6. Feedback and materials will be shared and publicly available on the MRCA website.

## ATTACHMENT 3 – SUBMITTAL REQUIREMENTS

Organize your proposal by the five sections listed below.

### Section 1: Project Approach Narrative

Describe your approach to this type of project, including all requested scope services. This proposal narrative shall be limited to 2 pages or fewer. The team will provide full services as are customarily provided for the phases listed below. Narratives, budgets, and schedules should be subdivided according to the tasks listed here. Descriptions of the work and deliverables associated with each phase are described in Attachment 3.

- A. Community Engagement Plan (CEP) Development
- B. Engagement Events
- C. Feedback Collection
- D. Final Report

### Section 2: Qualifications and Background

Firms who have submitted a complete qualifications package within the last two (2) years are exempt from this requirement, so long as the information submitted is still accurate and applicable. Reference the date the qualifications and background were last submitted.

Submit the following:

1. Describe the approach to your work, including communication process, project management, and quality control.
2. Name members and roles of the proposed team.
3. Provide concise 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.
4. Disclosure of any actions taken against the professional.

### Section 3: Fee Proposal

Submit a fee proposal divided by the tasks described above, subdivided as necessary. Fees should be supported by a detailed spreadsheet showing the number of hours projected for each team member for each task. Attach schedules of hourly rates for lead firm and all sub-consultants. List assumptions associated with all cost calculations. The fee proposal shall include all sub-consultants considered necessary to complete the work.

#### *Sample Fee Breakdown*

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

**Section 4: Schedule/Timeline**

Submit a basic project schedule incorporating milestones with the completion of each task required, subdivided as needed. The start date for the schedule/timeline should be January 8, 2024, and a completion date of March 15, 2024.

**Section 5: Appendix (Optional)**

Firms have the option of submitting up to five pages of additional material.

**EVALUATION**

Proposals will be evaluated for the following criteria:

- Demonstrated experience and technical competence of the CE team in relation to the services required and quality of performance on similar past projects.
- Qualifications, prior experience, and time availability of key team personnel.
- Capability of the project team to provide the scope of services.
- Capability to meet schedule constraints.
- Creative strategies and approaches for engaging non-traditional stakeholders.
- Cost value of proposed services, anticipated outcomes, and perceived level of success.

The submitted RFP's will be reviewed by an independent three-person panel formed from community members that have previously voiced interest in improvements at the site. 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 if no proposal is acceptable.

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.