

Mariposa County Planning Department



REQUEST FOR PROPOSALS

Mariposa County Creative Placemaking Master Plan

July 31, 2019

**Mariposa County Planning Department
PO Box 2039
5100 Bullion Street
Mariposa, CA 95338
209-966-5151**

Mariposa County Board of Supervisors

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Scope of Work
Mariposa County Creative Placemaking Master Plan

I. Project Description

A. Introduction

Through an interactive and collaborative stakeholder engagement process, this project will coordinate a strategy--including programs, policies, and specific projects--that leverages art and design to promote a rich and compelling rural economy that is both resilient to the impacts of climate change and representative of our diverse community. This project is supported by an [Our Town grant](#) from the National Endowment for the Arts, and is being implemented through a partnership between the Mariposa County Planning Department and Mariposa County Arts Council, Inc. (MCACI)

A Creative Placemaking Master Plan that supports Mariposa's unique cultural identity and facilitates regionally inclusive creative placemaking projects will:

- Promote a portfolio of authentic, engaging experiences that encourage tourists to stay in--rather than simply pass through--Mariposa en route to Yosemite. In turn, this will have a profound impact on local businesses and artists;
- Increase community attachment and civic engagement by promoting equitable placemaking investments and production of placemaking deliverables that are more representative of Mariposa's diverse and rich identity;
- Establish cross-sector partnerships between the arts community, government agencies, conservation and agricultural interests, tribal populations, human services organizations, and businesses to increase our community's capacity to apply creative placemaking in support of our economy; and
- Integrate creative placemaking efforts into existing and future infrastructure and other community assets.

The Planning Department and Mariposa County Arts Council are looking for interdisciplinary teams led by planners, artists, and/or designers with a demonstrated ability to think innovatively about engagement, and who plan to go beyond traditional planning practices to devise a unique, inclusive, and effective engagement strategy. Successful teams will include or be led by practicing artists who articulate a clear vision for engaging the community in creative placemaking topics through art. The engagement project will be used to identify existing creative placemaking resources, articulate a collective creative placemaking vision, and discuss, recommend, and prioritize actions to advance that vision. While potential techniques could include in situ audio/visual interviews or producing "meeting in a box" materials to facilitate decentralized community meetings, we look forward to being challenged by provocative and innovative art-led proposals.

Additional information related to these and other Mariposa County projects and supporting information can be viewed and downloaded from the [County's website](#).

B. Project Summary

Rural Mariposa County occupies 1,463 square miles of the Sierra Nevada foothills, sitting at the western gateway to Yosemite National Park. Our proximity to Yosemite has made the park a focal point of our approach to economic development and cultural storytelling. This heavy reliance on Yosemite to meet our

economic and cultural objectives has excluded countless other complex, dynamic, and place-specific qualities central to our community.

Furthermore, recent developments, including reductions in federal funding and instability around public lands policy, have challenged the viability of the park as a tool for economic development. Even more pressing are the impacts of climate change, which severely threaten park operations. While natural disasters like fire, flooding, drought, and rock slides are not new, recent increases in both frequency and severity have taken major tolls on the park and our community. When we were developing our application to the Our Town program, Yosemite was closed due to the Ferguson Fire, which, in addition to its effects on regional public health, devastated our local economy.

To promote both a more holistic identity and a more resilient economy, we have taken a proactive approach to promoting Mariposa County as a standalone destination. Our community has demonstrated a desire to use creative placemaking to stimulate investment in and celebration of the cultural and natural resources that are unique to Mariposa. These priorities have been codified in recent planning efforts like the Economic Vitality Strategy, and the establishment of the Creative Placemaking Strategy Advisory Committee, which advises the Board of Supervisors on placemaking initiatives. Developing a Creative Placemaking Master Plan would support and elevate these efforts, bringing the community together to create a resonant and resilient creative placemaking vision.

The consultant team will work directly with the Mariposa County Creative Placemaking Strategy Advisory Committee (CPSAC), an official county advisory board empaneled to facilitate creative placemaking efforts in Mariposa County. to understand the county's physical and cultural context, and conduct preliminary research to frame and support the planning effort. This will involve identifying common programmatic threads in existing assets, and determining what resources are most needed to help support creative placemaking efforts. The results of this exploration will help determine the character of the stakeholder engagement techniques to be implemented in the next phase. CPSAC feedback will be critical to ensuring that the proposed engagement techniques are ambitious and creative, but also feasible and appropriate for the community.

After implementing the initial art-driven stakeholder engagement project, the consultant team will incorporate the results into a creative placemaking vision. Then, the team will receive stakeholder input on the types of creative placemaking activities that the community believes will best achieve that vision. Potential areas of focus could be utilizing non-traditional spaces (such as natural areas and historic sites) for art programming, and public art projects directly connected to the County's natural and cultural ecology. This will involve identifying opportunities for projects to support and empower underserved populations, such as the elderly, at-risk youth, people who are homeless, and Native Americans.

Finally, the consultant team will work with our partnership to develop a roadmap to implement the action steps identified in the previous phase. This could include establishing policies to include artists in planning projects, developing tools to guide artists and organizations through county review processes, recommending investments in creative placemaking projects, and identifying mechanisms to sustain future placemaking initiatives.

II. Responsible Parties

Due in part to our rural character and dispersed land use patterns, many of Mariposa County's smallest and most isolated communities have been overlooked in previous cultural planning efforts. The Mariposa County Creative Placemaking Master Plan is explicitly intended to function as a countywide resource which will benefit all of the county's residents. This includes both those in denser communities like the Town of Mariposa (pop. 2173), and those in highly rural ones like Fish Camp (pop. 59).

By seeking representation and empowering voices from across the county, this project will contribute to a more inclusive countywide narrative, which we believe will resonate both with our community and its visitors. As visitors spend more time in Mariposa, we expect this to increase revenue for local businesses and artists, and to increase community engagement as more local issues and populations are represented through creative works.

Our primary partnership is supported by a coalition of local and federal government agencies, and community non-profits that represent and advocate for a diverse range of stakeholders in Mariposa County. Like the primary partners, this coalition is committed to promoting resiliency and resonance in our economy and identity. In addition to ensuring that the perspectives and priorities of their constituents are represented throughout the planning and documentation of the Mariposa County Creative Placemaking Master Plan, these additional partners will lend their expertise and skills to the drafting of the planning deliverable, providing content and technical recommendations to support the master plan document. They include:

- Creative Placemaking Strategy Advisory Committee;
- County Departments: Human Services, Economic Development, and Planning;
- Stakeholders with expertise in the areas of economic and business development, such as the Yosemite Mariposa County Tourism Bureau, Mariposa County Chamber of Commerce, and the Made in Mariposa local retail consortium;
- Local community advocacy organizations, like the Alliance for Community Transformations and Sierra Foothill Conservancy;
- Stakeholders from throughout the general public.

III. Community Participation

The impetus for this project was the Mariposa County [Creative Placemaking Strategy Advisory Committee](#) (CPSAC), an officially recognized citizens advisory group established to coordinate and align county creative placemaking initiatives. Housed within the Planning Department and chaired by the executive director of the Mariposa County Arts Council, this nine-member committee of artists, entrepreneurs, and other innovators has been instrumental in conceptualizing the project, driving the project team to seek funding opportunities, providing feedback on initial scope proposals, and expressing a robust vision for economic development through creative placemaking. They continue to serve as a conduit between our partnership and the community at large.

The project will continue to rely on the CPSAC throughout the implementation of the Mariposa County Creative Placemaking Master Plan. The committee's diverse composition and its memberships' deep ties to and throughout the community enable the CPSAC to reach a broad array of stakeholders, including those from traditionally marginalized groups such as Native Americans, the elderly, community youth, and people who are homeless.

The CPSAC will work directly with the selected consultant team and its artists to facilitate the implementation of the as-yet undetermined art-led stakeholder engagement program. This includes connecting the consultant team with key stakeholders like the Alliance for Community Transformations, Sierra Foothill Conservancy, Yosemite/Mariposa County Tourism Bureau, Historic Sites and Records Preservation Committee, American Indian Council of Mariposa County, and the National Parks Service. The CPSAC will also review intermediate deliverables throughout the process to ensure that the consultant team's conclusions and work flow are consistent with community preferences and expectations.

Throughout the project, it is critical for the selected consultant team to monitor the performance and, if needed, adjust the implementation of the planning process to ensure robust community participation. We will track engagement metrics and work across our partnership to set performance thresholds which, if not met, will trigger changes in our engagement program. This means tracking on how we:

- **consult** with interested community members (metrics may include amount of social media traffic);
- **advocate** for underrepresented stakeholders (metrics may include number of exercises with targeted underserved groups); and
- **collaborate** with implementers (metrics may include participation from local artists).

Additionally, it is essential that the implementation roadmap deliverable includes steps for assessing the master plan's long-term effects. This will involve establishing a baseline for the current economic impact of creative placemaking activities, and determining a protocol for when and how the county can re-evaluate that impact after plan adoption and implementation.

IV. Project Implementation: Tasks and Deliverables

The project is anticipated to follow the following workflow, with milestones indicated below. Dates are flexible, but the project must be completed by 6/1/2021.

Phase 1: Mobilize (7/1-10/15/2019)

- Prepare and distribute RFP (7/1-31)
- Evaluate responses; select and contract with a consultant team (9/15)
- Site visit/initial consultant focus group meeting with CPSAC (10/15)
- Design and prototyping of stakeholder engagement elements (9/15-10/15)

Phase 2: Collect and Analyze (10/16-12/31/2019)

- Continued dialogue with CPSAC (10/15-12/31)
- Background research and inquiry (10/15-12/31)
- Fabrication of stakeholder engagement elements (10/15-12/31)

Phase 3: Articulate (1/1-3/31/2020)

- Implement stakeholder engagement program; receive input on community goals, identity, and creative placemaking vision; refine responses; establish a consensus

Phase 4: Expand (4/1-7/31/2020)

- Implement stakeholder engagement program; receive input on specific policies, programs, and projects that can achieve community goals and realize the creative placemaking vision; refine responses; establish a consensus

Phase 5: Decide (8/1-11/30/2020)

- Implement stakeholder engagement program; receive input on priority policies, programs, and projects, and determine an implementation roadmap; refine responses; establish a consensus

Phase 6: Approve (12/1/2020-4/15/2021)

- Produce and receive feedback on initial draft of Mariposa County Creative Placemaking Master Plan (12/1/2020-3/15/2021)

V. CONTACT PERSON

Mikey Goralnik, Community Design and Development Planner
 Mariposa County Planning Department
5100 BULLION STREET • POST OFFICE BOX 2039
MARIPOSA, CALIFORNIA 95338-2039
 209 . 966 . 5151 • FAX 209 .742. 5024
mgoralnik@mariposacounty.org
swilliams@mariposacounty.org

VI. PROJECT TIMETABLE

August 30, 2019, 2:00 PM.....Closing Date and Time for Receipt of Proposals
 September 13, 2019Conduct interviews, as needed
 September 30, 2019.....Notification
 October 15, 2019Contract Award
 July 1, 2021.....Latest possible date of project completion

Proposals must be **received** no later than **2:00 PM on August 30, 2019** at the Mariposa County Planning Department:

Mariposa County Planning Department
5100 BULLION STREET • POST OFFICE BOX 2039
MARIPOSA, CALIFORNIA 95338-2039

Proposals must be submitted in a sealed envelope that is clearly marked “**Mariposa County Creative Placemaking Master Plan.**” If mail delivery is used, the proposer should mail the proposal early enough to provide for arrival by this deadline. Proposer uses mail or courier service at his/her own risk. Mariposa County will not be liable or responsible for any late delivery of proposals. **Postmarks will not be accepted.** Until award of the contract, the proposals will be held in confidence and will not be available for public review. Upon award of a contract to the successful proposer, all proposals shall be public records. No proposal shall be returned after the date and time set for opening thereof.

By submitting a proposal, the proposer certifies that his or her name or firm’s name, as well as that of proposer subcontractors, does not appear on the Comptroller General’s list of ineligible contractors for federally assisted projects.

VII. GENERAL CONDITIONS

A. Limitations

This Request for Proposal (RFP) does not commit MARIPOSA COUNTY to award a contract, to pay any costs incurred in the preparation of the proposal in response to this request, or to procure or contract for services or supplies. MARIPOSA COUNTY may:

- a) Reject any and all proposals or waive any irregularity or information in any proposal or in the RFP procedure;
- b) Determine the suitability of the materials and/or services to be rendered;
- c) Withdraw this RFP at any time without prior notice; and
- d) Modify the RFP schedule described above.

B. Award

MARIPOSA COUNTY may ask RFP finalists to make oral presentations. Finalists may be required to participate in negotiations and submit technical, or other revisions of their proposals resulting from negotiations. MARIPOSA COUNTY also reserves the right to award the contract without discussion or interviews, based upon the initial proposals. Selection will be based solely upon demonstrated competence and professional qualifications necessary for the satisfactory performance of the services required.

C. RFP Addendum

Any changes to the RFP requirements will be made by written addenda by MARIPOSA COUNTY and will be considered part of the RFP. Upon issuance, such addenda will be incorporated in the RFP documents, and shall prevail over inconsistent provisions of earlier issued documentation.

D. Verbal Agreement or Conversation

No prior, current, or post award verbal conversations or agreement(s) with any officer, agent, or employee of MARIPOSA COUNTY shall affect or modify any terms or obligations of the RFP, or any contract resulting from this RFP.

E. Pre-contractual Expense

MARIPOSA COUNTY shall not be liable for any pre-contractual expenses incurred by any proposer or selected contractor.

F. Signature

The proposal shall provide the following information: name, title, address, and telephone number of the individual with authority to bind the company and also who may be contacted during the period of proposal evaluation. The proposal shall be signed by an official authorized to bind the Consultant(s) and shall contain a statement to the effect that the proposal is a firm offer for at least a ninety (90) day period.

G. Term

The term of the contract will be from the date of execution of the contract to project completion. **The project shall be completed prior to July 1, 2021.**

H. Fiscal Out Clause

The Agreement may be terminated at the end of any fiscal year, June 30, without further liability other than payment incurred during such fiscal year, should funds not be appropriated by MARIPOSA COUNTY to continue services for which the agreement was intended.

I. Insurance

The successful firm shall provide evidence of Professional Errors and Omissions Insurance and general commercial liability insurance in amounts not less than \$1,000,000 per occurrence. Insurance shall name Mariposa County as an additional insured.

J. Contract Arrangements

The proposer is expected to execute a contract similar to MARIPOSA COUNTY's Professional Services Agreement, which meets the requirements of MAP-21.

- 1) Disadvantaged Business Enterprise (DBE) Policy: It is the policy of the U.S. Department of Transportation that minority- and women-owned business enterprises (hereby referred to as DBE's) as defined in 49 CFR Part 26, shall have the maximum opportunity to participate in the performance of contracts financed in whole or in part with Federal funds. DBE certified consultants are encouraged to submit proposals. MARIPOSA COUNTY will not exclude any person from participation in, deny any person the benefits of, or otherwise discriminate against anyone in connection with the award and performance of any contract covered by 49 CFR, Part 26 on the basis of race, color, sex, or national origin;
- 2) DBE Obligation: The recipient or its contractor agrees to ensure that DBE's have the maximum opportunity to participate in the performance of contracts and subcontracts financed in whole or in part with Federal funds provided under this agreement. In this regard, all recipients or contractors shall take all necessary and reasonable steps in accordance with 49 CFR Part 26 to ensure that DBE's have the maximum opportunity

to compete for and perform contracts. A discussion of the consultant(s) program for use of DBE's in the performance of this work, including the following:

- a) the names and addresses of DBE firms that will participate;
 - b) the description of the work each named firm will perform; and
 - c) the dollar amount of participation by each DBE firm
- 3) Equal Employment Opportunity: In connection with the performance of the contract, the contractor shall not discriminate against any employee or applicant for employment because of race, color, age, creed, sex, or national origin. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. Each proposal, to be considered responsive, must include a copy of the consultant(s) affirmative action policy (applicable for firms with 50 or more employees);
- 4) Title VI of the Civil Rights Act of 1964: The contractor agrees to comply with all the requirements imposed by Title VI of the Civil Rights Act of 1964 (49 USC 2000d) and the regulations of the U.S. Department of Transportation issued thereunder in 49 CFR Part 21; and
- 5) Conflict of Interest: Firms submitting proposals in response to this RFP must disclose to MARIPOSA COUNTY any actual, apparent, or potential conflicts of interest that may exist relative to the services to be provided under Agreement for consulting services to be awarded pursuant to this RFP. If this firm has no conflict of interest, a statement to that effect shall be included in the proposal.

VIII. PROPOSAL CONTENT AND ORGANIZATION

Proposals should be limited to specific discussion of the elements outlined in this RFP. The intent of this RFP is to encourage responses which meet the stated requirements and which propose the best methods to accomplish the work. The organization of the proposal should following:

A. Transmittal Letter

The transmittal letter should include the name, title, address, phone number, and original signature of an individual with authority to negotiate on behalf of and to contractually bind the consultant(s) firm, and who may be contacted during the period of proposal evaluation. Only one transmittal letter need be prepared to accompany all copies of the technical and cost proposals.

B. Table of Contents

A listing of the major sections in the proposal and the associated page numbers.

C. Introduction

In this section, the proposer should demonstrate an adequate understanding of the role and relationships of MARIPOSA COUNTY and an awareness of issues specific to the Mariposa County Creative Placemaking Master Plan.

D. Technical Proposal should include:

- 1) A brief description of the consultant(s) firm, including the year the firm was established, type of organization of firm (partnership, corporation, etc.), and any variation in size over the last five years, along with a statement of the firm's qualifications for performing the subject consulting services;
- 2) A brief description of the firm's experience with similar projects;
- 3) A thorough explanation of the consultants' proposed course of action. References should be made to the RFP requirements and the consultant's plans for meeting those requirements;
- 4) Conceptual framework for the art-driven community engagement process. This could include sketches, schematic renderings, case studies of model precedent projects that inspire or drive the consultant team's thinking around this critical aspect of the project scope; and
- 5) An itemized description of the proposed project schedule and the end products to be produced.
 - a) Project Management: Proposals must include an explanation of the project management system and practices to be used to assure that the proposed services are completed timely and that the quality of the products will meet MARIPOSA COUNTY requirements;
 - b) Consultant Staff: Proposals must describe the qualifications and experience of each professional who will participate in the project, including a resume for each member of the project team. A project manager must be designated, and an organizational chart showing the manager and all project staff proposed who will provide services must be included;
 - c) Time and Services Proposal: The Proposal must indicate the anticipated total efforts, expressed in percentages of person-hours to be provided by each professional and each member of the supporting professional staff. Specific responsibilities of the lead consultant and other key personnel should be detailed. Do not include any cost information with the time and services proposal; and
 - d) Consultant Qualifications and References: Proposals must include references for similar projects, including client contact names, addresses, phone numbers, descriptions of the type of work performed, approximate dates on which the work was completed, and professional staff who performed the work. Joint proposals should be accompanied by qualifications and references for each participant and subcontractor.

E. Number of Copies

The proposer must provide two (2 bound copies, one (1) unbound original (suitable for reproduction) and readily accessible electronic versions formatted as a PDF and also in WORD/EXCEL. In addition to physical copies sent to below address, send electronic submittals to Mikey Goralnik at: mgoralnik@mariposacounty.org.

F. Submittal Schedule

All proposals shall be **received** no later than **2:00 pm on August 30th, 2019** at the Mariposa County Planning Department **5100 Bullion Street BULLION STREET; POST OFFICE BOX 2039 MARIPOSA, CALIFORNIA 95338-2039**

G. Submittal and Disposition of Proposals

- a) All proposals shall be submitted in a sealed envelope that is clearly marked “Mariposa County Creative Placemaking Master Plan.” Late proposals will not be accepted.
- b) All proposals, whether selected or rejected, shall become the property of the Mariposa County Local Transportation Commission.
- c) All proposals received prior to the date and time specified above for receipt may be withdrawn or modified by written request of the proposer. Modifications must be received in writing, and in the same type of media and number of copies as the original proposal, prior to the date and time specified for receipt of proposals.
- d) Evaluation and review of the proposal and award of a contract will be a part of the public record for this project.

IX. PROPOSAL EVALUATION AND SELECTION

All proposals will be initially screened by an interdepartmental staff panel, a limited number of proposals will be reviewed by a technical advisory team, and thereafter recommendations will be forwarded to Mariposa County Planning Department for approval. The Citizens Advisory Committee may also review proposals. Proposers may be telephoned and asked for further information, if necessary, and may be requested to appear for oral interviews. Previous clients will also be called. The panel will make recommendations to the MARIPOSA COUNTY on the basis of the proposal, interviews, and references. MARIPOSA COUNTY may select a consultant based solely on written proposals and not convene oral interviews.

Evaluation of proposals will be conducted using the following criteria:

- Familiarity with the project area and the type of issues and problems associated with the project;
- Ability to meet the project’s goals and objectives;
- Approach to be followed and the tasks to be performed, including detailed steps, resources required, and proposed project schedule;
- Qualifications, specific experience, and technical competence of the personnel to be assigned to this contract;

- Quality and resonance of conceptual framework content; and
- Preference will be given to interdisciplinary teams with a demonstrated history of effective collaboration.

Following the qualification-based ranking, negotiations shall be conducted with the most qualified proposer. MARIPOSA COUNTY will negotiate with the next most qualified proposer until a contract can be awarded.

X. COST PROPOSAL and PAYMENT SCHEDULE

The consultant budget for this project is **\$75,000**. In addition to this grant amount, the County's contribution (cash match) is in the form of staff time equivalent to **\$75,000**. Staff time is charged for committee facilitation, staff and consultant coordination.

The itemized cost proposal shall describe both the hourly rate and number of hours for principal(s) and employees to be assigned to this contract, by task, and a summary of any other related costs that are to be billed directly and a total "not-to-exceed" amount for this proposal.

Fees shall be accounted on a monthly basis and will accrue in three (3) month increments for quarterly invoicing and payment. Ten percent (10%) of the total contract amount will be withheld until successful completion of the contract. All invoices will be emailed to the Mariposa County Planning Department as specified in the executed professional services agreement.

END