



October 7, 2011

CONSULTANT

Sent via email

Subject: Request for proposal for baseline documentation services for District Conservation Easements: Keiser Park; Schopflin Fields; Petaluma River Marsh Access & Enhancement Project; Prince Gateway Park (Boyett); Prince Memorial Greenway; and Santa Rosa Creek Greenway (3 Bridges)

Dear CONSULTANT:

The Sonoma County Agricultural Preservation and Open Space District (District) is requesting proposals for the preparation of baseline documentation for the conservation easements described below. Preparing baseline documentation involves gathering and reviewing information and documenting property conditions, features, improvements, land use, and potential problem areas through field observations, research of available literature, and discussions with District staff and other relevant parties. District staff will use the baseline documentation as a reference for annual monitoring visits in perpetuity to ensure landowner compliance with the respective conservation easement. All information submitted to the District will become public record unless consultant specifically requests an exemption from this provision for legitimate reasons. The scope of work is outlined below; please submit a proposal by October 28, 2011.

Background

The District previously acquired conservation easements over the properties described below:

Keiser Park

The Keiser Park Conservation Easement is a 6.81-acre portion of a city park located in downtown Windsor, owned by the Town of Windsor. In 2002, the District provided funds for the expansion of Keiser Park, which entailed acquisition of two parcels as well as park developments. District staff monitored the property in 2009 and established baseline photo locations, but a baseline document has not yet been prepared. Since that time, park improvements have been developed, which include baseball fields, play structures, and restroom facilities.

Schopflin Fields

Schopflin Fields is a 21-acre County Regional Park located along Old Redwood Highway just north of Santa Rosa. The District purchased the property in 1996 and conveyed it to Regional Parks in 2000, along with funds for park developments. The park contains soccer fields, baseball fields, restrooms, and a parking lot; as well as restored wetlands. District files contain many documents to review including Board reports, ecological assessments, and wetlands delineations.

Petaluma River Marsh Access & Enhancement Project

The Petaluma River Marsh Access & Enhancement Project is a 221-acre portion of Schollenberger Park, located east of Petaluma along the northeastern edge of the Petaluma River. The District provided the City of Petaluma with Matching Grant funds in 2004 to acquire the Property for public access and habitat restoration in association with the City's new wastewater treatment facility, recently constructed adjacent to the Property. District staff monitored the property in 2008 and established baseline photo locations, but a baseline document has not yet been prepared.

Prince Gateway Park, Prince Memorial Greenway, & Santa Rosa Creek Greenway (3 Bridges)

Prince Gateway Park is a 0.41-acre city park located along Santa Rosa Avenue, which serves as a gateway to Prince Memorial Greenway along Santa Rosa Creek. The Prince Memorial Greenway Conservation Easement covers a ~5.5-acre portion of the trail along Santa Rosa Creek. The Santa Rosa Creek Greenway (3 Bridges) Conservation Easement covers ~48.5 acres of land along the trail west of town. These are three separate conservation easements; consultant will prepare one baseline document to cover all three, with separate maps and photo exhibits for each.

Deliverables

- For each baseline document, consultant will gather detailed information and document property conditions, features, improvements, land use, and potential problem areas through field observations, research of available literature, and discussions with District staff or other relevant parties, with particular attention given to the values protected by the conservation easement. Field observations will involve photographing key property features including native and invasive vegetation and collecting GPS data of photo locations. Consultant will load GPS data into GIS; the photo point GIS shapefile will follow District's standard photo point attribute table.
- For each baseline document, consultant will prepare draft baseline documentation, including text and exhibits, following District's Baseline Documentation Standard Format. Consultant will provide District with two hard copies and one digital copy on CD (or via District's online FTP data-sharing site) of the draft Baseline Documentation by the date in the Project Schedule. Hardcopies can be double-sided to save paper. Digital file structure on CD will follow District's Standard File Structure for Baseline Documentation Digital Files. Consultant will provide map projects in ArcGIS 9.3; the projects will follow District's Baseline GIS Guidelines and will run directly from the CD. GIS data will be projected in CA State Plane Zone II NAD 1983.
- For each baseline document, consultant will incorporate District's and landowner's comments into a final draft, including text, exhibits, and attachments, and provide it to the District on CD (or via District's online FTP data-sharing site) and hardcopy by the date indicated in the Project Schedule. Hardcopy will be printed on archive-grade paper (maps and photo pages will be printed on paper which suits image quality) and will be presented in loose-leaf format. Consultant will initial photo pages and sign Acknowledgement of Condition. District staff will retain the required initials and signatures from landowner and District's General Manager and prepare final copies of the document.

District Responsibilities

The District will provide consultant with:

- Site Maps and project background (enclosed)
- Conservation Easement Agreement & Matching Grant Agreements
- Property studies and other project information
- GIS layers of parcel ownership, County general plan, USGS Digital Ortho Quads, aerial imagery, and other layers as needed (will include terms and conditions of use of data)
- Oblique aerial, if deemed necessary by District
- Information regarding any cautions or restrictions that must be observed while on property
- District guidelines including:
 - District's Standard Format for Baseline Documentation (enclosed)
 - District's Baseline GIS Guidelines
 - District's GIS style file for approved symbology
 - District's Guidelines for saving ArcGIS Projects on CD
 - District's standard attribute table for baseline photo point shapefile
 - District's Standard File Structure for Baseline Documentation Digital Files

Consultant Responsibilities

- Consultant will provide a deliverable product which meets the District's standards.
- Consultant will provide equipment and software necessary to complete the tasks described.
- Consultant will carry appropriate insurance.

Project Schedule

Proposals due: October 28, 2011

Consultant selection: November 2, 2011

Site visits: November 2011 - January 2012

Draft Baseline due: ~ February 2012

Comments to consultant: ~ 30 days after submission of draft

Final Baseline due: ~ 20 days after submission of comments

Scheduled close of escrow: n/a

Payment schedule: Consultant will submit cumulative bill to District at project completion.

Proposal

Proposals are due October 28, 2011. Proposals shall include the following information:

- Scope of work, as described above
- Itemized cost estimate, including breakdown of tasks, billing rates, and estimated time spent on each task
- Project staff and sub-consultants names and qualifications

Criteria for Selecting Baseline Consultant

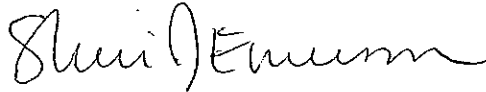
The District will select baseline consultant based on how their proposal meets the following criteria:

- **Cost:** We will give priority to consultants who submit the lowest bid.

- **Track Record:** We will give priority to proposals from consultants with a proven track record of providing high quality baseline documentation to the District or other similar land conservation organizations.
- **Level of Expertise:** We will give priority to proposals from consultants with the highest level of relevant expertise for the project.
- **Quality of Proposal:** We will give priority to proposals that:
 - Are responsive to the project scope outlined in the RFP
 - Outline the project schedule and correspond with the District's timeline
 - Provide a detailed description of consultants' level of relevant expertise
- **Local Preference:** Per County policy, we will give priority to consultants who have "a valid physical address located within Sonoma County from which the vendor or consultant performs business on a day-to-day basis." We will further give priority to proposals from consultants with the closest geographic proximity to the property in order to reduce greenhouse gas emissions resulting from the project.

Following staff review of proposals received, the District will select a baseline consultant or consultants and prepare a contract agreement(s) or authorization(s) to proceed. The District reserves the right to select different consultants for each baseline document or to seek other proposals if it deems it in the District's best interests at this time. Please contact Jake Newell, Stewardship Planner, with any questions.

Sincerely,



Sheri J. Emerson
Stewardship Program Manager

Enclosures

Keiser Park 2009 Monitoring Map & Info Sheet
 Schopflin Fields Site Map & Info Sheet
 Petaluma Marsh 2010 Monitoring Map & Info Sheet
 Prince Gateway Park & Prince Memorial Greenway Site Map
 Prince Gateway Park Info Sheet
 Prince Memorial Greenway Info Sheet
 Santa Rosa Creek Greenway (3 Bridges) Site Map & Info Sheet
 Santa Rosa Creek Greenway brochure
 District's Standard Format for Baseline Documentation

c: Peggy Flynn, Community Relations Manager
 Kathleen Marsh, Stewardship Coordinator
 Jake Newell, Stewardship Planner
 DeAnna Kamber, Assistant Planner
 Elaine Rotondo, Administrative Aide
 Sue Jackson, Administrative Aide
 Carrie Johnson, Receptionist