



Midpeninsula Regional
Open Space District

R-12-63
Meeting 12-21
June 27, 2012

AGENDA ITEM 10B

AGENDA ITEM

Authorization to Award a Contract with ~~Land Conservation Services~~[Jodi McGraw Consulting](#) for a Not-to-Exceed Amount of ~~\$99,550~~[\\$101,445](#) (Includes Contingency and Allowance) to Provide Project Management Services as ~~Co~~-Project Coordinator for the Vision Plan Project

GENERAL MANAGER'S RECOMMENDATION

A handwritten signature in black ink, appearing to be "J. McGraw", written over the printed name "Jodi McGraw Consulting" in the text above.

Authorize a contract for a not-to-exceed amount of ~~\$99,550~~[\\$101,445](#) with ~~Land Conservation Services~~[Jodi McGraw Consulting](#), which includes a 15% contingency of ~~\$12,100~~[\\$12,240](#) and a separate, item-specific allowance for additional meetings of ~~\$6,800~~[\\$7,600](#), to provide project management and coordination services to assist with the [technical analysis](#), planning and development of a Vision Plan for the Midpeninsula Regional Open Space District (District).

SUMMARY

Project staff recommends contracting with ~~Land Conservation Services~~[Jodi McGraw Consulting](#) to take the role of ~~Co~~-Project Coordinator for the Vision Plan Project for a not-to-exceed cost of ~~\$99,550~~[\\$101,445](#). The District is embarking on an ambitious and exciting new project to establish, with partner and public feedback and support, a defined vision that identifies key priorities for land preservation, resource management, public recreation, and working lands. The Vision Plan would guide the District for the next 10 to 15 years to ensure that current and future staff and funding resources are being targeting to those projects and actions that are of highest value and provide the greatest public benefit. The project is on an aggressive timeline and is scheduled for completion in December, 2013.

DISCUSSION

Project Pre-planning

As part of the pre-planning for the Vision Plan Project (Project), the District Project Management Team (PMT), led by Planning Manager Ana Ruiz and includes Public Affairs Manager Rudy Jurgensen, Natural Resources Manager Kirk Lenington, and Senior Planner Sandy Sommer, convened numerous times and conducted research on similar planning processes to develop a draft outline for the project that included: project expectations; goals; study area; participants; roles and responsibilities; general approach; scope of work; schedule; list of partners; project management structure; and available GIS datasets to support the data analysis.

As part of these discussions, the PMT, in consultation with the General Manager, also identified the need for an outside Project Coordinator (PC) who would work directly with the PMT to help

carry out much of the day-to-day project management, coordination, and scheduling. With the assistance of a PC, the PMT would subsequently hire a team of technical experts that would support various aspects of the project, including: data analysis, development of proposed selection criteria, project prioritization, and public outreach. Although the District has staff with expertise to complete much of this work, given many competing, high priority projects and needs, the Vision Plan Project will utilize the services of outside consultants to carry most of the workload. Nonetheless, all consultant work will be overseen and directed by the PMT and other expert District staff to ensure that processes and work products meet District needs.

Originally, one PC was envisioned for the Project. Given the recent hiring results as discussed below, staff now recommends hiring two PCs who will draw on two very different disciplines. One PC would lead the technical team to handle the technical GIS data analysis and prioritization piece (Technical Coordinator) while a second PC would lead an outreach team to assist with public outreach and engagement and weave in partner and public participation throughout the planning process (Outreach Coordinator).

Request for Proposals

To proceed with the next step for the Project, the PMT prepared a Request for Qualifications and Proposals (RFQP) in May and reviewed the material with the General Manager to ensure that the RFQP meets District needs. Staff then released the RFQP, seeking a consultant with expertise in project management and coordination, preferably on large, multi-disciplinary planning projects with a focus on open space and recreation, to take on the very important role of Project Coordinator (PC). The RFQP includes a draft scope of work that is divided into tasks, milestones, and includes major deliverables (refer to Attachment 1). This scope of work was provided to allow prospective proposers to gain a sense of the type of work that is expected for the Project.

Notice of the RFQP was provided to five consulting firms with known qualifications and experience in these types of planning projects. The RFQP was also posted on the District's website. A mandatory pre-proposal meeting was held, which was attended by individuals representing the following three firms:

Firm	Location
Jodi McGraw Consulting	Freedom, CA
Land Conservation Services	Martinez, CA
SWCA Environmental	Half Moon Bay, Ca

On June 13, the District received two well-written proposals and held separate interviews with each firm on June 18 and 19. Both firms provided fair and reasonable fees (see table below). For this type of work, and given the aggressive schedule, the PMT estimated the proposed fees to be approximately \$110,000.

Team	Base Proposal Fee	Percent Difference from Estimate
Land Conservation Services	\$80,650	27%
Jodi McGraw Consulting	\$73,530 – 89,680 <u>(average \$81,605)</u>	33 – 18%

References were also contacted for both firms following the interviews to gain a better understanding of the strengths and weaknesses of each firm. On Tuesday, June 26, 2012, Land Conservation Services withdrew their proposal from further consideration. Based on the results

of the reference checking, interviews, and written proposals, Land Conservation Services-Jodi McCraw Consulting provides the best technical skill set and a solid experience for the -Project. Although Land Conservation Services -ranked as the preferred proposer by just a fraction prior to withdrawing its proposal, Jodi McGraw Consulting also ranked very high, also-presented a solid understanding of the project goals, was responsive to the selection criteria contained in the RFQP and discussed in the pre-proposal meeting, provided a streamlined project approach, and offered new suggestions and ideas for improving the vision planning process. Jodi McGraw Consulting retains all the necessary expertise and experience desired to effectively manage the technical aspects of the project as the Technical Coordinator, namely GIS data analysis, evaluation of threats and opportunities to open space values, and prioritization of actions and projects. A second Project Coordinator would be hired separately to assist with the public outreach process, which is a very important part of the larger Project, and which draws on a very separate set of skills and experience. This second hiring process would begin in early July.

As this is a professional services contract, staff required fee proposals to be submitted in a separate, sealed envelope, and were considered only after staff had concurred on a consultant selection based on qualifications, thoroughness, and project approach. The proposed not-to-exceed contract of ~~\$101,445~~~~\$99,550~~ includes a base fee of ~~\$81,605~~~~\$80,650~~, a 15% contingency amount of ~~\$12,240~~~~\$12,100~~ to address any unanticipated services arising during the planning process, including additional document editing and project management support, and a separate item-specific allowance of ~~\$7,600~~~~\$6,800~~ for the preparation, facilitation, and reporting of up to four additional team and/or public meetings. Neither the contingency amount nor the allowance will be included initially as part of the contract agreement and will only be added if and when additional services are needed above and beyond what is included in the Fee Proposal.

FISCAL IMPACT

The Planning Department budget for FY2012-13 includes a total Project budget of \$300,000, which is sufficient to cover all expenses associated with the proposed contract.

BOARD COMMITTEE REVIEW

No Committee business to report.

PUBLIC NOTICE

Notice was provided pursuant to the Brown Act. No additional notice is necessary.

CEQA COMPLIANCE

Retention of consultant services to prepare planning documents does not constitute a project under the California Environmental Quality Act (CEQA).

NEXT STEPS

Upon Board authorization, staff will finalize the contract agreement and authorize consultant work to begin immediately. Please refer to the Attachment 1 to obtain detailed information on additional next steps and estimated delivery dates.

Attachments

1. RFQP for a Project Coordinator to develop an Open Space Vision Plan



Responsible Department Manager:
Ana M. Ruiz, AICP, Planning Manager

Prepared by:
Same as above

Contact person:
Same as above