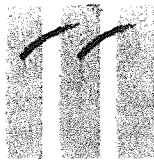


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Pg. 1



- no mention of performance standards
- biology or biological goals are never mentioned

R R M D E S I G N G R O U P

Architecture • Planning • Engineering • Surveying • Interiors • Landscape Architecture

- 70% of time for p.m.

April 20, 1998

Mr. Kenyon Webster
Planning Director
City of Sebastopol
714 Johnson Street
Sebastopol, CA 95472

Re: Laguna de Santa Rosa Implementation Plan

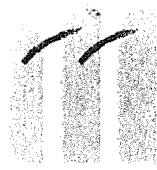
Dear Kenyon:

On behalf of RRM Design Group and the professional team that we have assembled, we want to thank you, the City of Sebastopol, and the Laguna Foundation for short listing our firm based on our qualifications. It is extremely gratifying for us to be selected for an interview and prepare our methodology and approach for this project that is so important to the future of the Laguna and your community.

To that end, we have endeavored to prepare the attached scope of work that would have us work with the City and the Laguna Foundation in preparing an Implementation Plan for the Laguna de Santa Rosa. This scope of work includes our understanding of, and approach to, the project, information on our consulting team, its members, and how they will work together to complete the work products associated with the implementation plan, and an outline of the tasks, work products, and schedule associated with this effort.

As you review our scope of work, keep in mind these principle features of our proposal:

1. In addition to the basic team members of RRM Design Group and Golden Bear Biostudies, we have decided to bring another member onto our team – Circuit Rider Productions out of Windsor, California -- to address a matter of increasing importance to the implementation plan: a program of engaging and involving volunteers to implement the plan. Sierra Cantor of their organization is already involved in the Laguna with volunteer habitat restoration efforts. Her work with Circuit Rider Productions and Americorps will make her an important asset to our team and approach.
2. In view of the Laguna Foundation's commitment of 200 hours of Kim Cordell's time to assist in preparing, processing, and finalizing the Implementation Plan, we have developed a specific work program for their volunteer effort. While there are a number of areas where we would like to use the Laguna Foundation's assistance, we feel they will be ideally suited in helping craft an education component to the implementation plan, including assisting in the design of an interpretive program for the biological and archaeological features of the Laguna.



Mr. Kenyon Webster
Page 2
April 20, 1998

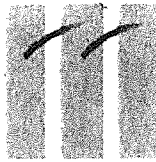
3. The centerpiece of our approach is a public outreach and involvement program that may involve the preparation of newsletters and will involve conducting a total of three workshops. The first and third workshops -- Issues identification / Priority Setting and Presentation of the Alternatives -- will be a community wide session where all interested would be engaged. The second workshop -- Stakeholders Design Charette and Presentation of the Refined Plan -- can be conducted with a core group of stakeholders, including City officials, members of the Laguna Foundation, and other stakeholders to be identified in the process. This public participation program is viewed as crucial to developing community consensus and obtaining a high degree of public buy-in to the plan to ensure its chances of success.

The scope of work we have presented can be completed consistent with the budget limitations to the City for a fee not to exceed \$78,000, and can be completed within seven to nine months of the City's authorization to proceed.

As you review our scope of work, keep in mind that our team is uniquely qualified for this project as evidenced by the following:

1. Between Golden Bear Biostudies and Circuit Riders Production's location in Sonoma County, and RRM Design Group's extensive body of work in the region, the team is a regular professional presence in the area. We all have a strong knowledge of Santa Rosa Creek and its resources and can provide hands-on service to the City throughout this process.
2. We have a firm grasp of the biological, educational, and voluntary program aspects of the Laguna de Santa Rosa Implementation Plan.
3. RRM Design Group and Golden Bear Biostudies have worked in the past on Santa Rosa Creek and are well experienced and versed with policies affecting the creek and agencies charged with enforcement of those policies.
4. We have the full range, the skills, and disciplines demanded by this project, including landscape architecture, biology, restoration ecology, creek and wetland restoration, interpretive exhibits of parks, recreation, and trails planning for regional neighborhood and local parks.
5. We have extensive experience in public outreach and public involvement and strategies and campaigns that are so important to today's major public projects and the ability of those projects to succeed in meeting their original goals.
6. We are determined to listed to the communities and the various groups and organizations that have taken such a strong interest in the restoration and preservation of the Laguna.

98.15
Pg.3



Mr. Kenyon Webster
Page 3
April 20, 1998

Should you have any questions regarding our scope of services or our qualifications and approach to this most important project, please do not hesitate to give us a call. Also, please feel free to contact any of our references mentioned to verify that our team is indeed the right team for this job. Thank you for your consideration, and we look forward to interviewing with your selection committee to elaborate on what we propose to do for the City and the Laguna Foundation in preparing an implementation plan for the Laguna.

Sincerely,

RRM DESIGN GROUP

T. Keith Gurnee
Principal

Enclosure

c/xp98027\kg-ImplPlan.Webster

**LAGUNA DE SANTA ROSA
IMPLEMENTATION PLAN
SUMMARY**
April 20, 1998

- A. **Getting to Know the Laguna...**
 - 1. **Kick-off Meeting, Schedule Refinement, and Site Tour.**
 - 2. **Laguna Information Research.**
 - 3. **Key Person and Agency Interviews.**
 - 4. **Project Area Base Maps.**
 - 5. **Prepare Preliminary Issues, Opportunities, and Constraints Paper.**
 - 6. **Project Management and Client/Team Coordination During Task A.**

- B. **Engaging the Stakeholders...**
 - 1. **Workshop #1: Issues Identification and Priority Setting.**
 - 2. **Workshop #2: "Laguna Design Explorations" Stakeholders Charette.**
 - 3. **Project Management and Client/Team Coordination During Task B.**

- C. **Focusing Upon a Vision for the Laguna...**
 - 1. **Preliminary Implementation Plan.**
 - 2. **Interpretation and Education.**
 - 3. **Design Alternatives Paper.**
 - 4. **Workshop # 3 – Presenting and Assessing the Alternatives.**
 - 5. **Project Management and Client/Team Coordination During Task C.**

- D. **Finalizing the Plan...**
 - 1. **Refined Implementation Plan.**
 - 2. **Statement of Probable Cost.**
 - 3. **Final Implementation Plan Report.**
 - 4. **Presentation of Final Plan to City Council.**
 - 5. **Project Management and Client/Team Coordination During Task D.**

**LAGUNA DE SANTA ROSA
IMPLEMENTATION PLAN**
April 20, 1998

A. Getting to Know the Laguna...

1. **Kick-off Meeting, Schedule Refinement, and Site Tour.**

The project team will conduct one (1) meeting with City staff and the Laguna Implementation Committee to gather data, refine the scope of work, schedule, and prepare the public participation strategy and budgeting. This initial meeting is intended to brief the consultant team on issues of particular importance to the Laguna de Santa Rosa Implementation Plan, as well as the goals and expectations of the City and local community. This initial site visit will also allow the opportunity to verify, locate, and map biological sensitive areas and assess the Laguna ecosystem. In addition to this, we recommend that we conduct a site tour with City staff members and the Laguna Implementation Committee to facilitate a discussion regarding opportunities, constraints and project direction.

Work Product: Revised scope of work and firm schedule, meeting notes, complete flora and wildlife inventory.

*no, should
at least
be nailed
down in
negotiations*

2. **Laguna Information Research.**

Under this task, we will coordinate with the City, Laguna Implementation Committee, and any other regulating/advisory bodies to obtain all data that is relevant to the biological preservation, enhancement, and the design of the Laguna de Santa Rosa. Data would include all City reports, studies, master plans, maps, grant applications, and any other governing documents. This data and any other relevant materials will be collected and reviewed.

Work Product: Review of all relevant information and note any additional data needed.

3. **Key Person and Agency Interviews.**

Over a period of one full day immediately following the kick-off meeting, RRM Design Group will engage in a series of compact individual interviews with key persons, agencies, and stakeholders regarding the future of the Laguna and the Implementation Plan. Interviews would include the members of the Laguna Foundation, the staff, Planning Commission, and City Council for the City of Sebastapol, Americorp, the City of Santa Rosa, recreational interests, etc.

Work Product: Meeting notes.

98.15
Pg. 6

4. **Project Area Base Maps.**

The project area will be divided into three areas: the area east of the Laguna, the area west of the Laguna, and the area near the Joe Rodota Trail. Base maps will be prepared in AutoCAD Release 13 or 14 at the largest scale possible to fit on a 24" X 36" sheet. This assumes that the existing control and aerial photography in the possession of the Water Agency can be utilized by the City to create a detailed topographic map suitable for base mapping purposes. It also assumes that the City's existing survey information for the area west of the Laguna, as well as the Water Agency data can be provided to RRM Design Group in an AutoCAD file on disk). This task does not include surveying by RRM. If site surveying is necessary, the work scope and fees for this contract will be adjusted to meet the City's budget constraints.

Work Product: Base map in AutoCAD Release 13 or 14.

5. **Preliminary Issues, Opportunities, and Constraints Paper.**

The design team will identify preliminary issues, opportunities, and constraints as a tool to direct the implementation plan. This concise and summary form paper will illustrate our preliminary findings on issues, opportunities, and constraints as derived from the key person agency interviews and data gathering and research.

Work Product: Preliminary issues, opportunities, and constraints paper.

*This was done at
Master Plan
now we need
specifics*

6. **Project Management and Client/Team Coordination During Task A.**

This task includes the day-to-day and week-to-week communications between the project manager, City staff, and Laguna Implementation Committee. It also involves news, press, and other media relations to promote the project. During Task A, the project manager will meet with City Staff two (2) times per month to review the plans and ensure that all issues are being addressed.

Work Product: Project notebook and correspondence.

B. **Engaging the Stakeholders...**

1. **Workshop #1: Issues Identification and Priority Setting.**

This public workshop, open to the community at large and hosted by the City of Sebastapol and the Laguna Foundation, will be conducted to identify the variety of issues, including phasing, that should be addressed in the implementation plan. This workshop will include a priority setting exercise to determine which issues are most important to the completion of the plan. This workshop also presents our first opportunity to identify creative ways to involve local volunteers along with Circuit Rider Productions (CRP) in specific aspects of the project as well as

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Pg.7

identifying portions of the project that require a licensed contractor. This will be an informal, pointed, entertaining and informative workshop that will be crucial to determining what the community views to be the most important aspects of the planing effort including: historical and archaeological issues, biological issues, educational issues, active versus passive use issues, volunteer issues, financial issues, and finally determining the essence of the Laguna. Based on the outcome of public workshop No. #1 and the response to the preliminary opportunities and constraints paper, RRM will prepare a final memo addressing the various issues, opportunities and constraints that will need to be respected in the planning effort. This will also outline two alternative development programs (text format) for the area west of the Laguna.

not needed

Work Product: Final issues, opportunities and constraints memo. Meeting notes.

2. Workshop # 2: "Laguna Design Explorations" Stakeholders Charette.

not in webster unabridged did.

Prior to workshop #2 RRM will meet with City staff and the Laguna Foundation to discuss the outcome of workshop #1 and identify a strategy for workshop #2. This brainstorming workshop which could be open to the public at large or be held primarily with members of the City staff and the Laguna Foundation with other stakeholders present as determined during the first public workshop and key person and agency interviews. This group of 30 to 40 individuals will be engaged in a design workshop to build upon the adopted master plan and to flesh out physical design and environmental ideas from the workshop participants. The results of this charette will be used to prepare the conceptual implementation and phasing plans that would be explored and analyzed by the consulting team. At this early stage, the design team will build upon the ground work laid in Workshop #1 to further understand where the interest lies for particular volunteer groups which may be actively involved in the implementation of programs and improvements. This will be an excellent opportunity to assign potential project tasks to CRP, volunteers, and contractors, and to develop the relationship between CRP and volunteers. Based upon the outcome of public workshop #2, RRM will prepare a memo summarizing the input from the workshop and how the comments can be incorporated into the design alternatives.

too cumbersome

still too preliminary & conceptual

Work Product: Workshop No. 2 summary memo, meetings notes.

3. Project Management and Client/Team Coordination During Task B.

This task includes the day-to-day and week-to-week communications between the project manager, City staff, and Laguna Implementation Committee. It also involves news, press, and other media relations to promote the project. During Task B, the project manager will meet with City Staff two (2) times per month to review the plans and ensure that all issues are being addressed.

Work Product: Project notebook and correspondence.

98.15
Pg. 8

C. Focusing Upon a Vision for the Laguna...

1. Preliminary Implementation Plan.

too preliminary

The design team will prepare two (2) alternative schematic plans as overlays to the base map utilizing input from the first two (2) workshops. Each scheme will identify different features, elements, and design solutions for the Laguna and its environs. Alternative concept plans and sketches will be preliminary and/or diagrammatic in form, depicting locations of key design elements such as pedestrian and bicycle circulation, channel crossings, viewing areas, kiosk/information areas, picnic and play areas, amphitheater fencing, wetland configuration, restoration areas, interpretation facilities, and parking. The basis for these concept plans will evolve from collaboration with the community, City staff, "Laguna Design exploration", and the existing Laguna de Santa Rosa Park Master Plan. The schematic plans will also identify potential alternative projects that CRP volunteer community groups could implement this summer, as well as those portions of the project that require a licensed contractor. Following input from staff and committee, the design team will make refinements and sit down informally with staff prior to proceeding with the next task.

Work Product: Two (2) alternative schematic plans.

2. Preliminary Implementation Plan Paper.

This brief paper will outline the design alternatives in text as to its features and implications from the standpoint of biological integrity, consistency with public policy and planning documents, implementation implications, i.e. funding, phasing, volunteer activities, etc.

Work Product: Preliminary Implementation Plan paper.

3. Interpretation and Education.

Working with Kim Cordell and drawing on her unique understanding of the Laguna de Santa Rosa, our design team will develop an interpretive exhibits program. The program will identify the number of exhibits, their location, and their educational focus. The interpretive exhibits will be an integral part of an engagement program for local schools and public groups such as the Audubon Society, California Native Plant Society, and other local groups.

Work Product: Interpretive exhibits program.

4. **Workshop # 3 – Presenting and Assessing the Alternatives.**

This workshop would be used to present the alternative concept plans, outline the implications associated with each alternative, and to obtain feedback from participants as to the general preferred direction and the individual features of alternatives to be considered for refining the implementation plan. Following the workshop, the design team will prepare a memo for staff review. The memo will summarize input from the workshop and how the comments can be incorporated into the final schematic plan.

5. **Project Management and Client/Team Coordination During Task C.**

This task includes the day-to-day and week-to-week communications between the project manager, City staff, and Laguna Implementation Committee. It also involves news, press, and other media relations to promote the project. During Task C, the project manager will meet with City Staff two (2) times per month to review the plans and ensure that all issues are being addressed.

Work Product: Project notebook and correspondence.

D. **Finalizing the Plan...**

1. **Refined Implementation Plan.**

Considering the direction and feedback received from the community and City staff, the preferred components of the alternative schematic plans will be refined into one schematic design plan. This plan will become more refined and include recommendations for the detailed character of design components shown in the alternative plans. The plan will include plan enlargements of key areas to show typical treatments and special design proposals. This plan will include recommendations for volunteer lead implementation projects during the summer of 1998. We will prepare sections, elevations, and sketches as necessary to illustrate our concepts.

Work Product: Refined Implementation Plan.

2. **Statement of Probable Cost.**

Based upon the detailed design elements in the final schematic plan, we will prepare a statement of probable cost. This cost estimate will describe all design elements in spreadsheet form, clearly identifying each item, unit cost, and total project cost. This statement of probable cost will be an important tool in determining project phasing in relation to actual funding amounts available to the City.

Work Product: Statement of probable cost.

3. **Final Implementation Plan Report.**

This final report will include graphics and text presenting the final implementation plan and all of its features. This will also include questions outlining the process used to achieve this final implementation and set forth a clear schedule of recommendations of phasing, funding, and volunteer activities.

4. **Presentation of Final Plan to City Council.**

All final implementation plan material will be presented at a public hearing before the City of Sebastapol.

Work Product: Meeting notes.

5. **Project Management and Client/Team Coordination During Task D.**

This task includes the day-to-day and week-to-week communications between the project manager, City staff, and Laguna Implementation Committee. It also involves news, press, and other media relations to promote the project. During Task D, the project manager will meet with City Staff two (2) times per month to review the plans and ensure that all issues are being addressed.

Work Product: Project notebook and correspondence.