



**City of St. Helena
Parks & Recreation Commission
Special Meeting
February 18, 2025 @ 5:30 PM
City Hall - Conference Room
1088 College Ave**

PLEASE NOTE: Any person who wishes to speak regarding an item on the agenda or make a comment under the "Oral Communication" portion of the agenda may do so, but please observe the time limit of four minutes.

Simultaneous Spanish interpretation services during meetings can be scheduled upon request. To ensure interpreters are available, requests must be made at least 72 hours in advance by calling the Office of the City Clerk at (707) 968-2640 or emailing cityclerk@cityofstheleena.org

The schedule of upcoming meetings and published meeting agendas can be found on the City of St. Helena website at [/portal/](#).

Servicios de interpretación en español durante la reunión pueden ser solicitados por el público. Para asegurar que los intérpretes estén disponibles, los servicios tienen que ser solicitados al menos 72 horas antes de la reunión llamando a la oficina de la Secretaria de la Ciudad al (707) 968-2640 o por correo electrónico a cityclerk@cityofstheleena.org.

El horario de las reuniones publicadas y próximas puede ser localizado en el sitio de web de la Ciudad en [/portal/](#).

Page

1. CALL TO ORDER
2. ROLL CALL
Commission Chair: Doug Boesch
Vice Chair: Jim Anderson
Members: Courtney Andrain, Stephanie Smithers, John Thompson
Youth Representative: Henry Ray
Staff Liaison: Dave Jahns, Director of Community Services
3. REPORTS BY STAFF AND COMMISSION
Reports by staff and/or commission on items of general interest. Brief questions for clarification may be posed and answered, and Commission may request that items be placed on a future agenda. Except under certain circumstances, **the Brown Act prohibits any other discussion or action by the Parks and Recreation Commission.**
 - 3.1. City Staff
 - Parks Maintenance Update
 - Recreation Services Update
 - 3.2. Commissioners Update
4. CONSENT CALENDAR:
Members of the Parks and Recreation Commission or the public may ask that any items be considered individually for purposes of considering alternative action, for extended discussion, or for public comment. Unless that is done, on

motion may be used to adopt all recommendation actions.

- 4.1. Parks and Recreation Commission Meeting Minutes of December 16, 2024 3 - 5
[Draft Meeting Minutes 12.16.24](#)
5. SCHEDULED MATTERS:
- 5.1. Overview of the Parks and Recreation Master Planning Process and Introduction to BluePoint Planning Team 6 - 55
Prepared By: Dave Jahns, Director of Community Services
[Master Plan RFP Document](#)
[BluePoint Planning Proposal](#)
- 5.2. Discussion and Feedback on Potential to Include a Professional Fireworks Display for the 2025 4th of July Festivities 56 - 58
Prepared By: Dave Jahns, Director of Community Services
[Staff Report 4th of July](#)
- 5.3. Consideration of Pursuing Grant Funding to Complete Starr Baldwin Park Capital Improvement Project 59
[Baldwin Park CIP Summary C20-04](#)
- 5.4. Ad-Hoc Subcommittee Updates 60
[PRC 2024-25 Goals and Committee Assignments](#)
6. ADJOURNMENT

The next regular Parks and Recreation Commission meeting is scheduled for March 17 at 5:30 pm, Carnegie Building, 1360 Oak Avenue.

This agenda was posted at City Hall, 1088 College Ave and 1360 Oak Avenue on February 14, 2025

/s/ Dave Jahns

Dave Jahns, Director of Community Services

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in the meeting, please contact City Hall at (707) 967-2792. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting (28 CFR35.102-35.104 ADA Title II). However, City staff will attempt to assist at any time with accessibility.

**City of St. Helena
Parks and Recreation Commission Meeting
December 16, 2024 @ 5:30pm**

1. Call to Order: 5:30pm

2. Roll Call- the following were present:

- Chair: Doug Boesch
- Vice Chair: Jim Anderson
- Members: John Thompson, Stephanie Smithers
- Staff: Director of Community Services Dave Jahns, Operations Manager Carlos Uribe, Deputy City Manager Lesley Milton, Parks & Trees Superintendent Victor Neri, Recreation Manager Ashley Sylvester
- Absent: Commissioner Courtney Andrain, Youth Commissioner Henry Ray, and Councilmember Billy Summers

3. Public Forum

- No Public Forum

4. Reports by Staff and Commission

4.1 City Staff

- Parks Maintenance Update
 - Operations Manager Uribe explained staff has been working on the Library rehabilitation with the planting of new sod and trees.
- Recreation Services Update
 - Barrel Tree Lighting was on November 27th
 - Fall Bocce Championship came to an end in December with a positive turn out for the night
 - Gingerbread house event on December 14. Partnership with UpValley Family Centers and Fire Department

4.2 Commissioners Update

- No Commissioner Updates

4.3 City Council Liaison Update

- N/A

5. Consent Calendar

5.1 Parks & Recreation Commission Meeting Minutes of November 18, 2024

- Motion to approve: Anderson; Second: Thompson
 - Approved: Unanimous
 -

6. Scheduled Matters

6.1 Update on Skate Park Rehabilitation Proposal and Request for Prioritization Recommendation

- Parks and Trees Superintendent, Victor Neri presented. Shared they have been working on a skate park improvement plan with the support of the skatepark committee
- Provided an overview of the proposed planned and estimated expenses
- Public Comment:
 - Pam Smithers - expressed support for this plan and explained the efforts they previously made to raise the money for the skate park to be built.
 - Mark Smithers - also in support of the plan, and sees this as a benefit for the users, staff, and overall community.
 - Gordy Adams - Shared that the better the park looks the more people will utilize
- Chair Boeschen requested that the proposal which is implement be both realistic and one that is able to be maintained over time.
- Commission requested staff to work with the community committee as much as possible to develop the plan.
- Commissioners provided their recommendation for the work to move forward as a prioritized project in 2025.

6.2 Update and Discussion on Proposed Facility Use Agreement with St. Helena Little League

- Staff provided an update on discussions and provided an overview of the structure of the current draft of the facilities use agreement.
- Staff shared there is an interest from both parties in solidifying responsibilities, supporting little league, and continuing in a strong partnership
- A long-term agreement is preferred, but exact number of years still to be determined.
- Public Comment:
 - Josh Devore - Provide additional context on the history of Little League in St. Helena, their commitment to facility improvements, and interest in a long-term agreement.
 - Vincent Georges - President of Little League, expressed his gratitude to the City for the partnership, and interest in continued collaboration.
- The Commission shared their support for Little League, and finalizing an agreement under the proposed framework. Shared support for a long-term agreement, so long as that number works for both parties.

6.3 Park Assignment and Ad- Hoc Subcommittee Reports

- Commissioner Thompson provided an update form the Parks Maintenance Subcommittee and discussions around utilizing AI to support a community calendar.
- Vice Chair Anderson provided an update on the Parks and Recreation Master plan selection process, and work to enhance decor in Lyman Park, expressed support for the volunteer help.

- Director Jahns shared they are finalizing reference checks for the Master Plan consulting team, and that thanked the commission for their various holiday decor recommendations - have been well received by the community,

6.4 Future Agenda Items and Meeting Dates

- Commissioner Anderson, Andrain, and Thompson are not available for the January meeting. Staff will coordinate a special meeting or cancel until February.

7. Adjournment 7:51pm

APPROVED:

ATTEST:

Doug Boeschen, Commission Chair

Dave Jahns, Community Services Director

CITY OF ST. HELENA - COMMUNITY SERVICES DEPARTMENT



REQUEST FOR PROPOSALS FOR PROFESSIONAL SERVICES:

Parks & Recreation Master Plan

DATE ISSUED: Saturday, September 21, 2024

DATE DUE: ~~Friday, October 11, 2024~~ **Sunday, October 20, 2024**

CONTACT: Dave Jahns, Director of Community Services

djahns@cityofstheleena.org ; (707) 967-2798

The City is only accepting proposals electronically via email to recreation@cityofstheleena.org

Only email's sent to recreation@cityofstheleena.org will be considered as responsive to the request for proposals. Please include "Parks and Recreation Master Plan Proposal" and consultant's name in the title. Emails sent to other City emails may be considered as non-responsive and may not be reviewed

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I. INTRODUCTION

The City of St. Helena, California is located in the center of the world-famous wine growing Napa Valley, 65 miles north of San Francisco.

The area was settled in 1834 as part of General Vallejo's land grant. The City of St. Helena was incorporated as a City on March 24, 1876, and reincorporated on May 14, 1889.

The City, from its inception, has served as a rural agricultural center. Over the years, with the growth and development of the wine industry, St Helena has become an important business and banking center for the wine industry. The City also receives many visitors as a result of the wine industry and the area's scenic qualities. The City's goal is to maintain a small-town atmosphere and to provide high quality services to its citizens.

The population of the City of St. Helena as of 2022 is 5,426. St. Helena is a full-service City and encompasses an area of five square miles and is a General Law city operating under the Council/Manager form of government with four council members elected at large and a directly elected mayor. The City Manager is responsible for the execution of Council adopted policies through various departments including Administrative Services, Community Development, Community Services (Parks & Rec and Library), Fire, Police, and Public Works.

St. Helena's FY 2023/24 General Fund budget is \$18.7 million with a total budget of \$53.2 million which includes Capital Improvement Funds and Water and Wastewater Enterprise Funds.

The Newly formed (May 2024) Community Services Department encompasses parks & recreation, library services, arts and culture, grants, and community engagement. Parks maintenance is overseen by the Public Works Department, but works in close partnership with the Community Services Department and Parks and Recreation commission to deliver maintenance and upkeep services. Collectively the two departments oversee ten city parks, three small recreation facilities and a municipal public library. Below is an overview of the facilities and parks within the system:

Table 1.1 – Parks

Park	Acres	Overview
Crane Park	11.27	Lit tennis and pickleball courts, bocce courts, group picnic areas, playgrounds, little league baseball fields, skate park, volleyball court, walking paths, restrooms.
Jacob Meily Park	5.42	Athletic field, picnic area, community garden, walking paths, restrooms.
Lewis Station Park	.13	"Pocket park" located on the downtown core. Picnic tables, benches, restroom
Lyman	.89	Historic gazebo, picnic tables, grassy areas, toddler playground,

		restroom. Common community event space
Mary Fryer	.84	Picnic tables, play equipment, walking path, pond area.
Mennen	.17	Walking path, grassy areas, barbecue amenities
Starr Baldwin Park	.76	Mowed grass, picnic tables, walking path.
Stephen C. McCullagh	.14	Benches, play area, sandbox, climbing structure
Stonebridge	.75	Located along Napa River. Passive park with scenic views. Limited parking
Wappo	6.65	Walking loop, picnic areas, dog park. Majority of park in a "natural" state.
<i>Trails and Open Spaces</i>	<i>TBD</i>	<i>Trails and Open Space Master Plan currently in draft state. Review included as part of Scope of Work.</i>

Table 1.2 –Facilities

Facility	Square Feet	Description
Carnegie Building	5,267 SF	Historically registered building. Formerly housed the Library, and later, the Parks and Recreation Department. It is now used for civic meetings and recreation programming.
Parks and Recreation Building	3,600 SF	Former Teen Center. Currently the location for Parks and Recreation staff offices and fitness/martial arts programs.
St. Helena Public Library	17,606 SF	Built in 1972, additions in 1992. Full service municipal library.
Valley Oak Building	1,324 SF	Former Head Start program building. Located in Crane Park - Currently used for summer camps and after school programming.

In addition to the city-owned assets, the Community Services Department works in conjunction with various community partners, such as the local school district, to utilize facilities and deliver recreation and community programming. While these facilities are not considered part of the existing system, they should be considered for potential future programming and collaborative resources.

II. SOLICITATION

The City of St. Helena Community Services Department invites qualified firms to submit a response to the Request for Proposals for preparing and developing a comprehensive Parks and Recreation Master Plan. The City of St. Helena is committed to providing equitable access to parks, open space, community facilities and programs for all members of the community and this master plan will help us achieve our commitment.

The plan should create a roadmap for ensuring just and fair quantity, proximity, and connections to quality parks and open space, recreation and community facilities, and programs throughout the community now and into the future. The department's leadership and staff is seeking a system-wide approach in order to develop goals, policies, guidelines and prioritize strategies based on current and future funding scenarios.

Additionally, the Parks Master Plan should identify unmet community needs, provide a strategy for development and maintenance of current/future parks, examine methods to improve parks and maximize use, evaluate maintenance costs, improve access for all, and consider opportunities for collaboration with other public and private entities.

The Master Plan will serve as a guiding document for the comprehensive park system, community facilities and related infrastructure, maintenance standards, service delivery, and program planning for the next decade plus.

Prospective consultants will be required to provide qualifications, proposed work plan, proposed schedule, references, insurance coverage, and other related items as part of the proposal submittal (Section V). The deadline for submitting proposals is Friday, October 11, 2024

III. SCOPE OF WORK

The Master Plan update will require a broad system assessment, including citywide evaluation and inventory of parks and community facilities, assessment of recreation and library programming, trail and open space resources, overall deficiencies, and opportunities. The scope of work represents the City's best estimate of the work needed to accomplish the objectives for this project. The city is open to alternative approaches that may deviate from this scope to better meet project objectives.

Major tasks for this project should include, but not be limited to:

A) Data Collection and Assessment of Existing Conditions

- Conduct a project kick-off meeting with City project team to confirm project requirements, project schedule and clarify roles, responsibilities, and expectations.
- Review and incorporate findings from previous studies and reports (General Plan, Trails and Open Space Draft Plan, Downtown Specific Plan, City Council goals, SHAPE committee report, etc.) where appropriate. *Plans will be provided by staff project team.*
- Conduct an inventory and assessment of all existing parks, community facilities, trails and open spaces, and accompanying amenities.

- This includes ten City parks, three small recreation buildings, a public library, a proposed trail system, and accompanying assets within each of those facilities. Shared community spaces (ex: school district) should be evaluated and considered for future programming opportunities.
- Review and analyze the existing Draft Trails and Open Space Master Plan. Provide recommendations, based on best practices, to move from draft into implementation phase.
- Assess the Community Services Department's current level of programs, services, and maintenance in relation to present and future goals, objectives and directives.
- Review current parks maintenance services and assess how best to efficiently and effectively meet maintenance standards and future improvements/development.
- Consider industry best practices and emerging parks and recreation trends and incorporate into the plan as appropriate

B) Community Needs Assessment

- Develop a community-wide needs assessment to identify community interests, needs, issues, and satisfaction related to parks, community facilities, programs, and events.
- Collect and analyze information on park use, access, needs, improvements, operations, maintenance, land use trends to inform recommendations.
- This assessment should be considered a baseline and one of several feedback tools utilized to determine needs, wants, and future enhancement or development.
- The assessment shall be available to residents both in English and Spanish, electronically and in print form. The Consultant will be responsible for providing Spanish translation.

C) Community Outreach and Engagement

- Propose, create, and implement a comprehensive, equitable, and creative strategy for community engagement in the development of the Master Plan.
- Strategy should include a variety of engagement methods including social media, City's website, physical distribution, targeted discussions with community groups, individual stakeholder interviews, site-based community meetings, and/or any other creative methods to collect meaningful data.
- Meet monthly with a project steering committee composed of city staff, Parks and Recreation Commissioners, and members of the community to discuss progress and receive feedback.
- Co-present a kick-off presentation, progress update, and final draft plan to the Parks and Recreation Commission. Other boards and commissions may be included as necessary. Final plan will be presented for adoption to the City Council.
- Work directly with the project team to implement outreach strategies through City channels.

D) Recommendations and Implementation Strategy

- Develop an action plan which includes recommended priorities, constraints, strategies, maintenance needs, appropriate staffing levels, anticipated costs, and funding mechanisms for short term (3 years), mid-term (5-7 years) and long term (10+ years) for the park system, open space, community facilities, programs, and amenities.
 - Develop recommendations regarding enhancement, renovation, land acquisition, and/or development of parks, trails, open space, and community facilities.

- Develop recommendations for programs, events, and service levels within the Community Services Department, based on community feedback and best practices.
 - Develop recommendations for maintenance and operations of parks, trails and community facilities.
- Create a ranked list to identify the community's top priorities that are supported by accurate cost estimates and realistic funding strategies.
- Identify areas of service shortfalls and opportunities for improvement utilizing emerging trends.
- Provide the anticipated costs for development, rehabilitation, maintenance and administration of existing and potential future facilities and programs.
- Develop a funding strategy and Identify alternative opportunities to support recommendations.
- Examine and propose opportunities for partnerships with other City departments, community organizations, school districts, etc.

E) Development of Final Plan

- The Master Plan should be actionable – It is intended to be creative, challenging, yet achievable.
- The Master Plan shall include an overview of the plan goals, methodology and intended use.
- The Master Plan shall include a summary of existing conditions, inventory, and level of service analysis.
- The Master Plan shall include actionable recommendations as outlined in Section D of the Scope of Work.
- The Master Plan shall include a strategy that provides a prioritized “road map” for the enhancement, renovation, and/or development of parks, trails, open space, and community facilities
- The Master Plan shall include cost estimates for proposed enhancement/development and a funding strategy to support priorities and recommendations listed in the final plan.
- The Master Plan shall include charts, graphs, maps, and other illustrative data as needed to support the plan and its presentation to the appropriate audiences.
- Final Park and Recreation Master Plan is to be presented to both the Parks and Recreation Commission and City Council for required adoption.

F) Project Team and Expectations

- Project team will consist of consultant, core city staff team, and subconsultants as deemed necessary. A steering committee, consisting of city staff, Parks and Recreation Commissioners, and community members will be established to support the core project team
- Consultant is responsible for management of the project timeline and budget, staff, and any subcontractors required to deliver the final plan.
- Participate in progress meetings with the project team as often as necessary, but not less than once per month until the final plan is approved.
- Provide bi-weekly progress updates.
- Attend, lead, and facilitate community meetings as deemed necessary. All materials for presentations and community meetings will be submitted to the project team for review and discussion prior to meeting.

IV. SCHEDULE

Responses to the RFP must be submitted to the City of St. Helena as outlined in this section.

Responses are due no later than
Sunday, October 20, 2024, AT 11:59 PM
Responses received after this date and time will not be considered.

PROPOSED SCHEDULE FOR THE REVIEW AND SELECTION PROCESS
AND DESIRED TIMELINES FOR DELIVERABLES

MILESTONE	DATE	TIME
Release RFP	September 21, 2024	
Virtual Information Session	September 30, 2024	12:00 PM
Question submittal deadline	October 1, 2024	5:00 PM
Proposal due date	October 11 20, 2024	11:59 PM
<i>Tentative Finalists Interviews</i>	<i>October 16 25 or 28</i>	<i>TBD</i>
Award of Agreement	Oct. November 2024	6:00 PM

The schedule may be modified and/or extended if necessary.

V. PROPOSAL REQUIREMENTS AND FORMAT

If interested in this RFP, please notify the Recreation Department by email at recreation@cityofsthelena.org so you may be added to the notification list for addendums. Failure to notify the Recreation Department could result in missing important and required information, and could result in disqualification.

A brief **information session will be held via Zoom on September 30 at 12:00pm**. This will be an opportunity for interested consultants to ask for clarification or questions directly of City Staff. If interested in participating please email recreation@cityofsthelena.org for the meeting invite.

All submittals must follow the format described in this section. Respondents are encouraged to submit clear and concise responses to the RFP. The City of St. Helena reserves the right to include or exclude any part of the submittals in the final agreement with the selected Contractor.

To be considered for selection, submittals must arrive **electronically** by the date and time specified in Section IV. Only email's sent to recreation@cityofsthelena.org will be considered as responsive to the request for proposals. Emails sent to other City emails may be considered as non-responsive and may not be reviewed.

Submittals must include the following components in the order listed below:

Part 1: Cover Letter/Executive Summary

Part 2: Experience and Qualifications of Contractor/Team Members

Part 3: Understanding of Event Scope

Part 4: Commitment to Budget & Detailed Work Plan

Part 5: Delivery Schedule and Timeline

Part 6: Proof of Insurance

Part 7: Reference Review

PART 1 | COVER LETTER/EXECUTIVE SUMMARY

In no more than three (3) pages, the Cover Letter and Executive Summary shall include:

1. The names of the key members of the consultant team.
2. The mailing address, telephone number, and the name of the main point of contact for the Consultant team.
3. A summary of the Consultant's relevant experience and qualifications and the significant advantages to selecting the consultant.
4. An acknowledgement of receiving any addendum(s) to the RFP document sent out by the City.

PART 2 | EXPERIENCE AND QUALIFICATIONS OF CONSULTANT/TEAM MEMBERS

Provide detail relating to the experience and qualifications of the members of the team, including an organizational chart showing all key personnel (including and proposed subcontractors) who will be assigned to this project. Submit brief resumes demonstrating the training, experience, and other qualifications of the key personnel who will be assigned to this project. Any other information that would assist the review team in understanding the team's capacity to efficiently, creatively, and effectively and implement the master planning process.

PART 3 | UNDERSTANDING OF PROJECT SCOPE & DETAILED WORK PLAN

Each respondent shall demonstrate its capacity to deliver professional master planning services. Respondent should outline methodology and logistics capable of meeting the goals outlined in the Scope of Work, as well as provide a proposed work plan for development and implementation of the project. Respondents should draw from previous experience and demonstrate competence to articulate how their capabilities are distinct, comprehensive, and add value.

PART 4 | COMMITMENT TO EVENT BUDGET

Consultant shall provide a total base fee for the project. Each responding Contractor shall include an acknowledgement that it can effectively deliver a comprehensive master plan within the budget indicated. Each respondent should clearly explain in this section the methods and process it will use to ensure the project is within budget and that the City will be getting the best value within the budgeted amount.

PART 5 | DELIVERY SCHEDULE AND TIMELINE

Discuss in this section the steps the Contractor team proposes to use. Clearly outline the delivery schedule and timeline. Specific dates should be used assuming an award to this RFP and an

executed agreement in late October/Early November 2024. The goal is to have a plan drafted and adopted by Summer 2025. Indicate in the proposed scheduling the necessary involvement and various decision points required of the City. A detailed timeline or representation of the delivery timeline with pertinent milestones and events is required in this section.

PART 6 | INSURANCE

Please see Section 7 of “Exhibit A - SAMPLE AGREEMENT FOR PROFESSIONAL SERVICES” for insurance requirement information.

PART 7 | REFERENCE REVIEW

The review team will conduct a background reference review of each respondent. Please include the following information for three (3) projects that the proposed contractor team worked on together:

- Name of the Project
- Name, title, and contact information for the client
- Project budget
- Date of completion of the Project

VI. PROPOSAL TERMS AND CONDITIONS

EXAMINATION OF PROPOSAL MATERIALS

The submission of a proposal shall be deemed a representation and warranty by the proponent that it has investigated all aspects of the RFP, that it is aware of the applicable facts pertaining to the RFP process and its procedures and requirements, and that it has read and understands the RFP. No request for modification of the provisions of the proposal shall be considered after its submission on the grounds the proponent was not fully informed as to any fact or condition.

ADDENDA INTERPRETATIONS

If it becomes necessary to revise any part of this RFP, a written addendum will be provided to each firm that requested to be added to the notification list and said addenda will be uploaded to the City website. The City of St. Helena is not bound by any oral representations, clarifications, or changes made in the RFP by the City or its agents, unless such clarifications or change is provided in written addendum from the City of St. Helena.

DESIGNATED CONTACT

For the purposes of this RFP, the City’s designated contact is Dave Jahns, Director of Community Services. Any questions concerning the scope of work and the selection process shall be directed to Mr. Jahns, at recreation@cityofsthenana.org. Any and all questions and responses concerning this RFP will only be accepted in writing, via email. All questions must be received by October 1, 2024.

Responses to questions will be posted on the City’s website, cityofsthenana.org/rfps, and will become part of the RFP. It is the contractor’s responsibility to check the website for updates.

PUBLIC RECORDS

This RFP document and all submittals in response thereto are public records. Prospective contractors are cautioned not to include any material into the proposal that is strictly proprietary in nature.

PROPOSAL COSTS

All costs associated with the preparation of RFP submittals shall be borne by the respondent. This RFP does not constitute any form of offer to contract.

RESERVATION OF RIGHTS

The City reserves the right, for any reason, to accept or reject any one or more proposals; to negotiate the terms and specifications of the proposal; to modify any part of the RFP; or issue a new RFP.

PRODUCT OWNERSHIP

Any documents resulting from the contract will be the property of the City.

PROFESSIONAL SERVICES AGREEMENT

All Proposers must identify in their proposal any terms and conditions of the sample Professional Service Agreement (Exhibit C) that they wish to negotiate. Insurance is required as outlined in Section 7 of the sample agreement.

CAUSES FOR DISQUALIFICATION

Any of the following may be considered cause to disqualify a proponent without further consideration:

- Evidence of collusion among proponents;
- Any attempt to improperly influence any member of the evaluation panel;
- A proponent's default in any operation of a professional services agreement which resulted in termination of that agreement; and/or
- Existence of any lawsuit, unresolved contractual claim, or dispute between proponent and the City.

Proposal | October 20, 2024

City of St. Helena Parks & Recreation Master Plan



Submitted by:

BluePoint Planning

Main Office

2748 Adeline Street, Suite 3
Berkeley, CA 94703

Sonoma County Office:

21462 Bonita Terrace
Monte Rio, CA 95462

www.bluepointplanning.com



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21462 Bonita Terrace
Monte Rio, CA 95462

October 11, 2024

Re: RFP for the Parks & Recreation Master Plan

Dear Dave and Selection Committee Members:

On behalf of the BluePoint Planning Team, I am delighted to submit our proposal to assist St. Helena with the preparation of a community-supported and implementable Parks & Recreation Master Plan that guides staff and elected officials in the coming years.

BluePoint Planning is a small, woman-owned firm that carefully chooses projects to pursue that are aligned with our capabilities, interests, and staffing. The St. Helena Parks & Recreation Master Plan project, with an emphasis on **engagement and equity** and the understanding that parks and their programming are the **fabric that unites a community together** make this effort a clear interest to us. As such, we are dedicated to providing the highest level of service, the time and resources to meet project deadlines, and more importantly, to act as an extension of your staff to create a Plan that will be a valuable resource and tool for the City.

Our full-service team has the experience and expertise to create a Master Plan grounded in **St. Helena's values and sense of place**, built upon widespread support from the community and stakeholders. BluePoint will work collaboratively and through an integrated and dynamic process with St. Helena's project management team to create a long-term plan that is a guide and effective tool to reach your goals. We are committed to a process, project budget, and scope that aligns with your RFP and makes efficient use of resources, resulting in a lasting plan that exemplifies the culture and character of St. Helena.

The BluePoint Planning Team will be led by **Mindy Craig**, Principal-in-Charge and founder of BluePoint Planning, and Project Manager **Lauren Schmitt**, ASLA, AICP with support from Project Associate **Allisia Sandoval** and Senior Consultant **Donna Legge**. We are pleased that long-time partner **Esther Mandeno** of Digital Mapping Services will join us for this effort to provide GIS and database expertise. Together, we have a depth and breadth of experience working with parks and recreation agencies in California and around the country, as the qualifications and resumes within this proposal demonstrate. What sets us apart from our competitors is our holistic approach to planning that considers not just the physical requirements for parks but how recreation programming and policies work together to activate parks and facilities and how maintenance and operations support parks and programming to enable better and more fiscally sustainable services.

This acknowledges that BluePoint has received the addendum and revised RFP. Project Manager Lauren Schmitt attended the pre-proposal meeting, and we have downloaded and reviewed the Addendum, Q&A Document, and Informational Presentation.

innovation. empathy. impact.



BluePoint Planning
2748 Adeline Street, Suite 3
Berkeley, CA 94703
510.338.0373
www.bluepointplanning.com

Sonoma County Office:
21462 Bonita Terrace
Monte Rio, CA 95462

As founder of BluePoint Planning and Principal-in-Charge, I am the key contact person for this proposal and will sign any contracts on behalf of the firm. Please contact me at mindy@bluepointplanning.com or by phone at 510-847-3665 if you have any questions or would like clarification on any aspect of our proposal.

I am excited about this project and the opportunity to apply our team's professional expertise to your beautiful and dynamic city. We are ready to begin work immediately upon negotiating a contract, and are prepared to meet your target of completing the plan by Summer 2025.

Sincerely,

A handwritten signature in black ink that reads "Mindy F. Craig".

Mindy F. Craig
Principal, BluePoint Planning

Cover letter

1. Cover Letter/ Executive Summary..... 1

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2. Experience and Qualifications

2. Experience and Qualifications



About BluePoint Planning

BluePoint Planning is a mission-driven consulting firm dedicated to doing impactful and meaningful work with local, regional, and state governments and non-profit and private organizations. Our team is dedicated to helping clients and partners achieve their goals and addressing complex and sticky problems with innovative and forward-thinking solutions. We specialize in complex, inclusive, multi-stakeholder planning processes, providing facilitative leadership, developing strategic communications, and supporting our clients to reach their goals.

Areas of Specialization

Parks, Recreation and Trails Planning

Parks, open spaces, trails and public lands provide fundamental benefits and opportunities to address and mitigate climate change while offering co-benefits of equity, health, wellness, and community recreation. BluePoint works with clients to identify needs and explore how to leverage their lands and facilities to provide the greatest support for the community while finding multibenefit solutions that can be funded. One of the most important services we offer is integrated operations, maintenance and revenue analysis of facilities, operations, and programs. This lens ensures that big visions are grounded in reality. Our master plans, strategic plans, and implementation plans support vibrant and equitable parks and recreation services.

Policy & Community Planning

BluePoint leads complex planning processes and develops tailored plans to inspire and direct action in a range of topic areas, including parks, open space, climate, energy, parks, and community. We focus on creating equitable and feasible planning documents and tools that respond to the needs of our clients, that are easy-to-understand, well supported, and actionable. We bring this expertise to parks and recreation planning, helping to align master plans to other land use and community plan documents.

BluePoint Corporate Information

Certified small, women-owned California S-Corporation located in Berkeley, Alameda County, founded in August 1, 2011.

Tax ID

45-452483884

Contact

Mindy Craig, Principal
mindy@bluepointplanning.com
direct line: 510.847.3665
2748 Adeline Street, Suite D, Berkeley, CA 94703

Digital Work Samples

To see work samples, please go to our website at:
<https://www.bluepointplanning.com/deliverables>

2. Experience and Qualifications

Implementing Strategies & Action Plans

Big visions and broad goals are only as useful as the ability to implement. BluePoint works with clients and stakeholders to ensure that there is a clear path to implement, helping to understand funding and operational considerations, developing tools to enable action, and outlining steps to move plans forward. This includes work plans, operations plans, revenue and funding analysis and prioritization and phasing programs.

Facilitation, Engagement and Outreach

BluePoint is an expert in stakeholder process design, facilitation, and equitable community engagement and outreach programs. This includes developing and executing community engagement processes, designing outreach materials and websites, and deploying social media and digital tools.



Philosophical Approach

Our name, "BluePoint," is inspired by our philosophical approach, meaning doing blue-sky thinking and then focusing on what is most important. We specialize in complex and inclusive, multi-stakeholder processes, providing comprehensive planning services, supported by facilitative leadership, strategic communications, and strong client relationships.

An interactive & inclusive process.

As a small business, we work closely with our clients through several key steps to tailor plans to their particular needs. At the same time, we recognize that a clear process and structure allows for innovation and solid time and budget management. In general our efforts follow the following 4 steps.

Step 1: Explore

- Listen to community members and stakeholders
- Share best practices
- Assess existing conditions
- Identify gaps, needs, and opportunities

Step 2: Build a Vision

- Develop a common foundation with community and stakeholders
- Translate needs and opportunities into goals and strategies
- Establish a framework for action

Step 3: Choose a Path

- Establish strategies and actions
- Understand important initiatives and policies
- Determine priorities and dependencies

Step 4: Focus

- Create an actionable plan
- Establish measurable outcomes
- Operationalize strategies
- Communicate ideas, initiatives, and purpose

2. Experience and Qualifications

How we work sets us apart

Feasible and Implementable. Starting with the initial proposal, we set a path forward that ensures we are creating a plan that can be implemented. This includes considering the community, staff and decision-makers role, optimizing the physical assets, evaluating policies, and enabling programs.

Facilitative Leadership. We embrace an approach called Facilitative Leadership, where the facilitator plays an active role in focusing and leading dialogues to a clear endpoint and action.

Advocate for Innovative Solutions. Innovative solutions - whether incremental or disruptive - come from multiple perspectives and the unexpected collision of ideas. We advocate for dynamic processes and teams that maximize the potential for innovation and out-of-the-box ideas.

Translate Data into Decisions. We are strategic communication experts - tailoring and honing information to reach key audiences and engage fully. We translate complex information and technical language into easy-to-understand materials and plans.

Embed Equity & Inclusion. We actively advocate for and bring an equity perspective to each project, embracing ongoing reflection and learning. We assist clients in ensuring that their plans and processes are inclusive and improve equitable outcomes.

Integrated & Holistic Thinking. We take a systems approach to our work, avoiding silos and conventional thinking. We help clients create multi-benefit initiatives that have broad support and feasibility.

Partner for Change. We help clients negotiate complex issues, serving as your partner in engaging internal and external stakeholders in processes that lead to transformative action.

Park & Recreation Master Planning

- Lake County Park Recreation and Trails Master Plan, CA
- Sonoma County Parks Climate Action and Resilience Plan, CA
- Missoula Parks, Recreation, Open Space and Trails Plan, MT
- Soledad Parks and Recreation Master Plan, CA
- County of Mendocino Parks and Recreation Needs Assessment and Recommendations, CA
- Rio Linda Elverta Parks and Recreation District Parks and Recreation Master Plan, CA
- Loch Lomond Lake Recreation Area Study, Santa Cruz, CA
- Half Moon Bay Parks Master Plan, CA
- Menlo Park Parks and Recreation Master Plan, CA
- City of Monterey Parks and Recreation Master Plan, CA
- Burlingame Recreation Center and Operations Strategic Planning, CA
- Los Altos Parks and Recreation Department Operations and Facilities Planning, CA
- Treasure Island Community Facilities Master Plan, San Francisco, CA
- Pleasanton Youth Center Plan, CA
- Pleasant Hill Parks and Recreation Planning, CA
- San Francisco Northern Waterfront Visioning, Fort Mason, Presidio Trust, GGNRA, GGNPC, SF Parks, San Francisco, CA
- Point Reyes National Seashore Association Strategic Plan, Point Reyes, CA
- Prewett Family WaterPark & Center Feasibility & Implementation Planning, Antioch, CA
- Hamilton Community Facilities Master Plan, Novato, CA
- Community Facilities, Civic Center, and Park Master Plan, Menlo Park, CA

2. Experience and Qualifications



Digital Mapping Services

Digital Mapping Solutions is a small firm specializing in GIS applications in parks and public land planning, natural resource management, wildland fire planning and mitigation, stream and wetland restoration, wetland delineations, water rights, and sensitive species inventories. We are a consulting firm committed to resolving client challenges using geographic information systems, site-specific information, and modeling. We also like to make maps.

Owned and operated by Esther Mandeno, Digital Mapping Solutions has provided GIS and GPS services in the private and public sector since 2002.

We provide cartographic products (both print and digital), spatial data management, and analytical services. Working in the ESRI and AutoCAD Civil 3D software environments, we can provide the data and tools needed to meet your goals.

Services Geospatial Analysis

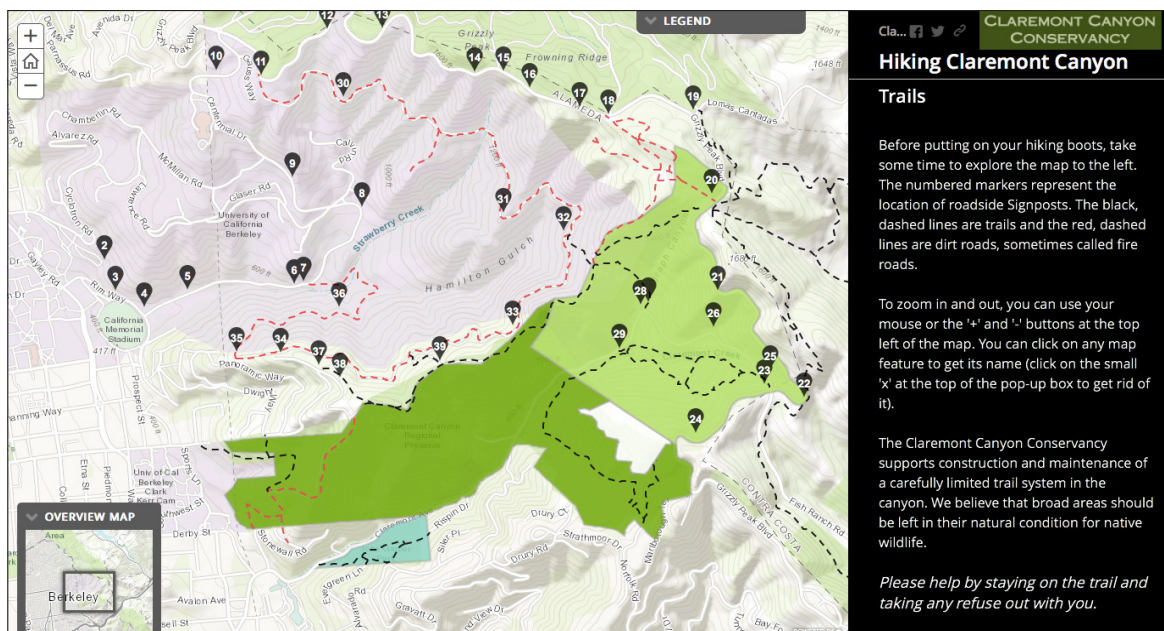
Geographic information systems allows us to see the landscape around us in a different light. From surface analysis, network analysis, and geovisualization, allow DMS find the right path to the answers you need.

Fire Behavior Modeling

DMS provides fire behavior modeling (predicted flame height, rate of spread, and much more) using industry-standard tools such as ArcFuels, FARSITE and FlamMap.

Other Services

Digital Mapping Solutions has used GPS technologies to map features out in the field. Allow us to capture your data for you, or help clean-up your files.



DMS Story Mapping for the Claremont Canyon Conservancy

2. Experience and Qualifications



Team Introduction

BluePoint is proposing an integrated, efficient and experienced team to complete all the tasks identified in the RFP, led by Mindy Craig and Lauren Schmitt, who will oversee the project and guide the team to complete the scope of work on time and on budget.

Mindy Craig, founding principal of BluePoint Planning, will serve as Principal-in-Charge. She has 25 plus years of experience in leading complex planning processes, with strengths in parks and recreation, public engagement and climate. She will provide overall direction and strategic leadership.

Lauren Schmitt, ASLA, AICP, will serve as Project Manager and day-to-day project contact. She brings more than 25 years of experience as a project manager and project leader, with a focus on participatory parks and recreation planning for cities, counties, special districts and non-profit organizations in California and around the country.

Key supporting team members include Project Associate **Allisia Sandoval**, Senior Consultant **Donna Legge**, and GIS specialist **Esther Mandeno**. The Organizational chart below shows how our team is structured and how we will interface and interact with the City. Resumes for each key team member follow, detailing education, experience and other relevant qualifications.

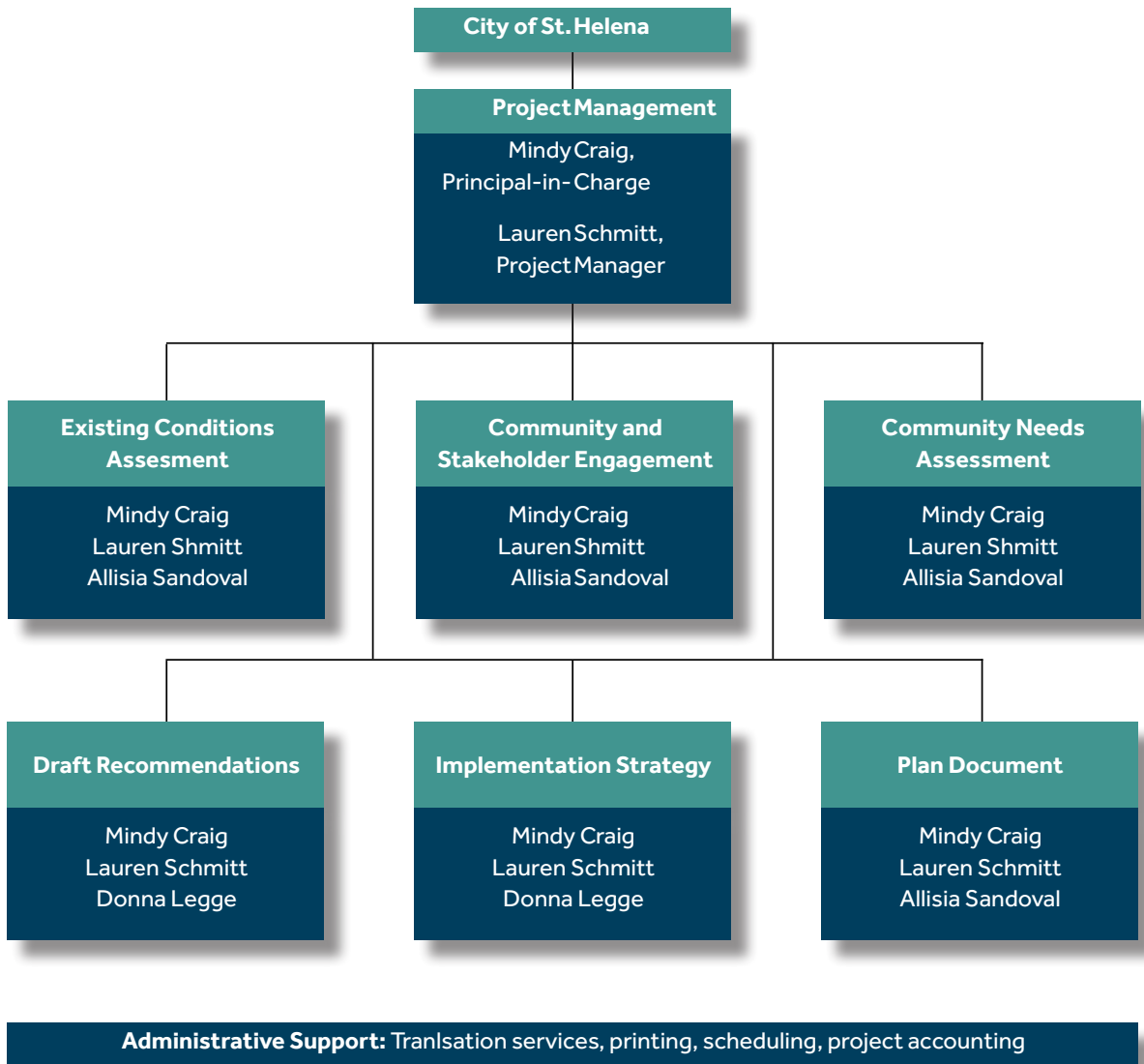
Working with Us Available & Responsive

This team is committed to this effort and will be the individuals you will work with throughout the project.

As a small, independently operated firm, most of BluePoint's work comes from existing clients and referrals. We only pursue a small number of parks and recreation projects each year that are specifically aligned with our capabilities, passions and availability. The St. Helena Parks and Recreation Master Plan is one of those projects.

As such, we are dedicated to providing the highest level of service, the time and resources to meet project deadlines, and more importantly to act as an extension of your staff to create a Plan that will be a valuable resource and tool for the City.

2. Experience and Qualifications



2. Experience and Qualifications



**Mindy Flynn
Craig**

Principal-in-Charge

Mindy is the owner of BluePoint Planning and offers over 25 years of experience providing policy and community planning, facilitation,

outreach and communications, services to government organizations throughout California and the United States. She is a frequent speaker and presenter at conferences nationally. Mindy provides technical planning capabilities with extensive community and stakeholder engagement and communication skills.

Mindy is a dedicated and passionate professional interested and experienced in a range of areas aligned with the requirements in this RFP. Her small business has enabled her to be agile and work in more sectors and areas than a typical firm. Her projects vary from large-scale, state and regional efforts with multiple subconsultants and partners to smaller non-profits or small communities.

Mindy's clients are generally government agencies, where she acts as an extension of staff, offering trusted expertise to assist on a broad range of complex planning and policy projects. She provides a balance of organizational capabilities and content knowledge allowing for the most effective project management.

For each project, Mindy helps her clients define the challenges, issues and opportunities, and develop a process to directly address and solve them.

Through strategic facilitation and leadership, Mindy is able to build consensus with a broad spectrum of constituents and stakeholders to create solutions that are innovative, realistic and implementable.

Mindy offers a depth of knowledge about parks and recreation facilities, trends and needs, along with a broad understanding about economic

development, health and wellness, education and sustainability. These concepts enrich each plan and helps to engage the community in conversations regarding park and recreation facilities in a larger context. In addition, this more holistic perspective helps to engage decision makers and creates a strong framework for establishing the benefits and needs for parks.

Areas of Expertise

- Comprehensive Parks, Trails and Recreation Planning
- Recreation Programming
- Sports and Recreation Facility Development
- Facilitation & Community Involvement
- Feasibility & Needs Assessment
- Operations, Revenues, and Management Analysis

Education

Bachelor of Arts, Social Science, Public Policy and Social Change, University of California, Berkeley, Graduated with High Honors.

Speaking Engagements

- CPRS Executive Summit "Master Planning – Your Parks Roadmap to Success", CPRS Executive Summit, January 2024
- "Operating Parks Like A Business", District 4, California Parks and Recreation Society, Bay Area Institute
- Training Session: CPRS Conference, "Developing a Community Recreation Center"
- Training Session: CPRS Conference, "Developing Compelling Graphics"
- Downtown Walkability...from Cars to Sidewalks, *Riverside, CA and Fort Worth, Texas*
- Walkability as a Way of Life, *Guadalajara, Mexico*

Relevant Experience

All projects listed on page 2.4 and in the references section were led by Mindy as hands-on principal.

2. Experience and Qualifications



Lauren Schmitt, ASLA, AICP

Project Manager

A practicing landscape architect and planner for 25 years, Lauren engages in parks and recreation planning projects at multiple

scales and from multiple perspectives, working with a diverse range of client types including special districts, regional agencies, cities, counties and non-profits. Lauren's curiosity and knack for problem-solving lend themselves naturally to the analysis and assessment of projects, enabling her to ask the right questions from the outset and put projects and organizations on a path to positive outcomes. An intuitive process designer, she engages stakeholders and community members through participatory and inclusive approaches to planning and design, finding common ground and leading to strategic solutions that keep project and community momentum moving forward. Lauren left a multi-disciplinary planning and design firm after a 19-year tenure as a firm principal and practice leader. In late 2021, she began working independently with BluePoint, renewing her prior relationship with Mindy Craig forged during their time working together prior to Mindy's establishment of BluePoint Planning.

Relevant Project Experience

- Lake County Parks, Recreation and Trails Plan, Lake County, California
- Missoula Parks, Recreation, Open Space and Trails Plan, Missoula, Montana
- Burlingame Parks and Recreation Plan, Burlingame, California
- Regional and Rural Needs Assessment, Los Angeles County, California
- Treasure Island Community Facilities Needs Assessment Update, San Francisco, California
- Western Washington County Recreation Roadmap, Washington County, Oregon

- Cosumnes CSD Parks and Recreation Master Plan, Elk Grove, California
- Hueneme Parks Master Plan, Port Hueneme, California
- Sacramento Parks Plan, Sacramento, California
- El Cajon 10-Minute Walk Plan, El Cajon, California
- Burlingame Parks Plan, Burlingame, California
- Santa Monica Parks and Recreation Needs Assessment, Santa Monica, California
- Sonoma County Integrated Parks Plan, Sonoma County, California
- Danville Parks and Arts Strategic Plan, Danville, California
- Cupertino Parks & Recreation System Master Plan, Cupertino, California
- Yucca Valley Parks Master Plan, Yucca Valley, California
- Twentynine Palms Parks Master Plan, Twentynine Palms, California
- Morgan Hill Bikeways, Trails, Parks and Recreation Plan, Morgan Hill, California

Education

- University of Washington, Seattle, WA – Master of Landscape Architecture (MLA)
- Smith College, Northampton, MA – Bachelor of Arts (BA), Architecture and Urbanism

Selected Presentations

- Presenter, Achieving Workplace Equity: Strategies for Moving from Awareness to Power Shift, ASLA National Conference (2022)
- Speaker, River Access Walking Tour, Association of Bicycle and Pedestrian Professionals Conference (2019)
- Presenter, "The Art of Community Engagement: Lessons from the Frontlines," AIA National Convention (2017)
- Presenter, "Data-Driven: Applied Tools for Recreation Planning and Management," SORP / RMS Conference (2016)
- Presenter, "Advanced Placemaking," APA National Conference (2015)

2. Experience and Qualifications



Allisia Sandoval Project Associate

Allisia Sandoval is a Project Associate with BluePoint Planning working on a range of projects, from equitable community outreach and engagement to

regional and state energy planning. In her current role, Allisia is responsible for the day-to-day support, communication, and timely progression of projects. Allisia offers support by managing project timelines and schedules, producing draft deliverables of written documents, social media content, newsletter material, etc., regular communication, and designing accessible and compelling materials for public engagement activities.

Currently, Allisia is working with the City of Campbell on the development of their Climate Action Plan supporting community engagement, supporting the stakeholder engagement on the Santa Cruz Local Coastal Plan Update as well as working with the City of Half Moon Bay and the community to identify concerns around climate hazards and strategize solutions in the Climate Adaptation Plan. A large part of this effort is to translate technical data into accessible material to increase community outreach and engagement.

Allisia is currently working with West Los Angeles Community College to support their update of their Educational Master Plan. Allisia is working closely with the college's Office of Institutional Effectiveness to evaluate existing programs and disciplines to evaluate forecasted program growth. This methodology takes into consideration both internal factors (ie. student demographics, and enrollment) and external factors (i.e external market and employment data) to paint a complete picture and help guide decisions about future and existing programs.

Other recent work includes assisting in the redesign of BayREN's Single Family Energy Efficiency Program; and supporting marketing efforts to improve water efficiency in the Bay Area through BayREN's Water Upgrades Save program.

Relevant Project Experience

- City of Soledad Parks and Recreation Master Plan, Soledad, CA
- Los Angeles Community College District Roadmap for Sustainability and Climate Action, Los Angeles, CA
- St. Louis Sustainability and Climate Plan , St. Louis, MI
- West Los Angeles College Educational Master Plan, Los Angeles, CA
- Santa Cruz County Local Coastal Program, Santa Cruz County, CA
- City of Campbell Climate Action and Adaptation Plan, Campbell, CA
- City of Missoula Parks, Recreation Open Space and Trails Plan, Missoula, MT
- Half Moon Bay Climate Adaptation Plan, Half Moon Bay, CA
- I-REN 2023-2027 Organizational Strategic Plan, Inland Empire, CA
- BayREN 2024 Single Family Energy Efficiency Program Redesign, Bay Area, CA
- BayREN, Water Upgrades \$ave Communications and Marketing, Bay Area, CA

Prior Professional Work Experience

- Environmental Consultant, Grove Collaborative, San Francisco, CA
- Administrative Support Specialist, University of California, Berkeley, CA

Education

- Bachelor of Science in Conservation Resource Studies with an emphasis in Environmental Science and Economics, University of California, Berkeley.

2. Experience and Qualifications



Donna Legge Senior Consultant

Donna offers extensive experience in the profession of Parks and Recreation Administration. Donna is highly motivated, innovative, resourceful, organized and creative.

She has strong communi-

cation and leadership skills, with an emphasis in community engagement, responsiveness, customer service, project management, strategic planning, and program planning as outlined in her work experience below. Donna is a member of the California Parks and Recreation Society and completed both NRPA Directors School in August 2014 and the Sonoma County Daily Acts Leadership Institute in June 2019. Donna current is the Public Relations Director for the Progressive Tribal Alliance and Windsor Parks and Recreation Commissioner.

Recreation & Community Services Director, City of Los Altos

Report directly to the City Manager. Oversee operations of the Recreation Community Services Department including the facilitation of an operational and organizational assessment, reorganization, construction of a 38- million-dollar 24,000 square foot-Gold LEED equivalent Community Center and modification of programs and services during the COVID-19 pandemic. Prepare staff reports and presentations for the Town Council and serve as the liaison to the Parks and Recreation Commission. Other Department commissions include Senior and Library. Successfully lead staff in producing goals and objectives, policies, and procedures. Facilitated a dog park project. Budget: \$2.7 million. Size of Staff: 9 fulltime and 20 part-time staff

Parks and Recreation Director, Town of Windsor

Report directly to the Town Manager. Oversee operations of the Recreation Division, Parks (155 acres) and Facilities (9 buildings/83,000 sq. ft.) Maintenance Division, Senior Center and Aquatics Division, Landscape and Lighting Assessment District Division, Park Development Fund Division and Capital Improvement Projects. Responsible for maintaining priorities, goals and objectives, cost recovery targets, energy efficiency programs, environmental sensibility and strategic marketing. Prepare staff reports and presentations for the Town Council, Parks and Recreation Commission, Public Art Advisory Commission and Senior Citizens Advisory Council. Successfully lead staff in producing a variety of signature community events utilizing community partners and sponsorship programs. Established the Windsor Parks and Recreation Foundation, Town Green Community Garden, Windsor Wellness Partnership and Hometown Heroes Military Banner Program. Recognition of Hembree House Museum as a historical landmark. Completed Parks and Recreation Master Plan Update in 2017. Awarded 2018 Sonoma County Best of the Best for Music Series. Budget: \$7.4 million. Size of Staff: 20 fulltime and 50 part- time staff

Prior Professional Work Experience

- Recreation Director, El Dorado Hills Community Services District
- Director of Parks and Recreation, City of Half Moon Bay
- Recreation Services Supervisor, City of Sierra Madre
- Recreation Services Supervisor, County of Los Angeles

2. Experience and Qualifications

Esther Mandeno

**Principal, Mapping and GIS Services,
Digital Mapping Solutions**

Professional Summary

With over 15 years of experience in GIS data management, map production, wildland fire behavior modeling, and natural resource management, Ms. Mandeno brings a wide breadth of skills and knowledge to any project. During her time with California State Parks in the Lake Tahoe Basin, she became a Burn Boss, using prescribed fire to manage forests, before delving into the Sierra District's GIS where she developed and implemented a wide variety of data and map products for land managers. She has extensive on-the-ground experience using Global Positioning Systems (GPS) to capture field data. Recently, she has worked on fuel management plans for private land owners as well as fire management plans for military ranges. Ms. Mandeno can work on many levels to assist any firm on wildland fire management plans. In addition, to improve her performance, Ms. Mandeno continues to learn new skills such as Python scripting language to automate tasks and ESRI's Story Maps for public outreach.

Technical Skills

- ArcGIS ArcMap 10.x and ArcGIS Pro
- AutoDesk Civil 3D
- FARSITE
- FlamMap
- CorelDraw & Photo-Paint
- Adobe Acrobat Professional
- QGIS (Las Palmas edition)
- Global Mapper
- ArcGIS Online
- Python/ArcPy (limited)

Education

- 2000 MS Natural Resource Management, Fire Ecology, University of Nevada, Reno
- 1992 BS Resource Science, University of California, Davis

Experience

August 2013 - present, GIS Consultant, Digital Mapping Solutions (self-employed) Working as an independent consultant, Ms. Mandeno has participated on a variety of projects. Key jobs are highlighted below. Each shows an integration of natural resource expertise and GIS skills to bring crucial information together.

- Lake County Parks, Recreation and Trails Plan
- Missoula Park, Recreation, Open Space and Trails Plan
- Mendocino County Parks Needs Assessment
- Community Wildfire Protection Plans - Fire Safe Sonoma
- Fuel Project Maps - UC Berkeley Hill Campus
- Lot-Specific Fuel Management Plans - Santa Lucia Preserve
- Biological Assessment Maps for the Diablo Fire Safe Council
- Evacuation Assessment near the City of Ross
- Yosemite West Community-wide Fire Risk Assessment
- Upper Mokelumne Watershed Assessment Project

"She gets the job done quickly, is responsive to feedback, and keeps after the work until the job is finished to everyone's satisfaction. She also learned lots of new things through our collaboration and was always willing to learn new skills and software along the way. She's also upbeat and fun to work with, and I hope to have the opportunity to work with her again in the future. ~ Jim Stimac, Principal Geologist.

What Makes Us Different

1. Long-term relationships with our clients.

We do not pop in and out, we are there for our clients, making sure they are successful and that our deliverables help them do their work more effectively.



2. Parks are a passion, not just work.

When we start on a parks planning project, we want to not just look at them as a consultant, but to experience them as a user. We walk each trail, test out each park, and embed ourselves into the community as much as possible to ensure authentic and deep understanding.



3. More than "Parks" - the connective link for the community

We approach our parks and recreation projects recognizing that the role of parks and recreation is bigger than the traditional definition. We think about parks as a part of community health, a mechanism to help mitigate and address climate issues, a space to create and support community character, and an economic engine for long-term community development and more.



4. Cohesive, long-term Team

Our team has been working together on parks and recreation plans together for over a decade. BluePoint Planning and DMS are aligned and compliment each other's skills to create a streamlined and powerhouse duo.

5. We are fun!

You will like working with us! We deliver on the project, but while doing it, we are able to manage and support you without stress, with a positive attitude, and a shared goal to make the effort a success.

3. Understanding of Scope



3. Understanding of Scope



Project Understanding

St. Helena is a scenic small town for the people who call it home, and a popular tourist destination, drawing people to local vineyards, restaurants and the Greystone campus of Culinary Institute of America. With its beautiful downtown, its position on the Napa River, and its existing parks and facilities, St. Helena has scenic settings for its parks and recreation services.

This Parks and Recreation Master Plan comes at a time when people are appreciating public parks and recreation programs more than ever, but also at time when local governments are feeling ever more pressure from increased costs, funding limitations and difficulty finding and retaining staff. The planning process will help St. Helena better understand its inventory of parks, facilities and trails and the baseline of services, as well as the resources of other providers. Through an inclusive public process, St. Helena will develop an understanding of community priorities and needs, and create strategies to meet local parks, recreation and trails demands and consider the impacts and needs of visitors.

Perhaps the most important result will be an implementation Plan with clear priorities to guide operations, investments, and program and policy development. The result needs to be a community-supported guiding document for parks and

recreation services that will help City staff and elected officials plan investments and guide resources more equitably and strategically.

BluePoint's Approach Recreation as a Driver

The variety of parks, facilities and trails in this study will require the Team to understand the range of recreation activities and settings not only within the City's parks but also on lands managed by other agencies. The BluePoint Team understands that parks and trails are not just a collection of physical assets – rather, they provide settings for many types of activities residents and visitors pursue for recreation, health, wellness, exercise and many other reasons.

We will address questions that help St. Helena define its role and areas of focus. How does the City's land inventory and unique resources support recreation? Can the City help to establish a balance that will meet the recreation needs of the variety of ages and abilities in the community? What are the latest trends in recreation in Northern California and nationally? How can the City leverage each park's unique character and amenities to serve the residents and visitors? What other community activities could occur at parks? What type of enhancements can better serve the community? How do the City's parks compliment other

3. Understanding of Scope

public lands and parks, whether county, state or federal? How can we ensure access from an ADA perspective as well as from transportation perspective?

Placemaking

We do not see parks as merely a collection of sports fields and play equipment. St. Helena's Parks and Recreation system helps to define the city as a special place and expresses the unique spirit of the community. We develop park and facility plans tailored to the community's identity, priorities, and specific recreation needs. Each Master Plan expresses the unique priorities, issues, and concerns of the community. St Helena's Parks and Recreation Master Plan should:

- Increase and enhance recreational opportunities;
- Respect and celebrate the cultural diversity of the community;
- Build community resiliency through environmentally healthy design, improved connectivity and protection from extreme heat;
- Maximize partnerships and collaboration; and
- Ensure that parks and facilities are operated and maintained effectively to optimize use, longevity, and economic sustainability.

Assessing Community Needs

Understanding the community's needs for the types and function of parks and recreation facilities and programs is instrumental for the success of the new Parks and Recreation Master Plan. BluePoint's approach includes a mix of inputs, going beyond traditional acres/1,000 quantity metrics to provide a comprehensive evaluation tailored to each community.

Our approach includes the following steps:

- Complete a digital inventory and assessment of parks and facilities;
- Develop a profile of the City, local communities, and population characteristics;
- Identify relevant comparables, best practices and trends;
- Conduct public outreach and engagement activities to understand the specifics of the community needs;
- Develop goals and principles (including definition of St. Helena's roles and niches) to guide decision making;
- Identify criteria, general standards and key attributes desired by the community for parks, recreation and trails; and
- Analyze facility, program and park data based on the criteria and develop narrative and visual tools to identify potential gaps, needs and opportunities.



3. Understanding of Scope



System Sustainability

Sustainability applies not only to the resilience and support of the environment, but also to the ongoing health of the Parks and Recreation system. We will focus on creating a viable plan that will:

- Establish areas where needs are currently well met and describe actions required to maintain the existing level of service into the long term;
- Identify areas where improved facilities or new sites will enhance service or meet unmet needs;
- Evaluate operating and maintenance costs and the potential for revenue generation to offset costs;
- Understand how programming and operations can be enhanced to help serve community needs and meet Plan goals;
- Prioritize capital improvements needed to enhance the system to desired levels of service where gaps exist

We are committed to developing flexible and forward-thinking plans that are adaptable to future changing conditions, while ensuring that the plan reflects current community priorities.

Engaging the Community

Our Team provides extensive expertise in engaging stakeholders and community members in a meaningful dialogue. Both local neighbors and the broader community have a stake in the future of the City's parks and services and need to have a voice in the recommendations. Our approach is multi-layered and builds on past outreach and will include multiple opportunities for community input and engagement and for input from stakeholders, staff and elected officials throughout the project. In the work plan below, the Steering Committee process is included in Task 1 and the broader community engagement process is outlined in Task 2.

Proposed Work Plan

BluePoint's proposed work plan builds in the tasks contained in the RFP, incorporating three "engagement windows" that group on-the-ground activities for efficient use of consultant time and to build momentum for the process. The schedule diagram in section 5 illustrates how we envision the following tasks flowing over the timeline of the project, to deliver a Plan for adoption within the City's desired timeframe.

3. Understanding of Scope

Task 1. Project Meetings and Management

1.1 Project Kickoff Meeting

BluePoint will have an initial Zoom kickoff meeting followed by an in-person meeting conducted in conjunction with the site tour conducted in Task 2. During the initial call, we will review the scope of work and schedule and clarify the requirements for the project and plan for the parks tour and associated activities. In addition, we will discuss the details and logistics for public engagement so that BluePoint can draft the public engagement and outreach plan. We will also request all necessary existing documents, studies, maps, studies, etc. 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 Steering Committee Meetings (4)

Steering Committee Meetings will be in person, scheduled in conjunction with other engagement and field activities. These will typically be 2 to 2.5 hours long and allow for deep dives and working sessions with the Steering Committee. We anticipate the following topics for in-person team meetings:

- **Meeting 1:** Project success factors, issues and opportunities
- **Meeting 2:** Needs assessment, plan framework
- **Meeting 3:** Preliminary recommendations, prioritization process
- **Meeting 4:** Administrative draft plan, adoption process

While the RFP called for monthly meetings, BluePoint finds that four meetings scheduled at key decision points in the process are effective use of Steering Committee members' time, especially for a Parks and Recreation planning process with a quick timeline. Between meetings, Steering

Committee members will be asked to review and comment materials, such as the Community Engagement Plan, the Existing Conditions Summary Report, and other deliverables. Steering Committee members will also be asked to participate in community outreach activities outside of meetings, as well.

If needed, BluePoint and the City can extend one or more biweekly coordination meetings (Task 1.3) and hold an additional Zoom or Teams meeting with the Steering Committee.

1.3 Biweekly Coordination Calls and Project Management

The Project Team, led by Project Manager Lauren Schmitt and including other team members as needed, will hold biweekly coordination calls with St. Helena's Project Manager to keep the project moving forward and to ensure timely response to questions, review of materials. These meetings will focus on the critical path to maintain the City's desired timeline. This task also includes time for BluePoint's ongoing budget, schedule, and scope management to ensure that the project is delivered on time and on budget. The activities in this task allow for active management, to identify potential approaches to incorporate any unforeseen course corrections and changes as we progress while remaining on time and on budget.



Missoula PROST Public Open House

3. Understanding of Scope

and provide a range of services for community members. BluePoint will identify St. Helena’s current program areas and populations served, and will identify other public, nonprofit and private providers. We will consider potential revenue generation opportunities and partner availability, as well as national data on programming.

2.3 Demographics, Comparables, and Community Profile

The BluePoint Team will review current and projected population and demographic characteristics, incorporating population profile information drawn from the most relevant and current data, and develop an analysis of relevant trends in parks and recreation in similar communities. BluePoint will work with the City to identify appropriate comparable cities or park systems, within California or with similar characteristics. We will identify up to five communities to evaluate. For each community, we will gather information on the type, size, amenities in its parks, major recreation facilities, core program areas, user fees, and community demographics. BluePoint has an existing database of much of this information and will gather additional information as needed. The comparable information will be incorporated into the Existing Conditions Summary Report.

2.4 Organizational and Staffing Review

BluePoint will evaluate the organizational structure of the Community Services Department and staffing for parks and recreation services. This will include a review of the operating and capital budgets, looking at expenditures and revenues. BluePoint will also evaluate which funding sources St. Helena is currently using for parks and recreation services, and what additional funding opportunities are available.

2.5 Existing Conditions Summary Report

The Existing Conditions Summary Report will provide an informative and engaging review of the existing parks, recreation, and trails system, frame

key issues, and serve as a foundation for the Needs Assessment and subsequent Parks & Recreation Master Plan. It will incorporate a summary of all work completed in Task 2, including the review of relevant plans, the park and facilities condition assessment, the recreation program inventory, the organizational assessment. demographic and trends review, and comparables.



RLE Parks and Recreation Existing Conditions Report



Bilingual Outreach Material

3. Understanding of Scope

Task 3. Community Engagement

Community engagement activities will take place throughout the process, with timing and specifics refined during preparation of the Community Engagement Plan in Task 3.1. The engagement program will be multi-layered and interactive and include both in-person and online opportunities to participate. In-person activities led by BluePoint will be grouped into several Engagement and Parks Planning Windows that occur over the course of the process, as shown in the schedule diagram.

3.1 Community Engagement Plan and Coordination

BluePoint will develop a community engagement plan to direct and guide our efforts. The plan will be developed after the kickoff meeting (Task 1.1) to account for any refinements to the engagement program included in this proposal. The plan will define methods, tools, timing and specific roles and responsibilities for BluePoint and the City. The Plan will set goals and objectives, allowing us to measure effectiveness and adjust the outreach program as the project progresses.

3.2 Project Website and Collateral Materials

The BluePoint Team will create a project website, with English and Spanish versions. This will serve as the information hub for the project, and the budget for this task also allows for periodic content updates. In addition, as part of this task, BluePoint will develop a set of outreach materials to support the project. Depending on the final Community Engagement Plan, this may include meeting flyers, social media posts, short videos, newsletter postings and similar. This effort will include translation of these materials and provide for simple updates for each engagement effort.

3.3 Community Needs Survey

The Team will develop an online Community Survey that is distributed through existing City channels, the website, and local neighborhood groups. While an online survey does not provide a scientific level



Bilingual project website, hmboutdoors.org

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 needs and opportunities for City parks and recreation. We can also develop flyers with a QR code and survey link so that park visitors will be encouraged to respond on mobile devices (when data service is available).

3.4 Key Informant Interviews

BluePoint will interview key stakeholders, developing the list of interviewees with the City's Project Manager. These interviews allow for confidential one-on-one feedback early in the process. We recommend interviews with City Council members, the City Manager, and any key community leaders who may not speak as freely in a small group meeting. By hearing directly from decision-makers early on, we can ensure that the Draft Parks & Recreation Master Plan addresses their concerns and interests, leading to a smoother adoption process.

3.5 Small Group Meetings

The BluePoint Team will hold a series of small group listening sessions for different user groups and special interests. These will occur earlier in the project to allow for more in-depth feedback on

3. Understanding of Scope

recreation needs. Further, these early meetings establish relationships with organizations who can help to expand engagement for the entire project.

The Team 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 City. These small groups enable broader engagement than using the survey alone. The budget allows for a series of small group meetings over two days to understand overarching needs, issues, challenges and goals for City parks and recreation.

3.6 Community Workshops (3)

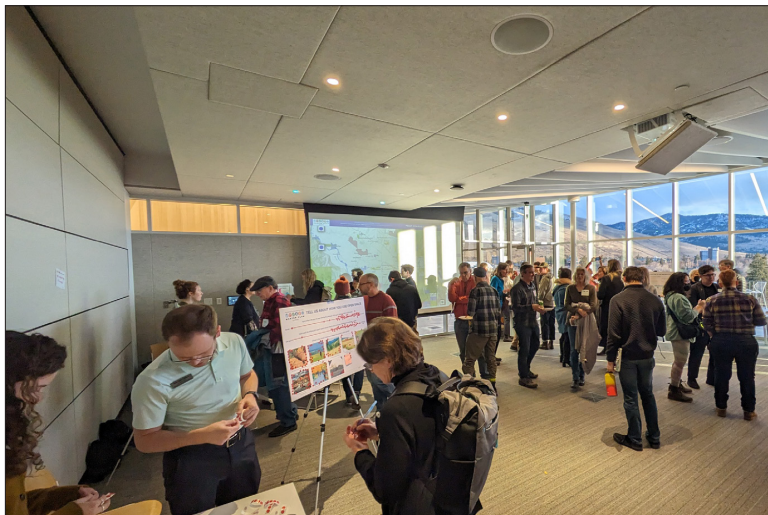
The Team will work with the City to identify the appropriate formats and locations for up to three community workshops at key milestones. These will not necessarily be a traditional 2-hour meeting at City Hall – we will tailor the workshops to the preferences of the St. Helena community and will design each session to be interactive and engaging with various ways to participate and to provide input. For example, in Lake County, we popped up at a library and on a busy day at the County administrative center for our second round of outreach,

going where people were already gathering rather than asking them to come to a meeting. In contrast, residents of the City of Missoula turn out for traditional meetings, so we offered an open house format at the popular public library and attracted 120 participants. For a project in Half Moon Bay, we designed a loteria input activity in Spanish and English and took it out to the community. The City will provide the location and send out notices to the community. The BluePoint Team will develop the agenda, meeting materials, presentation, and flyer, and facilitate and documents the workshops.

Workshop #1 will be focused on developing a better understanding of the community's vision, goals and needs for the City parks and recreation.

Workshop #2 will engage participants in a discussion about the needs, gaps and opportunities for parks and recreation. Initial approaches and strategies will be presented as well as the initial goals and vision for the Plan.

Workshop #3 will focus on priorities and recommendations for the Plan. It will be designed to provide information and provide an interactive forum for community members to express their preferences, interest areas and priorities for the Master Plan projects and programs.



Community Workshop

3.7 Parks & Recreation Commission Updates (3)

As requested in the RFP, BluePoint is including three updates to the Parks & Recreation Commission at the beginning, middle and towards the end of the process, co-presented with the City's Project Manager. These meetings may take place in-person or online, depending on when they occur in the process.

Task 4: Needs Assessment and Preliminary Recommendations

recommendations. BluePoint will develop a comprehensive Needs Assessment presentation and summary that will be used with the Steering Committee and Parks & Recreation Commission and can be used by staff with other audiences.

Based on the community process and the Needs Assessment, BluePoint will develop an overarching Vision and a set of Master Plan Goals to focus and direct the development of the Plan and decision-making.

This vision will help to inform the level of service for parks and recreation facilities, which new or enhanced activities should be considered and what, if any, new facilities should be developed. In addition, BluePoint will develop a Plan Framework, which will outline the key goal areas and key directions for the recommendations.

The BluePoint Team will provide a clear Needs Assessment that brings together findings from the Existing Conditions Summary Report, from the community engagement process, and from GIS-based park access analyses. This assessment will look at needs today and project needs at the planning horizon, based on population and land use projections.

The Needs Assessment Summary Report will identify gaps and needs for parks, recreation facilities, trails, and recreation programs and specifically address equity in service provision. It will provide a basis from which to draft preliminary

Based on the work completed to date, BluePoint will develop recommendations for each existing site, for planned parks and facilities and for potential new parks, trails and facilities. This will include planning level cost estimates to serve as a basis for the capital improvement plan.

4.4 Recreation Program Recommendations

3. Understanding of Scope

BluePoint Team will prepare recommendations for recreation programs, including a discussion of Community Service’s role in program areas, key partnerships for program provision, and revenue generation.

4.5 Operations, Revenues and Management Recommendations

The BluePoint team will prepare recommendations on how the City provides parks, recreation and trails services, addressing organizational structure, staffing, operations and maintenance, interdepartmental and interagency coordination, and public communications. This section will address questions including what is needed for regular ongoing maintenance (mowing, waste removal, restroom maintenance) and what the City should budget for capital reinvestment in its parks, facilities and trails assets.

Task 5: Prioritization Process and Implementation Plan

Based on information received in prior tasks, BluePoint will develop a prioritization process that will be a tool both for regular updates the implementation plan and for the evaluation of projects and initiatives that may be proposed in the future. We will apply the prioritization tool to develop an implementation plan that identifies short-, medium- and longer-term priorities.

5.1 Prioritization Process & Tool

BluePoint will develop a prioritization process and tool tailored to St. Helena’s issues and needs. This will include a set of criteria for scoring and assessing projects and initiatives, enabling the development of an implementation plan and annual work plans. Criteria may include:

- Community values and support
- Service gaps and unmet demand
- Protection of existing infrastructure or creation of operating efficiencies
- Funding and partnership availability
- Internal staffing resources
- Potential revenue generation or economic benefit
- Addressing equity gaps

Using the criteria, BluePoint will develop an evaluation tool and process and test it. As part of this task, we can invite Steering Committee members to test the tool using the recommendations developed in Task 5.

5.2 Funding Opportunities

BluePoint will evaluate funding opportunities and identify potential funding opportunities that the City is currently not using or maximizing. The funding opportunities memo will identify sources of both capital and operations funding.

Half Moon Bay Parks Master Plan

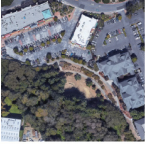


John L. Carter Memorial Park

Vision: Well utilized cultural events park with performances and summer day camps

Description

Center Park includes a redwood grove with a small amphitheater and sculpture. It is used primarily for dog walking and the annual Shakespeare Festival. The park is adjacent to Pleasant Creek. Sensitive habitat restricts creek access. The park accommodates local floating events, which occur regularly during the winter. A special development permit is required whenever there is restricted access to the park and a fee charged, such as during performances. The park is adopted by Half Moon Bay Shakespeare Company. The adjacent business park allows parking for events. The park is not visible from Main Street, the nearest public roadway.



Page 421 Final Plan, January 2019

Half Moon Bay Recommendations

4. Recommendations: Existing Parks

Recommended Improvements

An opportunity to transform this park into an active and utilized space by implementing a number of improvements designed to enhance programming and the ability of the park to be better used will also address the concerns related to homeless in the riparian area.

- Develop permanent seating/amphitheater with stage and seating.
- Add restrooms, drinking fountains, storage and backstage/entrance space.
- Add safety and ambient lighting along stairs, pathways.
- Add electric outlets for stage lighting and sound.
- In consultation with a biologist, consider the appropriate habitat protection for the riparian area.
- If feasible, a steel wall along the west side of the park could act as an exclusion barrier and protect habitat and possibly eliminate the need for a temporary habitat protection fence during events.
- Improve signage on Main Street for the park.

Other Considerations and Connections

Should be considered to downtown and surrounding schools with effective signage. If a community park is developed at the Peninsula Open Space Trust (P.O.S.T.) property, additional connections should be made to that facility.

Consider restoration projects along the creek corridor.

Conceptual Ideas

Small Stage and Seating Area



Amphitheater with Permanent Seating



Partially Covered Amphitheater



Final Plan, January 2019 (Page 43)

Half Moon Bay Recommendations

3. Understanding of Scope

5.3 Implementation and Phasing Plan

BluePoint will apply the prioritization criteria and develop an implementation and phasing plan that sequences plan recommendations into short-term, medium-, and longer-term projects. address short-term annual projects.

Task 6. Master Plan Report

In this task, BluePoint will take all the work completed to date and develop the Master Plan report, refine it based on staff, community, Parks & Recreation Commission and City Council feedback, and finalize it for adoption.

6.1 Administrative Draft Master Plan

BluePoint will develop the Administrative Draft Parks, Recreation and Trails Master Plan for review by City staff. The Administrative Draft Master Plan will be in manuscript/Word format for easier review. The review package will include sample pages for the formatted Master Plan document developed in Task 6.2 for review and approval by the City. The body of the plan will be readable and usable, with appendices for detailed information. This draft will include the phasing plan and funding recommendations, providing a “road map” for action.

6.2 Public Review Draft Master Plan

BluePoint will incorporate comments on the Administrative Draft and will prepare a layout version of the Master Plan for public review. This document will be in graphic design layout format and include maps, graphics, and photographs. BluePoint will provide web and print ready PDFs and upload the draft to the project website. The Plan will be designed for ease of use and to be graphically engaging.

6.3 City Council Presentation

BluePoint will prepare a presentation for and attend a City Council meeting with City staff during the approval process. Presentations with staff can be scheduled concurrently. This meeting will occur after the Parks & Recreation Commission recommends approval (the final meeting in Task 3.7)

6.4 Final Master Plan

After receiving comments on the Draft Plan, BluePoint will incorporate changes and comments to finalize the Master Plan. To close out the project, BluePoint will provide high resolution and web-ready PDFs that meet WCAG accessibility standards. BluePoint will also transmit digital files of all text, graphics and maps, in formats compatible with the City's systems and software.

Opportunity Assessment Loch Lomond Recreation Area Use Study				
Table 6. Facility Revenue Assessment				
 Trail/View Enhancements Expand the trail system beyond the existing recreation area and capture additional view areas, including Eagle Dell and Eagle's Roost. Revenue: Visitor Increase Operating: \$8,000 - \$10,000 Capital: TBD	 Water Play Area Interactive water play designed for children (and everyone) to play, explore and learn with water. A broad spectrum of options is available including very natural-like manmade streams to squirting fountains, or artistic streams and sand water play areas. Revenue: Visitor Increase Operating: \$20,000 - \$30,000 Capital: \$400,000 - \$750,000	 Children's Play Area Nature inspired play areas to increase children's informal play and connection to nature. Play Areas can be developed as one large area or provide elements throughout the park especially near group picnic areas. Revenue: Visitor Increase Operating: \$2,000 - \$3,000 Capital: TBD		
 Outdoor Classroom Covered, accessible space with a floor that is suitable for classes for students, groups, programs of all kinds, and corporate team building as well as small parties and receptions. Possible to design as a tree house or other unique type facility. Revenue: \$6,400 - \$12,000 Operating: \$2,000 - \$3,000 Capital: \$190,000 - \$250,000	 Outdoor Wedding Site Open-air site designed for weddings and small celebrations. Site can be reserved and provides seating (portable or permanent). Revenue: \$38,400 - \$144,000 Operating: \$8,000 - \$15,000 Capital: Low	 Group Picnic Site(s) Reservable picnic areas for groups of 20 to 100 (depending upon available space). Areas can be covered or open-air. Revenue: \$6,910 - \$25,920 Operating: \$2,000 - \$5,000 Capital: Low		

4. Commitment to Budget



4. Commitment to Budget

The following budget represents our estimated costs for the scope of tasks outlined in our proposal and described in the RFP. This is presented as a not-to-exceed budget. As with all of our projects, we anticipate working with the City to refine and align the final budget, scope and timeline, if selected.

Quality and Cost Control

BluePoint Planning uses several critical tools to ensure that each product and process meets and exceeds client expectations, and meets the budget. First is guaranteed principal and senior level involvement at every stage. This means products, concerns or opportunities are not missed by junior staff and can be acted on immediately. Second, we use online project management software to help manage and monitor projects both internally and with subconsultants, providing real-time information on schedule and budget. Finally, we utilize fully integrated invoicing, time and expense accounting software to streamline invoicing and budget management. We believe that a combination of person-to-person communication mixed with the efficiency of electronic communication is the most effective approach.

Customer Service

When a client contracts with BluePoint Planning, they are guaranteed principal level involvement at every stage - that is one of the greatest benefits of working with a small firm. Mindy is available and responsive and is committed to making sure we get it right. Sometimes that means refining the original scope or doing something a bit extra. We keep in close contact to make sure any of these changes and evolution of a project can be easily and painlessly integrated into the existing budget and work. The result is a quality product with which our client is very happy.

Effective Communications

Communication is built into our budget. Ongoing communication is a key part of cost and schedule control. We always integrate ongoing communication and in-person project team meetings to ensure ongoing effective communications. We also utilize email, video conference calls, and electronic communication tools. In addition, we employ several simple and free web tools including DropBox, Google Calendar, and Google Docs to seamlessly share documents, and keep the project on track. We believe that a combination of person to person communication mixed with the efficiency of electronic communication is the most effective approach.

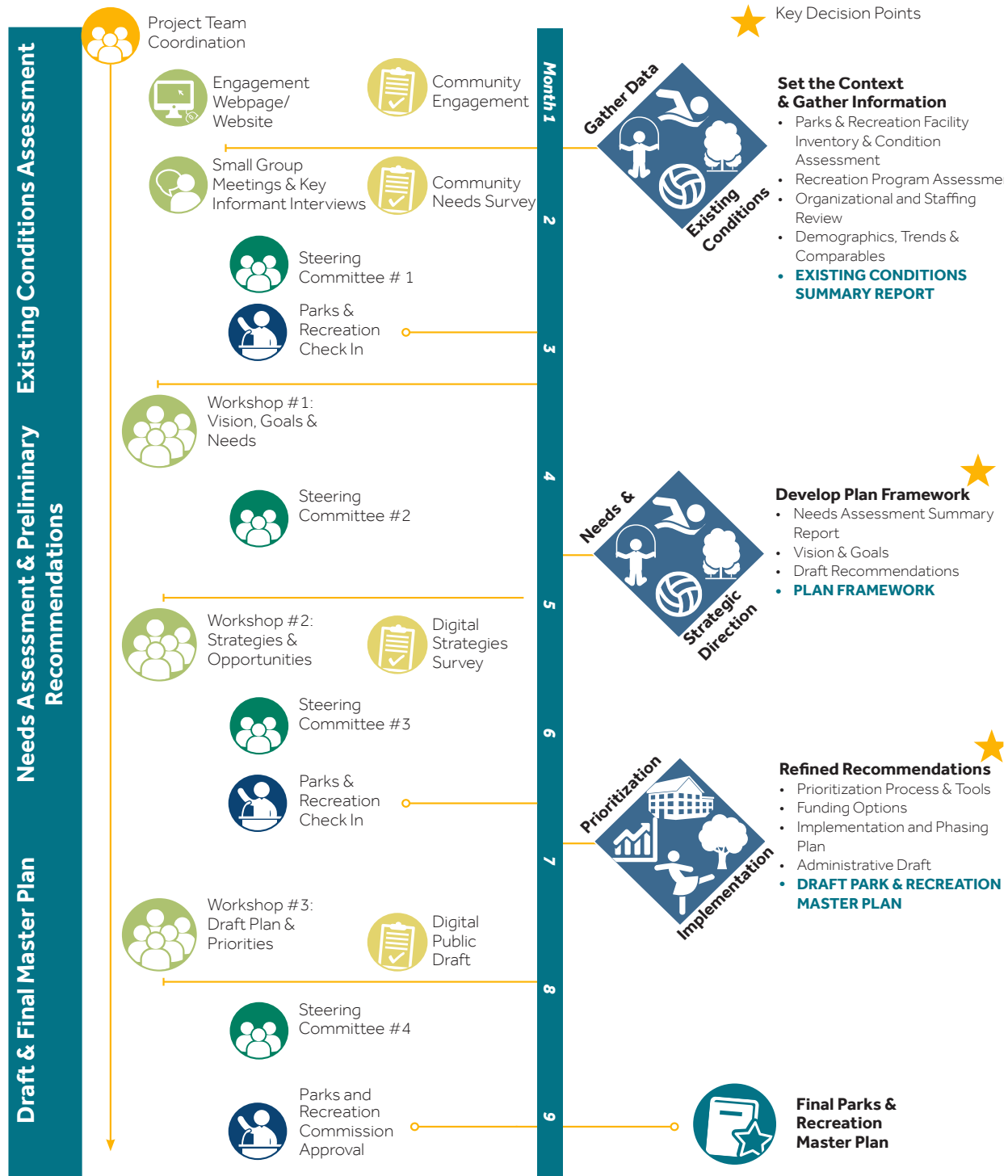
4. Commitment to Budget

Task		Mindy Craig		Lauren Schmitt		Allisia Sandoval		Donna Legge		Esther Mandeno		Project Assistant		Total Hours	Total Cost
		Principal in		Project Manager		Project Associate		Senior		DMS GIS Specialist					
hourly rate		Hours @ \$198		Hours @ \$180		Hours @ \$135		Hours @ \$180		Hours @ \$150		Hours @ \$115			
1: Project Meetings and Management															
1.1	Project Kickoff Meeting	2	\$396	3	\$540	3	\$405		\$0		\$0		\$0	8	\$1,341
1.2	Steering Committee Meetings (4)	12	\$2,376	20	\$3,600	20	\$2,700	4	\$720		\$0	4	\$460	60	\$9,856
1.3	Biweekly Coordination Calls (25 30-minute calls)		\$0	25	\$4,500	25	\$3,375		\$0		\$0		\$0	50	\$7,875
	Project Management and Administration		\$0	9	\$1,620		\$0		\$0		\$0	9	\$1,035	18	\$2,655
	Subtotal Task 1													136	\$21,727
2: Existing Conditions Assessment															
2.1	Park and Recreation Facility Inventory & Condition Assessment														
2.1.A	Inventory and Database Development and Maps	1	\$198	4	\$720		\$0		\$0	16	\$2,400		\$0	21	\$3,318
2.1.B	Park Tours and Assessment	8	\$1,584	8	\$1,440	16	\$2,160		\$0		\$0	1	\$115	33	\$5,299
2.1.C	Inventory and Condition Report	1	\$198	4	\$720	8	\$1,080		\$0		\$0		\$0	13	\$1,998
2.2	Assessment of Recreation Programs	1	\$198	4	\$720	4	\$540	4	\$720		\$0		\$0	13	\$2,178
2.3	Demographics, Comparables, and Community Profile	1	\$198	2	\$360	8	\$1,080		\$0		\$0		\$0	11	\$1,638
2.4	Organizational and Staffing Review	1	\$198	8	\$1,440	4	\$540	4	\$720		\$0		\$0	17	\$2,898
2.5	Existing Conditions Summary Report	4	\$792	4	\$720	12	\$1,620	4	\$720		\$0		\$0	24	\$3,852
	Subtotal Task 2													132	\$21,181
3: Community Engagement															
3.1	Community Engagement Plan and Coordination	1	\$198	1	\$180	6	\$810		\$0		\$0		\$0	8	\$1,188
3.2	Project Website and Collateral Materials	1	\$198	1	\$180	16	\$2,160		\$0		\$0		\$0	18	\$2,538
3.3	Community Needs Online Survey	1	\$198	2	\$360	16	\$2,160		\$0		\$0		\$0	19	\$2,718
3.4	Key Informant Interviews (8)		\$0	8	\$1,440		\$0		\$0		\$0		\$0	8	\$1,440
3.5	Small Group Meetings (3)	8	\$1,584	2	\$360	12	\$1,620		\$0		\$0		\$0	22	\$3,564
3.6	Community Workshops (3)	15	\$2,970	24	\$4,320	24	\$3,240		\$0		\$0	2	\$230	65	\$10,760
3.7	Parks & Recreation Commission Updates (3)	6	\$1,188	12	\$2,160		\$0		\$0		\$0	1	\$115	19	\$3,463
	Subtotal Task 3													159	\$25,671
4: Needs Assessment and Preliminary Recommendations															
4.1	Needs Assessment Summary Report	4	\$792	20	\$3,600	32	\$4,320	4	\$720	16	\$2,400		\$0	76	\$11,832
4.2	Vision and Goals	1	\$198	4	\$720	4	\$540	2	\$360		\$0		\$0	11	\$1,818
4.3	Park and Facility Recommendations	4	\$792	8	\$1,440	4	\$540		\$0		\$0		\$0	16	\$2,772
4.4	Recreation Program Recommendations	4	\$792	4	\$720	8	\$1,080	8	\$1,440		\$0		\$0	24	\$4,032
4.5	Operations, Revenue and Management Recommendations	4	\$792	8	\$1,440	8	\$1,080	4	\$720		\$0		\$0	24	\$4,032
	Subtotal Task 4													151	\$24,486
5: Prioritization Process and Implementation Plan															
5.1	Prioritization Process and Tool	1	\$198	8	\$1,440	8	\$1,080		\$0		\$0		\$0	17	\$2,718
5.2	Funding Opportunities	1	\$198	4	\$720	12	\$1,620		\$0		\$0		\$0	17	\$2,538
5.3	Implementation and Phasing Plan	4	\$792	4	\$720	8	\$1,080	4	\$720		\$0		\$0	20	\$3,312
	Subtotal Task 5													54	\$8,568
6: Master Plan Report															
6.1	Administrative Draft Master Plan	6	\$1,188	18	\$3,240	8	\$1,080	2	\$360	4	\$600		\$0	38	\$6,468
6.2	Public Draft Master Plan	4	\$792	8	\$1,440	32	\$4,320		\$0		\$0		\$0	44	\$6,552
6.3	City Council Meeting	6	\$1,188	6	\$1,080		\$0		\$0		\$0	1	\$115	13	\$2,383
6.4	Final Master Plan	1	\$198	4	\$720	16	\$2,160		\$0	4	\$600		\$0	25	\$3,678
	Subtotal Task 6													120	\$19,081
	Professional Time Costs	103	\$20,394	237	\$42,660	314	\$42,390	40	\$7,200	40	\$6,000	18	\$2,070	698	\$120,714
	Direct Costs														\$4,000
	Total Fee														\$124,714



5. Delivery Schedule and Timeline

5. Delivery Schedule and Timeline



6. References



6. References

Lake County Park, Trails, and Recreation Plan

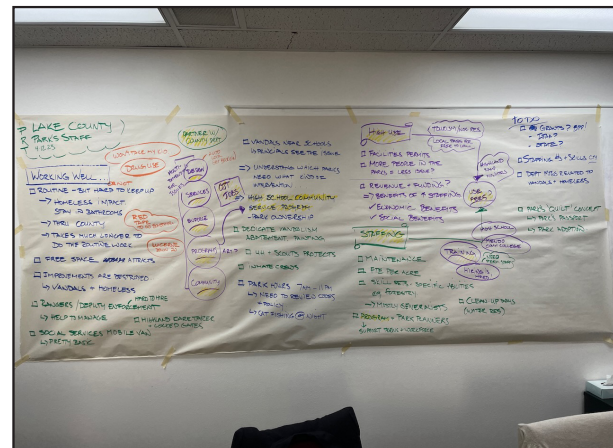
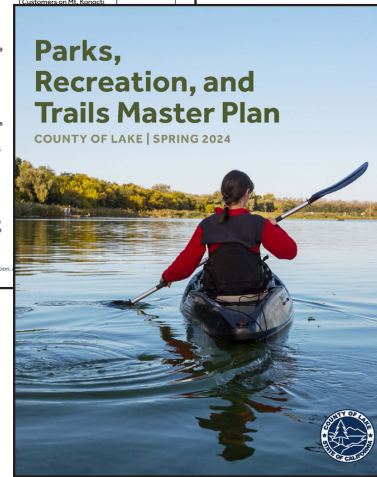
Lake County, CA | Completed July 2024 | Budget: \$174,930

BluePoint develop Lake County, California's first parks, recreation and trails plan, presented to the Board of Supervisors in May 2024. Lake County is located in the northern California Coast Range, surrounded by national forest lands and centered on Clear Lake, the largest lake fully within California. With fewer than 70,000 residents, the County is a hub for outdoor recreation and wildlife/ birdwatching, a Dark Sky area, and a tourism destination for the San Francisco Bay area.

The Master Plan was developed with robust community engagement to ensure that the Plan represents the needs and desires of community members. A Steering Committee provided guidance throughout the process, as did the Ad Hoc Tribal Government Working Group (convened with the County's six federally recognized tribes) and the Ad Hoc Trails Representatives Working Group (convened with mountain biking, equestrian and hiking stakeholders). The broader public engagement process included in-person opportunities paired with online activities, including stakeholder focus groups, an online community needs survey, a community visioning workshop, an online visioning exercise, community prioritization pop-ups, an online prioritization activity, and the project website at <https://www.lakecountypart.com/>.

BluePoint developed an analysis of the planning context, Existing Conditions Analysis, a Park Inventory and Condition Assessment, and a multi-layered Needs Assessment tailored to the County's context. In addition, BluePoint reviewed existing General Plan policies and designed the Master Plan to guide the General Plan update that began in late 2023. As part of the scope, BluePoint also conducted a staffing and operations analysis, as well as a revenue analysis. These analyses were the basis for developing recommendations within the Master Plan for strategic hires, new sources of revenue, and an approach to data collection and management.

3. Community Needs	
Staffing and Operations Needs	
The Public Services Department of Lake County is designated as the parks and recreation. The Department is responsible for not only parks and trails, but also for maintenance of all Lake County buildings, operating the County's three museums and providing solid waste and recycling services (including contracting with waste haulers and operating the County's waste facilities). The Public Services Director reports to the Board of Supervisors. Within the Department, the Parks Division handles most parks-related functions. The operating budget is shown in Table 3. The Parks Division is tasked with stewardship of the park system. While the Director, Deputy Directors, administration support, and facilities workers within the Public Services Department, contribute a portion of their time to parks and recreation services, these positions have many other responsibilities. Table 4 lists only those positions with the Parks Division for better comparability with other agencies. The County does not have part-time or contracted positions within the Parks Division. Through an analysis of the staffing and operations of the Public Services Department, several key needs were identified. This analysis is included within the Needs Assessment, Appendix C of this Master Plan. Solid Foundation for Park Maintenance The Parks Division is tasked with essential functions related to park maintenance. While more capacity or specialized training may be needed in e.g. related resource management, trails maintenance, especially as the park system evolves, Lake County has a solid foundation for park maintenance functions. However, the County is understaffed compared to parks and recreation agencies nationwide.	
Table 3: FY 2022-2023 Park Division Operation	
	FY 2022-2023
Operating Expenditures	\$2,105,243
Operating Revenues Breakdown	
10-91 Transient Occupancy Tax	\$75,000
42-10 Rent/Lessors from Communication Tower Contractors (see 99, Section)	\$279,108



Client Contact

Lars Ewing, Public Services Director
County of Lake
(707) 262-1618
Lars.Ewing@lakecountycal.gov

6. References

Half Moon Bay Parks Master Plan

City of Half Moon Bay, CA | Completed January 2019 | Budget: \$139,410

“The plan is working. You and BluePoint did so much good here. I think about your work often.”
Jill Ekas, HMB Community Development Director

BluePoint Planning was contracted to develop the City of Half Moon Bay's Parks Master Plan in partnership with Gates & Associates. After recovering from a challenging time for

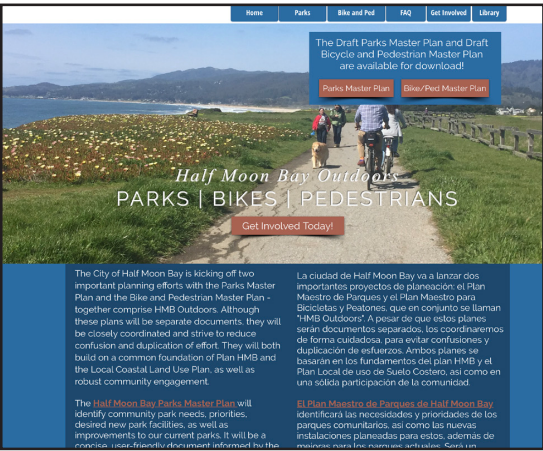
the City, it was ready to focus on creating updated parks to serve the community and the large number of visitors. The new Plan provides a strong implementation tool linking to existing and current planning efforts (including the General Plan and the Bike and Pedestrian Plan), while embracing and addressing changes in trends, demographics and economic realities. The Parks Master Plan includes an evaluation of existing parks, community needs, and trends and provides priorities and recommendations for each existing park as well as new parks to meet the City's needs for now and the future.

Half Moon Bay is characterized by an active and involved community and the Parks planning process included an extensive amount of engagement including the development of a multi-lingual website, community workshops, community surveys and focus groups.

The Final Plan was approved in January 2019 and is already informing implementation efforts.

Key Project Components

- Existing Conditions Analysis
- Community Needs Assessment and Trends Assessment
- Land Acquisition Analysis
- Community Engagement: Workshops, Focus Groups, Intercept Events
- Community Surveys, Website
- Policies and Recommendations
- Funding Recommendations



Half Moon Bay Parks Master Plan



New Community Park

Vision: A low-impact community park to serve residents of all ages, interests, and abilities, including families and other groups, with no organized sports

Desired Amenities • Playground(s) for all ages (universal design, challenge play, e.g. climbing wall, etc.) • Picnic and BBQ areas - individual and group • Large informal grass areas • Recreation activities spaces (potentially including basketball, hard courts, pickleball, etc.) • Restrooms • Natural areas • Relaxation spaces • Nature trail • Adequate parking and circulation	Size and location Ideally 10-15 acres Centrally locate, potentially at P.O.S.T. property or Podesta/Silvera property. Other Considerations and Connections In locating and designing the Community Park careful consideration must be given to the integration of the park into the community fabric, and evaluation of potential impacts to habitat and potential impacts to the neighborhoods including traffic/circulation, noise, lighting, and maintenance.
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Page 4.40 | Final Plan, August 2018

Client Contact

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6. References

RLRPD Parks & Recreation Master Plan

Rio Linda-Elverta, CA | Complete November 2022 | Budget: \$114,000

BluePoint Planning worked over two years - with a pause for Covid-19 - with the Rio Linda-Elverta Recreation and Parks District to create a new Master Plan to help guide the District's growth and ensure equitable provision of services in the new and older areas of the community. The Plan was developed by first undergoing a thorough inventory and analysis of the existing parks and facilities, developing a detail needs assessment, community profile, and comparable analysis of similar districts. Concurrent with this work, the Team conducted a range of community engagement opportunities, offering residents in-person and online options to share their feedback, ideas, and priorities for their local parks and recreation programs. The community engagement consisted of a project website that was updated at each stage, conducting three community surveys, holding four community workshops, and engaging with residents at popular community events.

The Master Plan includes a District vision and six goals that were reviewed by the community, specific park and recreation recommendations, future park considerations, and implementation guidelines. Additionally, to address the impacts that climate change is already having on the community, BluePoint developed a chapter of nature-based solutions that could be implemented throughout the District, including multi-benefit solutions to address extreme heat and flooding.

The Master Plan was approved in late fall of 2022.

Key Project Components

- Existing Conditions Analysis, Facilities and Needs Assessment, and Inventory
- In-person and online community engagement
- Climate Adaptation Information
- Park-by-park recommendations
- Programming analysis



Client Contact

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6. References

County of Mendocino Parks Needs Assessment & Recommendations

County of Mendocino, CA | Complete Spring 2022 | Budget: \$84,900

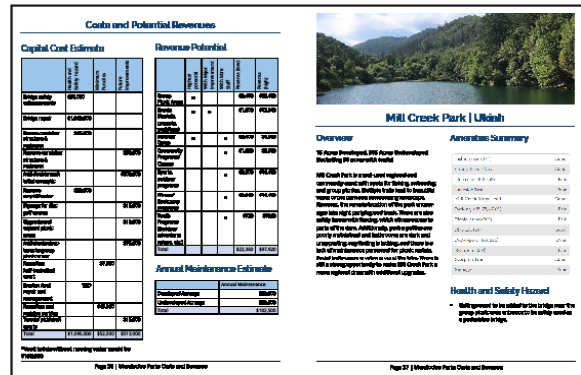
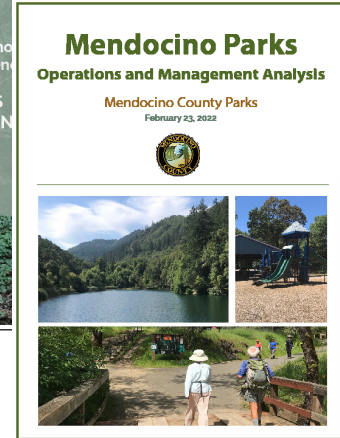
BluePoint led the development of a parks needs assessment and operational and management analysis for Mendocino County Parks. The project had a number of unique elements that required a customized approach to address the wide variety of parks the county manages, the distance between them and implications for staffing, ongoing budget constraints, as well as involving a passionate and interested community.

The two resulting deliverables included an extensive community, policy, programs, and physical assets assessment, the development of a vision and recommended approaches to improve revenues, streamline and enhance management, estimated capital and operational costs, and overall approaches to increase activation for recreation.

BluePoint with partner Gates & Associates and Digital Mapping Solutions completed a comprehensive park and facilities inventory, including creating detailed GIS mapping of all assets, trails, and facilities for public maps for the parks, and an analysis of critical risks, capital improvement costs and operational deficiencies. Working with an Ad Hoc Committee, we conducted an Operations, Revenue and Management analysis of the parks to inform future management models, budgets, and staffing for the parks. This work included community engagement and a planning website.

Key Project Components

- Existing Conditions Analysis, Facilities and Needs Assessment, and Inventory
- Trails and Amenities Mapping and Assessment
- Best Practices Research
- Stakeholder Engagement
- Community Survey
- Park Vision, Improvements and Development Recommendations
- Operations and Management Recommendations



Client Contact

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**Report to the Parks and Recreation
Commission
Special Commission Meeting of
February 18, 2024**

Agenda Section: Scheduled Matters – Item 5.2

Subject: Discussion and Feedback on the Potential to Provide a Professional Fireworks Display for the 2025 4th of July Festivities

**CEQA
Determination:** Not a CEQA project

Prepared By: Dave Jahns, Director of Community Services

BACKGROUND

The Parks and Recreation Department has facilitated community 4th of July festivities in various formats over the last several years, including a professional fireworks display beginning in 2015. During that span, there has been inconsistency in implementing fireworks year-over-year, due to varying reasons:

- 2015 – 2019: Fireworks display implemented
- 2020 – 2022: No fireworks due to COVID and local fire impacts
- 2023: Fireworks display implemented
- 2024: Fireworks cancelled the week of the event due to increased fire risk from weather impacts.

While the fireworks display was cancelled a few days prior to the event in 2024, staff moved forward with a modified community celebration by shifting all activities to Crane Park and providing a later start time due to high temperatures:

2024 Overview

- Saint Helena Community Band performance
- Family activities (Inflatables, face painting, games, roaming entertainers, etc.)
- Community splash zone (water slides and Fire Department spray)
- Red, White, and Blue bicycle parade around the park
- Live music
- Local food vendors

It is estimated that 700-750 people attended the community event in 2024, and staff received primarily positive feedback on the format and the decision to postpone/cancel the fireworks display, given the weather conditions.

DISCUSSION

The 4th of July continues to be very well attended and is one of the our community's marquee events. Staff are in the process of evaluating and creating the framework for the 2025 4th of July festivities, including the potential to host a professional fireworks show.

In the years the City has implemented a professional show, the community has shown-up in high numbers (approximately 2,000 – 2,500 in attendance) and staff received significant positive feedback from those individuals who attended the shows. That being said, staff recognize not all are in favor of fireworks and there are multiple factors that drive the decision.

A. Fiscal Impact

Below is an overview of approximate costs for implementation of 4th of July festivities and accompanying fireworks, similar to what has been provided in recent years:

- Fireworks contract is approximately \$40K
- Total cost for all associated activities, materials, and service contracts for an event *with* fireworks is \$55K
- Estimated cost for a community event *without* fireworks (similar to 2024) is \$15K – \$20K. This number can be scaled up or down, based on the available budget and community interests.
- Drone shows are a viable option, but significantly more expensive than fireworks. For example, a 15-minute drone show implemented in a neighboring municipality cost approximately \$110K.

If the City Council provides direction to move forward with a professional fireworks show, staff would return to the practice of actively seeking sponsorship to help offset the cost of the event.

B. Potential Impacts from Fireworks

- Environmental – There are limited studies on the long-term impacts, but research shows fireworks create adverse conditions.
 - Carbon monoxide, carbon dioxide, and nitric oxide levels increase during the course of the show.
 - Metals that create bright colors are dispersed as particulates into the environment
 - Ozone is released – secondary pollutant and greenhouse gas
 - Release of Perchlorate has been associated with soil and water contamination
 - May lead to an increase in microplastic contamination – most associated with shows near or over water sources
 - The general consensus is that fireworks create a heightened adverse condition for a short period of time. Some residual contamination impacts may have long-term impacts.
- Wildlife and Domestic Animals
 - Fireworks can be frightening for both domestic pets and wildlife. Animals may become stressed, lost, or injured. May impact some migratory patterns

and behaviors

- Remaining debris may pose risks if ingested or if they contaminate food/water sources
- People
 - Can cause issues for individuals with respiratory sensitivities
 - May be triggering for individuals impacted by PTSD or noise sensitivities
 - May be disruptive for those not enjoying the show (noise, traffic, neighborhood impacts)

C. Safety

- Launch site and logistics coordinated with Fire Department, Public Works, School District, fireworks operator
- Weather conditions are monitored up to, and on the day of, the display. Fire conditions, strong winds, red flag warnings, all could lead to a potential postponement or cancellation
- Based on weather patterns of recent years, there is a likelihood where staff will be monitoring up to the week/days of the event
- Some research provides that the implementation of professional shows may lessen the use of personal fireworks which can pose a greater fire, health, and safety factor.

D. Benchmarking

- American Canyon is the other municipality in Napa County that planned a fireworks show in 2024
- Napa implemented a drone show; Calistoga implemented a laser light show; Yountville did not host an “after-dark” option.
- Several communities in Sonoma County have historically hosted shows: Petaluma, Rohnert Park, Santa Rosa Windsor, Healdsburg

RECOMMENDED ACTION

Staff is requesting the Commission provide feedback on whether the City should consider hosting a professional fireworks display as part of the 2025 4th of July festivities. Staff will gather feedback from commissioners and community to provide information to City Council for further deliberation before a final determination is made.

Baldwin Park Fence & Pathway Repair

Project No: C20-04

Category: Civic

Project Location: 1591 Spring Street

Responsible Department: Public Works



PROJECT PURPOSE & DESCRIPTION: Remove and replace fence bordering, pathway repair, and minor modifications to entrance.

NOTES: FY 23 Update - Outstanding project items are the portions of the fencing where the neighbors do not want to cost share.

P&R Commission Direction - (1) move forward with replacement of all fencing where the portion adjacent to non-cost share properties would have a bump out

P&R - subcommittee will meet and make a recommendation at next P&R Commission meeting with recommendations. Retain current budget and Ad Hoc Committee make recommendations

FY24 - update to include Baldwin Park entry improvements

FY25 - project continued from FY24

EXPENDITURE ACCOUNTS: Fund: 733 Dept: 5010

EXPENDITURES								PROJECT TOTAL
	Total as of 06/30/24	Rollover to FY25	2024-25	2025-26	2026-27	2027-28	2028-29	
3160 - Construction Contract	7,750	72,250						80,000
EXPENDITURE TOTALS	7,750	72,250						80,000
FUNDING SOURCES								PROJECT TOTAL
	Total as of 06/30/24	Rollover to FY25	2024-25	2025-26	2026-27	2027-28	2028-29	
734-Park Impact Fees	7,750	72,250						80,000
FUNDING TOTALS	7,750	72,250						80,000



ST. HELENA PARKS AND RECREATION COMMISSION 2024-25 Goals and Ad-Hoc Subcommittee Assignments

1. Parks & Recreation Master Plan process (*Anderson and Andrain*)
2. Public Access to Community Recreation Facilities (*Anderson and Boeschen*)
3. Trails and Open Space (*Thompson and Smithers*)
4. Parks Enhancement Strategy (*Thompson and Smithers*)
5. Holiday Décor (*Anderson and Andrain*)
6. Parks & Recreation Grants (*Andrain and Smithers*)
7. Cross-Community Integration (*Boeschen and Thompson*)

Ongoing Subcommittees

- Public Art (*Anderson and Andrain*)
- Equitable Recreation (*Boeschen and Smithers*)
- Service Awards (*Andrain and Boeschen*)

Updated August 2024