

City of Los Angeles
Department of Recreation and Parks



Figueroa Plaza
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Los Angeles, CA 90012

REQUEST FOR
PROPOSALS
SERVICES TO DEVELOP
A MASTER PLAN FOR
ELYSIAN PARK

RFP Release Date:

June 16, 2025

Mandatory Pre-Proposal Meeting:

July 15, 2025

Submission Deadline:

August 19, 2025

**City of Los Angeles
Request for Proposals
SERVICES TO DEVELOP A MASTER PLAN FOR
ELYSIAN PARK**

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I. INTRODUCTION

The City of Los Angeles (CITY), Department of Recreation and Parks (RAP) is seeking proposals for comprehensive master planning and design consulting services for the development of a Master Plan for Elysian Park (Master Plan). RAP seeks to engage a qualified team capable of providing the full range of disciplines and professional consulting services needed. The CITY intends to contract with one entity (hereinafter referred to as “Proposer”) that shall be responsible for administering the entire Project and managing a team of subcontractors. The Proposer and their team shall be able to provide the services as described below.

The total amount payable to the Proposer shall not exceed \$1,500,000.00, with a performance period not exceeding 36 months from the date of issuance of the Notice to Proceed (NTP) by the CITY for the final Master Plan. Interim milestone deliverables will be established in consultation with the CITY, with the goal of a 12-month timeframe to fully develop the Draft Master Plan and a 24-month timeframe to adopt the Final Master Plan.

II. PROJECT BACKGROUND AND DESCRIPTION

At approximately 548 acres, Elysian Park (Park) is one of the oldest public parks in the City of Los Angeles. Elysian Park is a regional park located just north of downtown Los Angeles, and is home to a variety of recreational facilities that directly serve the communities of Chinatown, Solano Valley, Cypress Park, Echo Park, Elysian Valley, Elysian Heights, Lincoln Heights, and Victor Heights. Immediately adjacent to the Park are the Barlow Respiratory Hospital, the Los Angeles Fire Department (LAFD) Frank Hotchkin Memorial Training Center, the Los Angeles Police Department (LAPD) Academy, and Dodger Stadium (collectively; the “Adjacent Major Entities”). Elysian Park has a unique range of geographic features and a diverse trail network. The peaks offer stunning views of the LA skyline and Basin, while the tree canopies in the valleys provide shaded areas with amenities for visitors across the region.

In 2016 RAP and the Los Angeles Department of Water and Power (LADWP) executed a Memorandum of Understanding for the transfer of \$12,500,000 from LADWP to RAP for various recreational improvements and beautification projects in Elysian Park. One of the projects that was approved as a part of that MOU was a proposed update to the unadopted 2006 Elysian Park Master Plan to include current community desires for the park and to better reflect the current conditions of the park.

Below is a summary of the areas of interest within Elysian Park Master Plan Area:

- The Grace E. Simons Lodge is a multi-use community building named in honor of the environmental advocate who saved Elysian Park in the 1960s from complete redevelopment. The venue typically hosts weddings, events, and community meetings.

- The Elysian Park Therapeutic Recreation Center is a facility that provides services and amenities for people with disabilities. Programs include adaptive sports, arts and crafts, social activities, and physical therapy specifically for youth between ages 6-18. Included in the center is an adaptive playground, classrooms, a gym, shaded picnic areas, and an outside play area.
- The Elysian Park Arboretum began collecting trees and seedlings from around the world in 1893, and now over 100 different species are scattered throughout the western area of the Park near the Grace Simons Lodge. Also included in the Arboretum is the Avenue of the Palms (aka Stadium Way between Academy Road & Scott Avenue), the Ficus Grove, Palm Hill, playgrounds, a horseshoe pit, barbeque pits, picnic areas, and restrooms.
- Victory Memorial Grove is located at the south west corner of the Park, and was originally dedicated in 1919 to the armed forces involved in World War I. It overlooks much of the western portion of the park, Dodger Stadium, and downtown.
- Angel's Point, home of the Glass-Simons Memorial Sculpture, is a picnic area that overlooks Dodger Stadium. The Lower Angel's Point, located at the intersection of Academy Road and the Gate G entrance to Dodger Stadium, has a playground and additional picnic areas.
- Buena Vista Overlook and Meadow are located in the north east corner of the Park near the Elysian Park Drive entrance adjacent to the North Broadway Viaduct. The Overlook offers an excellent view of Lincoln Heights and East L.A. just across the Los Angeles River, while the Meadow includes picnic areas and a playground in a calm nook of the Park.
- Elysian Fields is located at the geographic heart of the Park, is home to multiple baseball diamonds, picnic areas, and playgrounds.
- Solano Canyon is located between the Elysian Fields and the former Elysian Reservoir, and has tennis courts, a turf soccer field, small playground and a new playground currently under construction.
- Montecillo De Leo Politi Picnic Area is an event space available for reservation. The area is named after Leo Politi, an artist and author who celebrated the people and cultures of Los Angeles during the 20th Century. The picnic area includes a tennis court, restrooms, grass areas, barbecue pits, picnic tables, and horseshoe pits.

The Master Plan should guide the development of proposed RAP infrastructure, the redevelopment of existing facilities, and the reimagining of programming within Elysian Park, including the strategies to accomplish specific RAP goals and objectives.

The Master Plan shall:

- 1) Create a plan for future development to determine where new (or renovated) park and recreation amenities will be located based on the feedback received from community

- outreach. Specifically identify areas of improvement to security, lighting, sustainability and climate resilience; as well as improvements to recreational and educational programming.
- 2) Analyze and validate the ownerships of all parcels, utilities, and roads; survey the existing land uses, jurisdictions, and landscape features (inventory of flora and fauna); and, create an inventory of all types of art (including monuments & memorials), signage/landmarks, and user groups within the Plan Area.
 - 3) Analyze and propose enhancements to the circulation patterns within Elysian Park, including but not limited to, the condition of the existing trail network, pedestrian accessibility, Americans with Disabilities Act (ADA) compliant modernization opportunities, condition and alignment of park roads and public streets, existing and projected commuter traffic, special event traffic, and parking activities for each day of the week.
 - 4) Analyze agreement opportunities to manage use and programming in existing and planned facilities.
 - 5) Analyze and evaluate any approved or proposed developments at the Adjacent Major Entities, including but not limited to: potential impacts on Elysian Park operations, maintenance, and programming; impacts on circulation patterns and park access; and opportunities to provide enhanced integration with Park activities and programming.
 - 6) Complete an environmental review for impacts related to the construction and/or remediation of projects proposed in the Master Plan.

The Master Plan shall result in both short- and long-term design goals for the future of the Plan Area, and builds on the values of the 1971 Elysian Park Master Plan and the unadopted 2006 Elysian Park Master Plan. The Master Plan shall propose creative changes that can be implemented in phases to improve the visitor experience, maximizes opportunities for recreation, and improves access throughout Elysian Park.

The Proposer shall work closely with the communities of Solano Valley, Echo Park, Elysian Valley, Chinatown, the Friends of Elysian Park, the Office of Council Districts (CD) Nos. 1 and 13, adjacent Neighborhood Councils, and stakeholders of the Park and Adjacent Major Entities to develop the Master Plan for the Park, and to define innovative projects. This Master Plan shall also build on other design efforts that have preceded this work. These reference documents are listed in the List of Attachments.

The scope of work for the Master Plan for Elysian Park assumes that the Proposer shall coordinate with RAP to identify active and upcoming projects within the Park, as well as any projects in official conceptual stages.

For all projects identified as products of the Master Plan effort, the Proposer shall define the scope, budget and schedule for each project individually. Additionally, the Proposer shall be tasked with identifying potential funding sources for these projects, and to provide a funding schedule to realize these projects.

The environmental clearances of the projects recommended in the Final Master Plan will be a standalone task, and the sequence of the clearances must be part of the Master Plan phasing schedule.

III. IMPORTANT DATES AND DEADLINES

MANDATORY PRE-SUBMISSION MEETING:

RAP will conduct a mandatory pre-submission meeting for this RFP at the following date, time, and address:

July 15, 2025 at 9:30 a.m.
Grace Simons Lodge
1025 Elysian Park Drive
Los Angeles, CA 90012

In order to submit a proposal in response to this RFP, interested vendors **must** attend this **in-person** pre-submission meeting, the purpose of which is to clarify the contents of this RFP and to discuss the needs and requirements of the proposal. We highly recommend that prospective Proposers read the complete RFP prior to the mandatory pre-submission meeting and begin preparation of their proposal (and any questions) in order to maximize the benefits of the meeting. Additionally, please familiarize yourself with parking in the area around the meeting location and allot sufficient time to arrive at the meeting in a timely manner.

To maximize the effectiveness of the mandatory pre-submission meeting, to the extent possible, Proposers should provide questions in writing prior to the mandatory pre-submission meeting. This will enable the Contract Coordinator to prepare responses in advance. Additional written questions after the mandatory pre-submission meeting may be accepted. All questions, without identifying the submitting individual, will be compiled with the appropriate answers and issued as an addendum to the RFP. To the extent possible, please have in attendance at the meeting the team member who will be the project manager responsible for any contract awarded should your firm's proposal be awarded.

Except for questions asked during the mandatory pre-submission meeting and non-mandatory technical review meeting, all questions must be in writing and submitted via email. Responses to questions will be posted to www.rampla.org along with this RFP. It is recommended that questions be submitted as soon as possible in order to provide sufficient time to post written responses prior to the deadline to submit a proposal. Questions will be deemed late and may not be answered after August 12, 2025 at 3:00 p.m. When submitting questions, please specify the RFP section and subsection number, paragraph number, and page number, and quote the passage that prompted the question.

NON-MANDATORY PRE-QUALIFICATION MEETING:

This non-mandatory meeting will be an opportunity for prospective Proposers who attended the mandatory pre-submission meeting to ask technical questions.

This non-mandatory technical review meeting will be conducted at 11:00 a.m. on July 30, 2025 via Zoom at the following link:

<https://us02web.zoom.us/j/9586218654>

Or telephonically at +1 (669) 900-6833

BUSINESS INCLUSION PROGRAM DUE DATE

Business Inclusion Program (BIP) Outreach is an essential requirement of this RFP and must be completed through RAMP **by 11:59 p.m. on August 4, 2025.**

DEADLINE AND DELIVERY INFORMATION:
RESPONSES MUST BE RECEIVED BOTH BY DROPBOX AND AS HARD COPIES

In order to be considered responsive to this RFP, Proposers must submit an electronic copy via Dropbox as well as a hard copy of the proposal. Both the electronic version and the hard copy must contain all documents required with the RFP.

DROPBOX SUBMISSION

Electronic Responses must be received **no later than 1:00 p.m. on August 19, 2025** and uploaded to the following link:

<https://www.dropbox.com/request/hLjP4iHyqOu0ziLGVD4v>

Please note that the maximum file size is 2 GB. Please indicate your company name in the title of the filename of your submission.

HARD COPY SUBMISSION

Hard Copy RFP Responses shall be submitted **no later than 3:00 p.m. on August 21, 2025**, as follows:

Six originals of the RFP Response to be bound and delivered to:

**City of Los Angeles Department of Recreation and Parks
Office of the Board of Commissioners
Attention: Board Secretary
221 North Figueroa Street, 3rd Floor, Suite 300
Los Angeles, CA 90012**

The format for the RFP response must be bound copies on vertically oriented 8 ½” x 11” size sheets, with fold out sheets that are 11” x 17” permitted. The responses shall not exceed 40 pages of text (excluding the appendix).

RESPONSE OPENING:

Those wishing to observe the response opening may do so by joining the meeting using the following information on **August 19, 2025 at 1:00 p.m.:**

Please use this link to join the meeting:

<https://us02web.zoom.us/j/88958611169>

Or telephonically at +1 (669) 900-6833

Facsimile Responses or telegraphic modification of any RFP document will not be considered. Late submittals will not be accepted. Any other means of submission, other than as stated above, may deem the submission non-responsive.

IV. PURPOSE OF THIS REQUEST FOR PROPOSALS (RFP)

RAP is initiating a Master Plan process to assess the existing facilities, landscapes, and user groups within the Plan Area to create a plan for future development and reimagining of Elysian Park. The Master Plan will help identify the current strengths, weaknesses, and areas for enhancement within the Plan Area. The Master Plan will heavily rely on community outreach. Feedback gathered from user groups across different levels of socioeconomic status, physical abilities, mental capacities, and ages through various outreach methods, including but not limited to; stakeholder meetings, public workshops, focus groups, and surveys. Outreach organizers would need to take into consideration outreach methods that ensure a diverse range of voices are heard over the course of the document’s procurement.

A major component of the Master Plan will be to create a Strategic Action Plan for the implementation of proposed future projects. The purpose of the Strategic Action Plan is to align development with the overall vision produced by the community outreach tasked in the Master Plan. The goal is to create a uniform aesthetic to ensure that the future projects enhance the Plan Area and meet the short, medium, and long-term needs of the community and the City. Analyzing the circulation patterns within Elysian Park and to/through park adjacent communities is crucial for improving connectivity and links to existing active transportation networks within the City. The Master Plan will identify areas for improvement to transportation infrastructure, wayfinding, and accessibility. An emphasis on equity, inclusion, and safety in the planning process will be an overarching principle of the Master Plan to ensure that all community groups can access and benefit from new developments within the Plan Area.

Lastly, the Master Plan will analyze opportunities for agreements to manage use and programming in existing and planned facilities. Agreement opportunities will ideally help all involved agencies in the long-term planning of proposed enhancements within the Plan Area. Identifying these opportunities allows the City to guide usage and programming in ways that align with the vision of the Master Plan.

V. SCOPE OF SERVICES / DELIVERABLES

(Note: This section refers to the duties of the Proposer who will be selected for contract and refers to the Proposer as “Contractor” throughout this section.)

Contractor shall perform services and deliverables for the delivery of the Master Plan, as listed below as paragraphs (a.) through (p.) and further detailed in Tasks I through VIII below.

- a. Assemble a comprehensive team of expert professionals for the execution of an Elysian Park Master Plan, as described in this RFP.
- b. Coordinate all subcontractor services needed to complete the work and allow sufficient time to review and correct the work of subcontractors prior to submission of all deliverables. All meetings that Contractor is required to attend shall also include subcontractors as appropriate. Contractor shall include a proposed limit of staff for all meetings outlined in this RFP.
- c. Provide an experienced Project Manager who will oversee the contractor team on a day-to-day basis for the duration of the task, and who will coordinate closely with RAP’s Project Manager. This coordination will include regular phone calls and email correspondence.
- d. Coordinate all work activities with the RAP Project Manager, which includes but is not limited to: coordination of all meetings; preparation of meeting materials and meeting minutes; organization of deliverables; identification of areas of concern; providing recommended solutions to such areas of concern that arise; providing sufficient contractor resources; management of subcontractors; following the RAP Project Manager’s directions; providing feedback, and coordination of all other matters related to the development of the Master Plan and all components outlined here.
- e. Attend coordination meetings anticipated to be held once every two weeks with RAP’s Project Management team. Steering Committee (SC) meetings are anticipated to be held once every month over the course of the Draft Master Plan; and once every 3-4 months over the course of the Final Master Plan.
- f. Expert facilitation of the public meeting process.
- g. Coordinate and facilitate community meetings and engagement functions.
- h. Develop an inclusive community engagement program that may include but not be limited to public workshops, focus group meetings, surveys, and participatory exercises. Contractor shall also work with RAP to update and maintain a project website. Prepare project information sheets, proper public meeting notifications, and other informational public materials as required. Prepare public presentations, renderings, physical models, digital fly-throughs, graphics and presentation materials for community meetings in collaboration with the RAP Project Manager.

- i. Management of the stakeholder and community information and input process, including public meetings, surveys, online communications, press releases, and the creation and maintenance of the project website.
- j. Formulation of and completion of appropriate technical studies, and visual and design studies and analyses required to support the Master Plan process and to support the conclusions that result from the work.
- k. Prepare a Strategic Action Plan for the implementation of short-term (0-3 years), near-term (5-10 years) and long-term (10-20 years) recommended projects, tasks, and programming based on the input from community members, stakeholders, and RAP staff.
- l. Production of graphs, renderings, site plans, and other physical, visual and graphic material that can be used to explain the process and the conclusions to the public and to policy makers.
- m. Authorship of the Master Plan in draft and final form, with associated visuals and with a final, comprehensive list of reference documents and work products. A final visual Master Plan presentation must also be created and presented. The final Master Plan document should be print ready and formatted to be effectively posted on the project website.
- n. Submit monthly progress reports (actual work vs. planned work), in accordance with the work plan and schedule. Update the work plan and schedule as needed.
- o. Submit timely invoices, with updated Business Inclusion Program utilization profiles corresponding to each invoice.
- p. Provide all documentation in electronic format.

Contractor shall complete the following tasks and deliverables for the Master Plan in addition to the items listed above. Contractor shall work with RAP to schedule these Tasks, and it is anticipated that there will be overlaps to the Tasks in order to achieve a full Draft Master Plan in twelve months and Final Master Plan in two years.

1. Task I: Project Initiation

- a. **Work Plan:** Contractor shall meet with City staff project team to develop and finalize a detailed work plan to complete the Master Plan, which at a minimum will describe the tasks to be performed, establish required meetings and presentations as well as clarify roles and responsibilities of both City staff and Contractor's team.
- b. **Work Schedule:** Contractor shall develop and maintain a Microsoft Project (or equivalent) work schedule of the Master Plan process that consists of:
 - Tasks to be performed
 - Durations
 - Start and end dates
 - Task relationships

- All significant tasks such as workshops, reviews, preparation of a Draft Master Plan, completion of the Final Master Plan, etc. included in the work schedule.
- c. **Project Website:** Contractor shall develop and maintain a project website that provides information and updates about the project, a community engagement and feedback section, and opportunities to get involved with the project. Contractor is not expected to respond to community feedback received on the website. The project website will be accessed through RAP's website, and the Contractor shall coordinate with RAP to establish this link. The website will be hosted under the City's website, and Contractor will send the project website to RAP's web team to upload on the laparks.org website. Contractor shall design the static website using HTML, CSS, and Bootstrap framework.. The Contractor shall upload approved project-related public information to maintain a current website for visitors. Information must be presented, at a minimum, in Mandarin, Cantonese, English, and Spanish that is both grammatically accurate and free from spelling errors.
- d. **Deliverables:** Contractor must provide the following as deliverables for Task I:
 - A record of minutes for all meetings.
 - A work plan and project schedule.
 - A project website that will host all project related information and content.

2. Task II: Conduct and Coordinate Steering Committee Meetings

- a. In coordination with City staff, the Contractor shall conduct Steering Committee meetings. The Steering Committee will be tasked with providing expert guidance on the development of the Final Report and associated deliverables. The Steering Committee will also be responsible for providing input regarding the local communities' boundaries to be used for the purposes of conducting community outreach, reviewing Draft and Final Reports, and the implementation of the Master Plan.
- b. The Steering Committee may be composed of representatives from the Council Offices of District 1 & District 13, the Mayor's Office, the Los Angeles Dodgers, LAFD, LAPD, LADWP, the Barlow Respiratory Hospital, Los Angeles Department of Transportation (LADOT), California State Parks (State Parks), California Department of Transportation (Caltrans), non-profit organizations and community groups involved in parks and recreation advocacy, advocates of youth specific programming, environmental justice groups, park equity groups, and public health advocates. The Steering Committee is anticipated to meet a minimum of twelve times over the course of the Master Plan's development.
- c. **Deliverables:** Contractor must provide the following as deliverables for Task II:
 - A record of minutes for all meetings.
 - A work plan for the set-up and organization of Steering Committee meetings.

3. Task III: Research, Analysis, Government and Stakeholder Input

- a. Acquire, analyze, validate, and describe all existing information related to the Plan Area. This includes all relevant documents as listed in the attachments, as well as any other past studies, plans, and assessments related to the Plan Area that the Proposer identifies.

- b. Gather and validate information regarding the origins and evolution of the Park through archival research to ensure that the Master Plan honors the Park's cultural heritage. This includes but is not limited to: a boundary survey, investigating previous land use(s), key historical figures and communities, prior developments and renovations, and ecological shifts.
- c. Perform field site reviews and investigations, including walk-throughs with staff members most knowledgeable about the maintenance, operations, condition and usage for all aspects of park infrastructure.
- d. Conduct meetings and interviews with individuals and/or small groups of representatives from indigenous peoples, non-profits, organized stakeholder groups and government agencies that operate within and around the Plan Area. The purpose of these meetings is to identify the existing challenges, environmental concerns, desired improvements, and to understand their vision for the future of the Park. Data gathered from this type of outreach should be systematically collected and collated using a standard survey document which could also be distributed digitally for feedback from additional groups not interviewed in person.
- e. After an initial review of background data, existing site conditions, and outreach to stakeholders and elected officials, one of the first tasks for the selected Proposer shall be to draft and vet a detailed and topically organized list of Master Plan objectives, and using this, to refine the detailed Master Plan scope of work delivery schedule.
- f. Convene additional meetings with public stakeholder groups that will provide more feedback and direction throughout the process. Review, confirm and/or recommend modifications to the Master Plan design objectives based upon this input. External stakeholders include but are not necessarily limited to: the Echo Park Neighborhood Council (NC), Elysian Valley Riverside NC, Historic Cultural North NC, Lincoln Heights NC, Greater Cypress Park NC, homeowner associations, residents, nearby businesses, other organized groups in the area, and other interested City residents with an interest in the Project. This should include communities that are immediately adjacent to the Plan Area, and other community groups within but not limited to Chinatown, Solano Valley, Cypress Park, Echo Park, Elysian Valley, Elysian Heights, Lincoln Heights, and Victor Heights.
- g. Identify governmental agencies which have regulatory jurisdiction over any future alteration within the Plan Area boundaries, as well as understanding and documenting the requirements and procedures of these agencies.
- h. Conduct an environmental review of the Plan Area to evaluate the existing site features in terms of condition, need for upgrade, visual quality, environmental quality, and public use value. Identify potential environmental constraints and describe potential mitigations for the environmental clearances that will be required to execute recommended projects.
- i. **Deliverables:** Contractor must provide the following as deliverables for Task III:
 - Summary of meeting notes, surveys, and analysis of information received.
 - Draft and final versions of Research and Analysis findings.
 - Valid maps detailing parcel ownership & boundaries, utilities, drainage, site conditions, etc.

- Submit monthly progress reports (actual work vs. planned work), in accordance with the work plan and schedule. Update the work plan and schedule as needed.

4. Task IV: Community Outreach and Public Participation

- a. **Planning and Design Workshops:** Contractor shall prepare and conduct a community input process that will allow for the maximum public participation through a variety of strategies, including but not limited to: stakeholder design meetings; public design workshops; focus groups; and social media design posts at major milestones and as required throughout the planning process to gain stakeholder and community insight and opinions on the design work completed to date and to adjust priorities. An estimated minimum of nine workshops (three community workshops and six focus group workshops) will be required.
- b. **Community Workshops:** Contractor shall conduct three workshops open to the public.
 - The first community workshop will be conducted at the outset of the Master Plan. The format of the initial community workshop meeting should be an introductory open house to the general public. In this workshop, the Contractor shall inform the community on the Master Plan's process and goals, existing facilities and programming available at the Park, and to educate participants on the cultural and natural history of the Park. Additionally, the Contractor shall explain the procurement process of how RAP facilities are built and maintained at the Park. Statistically valid surveys shall also be conducted. Feedback gathered from this workshop shall inform the direction of projects proposed in the Master Plan, and shall be presented at the second community workshop. All attendees of this meeting would be added to the project contact list.
 - The second community workshop will be conducted between the initial workshop and the release of the Draft Master Plan. The second workshop shall focus on listening to the needs of the general public. Up to date feedback received from the general public shall be presented at this meeting to reaffirm that the Master Plan process is a document focused on the community of the Park. Conceptual designs for specific Master Plan projects shall be presented at this workshop with the intention of refining based on community input. All attendees of this meeting would be added to the project contact list.
 - The third public workshop will be conducted after the release of the Draft Master Plan. This workshop would be an open house with presentations at the beginning and middle of the meeting, allowing participants to comment and provide feedback on the Draft Master Plan. All attendees of this meeting would be added to the project contact list.
- c. **Focus Group Workshops:** Contractors shall conduct six focus group workshops.
 - The first and second focus groups will be conducted after the initial public community workshop. The purpose of the focus group meeting would allow participants to provide feedback and engage in early discussions regarding the development of the Draft Master Plan. The first focus group shall be composed of members and representatives of stakeholder groups, Echo Park Neighborhood Council NC, Elysian Valley Riverside NC, Historic Cultural North NC, Lincoln Heights NC, Greater Cypress Park NC, and relevant City and RAP staff.

- The third and fourth focus groups will be conducted between the initial public workshop and the release of the Draft Master Plan. Similar to the second community workshop, conceptual designs for specific Master Plan projects shall be presented to solicit feedback from representatives. Feedback received would refine proposed projects in preparation for the Draft Master Plan. Stakeholders who participated in the previous focus group exercise may also attend this meeting.
 - The fifth and sixth focus groups will be conducted after the release of the Draft Master Plan, during the development of the Final Master Plan. Stakeholders who participated in the previous focus group workshops may also attend this meeting. This meeting could potentially include a site visit walkthrough component to different portions of the site with the Draft Master Plan in hand.
- d. The Contractor shall prepare presentation materials for these meetings, present at these meetings, prepare ancillary Master Plan information sheets and project briefings with maps and renderings, disseminate proper public meeting notifications, and manage public communications, including building on RAP's e-mail list and creating a physical mailing list for outreach and required notifications in coordination with RAP. The Contractor shall make clear input requests of the public, formulate and distribute questionnaires as needed, and prepare and circulate meeting summaries. These public meetings will offer design guidance and local expertise, but final direction will come exclusively from RAP's Project Manager.
- e. **Translation:** Contractor shall translate key public information documents into Spanish and Chinese (Cantonese and Mandarin), with the option of one additional language for translation of key documents. Contractor shall also provide Spanish and Chinese language interpreters for each large and small community meeting, with the option of adding interpreters for an additional language.
- f. **Surveys:** Contractor shall solicit community input using statistically valid surveys that ask questions on the design and use of the Plan Area; as well as opportunities to provide recommendations on how the Park should be improved. These surveys must be structured to be statistically valid and inclusive. Surveys must be in English, Spanish, and Chinese, with the option for an additional language.
- g. **Community Outreach and Public Participation Goals:** The community outreach process should seek to achieve the following:
- Educate the public about the Master Plan goals and objectives and the results of initial findings including constraints, opportunities and challenges.
 - Contractor outreach shall be structured to solicit input from a diverse audience across the Chinatown, Solano Valley, Cypress Park, Echo Park, Elysian Valley, Elysian Heights, Lincoln Heights, and Victor Heights communities, and must consider input from individuals who may not be able to attend meetings. Contractor shall propose diverse ways to outreach using social media, surveys, and other means.
 - Provide opportunities for communities across the City to provide feedback on the Master Plan process, including progress updates on the Steering Committee, and RAP components of the Draft's development.

- Plan for hybrid public meetings – entirely online or, alternatively, both online and in-person as required based on any prevailing health restrictions, community preference, or other unforeseen requirements.
 - Provide opportunities for input on current Project conditions, desirable amenities, activity adjacencies, etc. Solicit feedback on at least three alternative concept designs presented to determine the final Master Plan design direction.
- h. **Deliverables:** Contractor must provide the following as deliverables for Task IV:
- A work plan detailing the community outreach strategy and timeline.
 - All presentation, written, graphic and social media materials.
 - A detailed written summary of community and public input and survey results and all other records (i.e. sign-in sheets, meetings, notes and/or video recordings).

5. Task V: Prepare a Program-level Environmental Impact Report (EIR) per the Requirements of the California Environmental Quality Act (CEQA)

- a. Prepare a Program-level Environmental Impact Report (EIR) per the requirements of CEQA.
- Assume up to three project alternatives would be analyzed in the EIR.
 - A detailed written proposal for each task is required and should include a budget proposal and phased task-specific schedule.
- b. **Scoping Task | Prepare Project Description/Preliminary Studies:** Based on the deliverables of the preliminary design phase, develop the study area, and begin to document existing baseline conditions for environmental resource areas. Additionally, a No Project Alternative description will be prepared and shared with RAP. Based on the previous community engagement phase, identify potential interested parties and update stakeholders mailing list, create a cumulative projects list, start the Assembly Bill (AB) 52 outreach process. Identify potential sustainable design features to minimize environmental impacts related to construction activities and operations.
- c. **Scoping Task | Initial Study/Notice of Preparation:** Prepare and distribute Initial Study/Notice of Preparation. Publish display ads in local newspapers during the scoping period. One public comment meeting will be held in person and on appropriate Internet formats. Provide court reporter services, and provide public outreach, meeting notification and preparation support. Contractor shall also identify all potential environmental permits and planning entitlements that may be needed to support the Proposed Project and alternatives. Attend project coordination meetings as needed.
- d. **Scoping Task | Deliverables:** Provide Initial Study in digital Word/Google document format. Once the drafts are revised and approved by RAP, provide one printed copy and one digital PDF file of the Initial Study. Provide 50 printed copies of the Initial Study summary for public distribution.
- e. **Draft EIR Task | Technical Studies:** Prepare technical studies and identify mitigation measures as needed. Prepare two Administrative Draft EIRs for internal RAP review, prepare and distribute Draft EIR, host up to three public meetings during 60-day EIR review period, provide court reporter services, and provide public outreach and meeting notification, preparation support, and printed materials. File Notice of Completion/Notice of Availability. Attend project coordination meetings as needed. The EIR should address the following factors for construction, operations, cumulative impacts, and alternative projects:

- Aesthetics/Visual Impact Analysis
 - Air Quality Impact Analysis (construction and operational emissions)
 - Biological Resource Impact Analysis
 - Cultural Resource (paleontological, archaeological, historical, tribal)
 - Tribal Resources, including compliance with AB 52
 - Forestry Resource Impact Analysis (no agricultural impacts)
 - Geology/Soils Analysis
 - Greenhouse Gas Impact Analysis (construction and operational emissions)
 - Hazards & Hazardous Materials
 - Hydrology/Water Quality Analysis
 - Land Use/Planning Impact Analysis (consistency with current plans and design guidelines)
 - Noise Impact Analysis (construction phases, operational)
 - Public Services
 - Recreation Resource Impacts (Elysian Park)
 - Utilities/Service Systems Impact Analysis (including related sustainability measures and energy conservation).
 - Transportation/Traffic Impact Analysis (including parking, pedestrian/vehicular circulation, and traffic impacts) VMT analyses.
 - Growth Inducing Impacts.
 - Mandatory Findings of Significance
- f. All technical surveys/reports/assessments/studies/memos shall be conducted by qualified staff. Documentation of the results shall be incorporated into a technical report or memo for use as an Appendix to the Program EIR. Each technical report or memo shall include the following components:
- Regulatory Setting
 - Environmental Setting
 - Environmental Impact Analysis
 - Methodology
 - Thresholds of Significance
 - Construction Impacts
 - Operational Impacts
 - Mitigation Measures
 - Significant Unavoidable Adverse Effects
 - Cumulative Impacts
- g. Contractor shall share scope of work and methodology for technical studies with RAP staff and get the RAP's agreement on significance thresholds and related items prior to starting the detailed impact analysis.
- h. Contractor shall confer with RAP staff and get the RAP's agreement on mitigation measures and their likely effect on significant unavoidable adverse effects prior to submitting the administrative draft of the completed technical report.
- i. **Draft EIR Task | Deliverables:** Provide one copy of each draft survey/technical report in digital MSWord or Google document format. Once the drafts are revised and approved by RAP, provide one printed copy and one digital PDF file of the Final technical reports. Regarding the administrative Draft EIR, please assume up to two cycles of internal review. The first administrative draft shall be submitted electronically in a waterfall approach (sections shall be submitted as they become available). The second

administrative draft shall be submitted as a complete copy that incorporates the RAP's revisions and addresses previous RAP comments. Please provide one complete hard copy of the second administrative Draft EIR, and of draft Executive Summaries, in Word/Google Document. Once revisions have been approved by the RAP, please publish and distribute Draft EIR as described in the 'Scope of Work Details' section and provide one printed copy and one pdf copy.

- j. **Final EIR Task I Prepare Final EIR:** Review comments received on Draft EIR and prepare responses, evaluating if additional technical analysis is needed; Prepare Final EIR, which includes: Chapter 1 Project Description, Chapter 2: Comments Received & Responses to Comments; and Chapter 3: Revisions/Updates to Draft EIR and technical studies if needed; Prepare Findings and Statement of Overriding Considerations and Mitigation Monitoring and Reporting Program. Upon certification of EIR, file Notice of Determination with the County Clerk and pay filing fees. Attend project coordination meetings as needed.
- k. **Final EIR Task I Deliverables:** Provide one copy of Final Program EIR in digital MSWord or Google document format. Please assume up to two cycles of internal review. Once the drafts are revised and approved by RAP, provide one printed copy and one digital PDF file of the Final Program EIR.
- l. **Task V Scope of Work:**
- All three alternatives will be evaluated in the EIR and a preferred alternative will be identified.
 - Prepare interested parties' stakeholder list, including responsible agencies, resource agencies, community groups, other interested parties, libraries, and newspapers.
 - Identify and develop mitigation measures as needed.
 - Prepare Administrative Draft EIR for internal RAP review (assume up to two cycles of review shall occur) and implement edits/comments as directed.
 - Prepare Screen-check Draft EIR.
 - Finalize and publish Draft including notification and upload to State Clearinghouse (SCH), file Notice of Completion with the SCH and or Notice of Availability with City and County Clerks (include CDFW filing fee). Provide MS Word files and PDF files for posting on RAP's website.
 - As needed, attend up to ten project coordination meetings with RAP staff.
 - Coordinate with RAP through conference calls and provide weekly status reports by email.
 - Arrange and support one public scoping meeting, arrange and support two public hearings during the DEIR public review period, attend two Board of Recreation and Parks Commissioners meetings, up to two Council Committee meetings, and two City Council meetings. Provide court reporter for scoping and Draft EIR public meetings. Prepare fact sheets for public outreach that summarize the proposed project and address potential environmental impacts/key community issues. Public outreach should utilize social media, including Facebook and NextDoor.
 - Prepare written responses to comments received during the public review period. For cost purposes, assume 50 substantive comments are received.
 - Publish Final EIR.
 - Prepare updated Final EIR notification/distribution list including responsible agencies, resource agencies, community groups, and other interested parties.

- Prepare Mitigation Monitoring and Reporting Program and Statement of Findings and Overriding Considerations, as needed.

6. Task VI: Implementation Plans

- a. The Contractor shall develop a conceptual framework to implement the desired activities and provide alternative scenarios on how they could be accommodated.
- b. Based on research community outreach, and analysis findings, the Contractor shall prepare concept designs to support the desired activities and provide for review by internal and external stakeholders. This should include at least three Master Plan alternative scenarios. The three Master Plan alternative scenarios should:
 - Anticipate phased build out and implementation of the Master Plan.
 - Incorporate the Plan Area projects identified by the City.
 - Provide a clear understanding of how to achieve the build out of key Master Plan components in a Strategic Action Plan that outlines the implementation of short-term (0-3 years), medium-term (5-10 years) and long-term (10-20 years) recommended projects, tasks, and programming.
- c. For each Scenario, the Contractor shall, at a minimum, include:
 - A plan to determine where new park and recreation amenities will be located based on the feedback received from the local communities of Elysian Park.
 - A robust assessment of the existing Elysian Park Therapeutic Recreation Center, which is in need of renovations and updated amenities that are ADA compliant.
 - An analysis of the opportunities and constraints of the Plan Area.
 - Order of magnitude project cost estimates for each alternative.
 - Likely phasing of implementation of each scenario.
 - An analysis of proposed projects that are in response to needs identified and criteria used.
 - An analysis of the existing needs for each public and private street within Elysian Park.
 - The strategy for modernization improvements to bicycle, ADA, and pedestrian circulation. An analysis of the condition of the existing trail network and make recommendations for improvements and expansion where appropriate.
 - The strategy for neighborhood and community connectivity, including an analysis of existing and projected commuter traffic, special event traffic, and parking activities for each day of the week. This analysis should consider how external transportation projects may affect the internal circulation of the park, and should have an intention to repair the fragmentation of the Park created by the State Route 110 Highway.
 - The strategic approach for balancing development with the Park's ecosystem.
 - An analysis of opportunities to manage use and programming in existing and planned facilities.
 - Recommendations identified by community members and other interested parties.
- d. The Contractor shall determine viable sustainability approaches to meet, address, and/or design all requirements and aspects related to the project, which are consistent with the City's goals for sustainability. This includes consideration of energy and water-efficient practices and products, including but not limited to: solar panels and clean energy

infrastructure to power proposed and existing park facilities, and expanding the use of recycled water for park irrigation.

- e. The Contractor shall consider the use of stormwater design Best Management Practices (BMP's) such as infiltration systems, stormwater capture and reuse, and high efficiency biofiltration and bioretention systems.
- f. The Contractor shall use physical models, renderings, digital models, fly-throughs and/or other visual tools to adequately represent the three alternatives.
- g. The three Master Plan alternative scenarios will be presented in public forums and will be posted on the project web site.
- h. Based on overall feedback, a final Master Plan design will be developed, presented in public forums, and posted on the project web site. Again, appropriate visual tools must be used to adequately explain the design to the public
- i. **Deliverables:** Contractor must provide the following as deliverables for Task VI:
 - Strategic Action Plan describing the recommended short, medium, and long-term actions as identified by RAP and community groups.
 - Context analysis drawings, design logic drawings, site plans, sections, 3-dimensional drawings, renderings or any other graphic materials needed to convey the schematic alternatives to both internal and external audiences.
 - Boundary and topographic drawings.
 - Brief narrative descriptions of any proposed new design features, of potential recreational and environmental improvements, including their purpose and function.
 - Written comments from internal/external reviews.
 - Presentations to staff of the City's formal review boards as required to solicit comments and feedback.
 - Presentation of schematic alternatives to stakeholders and documentation of feedback.
 - Identification of permitting requirements for the proposed scenario features.
 - Preparation of conceptual project cost estimates and cost benefit analyses for each alternative, as well as summaries of the advantages and disadvantages of each alternative. Identify and provide cost estimates for utility relocation and identify any new easements that may be required for utility relocations and drainage areas. Perform a drainage concept study for each design alternative in comparison with the existing drainage patterns and facilities, including determination of type and cost of changing drainage patterns.
 - Preliminary estimated project costs should be organized to help secure funding for final design, engineering, construction and project management, and should consider phased funding.
 - All written and graphic materials needed to conduct presentations.
 - Monthly progress reports (actual work vs. planned work), in accordance with the work plan and schedule. Update the work plan and schedule as needed.

7. Task VII: Draft Master Plan and Presentation

- a. Based on research and analysis findings, technical advisory input, and community outreach, Contractor shall compile all research and community outreach data into a comprehensive Draft Master Plan report and develop a presentation (using PowerPoint or comparable presentation software). The draft report and presentation will include

tables, graphs, illustrations, concept designs, pictures, and other information to illustrate Contractor's recommendations.

- b. Once the draft report and presentation are completed, the Contractor shall present the draft report and presentation to City staff and incorporate proposed revisions based on City staff input. Once the draft report and presentation have been revised, the Contractor shall develop a final report and presentation.
- c. **Deliverables:** Contractor must provide the following as deliverables for Task VII:
 - Six hard bound copies, one electronic, print ready copy of the Master Plan in Portable Document Format (PDF), and a web version of the Master Plan, including diagrams; photographs; research and analysis findings; summary of strategies utilized and comments obtained during the Community Outreach and Public Participation process; descriptions of all Master Plan features; a proposed phasing plan, a draft itemized project construction cost estimate by the phases of development; and itemized maintenance and/or operations costs for any new feature.
 - Three presentations by Contractor of the Draft Master Plan to the combined City entities with representatives from other agencies involved in the project.
 - Presentation by Contractor of the Draft Master Plan to the public in two separate forums.
 - All written, graphic and digital materials needed to conduct presentations of the Draft Master Plan.
 - Any other written, graphic or digital materials needed to explain the Draft Master Plan.

8. Task VIII: Final Master Plan Document and Collateral Materials

- a. Based upon comments and feedback on the Draft Master Plan, develop the Final Master Plan document and collateral materials, which must at minimum include the information noted below.
- b. A written, print-ready and web-ready report that addresses the objectives outlined in this RFP and objectives identified during the Master Plan process. Appropriate plans, drawings, diagrams, models, and graphics must be included to adequately represent the final Master Plan design, the underlying analytic work, and the implementation strategy.
- c. **Deliverables:** Contractor must provide the following as deliverables for Task VIII:
 - I. Six hard bound copies, one electronic, print-ready copy in Portable Document Format (PDF) and a web-ready version of the Final Master Plan Report, including all site plans, colored renderings, sections and elevations drawings; diagrams; photographs; research and analysis findings; summary of strategies utilized and comments obtained during the Community Outreach and Public Participation processes; descriptions of all Master Plan features; a final itemized project cost estimate by phases of development; itemized maintenance and/or operations costs for any new feature; and recommendations for phased development.
 - II. Color renderings and diagrams of the final Master Plan for in-person presentation purposes or displays in a large, hard copy and digital format, that can be printed on multiple sheets lined up in sequence mounted to boards.

- III. Digital presentation materials to be used for the City’s formal review committees, various City boards, appropriate City policy committees, Council Offices, Mayor’s Office, and other groups as required.
- IV. Presentation by the Contractor of the Final Master Plan to the Mayor’s Office, City Council Districts Nos. 4 and 13, the Board of Public Works (if applicable), the Board of Recreation and Parks, the Board of Water and Power Commissioners, full City Council and appropriate City Council Committees, for review and/or approval. RAP will work with the Contractor to combine these presentations where feasible.
- V. Presentation by the Contractor of the Final Master Plan to the public in two separate forums.
- VI. Any other written, graphic and digital materials needed to conduct presentations.

NOTE:

The conceptual design work will be reviewed in the bi-weekly meetings with RAP, the clients, and all agencies having jurisdiction over the project. Once the initial design concepts are reviewed by RAP, the comments will be forwarded to the Contractor.

VI. REQUEST FOR PROPOSAL RESPONSE REQUIREMENTS

Proposers shall submit each of the Proposal Submittal Items listed below. Failure to submit any of the specified items may result in the proposal being declared non-responsive.

If selected as the winning proposal, the Proposer must be willing and able to commit to the proposal. The contents of a Proposer’s proposal, this RFP document, and the Standard Provisions for City Contracts (Rev. 1/25 [V.2]) (Attachment 6) will be incorporated as part of the provisions of the contract and will be deemed a binding commitment. A Pro Forma Contract is attached as an example (Attachment 9) to allow Proposers to familiarize themselves with the form that the final contract with RAP will likely take. Proposers are encouraged to submit a practical and sustainable proposal.

NOTE: Submission of a proposal in response to this RFP constitutes permission for RAP to contact any identified previous clients to request information on the performance of the Proposer.

The RFP Response shall be submitted through the methods outlined in **Section III IMPORTANT DATES AND DEADLINES** above and shall include the following documents and information organized as noted below:

Section 1	Cover Letter: One-page general statement providing team composition and qualifications, along with name, address, email, and telephone number for the Proposer’s single point-of-contact.
Section 2	Project Understanding: Explain your team’s overall approach to the work. The City will focus on: (i) the Proposer’s demonstrated understanding of the task and the challenges, and (ii) creative and innovative suggestions for an inclusive process of design and

	<p>planning based on the City's stated goals, (iii) on the approach to enhancing Elysian Park for current and new users, (iv) on the approach to improving accessibility within and connectivity to Elysian Park, amongst other goals articulated above.</p>
<p>Section 3</p>	<p>Related Experience: Describe three similar projects that key members of your team have recently completed (within the last five years) where the Prime Contractor's team members were personally involved, and how these relate to the Master Plan. These projects will be used to determine the suitability of the Proposer as references for award and must be free of bias. Work performed by a current employee while employed at another company cannot be imputed. Include the project name; a brief project description including explanatory visuals; the project location; the scope of work completed on the referenced project by the team member(s) who worked on the referenced project and who is (are) proposed for to provide services per this RFP; the total project consulting fee and if applicable, total project construction cost; the year or years of completion of the project elements (conceptual design, design and construction); and client references with name, phone number, and email address for an individual or individuals who personally worked with the team member on the referenced project. Please note that these references must not have been employed by the Proposer in any regard throughout the duration of the referenced project.</p>
<p>Section 4</p>	<p>Project Team, Project Schedule and Fee Proposal: Provide a project team organization chart and describe background, roles and responsibilities of key team members. Provide information on MBE/WBE/SBE/EBE/DVBE/OBE subcontractor involvement. Resumes of those who will work on the project should be included in the Appendix.</p> <p>Provide a detailed scope of work and an associated schedule which expands and develops the scope of work described in this RFP. The schedule should indicate the Proposer's approach to completing the Master Plan as efficiently as possible, including identifying milestones. Indicate how the Proposer proposes to complete the Draft Master Plan in 12 months and Final Master Plan in 24 months.</p> <p>Provide a Detailed Fee Proposal in the format the City has requested (Attachment 4). The total fee cannot exceed the Not to Exceed amount noted above. Reimbursable expenses shall include costs for travel, printing, and reproduction, and fixed cost will be pre-printed indicated within the Fee Proposal.</p>

Appendix	Team member resumes for each member of the Proposer team
Completed Compliance Packet	<p>As part of your proposal, all Proposers must review, complete, sign, and submit the required compliance documents (Attachment 7) that contain information, related forms, and instructions. Compliance documents include forms ensuring that the selected Proposer is fully aware of, and committed to comply with, specific City policies and requirements. If you do not complete and submit the required compliance documents, your proposal will be deemed non-responsive and will not be scored.</p> <p>NOTE: Previous compliance document submittals for other prior or current City contracts and/or waivers do not apply. The appropriate forms must be completed and processed as part of this application. RAP reserves the right to request additional information and/or clarification regarding submitted compliance documents during the evaluation process.</p>

NOTE:

Only responses from Proposers that possess relevant experience working in the field outlined herein providing the services of the type described in **Section V SCOPE OF SERVICES** above will be considered for this RFP. Work performed by a current employee while employed at another company cannot be imputed.

SERVICES AND FEE PROPOSALS:

The Proposers shall submit the fee proposal for each of the project phases noted under **Section V SCOPE OF SERVICES** above and itemize fees accordingly, in the “Cost Fee Proposal” included in Attachment 4.

At a minimum, the Proposer and their team shall be able to provide the following services as part of the prime Proposer’s staff or using specialty subcontractors, with the anticipation that an individual team member can fulfill multiple disciplinary services.

Proposer fee quotations shall include, but not be limited to, the disciplines noted below:

1. Experienced Project Management
2. Open Space Master Planning
3. Urban Planning and Design
4. Civil Engineering/Utility Engineering
5. Land Surveying
6. Landscape Architecture
7. Traffic Engineering
8. Active and Passive Recreation Facility Planning and Design
9. Expert Meeting Facilitation
10. Community Engagement and Public Relations
11. Written and Spoken Language Translation from English to Spanish and English to Chinese Access to Translation for Three Other Languages as An Optional Task

12. Familiarity with City of Los Angeles Neighborhood Councils, Community Groups and Interested Non-Profit Organizations
13. Project Web Site Development and Maintenance (within duration of the project)
14. Architecture
15. Structural Engineering
16. Mechanical Engineering
17. Electrical Engineering
18. Geotechnical Engineering
19. Project Level Cost Estimating
20. Sustainability Consulting for Envision
21. Project Phasing, Scheduling and Construction Sequencing
22. California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA) Environmental Review
23. Expertise in assembling a comprehensive Master Plan document and all supporting materials.

This RFP is not an authorization to start work. A Notice to Proceed (NTP) will be issued to authorize the start of work when the Proposer has been selected and their fee proposal has been accepted.

The requested fee proposal shall be prepared in accordance with the terms and conditions of your executed contract.

The Proposer shall submit the names and resumes of their proposed subcontractors including the Business Inclusion Program's Schedule B Task Work Order List of Subcontractors (Attachment 4).

The fee proposal shall outline the costs per phase for each design service and each discipline, as well as an estimated cost for reimbursable expenses (Attachment 3).

The Proposer shall be required to submit the required invoices for the project per the terms set forth in the Pro Forma Contract.

DOCUMENT CHECK:

Please check the contents of the RFP package carefully to ensure you have all necessary documents as referenced within the RFP, including any addenda. If you are missing any items, you should make a written request to the Contract Coordinator identified above.

The complete RFP package and all forms and information are available at the opportunity page for this opportunity at Regional Alliance Marketplace for Procurement (RAMP): <https://www.rampla.org/s/>.

Should you find a discrepancy in or omissions from said documents, or have questions as to their meaning, notify the Contract Coordinator at the above address in writing no later than the deadline date for receiving proposals. The City of Los Angeles will not be bound by any oral statements or representations.

VII. EVALUATION, SELECTION, AND AWARD OF WORK

RAP will evaluate the responses received through a two level review process using the evaluation criteria identified herein and make recommendations to the Board of Recreation and Park Commissioners (Board) regarding the selected Proposer with whom to enter into a contract for the provision of services. The award of the contract will be based on the completeness of the proposal and the Proposer's qualifications. The process for that determination is described below. As part of the evaluation process, RAP reserves the right to request additional information to clarify and verify information submitted in response to this RFP. If a Proposer knowingly and willfully submits false information or data, RAP reserves the right to reject that proposal. If it is determined that an Agreement was awarded as a result of false statements or other data submitted in response to this RFP, RAP reserves the right to terminate the Agreement.

The evaluation of proposals will consist of two levels. Each Proposer must pass Level I in order to advance to Level II. All proposals meeting the requirements of this RFP shall be reviewed and rated by a selection panel according to the criteria and manner described below.

1. Level I Evaluation – Compliance with RFP Submission Requirements:

RAP will conduct a preliminary evaluation of all proposals submitted by the deadline to determine compliance with basic requirements and document submissions. RAP will also check references provided by Proposers at this Level. To be found responsive to the RFP under Level I evaluation, proposals must include all documents listed in **Section VI** above.

Those Proposers found responsive to the RFP as defined above shall proceed to Level II. Those who are not responsive will not proceed to Level II and will not be eligible for award of the contract.

2. Level II Evaluation – Evaluation and Scoring Criteria of Proposal Items:

For the purposes of Level II evaluation, proposals will be evaluated, ranked, and scored based on the criteria below.

For those Proposers that complete the Level I review, RAP will conduct a pre-award interview and/or telephone conference call with Proposers. Proposers should include the future project manager and relevant staff who will be performing the services of the Master Plan in the pre-award interview. RAP staff will numerically score the proposals based on the criteria noted below.

	Evaluation Criteria	
A	Demonstrated expertise and experience of the team members on similar master plan projects or related projects.	30
B	Demonstrated design excellence on projects of a similar nature and scope by the key team design members.	25
C	Qualifications and abilities of the Project Manager.	15
D	Qualifications of the individual(s) identified as the lead for public meeting facilitation.	15
E	Project schedule and value to the City of the proposal.	10
F	Work plan approach as described in the proposal.	5
	RFP Total Score Earned	100
H	Local Business Preference Program Bonus	Up to 12 additional points
	Post-LBPP Total	112 Possible

Total Score

The selection panel will recommend the Proposer with the highest score from the Level II evaluation (which may result in a maximum total of 100 points) plus any bonus points awarded from any application of the Local Business Preference Program. The LBPP bonus points shall not exceed twelve points.

Responsive proposals (Level I) to this RFP will be scored in each of the criteria above and ranked according to scores achieved (Level II). The City selection panel described above will conduct a comprehensive evaluation of the proposals. The City reserves the right to conduct such investigations as the City considers appropriate with respect to the qualifications of each responsive Proposer and any information contained in its proposal.

All proposals will be evaluated solely on the basis of the criteria listed above and will serve as a basis to formulate the RAP General Manager's recommendation, setting forth the reasons for recommendation in a Board Report. RAP shall notify all Proposers of the recommendation. The RAP Board will consider the General Manager's recommendation during a public Board meeting and may accept or reject the General Manager's recommendation in making its decision as to the selection, if any, stating publicly the reasons for their actions.

RAP CONTRACT AWARD:

If the Board accepts the General Manager's recommendation, its action will be for a contract award. RAP shall then proceed to execute a specific contract for the work with the selected Proposer, who shall now be referred to as the Contractor.

PROTEST PROCEDURES:

The purpose of these procedures is to provide a method for resolving, prior to award, protests regarding the award of contracts by the City, by and through its Board. These procedures are for

the benefit of the City and are not intended to establish an administrative requirement that must be exhausted by the protesting Proposer prior to pursuing any legal remedy which may be available. For this reason, no Proposer shall have any right to due process, should the City fail to follow these procedures for any reason within its discretion. However, failure by a Proposer to follow the protest procedures as discussed below will create the presumption that any subsequent legal action in a court of competent jurisdiction is of no merit. These procedures will enable the Board to ascertain all of the facts necessary to make an informed decision regarding the award of the contract.

Should a Proposer object on any ground to any provision or legal requirement set forth in the RFP, or any addendum to the RFP, the Proposer must, not more than ten calendar days after the RFP or addendum is issued, provide written notice to RAP, setting forth with specificity the grounds for the objection. The failure of a Proposer to object in the manner set forth in this paragraph shall constitute a complete and irrevocable waiver of any such objection.

It is the policy of the Board that:

1. Officially signed and dated protests must be received not more than ten calendar days after being notified by RAP in response to this RFP.
2. Protests are transmitted via email to:

Board of Recreation and Park Commissioners
Attention: Board Secretary
rap.commissioners@lacity.org
3. If filing a protest against another Proposer, the Board will only consider such protests if it appears that either Proposer may have a substantial and reasonable prospect of receiving an award if the protest is denied or sustained.
4. Protests from agencies concerned with contract compliance matters may be considered by the Board beyond the protest period. These protests will receive due consideration if the agency submits the protest in a timely period and such protest affects a Proposer who appears to have a substantial and reasonable prospect of receiving an award if the protest is denied or accepted.
5. Protests meeting the above criteria will be evaluated by staff and any recommended actions will be presented in a written report to the Board. Protesting parties and firms protested against will be notified of the time and date that the written report will be discussed in a public session of the Board. Protesting parties and firms protested against will be given the opportunity to present their arguments at the public session.

Prime Contractors are requested to advise their potential Subcontractors of this protest period policy. In addition, protests against a Prime Contractor by a Subcontractor with a direct financial interest that may be adversely affected by the determination of the protest may be considered by the Board beyond the protest period.

CITY’S RIGHT TO REJECT PROPOSALS AND TO WAIVE INFORMALITIES:

Notwithstanding any other provisions of this RFP, the City reserves the right to withdraw this RFP at any time without prior notice. The City also reserves the right to reject any and all proposals submitted or to waive any minor administrative irregularities contained in any proposal, when to do so would be in the best interest of the City and pursuant to Los Angeles City Charter Section 371(c): “The City shall reserve the right to reject any and all bids or proposals and to waive any informality in the bid or proposal when to do so would be to the advantage of the City.”

NATURE OF THIS RFP PROCESS:

RAP staff will recommend that the Board, in its capacity as the contract awarding authority for RAP, find, pursuant to Charter Section 371(e)(10), that the use of competitive bidding would be undesirable, impractical or otherwise excused by the common law and the Charter because, unlike the purchase of a specified product, there is no single criterion, such as price comparison, that will determine which Proposer can best provide the services required by RAP for the services sought under this RFP. To select the best Proposer for these services, RAP staff will recommend that the Board find it is necessary to utilize a standard request for proposals process and to evaluate proposals received based upon the criteria included in this RFP and that the narrower and more specialized competitive sealed proposal process authorized but not required by Charter Section 371(b), would not meet RAP needs.

Proposal Process Overview. A successful City of Los Angeles RFP process starts with the release of the RFP by a City agency (in this case, RAP) and ends with a signed contract. Along the way, there are milestones associated with proposal preparation, proposal evaluation, contract award, and contract execution. Some key steps in that process are described below in greater detail.

ESTIMATED PROJECT SCHEDULE:

<u>Milestones (Per Section/Phase)</u>	<u>Durations</u>
● RAP Issues RFP on RAMP	6/16/2025
● Mandatory Pre-Submission Meeting	7/15/2025
● Non-Mandatory Online Technical Review Meeting	7/30/2025
● Last Day to receive Questions Regarding the Proposal	8/12/2025
● Electronic Proposals Due	8/19/2025
● Hard-copy Proposals Due	8/21/2025
● Qualifying Candidates Notified of Interview	9/2/2025
● Interviews	9/29/2025 to 10/17/2025
● Proposer Selection and Negotiation	10/20/2025 to 11/14/2025
● RAP Board Approval/Award	11/20/2025
● Vendor Signing and Returning Contract	before 12/05/2025
● Contract Execution	12/05/2025
● Issuance of NTP	12/19/2025

- Completion of Draft Master Plan 12/18/2026
- Completion of Final Adopted Master Plan 12/17/2027

VIII. CONTRACTUAL RESPONSIBILITIES & COMPENSATION

If awarded a contract, the selected Proposer (referred to as the “Contractor” upon selection) will be obligated to perform the responsibilities as described in:

- This Request for Proposals (RFP) document.
- The submitted proposal in response to this RFP.
- The Pro Forma Contract (Attachment 9). Please note the Pro Forma Contract may be modified at RAP’s discretion to include general and specific contractual and operating responsibilities based on the submitted proposal accepted by the City.
- The Standard Provisions for City Contracts (Rev. 1/25 [V.2]) (Attachment 6).
- Compliance documents packet (Attachment 7) completed on RAMP and/or signed by the Proposer, as necessary.
- Insurance Requirements as stated on Form 146 (Attachment 10).

COMPENSATION SCHEDULE AND PAYMENT MILESTONES:

The Contractor shall be compensated based on the satisfactory completion of each of the project milestones indicated below. A final payment schedule will be issued to the selected Contractor based on the final approved fee proposal.

Contractor Payment Schedule:

1. 25% completion of Master Plan Work Products
2. 50% completion of Master Plan Work Products
3. 75% completion of Master Plan Work Products
4. 100% completion of Master Plan Work Products

BUSINESS INCLUSION PROGRAM (MBE, WBE, SBE, EBE, DVBE, OBE) REQUIREMENTS:

It is the policy of the City to provide Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Small Business Enterprise (SBE), Emerging Business Enterprise (EBE), Disabled Veteran Business Enterprise (DVBE), and all Other Business Enterprise (OBE) an equal opportunity to participate in the performance of City contracts as subcontractors. To maximize this participation, the City implemented the Business Inclusion Program (BIP).

The BIP requires City departments to set anticipated participation levels based on the opportunities presented in their advertised RFP, and each Proposer shall assist the City in implementing this policy by taking all reasonable steps to ensure that all available business enterprises, including MBE, WBE, SBE, EBE, DVBE, and OBE have an equal opportunity to compete for and participate in City contracts.

The anticipated participation levels for this project for subcontractors are **18%** percent MBE, **4%** percent WBE, **25%** percent SBE, **8%** percent EBE and **3%** percent DVBE. Only firms certified with certifying agencies acceptable to the City will be recognized and counted toward the pledged

participation levels. Note that it is the City policy that a firm can be counted in all eligible certification categories, except a firm can only be counted as either MBE or WBE, but not both.

As the prime Proposers responding to this RFP have established Schedule A's in their contracts, in the event that the Proposer is including in the proposal new subcontractors not previously listed on the Schedule A of their contract, the Proposer shall first conduct outreach in accordance with the contract's PSC-37 – Business Inclusion Program.

Prior to the final negotiation of this RFP, the selected Proposer shall be asked to submit documentation supporting outreach efforts undertaken to potential subcontractors and evaluation of selected subcontractors, for all proposed subcontractors for the project not previously listed in the established Schedule A of the Proposer's contract.

LOCAL BUSINESS PREFERENCE PROGRAM ORDINANCE:

Proposers are advised that any proposal submitted and contract awarded from this procurement process shall be subject to the applicable provisions of Los Angeles Administrative Code Section 10.25, Local Business Preference Program (LBPP) Ordinance. The City is committed to maximizing opportunities for local businesses, as well as encouraging local businesses to locate and operate in Los Angeles County. The LBPP Ordinance allows RAP to apply additional points to the Proposal's final score under certain conditions.

If applicable, Proposers may choose to complete and upload the LBPP Application/Renewal Form available on the RAMP at www.RAMPLA.org before the Proposal Submission Deadline. The City may request supporting documentation to verify qualification for designation as a Local Business. Only those Proposers who apply and qualify for a Local Business designation (or otherwise qualify by using a qualified Local Subcontractor) by the RFP due date will be eligible for additional points that can be awarded under the ordinance.

Proposers seeking additional information regarding the requirements of the Local Business Preference Program Ordinance may visit the Bureau of Contract Administration's website at <http://bca.lacity.org>.

INSURANCE REQUIREMENTS:

Insurance policies must be current and on file with the Office of the City Administrative Officer (CAO) Risk Management when the contract is awarded and executed to the selected Contractor. Work cannot commence or continue if the proper proof of insurance forms are not on file with the CAO. Also, invoices will not be paid if the proper proofs of insurance forms are not on file with the CAO.

TAXES:

Contractor shall cooperate with the City, State, and Federal Government in all matters relating to taxation and the collection and or payment thereof.

OFFICE OF CONTRACT COMPLIANCE FORMS:

The following documents must be submitted to the Department of Public Works Bureau of Contract Administration's Office of Contract Compliance (OCC) at the address listed in this section:

1. The "Ethnic Composition of Work Force Report" shall be submitted monthly for all time worked on the project.
2. Certified payrolls of the Prime Contractor and all Subcontractors performing work on the project shall be submitted upon OCC's request, regardless of the dollar amount or type of contract. The forms will be supplied to the successful Bidder. The period covered shall be from the time work commences until all project work is completed. Failure to submit certified payrolls within the required time frame may result in the withholding of progress or retention payments to the Prime Contractor.

Upon RAP's request, certified payrolls shall be submitted to the RAP address listed on the cover page of this RFP.

The above forms shall be submitted to:

**Department of Public Works
Bureau of Contract Administration
Office of Contract Compliance
1149 South Broadway, Suite 300
Los Angeles, CA 90015**

The Office of Contract Compliance may be reached at (213) 847-1922.

SIGNATORIES AND SIGNATURE BLOCKS:

Proposers must provide a sample signature block that includes the proper signatories and signatures as outlined below. Failure to provide the required signatories/signature(s) for contract documents with bid may render the Response non-responsive):

If the Proposer is:

An Individual (Individual DBA [Name of Company] Etc.): Individual must sign, using full name.

A Partnership: One general partner must sign.

A Joint Venture: All parties to the Joint Venture must sign.

A non-LLC Corporation: The following signatories must sign and the corporate seal must be attached to such signatures:

- Two signatures: One President or Chief Executive Officer and one by Secretary, Assistant Secretary, Chief Financial Officer or an Assistant Treasurer, OR
- One signature by a Corporate-Designated Individual together with the properly attested resolution of the Board of Directors authorizing the person to sign on behalf of the corporation. An authorized agent may sign for a corporation provided the City is furnished a certified copy of the Board of Directors Resolution authorizing such person to execute the documents on behalf of the corporation. Minutes of the Board of Directors authorizing such person to execute the documents on behalf of the corporation. This certified copy must be certified by the Secretary or Assistant Secretary of the Corporation and the signature of the Secretary or Assistant Secretary must be affirmed by a notary jurat.

CONTRACT COORDINATOR:

Please direct all comments and questions regarding this RFP to the Contract Coordinator. All contact regarding this RFP or any matter relating thereto must be in writing and may be e-mailed as follows: rap-contracts@lacity.org

This will ensure the passage can be quickly found in the RFP. RAP reserves the right to group similar questions when providing answers.

If City requirements or the specifications prevent Proposers from submitting a proposal that would be beneficial to the City, please address the concern to the Contract Coordinator.

Questions may address concerns that the application of minimum requirements, evaluation criteria and/or business requirements would unfairly disadvantage Proposers or, due to unclear instructions, may result in RAP not receiving the best possible responses from Proposers.

DISCLAIMER:

RAP may or may not decide to award any or part of this Request for Proposals in one or multiple NTPs based on its sole convenience and shall not be responsible for any solicitation response costs. All costs of proposal preparation shall be borne by the Proposer. The City shall not, in any event, be liable for any expenses incurred by the Proposer in the preparation and/or submission of the proposal. All Proposers who respond to solicitations do so solely at their own expense.

Furthermore, the schedule of any or part of this Request for Proposals is dependent on the availability of funding and can be postponed at any time.

RAP reserves the right to award none, some or all parts of the proposal to the selected Proposer, as well as reserves the right to reject any and all proposals.

Furthermore, RAP reserves the right to issue additional RFPs, if necessary, to complete parts of the scope of work, and work that may logically follow the work of this RFP.

CONSTITUTIONAL AND OTHER LIMITS ON CONTRACTOR’S RIGHT TO EXCLUSIVITY:

Notwithstanding exclusivity granted to the Contractor by the terms of the awarded Contract, the City in its discretion may require Contractor, without any reduction in cost recovery reimbursement fees or other valuable consideration to Contractor, to accommodate the rights of persons to access and engage in expressive activities, as guaranteed by the First Amendment to the United States Constitution, the California Constitution, and other laws, as these laws are interpreted by the City. Expressive activities include, but are not limited to, protesting, picketing, proselytizing, soliciting, begging, and vending of certain expressive, message-bearing items.

PUBLIC RECORDS ACT:

All proposals submitted in response to this RFP shall become the property of the City of Los Angeles and will be a matter of public record, subject to the State of California Public Records Act (California Code Sections 7920, et seq.). Proposers must identify in writing all copyrighted material, trade secrets, or other proprietary information that the Proposers’ claim are exempt from disclosure under the California Public Records Act (CPRA). Any Proposer claiming such exemption must identify the specific provision of the CPRA that provides an exemption from disclosure for each item that the Proposer claims is not subject to disclosure under the CPRA. Please note that the wholesale use of headers/footers bearing designations such as “confidential,” “proprietary,” or “trade secret” on all or nearly all of a proposal is not acceptable and may be deemed by the City as a waiver of any exemption claim. The identification of exempt information must be more specific. In addition to the requested proposal copies listed herein, all Proposers must supply one complete duplicate copy of its proposal, in Portable Document Format (PDF), with those specific items claimed as exempt clearly marked (redacted). This copy must identify what specific information (if any) in their proposal that they claim, in good faith, is exempt from disclosure under the CPRA. Any Proposer claiming such exemption must also state in the proposal the following: “The Proposer agrees to indemnify the City and its officers, employees, and agents and hold them harmless from any claim or liability and will defend any action brought against the City for its refusal to disclose copyrighted material, trade secrets, or other proprietary information to any person making a request therefor.”

Sincerely,



DARRYL FORD
Superintendent of Planning, Construction and Maintenance
Department of Recreation and Parks

JK/DF:ln

IX. LIST OF ATTACHMENTS

1. 1971 Elysian Park Master Plan.
2. 2006 Elysian Park Master Plan.
3. RAP Planning Park Master Plan Standard Document Outline, RAP, 2025.
4. Proposer Cost Fee Proposal Spreadsheet, RAP, 2024.
5. Schedule B, RAP, 2024.
6. Standard Provisions for City Contracts (Rev. 1/25 [V.2]).
7. Compliance Documents Packet.
8. Form 146 Insurance Requirements.
9. Pro Forma Contract.
10. Insurance Instructions.