



Revised Scope of Work

The following scope of work presents BluePoint's approach to meeting the requirements and needs as outlined in the RFP in two phases, based on the County's budget.

PHASE 1 INVENTORY, MAPPING & NEEDS ASSESSMENT

1. Phase 1 Project Meetings and Management

1.1 Project Kickoff (Window 1)

BluePoint will have an initial telephone kickoff meeting followed by an in-person meeting as part of Engagement Window 1. During the initial call, we will review the scope of work and schedule and clarify the requirements for the project. In addition, we will discuss the logistics of the initial Engagement Window and the parks tour.

During the in-person kickoff meeting, we will explore project goals and objectives and potential issues and opportunities, discuss the needs assessment and inventory process, and review necessary background data and information, including identifying any missing data and information necessary to proceed. We will also review the timing and intent of project deliverables, identify and discuss potential stakeholders to involve, and the overall approach to community input.

1.2 Staff meeting (Window 2)

We will meeting with park staff during Engagement Window 2 to review the survey results, preliminary needs assessment, and other key issues.

1.3 Phase 1 Ongoing Coordination

The Project Team, led by Mindy Craig, will hold regularly scheduled check in and coordination calls with the staff as required to keep the project moving forward and to ensure timely response to questions, review of materials and to maintain the timeline.

A. Inventory and Conditions Report

A.1 Park and Facility Inventory & Conditions Report

The following tasks will result in the Facility Inventory and Conditions Report.

A.1.1 Park Tours and Assessment (5 days)

During Engagement Window #1, we propose touring all of the County's parks. During the tours, we will begin the inventory process, talk with park staff about the issues, needs, and opportunities. We will make a general assessment of the condition of the facilities and amenities as it relates to intended function and actual physical condition. Following is a summary of a potential schedule.

- Day 1. Afternoon kick off meeting with County
- Day 2: Lions, Mariposa, McKee Parks
- Day 3: Low Gap, Vichy Parks
- Day 4: Mill Creek; Drive to Boonville
- Day 5: Faulkner and Indian Creek Parks

A.1.2 Inventory and Conditions Analysis

The BluePoint Team will review and analyze data and review key documents, materials, plans and reports, and any other relevant information. Using County provided information, in person tours and GIS data, the Team will prepare a parks and facilities inventory. This information will be compiled, and presented in a clear format that will be used throughout the process and updated as necessary with additional details. The inventory process will include determining:

- Physical conditions, features, opportunities, and constraints
- Park and facility classification
- Service area
- Existing amenities
- Condition of parks, deferred maintenance, safety issues and ADA issues
- Use patterns that impact access (e.g. scheduling

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- conflicts), park maintenance or safety
 - Unique aesthetics, character
 - Access, circulation and parking
 - Overall usability and effectiveness at serving intended use
 - Other values identified by community and staff
 - Opportunities to incorporate sustainability

A.2 Comparables

BluePoint will work with the County to identify appropriate comparable Counties/or park systems, ideally within California to serve as reference to Mendocino. We will identify up to four communities to evaluate. For each community, we will gather information on the type, size, amenities, and use of its parks, the user fees, and community demographics. Some of this information will be available online, and through NRPA's PRORAGIS database. However, in order to gather more detailed information on operations and funding, we will attempt to conduct interviews with key staff in these communities. The comparable information will be incorporated into the conditions Report and or Needs Assessment. It will offer an overall reference for the County of Mendocino about how it is doing vis a vis their colleagues.

A.3 Vector Maps

The BluePoint Team led by DMS will develop maps as outlined in the RFP, specifically creating:

- 9 maps and/or figures as specified in the RFP for each park and public access area;
- A week worth of time for all parks and areas to GPS (mapping-grade) park facilities (GPS unit rental price included);
- A geodatabase (GIS data layers) of inventoried facilities.

Primary Deliverables for Task A

- Engagement Window 1
- Park Inventory and Conditions Analysis

- Park Vector Maps/GIS (these may be delivered at the end of this phase as they are updated)

B. Survey the Community

B.1 Demographic Analysis & Trends Analysis

BluePoint will develop a demographic analysis of the County and each community near a park, and develop an analysis of relevant trends in parks and recreation in similar communities. The findings from this analysis will be integrated into the final Needs Assessment Report.

B.2 Survey (Online)

The Team will develop an online Community Survey that is distributed through existing County channels, the website, and local neighborhood groups. While an online survey does not provide a scientific level of evaluation, it is an excellent way to engage a large audience in the discussion within the timeframe identified for a reasonable cost. The Team will develop a survey instrument that will gather information about the community's vision, needs and opportunities for County parks and recreation. The survey will be able to be printed out and distributed as a hard copy if needed. No edits will be made to the base survey. Results of the Survey will be incorporated into the Needs Assessment Report.

Primary Deliverables for Task B

- Engagement Window 2
- Online Survey
- Supervisors Presentation

C. Needs Assessment

C.1 Needs Assessment Report

The Team will meet with staff during Engagement Window #2 to begin the development of the Needs Assessment Report. The Team will develop a Needs Assessment Report that incorporates all of the findings of previous tasks and analyzes the gaps and needs for County park improvements, additions and overall enhancements. The Needs Assessment will include:

- Community Profile
- Visitor Needs and Uses
- Trends and Comparables
- Issues, Opportunities, and Constraints
- Survey Results

Maps and graphics developed as a part of Task A will be used to illustrate existing conditions and community needs related to parks, including:

- Distribution/service areas of existing parks
- Distribution of key park amenities
- Unmet needs in terms of desired park amenities, maintenance or deferred maintenance, and access improvements

C.2 Facilities/Amenities Analysis

The BluePoint Team, beginning in Engagement Window 1, will assess the parks and their amenities from a functional perspective, based on observation (not a technical assessment or engineering survey), community surveys, focus groups, and staff discussions. This assessment will be limited in some respects by the ability of the Team to reach each trail, facility, or amenity within the larger parks. We will visit all primary trails and amenities. For those that we cannot see in their entirety, we will work more closely with staff, use GIS data and user information to compliment actual physical assessments. This information will be incorporated into the Needs Assessment Report as well as incorporated into the Inventory database where appropriate.

C.3 Presentation to Supervisors/County

BluePoint with County Staff will make a presentation summarizing the results of the Needs Assessment to the Board of Supervisors. This would include developing a final powerpoint presentation.

Primary Deliverables for Task C

- Needs Assessment Report
- Supervisors Presentation

PHASE 2 RECOMMENDATIONS & CIP PLAN

2. Phase 2 Project Meetings and Management

1.2 Phase 2 Ongoing Coordination

The Project Team will hold regularly scheduled check in and coordination calls with the staff as required to keep the project moving forward and to ensure timely response to questions, review of materials and to maintain the timeline.

2.2 Staff meeting (Window 3)

During Engagement Window 3 will work with staff to review and hone recommendations and develop priorities. In addition, operational and fee assessment information will be presented and incorporated into discussion.

C. Cost Analysis of Fees & Fee Collections

C.1 Fees Assessment

BluePoint will collect data on all the existing fees for the various activities, programs, and rentals for each park. We will also gather County budgets on the operations of the parks to understand costs and revenues. We will assess the fees for consistency, clarity, how they help to offset actual operating costs, and appropriateness given

the market. We will use information gathered in Task A to evaluate similar Park operations and fees to compare the County Fees and to make recommendations.

E. Priority Recommendations for Park Improvements

E.1 Priority Recommendations

During Engagement Window 3, the Team will work with County Staff to review the findings from the Needs Assessment and develop initial recommendations and begin to prioritize projects and policies to move forward. Part of this discussion will be developing a criteria to help with prioritization. These recommendations will include estimates of costs for the improvements in today's dollars as defined in the RFP. These priorities will be integrated into a final Implementation Plan/CIP Strategy as part of Task G.

F. Identify Funding Needs & Funding Strategies

F.1 Operational Analysis and Funding Recommendation

The BluePoint Team will document the funding recommendations and operational analysis part of a larger implementation document with Priorities and the CIP. This funding recommendation will include what is needed for regular ongoing maintenance, such as cleaning bathrooms, managing garbage, as well as what should the County budget for in terms of ongoing facilities and park maintenance of infrastructure, trails, buildings, and the like. Strategies will look at creating standard maintenance funding levels for existing elements as well as for any new facilities.

G. Capital Improvement Plan/Strategy

G.1 Capital Improvement Plan

The CIP Strategy Plan/Implementation Plan will incorporate all physical improvement projects that have been identified in the process with planning level

costs and estimates, illustrative maps and graphics, along with priorities and an action plan to achieve these needs. Funding options and recommendations will be integrated. This includes understanding and identifying important dependencies, utilizing the criteria developed in Task E, and determining if any policy or operational enhancements should be incorporated. The final deliverable will be a user-friendly, graphic heavy Implementation/CIP/Strategy document that incorporates the findings and recommendations from Tasks E-G.

G.2 Final Presentation to Supervisors/County

BluePoint with County Staff will make a presentation to the Board of Supervisors for approval and adoption of the final recommendation from this process. This would include developing a final powerpoint presentation.

Primary Deliverables for Phase III.

- Engagement Window 3
- Implementation/CIP/Strategy Document

Optional Tasks

3.1 OPTIONAL Focus Groups & Stakeholder Interviews (2 days)

As an optional task, Mindy Craig will work with staff to determine the best approach to engage and work with special interest groups (Chamber of Commerce, Businesses, Schools, Sports Groups, etc.) and key stakeholders throughout the County. These meetings would occur during Engagement Window #2. These small groups would enable broader engagement than using the survey alone. The budget allows for a series of small group meetings over two days plus up to 8 telephone interview, both designed to understand overarching needs, issues, challenges and goals for the County Parks. Working with the Agency, we will identify the stakeholders best suited to provide technical and community input. The Team will develop a questionnaire for these interviews and provide a summary of results in the Needs Assessment Report.

3.2 OPTIONAL Project Website (18 months)

As an optional task, BluePoint can develop and manage a stand alone website to gather input, and share information with the Community. The website would provide individuals the ability to sign up for ongoing updates, to see pertinent documents, and interact with items such as the survey. Given the size of the County and distribution of the Parks, a website can be an effective tool for extending outreach and engagement. If desired this site can also be used to gather input on priorities and recommendations.

3.4 Other Optional Community Engagement Tasks

BluePoint has employed a wide range of public involvement tools that may be desirable for this effort. BluePoint will discuss with the County the addition of potential other engagement opportunities and refine the budget based on any additional tasks. Additional engagement tools may include, but is not limited to:

- Outreach Materials, Flyers, Posters etc.
- Community Workshop/Open House
- Community Intercept Activities – Mendocino Summer Arts & Crafts Fair; Redwood Empire Summer Fair
- 2nd Community Online Survey
- Community Outreach Kits
- Project Video

3.5 Funding Comparables

Building on the data gathered in Task A2 and conversations during Engagement Window 3, the BluePoint Team will evaluate and work with staff to both understand and determine appropriate capital projects and maintenance funding levels for the County Parks. BluePoint will utilize if possible, the initial group of comparable communities and the PRORAGIS database to identify best practices and reference points around funding. In addition, the Team will utilize the County and its experience and knowledge about parks funding to make recommendations.