

## **REQUEST FOR PROPOSALS FOR CONSULTING SERVICES**

### **INVITATION DATE**

TUESDAY, JULY 19, 2011

### **DUE DATE**

2 P.M. TUESDAY AUGUST 23, 2011

### **SUMMARY**

The San Dieguito River Park Joint Powers Authority (SDRP) is inviting proposals from qualified individuals or firms to design, fabricate and install three entry monuments for the San Dieguito River Park.

YOUR FIRM IS INVITED TO SUBMIT A PROPOSAL FOR PROVIDING THESE SERVICES.

### **LOCATION**

The exact location for the entry monuments has not been determined, but the general locations are: 1) the Western Monument will be located at the coast, probably off San Andres Road at Via de la Valle; 2) the Central Monument will be located near Lake Hodges, probably near the David Kreitzer Lake Hodges Bicycle/Pedestrian Bridge; and 3) the Eastern Monument will be located in east county in consultation with County Parks, probably on Highway 79 in Santa Ysabel.

### **PROJECT DESCRIPTION**

The purpose of the entry monuments is to raise public awareness of where and what the San Dieguito River Park is, and that the three monument locations are portals into the Park. Specifically, the monuments should be:

- Visible by motorists from nearest road;
- Low maintenance;
- Easily recognizable and consistent over the three different locations;
- Iconic – to become a symbol of the San Dieguito River Park;
- May indicate where in the Park the viewer is located;
- Must include tagline “Preserving and Interpreting the Natural and Cultural Resources of the San Dieguito River Valley”;
- Replicable in the future, if funding for additional entry monuments is obtained.

**Award:** The individual or firm selected as the first choice by the interview committee will be so advised as soon as possible, and requested to participate with SDRP staff in finalizing a scope of work and negotiating a contract fee. PLEASE BE AWARE THAT A GRANT FROM THE

COUNTY FOR \$30,000 HAS BEEN SECURED FOR THIS PROJECT; NO OTHER FUNDING IS AVAILABLE. If possible, the contract will be awarded to the selected firm or team at the SDRP's Board meeting of September 16, 2011.

After the contract is awarded, the selected consultant firm or team will be expected to initiate work within two weeks and complete the entire scope of work by June 30, 2012.

### **SUBMITTAL**

The following items must be included in your written submittal in this order:

- a. Cover Letter: This letter should be signed by a principal with the authority to bind the firm.
- b. Proposed Concept: Please describe your proposed approach to this project and include a description and sketch of your proposed concept.
- c. Qualifications of the Individual/Firm: The proposal must describe your qualification to do the project and what other projects you have done that may be similar in nature.
- d. Ability to do the work according to the timeline provided: State the firm/team's ability and commitment to complete the project within the time constraints presented above.
- e. References: Provide a minimum of three (3) references that can comment on the past performance of the firm and/or key personnel assigned to the project. For each reference provide a contact person, including address and telephone number, as well as a brief description of the specific project(s) and the team members involved in the project about which the reference would be able to provide comment. At least one reference should be a public agency.
- f. Samples of Previous Work: Provide pictures and descriptions of previous work.

For further clarification of the submittal process, please contact Susan Carter (858 674-2275 x 11) of the San Dieguito River Park or e-mail [susan@sdrp.org](mailto:susan@sdrp.org). E-MAIL IS PREFERRED.

Your submittal should be mailed or delivered to the address below, so that it is received no later than 2 p.m. on Tuesday, August 23, 2011:

San Dieguito River Park  
Attn: Susan Carter  
18372 Sycamore Creek Road  
Escondido, CA 92025.

PLEASE NOTE THAT THIS REQUEST FOR PROPOSAL DOES NOT COMMIT THE SAN DIEGUITO RIVER PARK JPA TO AWARD A CONTRACT, OR TO PAY ANY COST INCURRED IN THE PREPARATION OF A PROPOSAL IN RESPONSE TO THIS REQUEST.