

REQUEST FOR QUALIFICATIONS CITY OF CAPITOLA



Consulting Services related to a Recreation Strategic Plan project.

City of Capitola
420 Capitola Avenue
Capitola, CA 95010

ISSUE DATE:

April 8, 2019

DEADLINE FOR SUBMISSION:

May 1, 2019

CONTACT:

Nikki Bryant LeBlond, Recreation Supervisor
(831) 475-5935 ext. 401
nbryant@ci.capitola.ca.us

Request for Qualifications (RFQ) for Consulting Services related to the Recreation Strategic Plan project.

RELEASE: April 8, 2019

Qualifications are due Monday, May 1, 2019.

I. Introduction

The City of Capitola is seeking qualifications from a consultant with expertise in identified areas to serve as part of the City's team focused on the development of a five-year strategic plan for the recreation division.

The Recreation Division currently offers a robust Class program operating out of the Jade St Community Center and other sites around Capitola and the County. We provide Junior Guard and Camp Capitola summer programs for youth, field rentals and coed softball. These programs have been the foundation of Capitola's recreation division.

The City is identifying an opportunity for growth for the Recreation division and exploring ways to expand services offered to the community by either modifying current programs or creating new ones. Areas already identified for growth are afterschool programs for youth, youth sports and small events.

II. Role of the Consultant and Potential Project Phases

The City is seeking to engage a consultant with expertise covering areas such as:

- Community engagement
- Facilitation of multiple forms and phases of data collection
- Analysis of services desired by residents
- Develop final document for publication
- Evaluation of community benefits
- Fiscal impact analysis to balance anticipated costs of new services with projected revenue
- Other related services as may be identified

The consultant will support the City, serving as the City's facilitator for community engagement and data collection and analysis. Development of the recreation division is an opportunity for the City to provide services to its residents that are not currently being met by existing programs or made available within the City. The consultant will advise the City on key elements of the project and assist in developing a five-year strategic plan.

Issues: Identify and articulate opportunities for growth desired by the residents of Capitola.

Review: Analyze and synthesize data collected from community and present findings in public meetings.

III. Terms of Contract and Selection.

Selection will be based on review of qualifications presented in the submittal, matching skills with the needed expertise, and an interview process. Given the uncertain and potentially variable scope of the work, the City seeks a consultant who will enter a blanket contract with an established hourly billing rate. Then the selected consultant, in partnership with the City, will develop specific scopes of work and budget for individual project phases as determined necessary by the City over the next 12 months.

Selected consultant must be willing to be flexible in terms of effort and scope needed for successful completion of the project.

Selected consultant must be willing to accept the terms included in the City's standard professional services contract (attached).

The City will make selection decisions on the basis of relevant experience, past performance, presentation skills, availability, billing rate and the best alignment of specific skills and experience with specific project needs.

Pursuant to the City's Purchasing Policy for Professional Consultants, price alone will not dictate selection.

IV. Response Requirements.

Please submit the following (max length 10 pages)

- Cover letter describing specific qualifications related to above services (max 2 pages)
- Brief consultant biography (max 1 page)
- Examples of relevant projects (max 5 pages)
- Hourly billing rate (with rates for any supporting staff if needed).
- Three references (preferably from both public and private sector)

Please submit qualifications electronically to Nikki Bryant LeBlond, Recreation Supervisor.

Contact at (831) 475-5935 nbryant@ci.capitola.ca.us