

**AGREEMENT BETWEEN THE CITY OF MURRIETA
AND
RJM DESIGN GROUP, INC.**

This Agreement ("Agreement"), made this 15th day of August, 2023, by and between the CITY OF MURRIETA, a Municipal Corporation, duly organized and existing under and by virtue of the laws of the State of California ("CITY"), and RJM Design Group, Inc., a California corporation ("CONSULTANT") with reference to the following facts which are acknowledged by each party as true and correct:

RECITALS

A. CITY is a general law city, formed and existing pursuant to the provisions of the California Government Code.

B. CITY is authorized to enter into consultant agreements under the provisions of California Government Code section 53060.

C. CITY desires or is in need of parks and recreation and trails master plan services.

D. CONSULTANT has special knowledge, experience and facilities for accomplishing the above services.

E. CITY now desires to retain CONSULTANT to accomplish the above services, and CONSULTANT is willing to be so retained pursuant to the terms and conditions of this Agreement.

AGREEMENT

NOW, THEREFORE, it is agreed by and between the parties as follows:

OPERATIVE PROVISIONS

1. RESPONSIBILITIES OF CONSULTANT

1.1 CONSULTANT shall undertake to carry on the scope of services as listed in the attached Scope of Services (refer to Exhibit "A"), which is attached to and made a part of this Agreement. To the extent the provisions of Exhibit "A" are ambiguous in relation to the provisions of this Agreement, inconsistent with the provisions of this Agreement, or expand upon the provisions of this Agreement, the provisions of this Agreement shall take precedence and the provisions of Exhibit "A" shall not apply. These duties may be adjusted from time to time as agreed upon in writing by CONSULTANT and CITY. Any additional services authorized by CITY shall be subject to all terms and conditions of this Agreement, except as modified in writing in accordance with Section 24.

1.2 Representations. CONSULTANT will perform the services set out in this Agreement, as contemplated herein, in an efficient, timely, and professional manner, and in accordance with generally accepted standards for performing similar services. It is understood that CITY, in entering into this Agreement, is relying on CONSULTANT's representations for quality and professional work performed in a timely manner, and CONSULTANT shall perform in accordance with those representations and standards.

1.3 Monthly Written Reports. The Project Manager of CONSULTANT shall prepare and submit to the designated CITY representative a monthly written report specifying the activities of CONSULTANT pursuant to this Agreement. CONSULTANT shall prepare the monthly written report in a format acceptable to the CITY. CONSULTANT shall submit the monthly written report to the CITY by the second Friday of each month.

2. ADMINISTRATION OF AGREEMENT

2.1 CITY appoints its City Manager, or his designee, to administer CITY's rights under this Agreement, and to review the work performed by CONSULTANT pursuant to the scope of services.

2.2 CONSULTANT shall keep the City Manager, CITY's representative, or his designee or designees, fully informed as to the progress of the work and shall submit to CITY such oral and written reports as CITY may specify.

2.3 This Agreement shall be administered on behalf of the parties hereto, and any notice desired or required to be sent to a party hereunder shall be addressed, as follows:

For CITY:	Kim Summers City Manager
Address:	City of Murrieta 1 Town Square Murrieta, CA 92562
Phone:	(951) 461-6010
Facsimile:	(951) 461-6430
For CONSULTANT:	Larry P. Ryan President
CONSULTANT:	RJM Design Group, Inc.
Address:	31591 Camino Capistrano San Juan Capistrano, CA 92675
Phone:	(949) 493-2600
Email:	LarryR@RJMDesignGroup.com

3. TERM

3.1 The term of this Agreement shall be from 8/15/2023 until 12/31/2026.

3.2 Time is of the essence for this Agreement and each provision of this Agreement, unless otherwise specified in this Agreement.

4. PAYMENT TO CONSULTANT

4.1 Consideration. In consideration of the services to be performed by CONSULTANT for the CITY as set forth in Section 1, the CITY agrees to pay CONSULTANT the sum of four hundred seventy-eight thousand nine hundred sixty-five dollars and zero Cents (\$478,965) in accordance with the rates set forth in Consultant's Fee Schedule, attached hereto and incorporated herein as Exhibit "B".

4.2 Additional Services. If CITY desires any additional services ("Additional

Services”), CONSULTANT may, upon written request by the CITY, furnish a proposal including an itemized statement of the estimated cost of the Additional Services thereof, and the CITY may modify or alter the proposal, or may reject the proposal in its entirety, at its sole discretion, or may direct the submission of a new proposal which may be accepted, altered or rejected. Upon the written approval of any Additional Services including costs by CONSULTANT and CITY, CONSULTANT shall perform the Additional Services and CITY will pay to CONSULTANT the cost of the Additional Services as agreed in writing. All money due for Additional Services shall be supported by a detailed statement of CONSULTANT showing the basis of said claims, and certified by proper officers of CONSULTANT.

4.3 Payments. Payment of CONSULTANT’s fee shall be made in accordance with CITY’s normal schedule for issuance of checks. CONSULTANT agrees and acknowledges that it is CONSULTANT’s sole responsibility to report as income all compensation received from CITY, and to make the requisite tax filings and payments to the appropriate federal, state and local tax authorities.

5. STATUS OF CONSULTANT

5.1 Independent Contractor. It is understood and agreed that CITY is interested only in the results obtained from service hereunder and that CONSULTANT shall perform as an independent contractor with sole control of the manner and means of performing the services required under this Agreement. CONSULTANT shall complete this Agreement according to its own methods of work which shall be in the exclusive charge and control of CONSULTANT and which shall not be subject to control or supervision by the CITY, except as to the results of the work. CONSULTANT is, for all purposes arising out of this Agreement, an independent contractor, and neither CONSULTANT, nor its employees, agents and representatives shall be deemed an employee of the CITY for any purpose.

5.2 Employee Benefits. CONSULTANT shall be responsible for all salaries, payments, insurance and benefits for all of its officers, agents, representatives and employees in performing services pursuant to this Agreement. It is expressly understood and agreed that CONSULTANT and its employees, agents, and representatives shall in no event be entitled to any CITY benefits to which CITY employees are entitled, including, but not limited to, overtime, retirement benefits, insurance, vacation, worker’s compensation, sick or injury leave or other benefits.

5.3 Workers’ Compensation Insurance. CONSULTANT agrees to procure and maintain in full force and effect Workers’ Compensation Insurance covering its employees and agents while these persons are participating in the activities hereunder, as provided in Section 6.1.2 of this Agreement.

5.4 Prevailing Wages. Pursuant to the provisions of section 1773 of the Labor Code of the State of California, the City Council has obtained the general prevailing rate of per diem wages and the general rate for holiday and overtime work in this locality for each craft, classification, or type of workman needed to execute this Agreement, from the Director of the Department of Industrial Relations. These rates are on file with the City Clerk. Copies may be obtained at cost at the City Clerk’s office. CONSULTANT shall post a copy of such rates at their office and shall pay the adopted prevailing wage rates as a minimum. If applicable, CONSULTANT shall comply with the provisions of sections 1773.8, 1775, 1776, 1777.5, 1777.6, and 1813 of the Labor Code and any other applicable laws.

Pursuant to the provisions of section 1775 of the Labor Code, CONSULTANT shall forfeit to CITY, as a penalty, the sum of fifty dollars (\$50.00) for each calendar day, or portion thereof, for each laborer, worker, or mechanic employed, paid less than the stipulated prevailing rates for any work done under this Agreement, by him or by any sub-consultant under him, in violation of the provisions of this Agreement.

6. INSURANCE

CONSULTANT shall not begin the services under this Agreement until it has: (a) obtained, and upon the CITY's request, provided to the CITY, insurance certificates reflecting evidence of all insurance required in this Section 6; however, CITY reserves the right to request, and CONSULTANT shall submit, copies of any policy upon reasonable request by CITY; (b) obtained CITY approval of each company or companies as required by Section 6; and (c) confirmed that all policies contain the specific provisions required in Section 6.

6.1 Types of Insurance. At all times during the term of this Agreement, CONSULTANT shall maintain insurance coverage as follows:

6.1.1 Commercial General Liability. Commercial General Liability (CGL) Insurance written on an occurrence basis to protect CONSULTANT and CITY against liability or claims of liability which may arise out of this Agreement in the amount of Two Million Dollars (\$2,000,000) per occurrence and subject to an annual aggregate of Four Million Dollars (\$4,000,000). There shall be no endorsement or modification of the CGL limiting the scope of coverage for either insured vs. insured claims or contractual liability.

6.1.2 Workers' Compensation. For all of CONSULTANT's employees who are subject to this Agreement and to the extent required by applicable state or federal law, CONSULTANT shall keep in full force and effect a Workers' Compensation policy. That policy shall provide employers' liability coverage as required by applicable state and/or federal Workers' Compensation laws, and CONSULTANT shall provide an endorsement that the insurer waives the right of subrogation against the CITY and its respective elected officials, officers, employees, agents and representatives. In the event a claim under the provisions of the California Workers' Compensation Act is filed against CITY by a bona fide employee of CONSULTANT participating under this Agreement, CONSULTANT agrees to defend and indemnify the CITY from such claim.

6.1.3 Professional Liability. For all of CONSULTANT's employees who are subject to this Agreement, CONSULTANT shall keep in full force and effect Professional Liability coverage for professional liability with a limit of One Million Dollars (\$1,000,000) per claim and One Million Dollars (\$1,000,000) annual aggregate. CONSULTANT shall ensure both that: (1) the policy retroactive date is on or before the date of commencement of services under this Agreement; and (2) the policy will be maintained in force for a period of four years after termination of this Agreement or substantial completion of services under this Agreement, whichever occurs last. CONSULTANT agrees that for the time period defined above, there will be no changes or endorsements to the policy that increase the CITY's exposure to loss.

6.2 Insurer Requirements. All insurance required by express provision of this Agreement shall be carried only by responsible insurance companies that are rated "A-" and "V"

or better by the A.M. Best Key Rating Guide, and are licensed to do business in the State of California. CITY will accept insurance provided by non-admitted “surplus lines” carriers only if the carrier is authorized to do business in the State of California.

6.3 Deductibles. All deductibles on any policy shall be the responsibility of CONSULTANT and shall be disclosed to CITY at the time the evidence of insurance is provided.

6.4 Specific Provisions Required. Each policy required under this Section 6 shall expressly provide, and an endorsement shall be submitted to CITY, that: (a) the policies are primary and non-contributory to any insurance that may be carried by CITY; and (b) CITY is entitled to thirty (30) days’ prior written notice (10 days for cancellation due to non-payment of premium) of cancellation, material reduction, or non-renewal of the policy or policies. Additionally, the CGL policy shall expressly provide, and an endorsement shall be submitted to CITY, that the City of Murrieta and its respective officers and employees are additional insureds under the policy.

6.5 Indemnity Not Limited by Insurance. CONSULTANT’s liabilities, including, but not limited to, CONSULTANT’s indemnity and defense obligations under this Agreement, shall not be deemed limited in any way to the insurance coverage required herein. Maintenance of specified insurance coverage is a material element of this Agreement, and CONSULTANT’s failure to maintain or renew coverage or to provide evidence of renewal during the term of this Agreement may be treated as a material breach of contract by CITY.

7. AUDIT AND INSPECTION OF RECORDS

At any time during CONSULTANT’s normal business hours and as often as CITY may deem necessary, and upon reasonable notice, CONSULTANT shall make available to CITY, or any of its duly authorized representatives, for examination, audit, excerpt, copying or transcribing, all data, records, investigation reports and all other materials respecting matters covered by this Agreement. CONSULTANT will permit CITY to audit and to make audits of all invoices, materials, payrolls, records of personnel and other data related to all matters covered by this Agreement. All material referenced in this Section, including all pertinent cost accounting, financial records, and proprietary data, must be kept and maintained by CONSULTANT for a period of at least four (4) years, or for the period required by law, whichever is greater, after completion of CONSULTANT’s performance hereunder, unless CITY’s written permission is given to dispose of same prior to that time.

8. CONFIDENTIALITY AND USE OF INFORMATION

8.1 Except as otherwise provided by law, all reports, communications, documents and information obtained or prepared by CONSULTANT respecting matters covered by this Agreement shall not be published without prior written consent of City Manager or his designees, nor shall CONSULTANT issue any news releases or publish information relating to its services hereunder without the prior written consent of the City Manager. CONSULTANT shall hold in trust for the CITY, and shall not disclose to any person, any confidential information. Confidential information is information which is related to the CITY’s research, development, trade secrets and business affairs, but does not include information which is generally known or easily ascertainable by nonparties through available public documentation.

8.2 CONSULTANT shall advise CITY of any and all materials used, or recommended for use, by CONSULTANT to achieve the project goals that are subject to any copyright restrictions or requirements. In the event CONSULTANT shall fail to so advise CITY and, as a

result of the use of any programs or materials developed by CONSULTANT under this Agreement, CITY should be found in violation of any copyright restrictions or requirements, CONSULTANT agrees to indemnify and hold harmless CITY against any action or claim brought by the copyright holder.

8.3 Ownership of Records. All records created by the CONSULTANT shall become the property of the CITY and shall be subject to state law and CITY policies governing privacy and access to files. The CITY shall have access to and the right to examine all books, documents, papers and records of the CONSULTANT involving transactions and work related to this Agreement. The CONSULTANT shall retain all copies of records for a period of five (5) years from the date of final payment.

9. NOTICE

All notices or demands to be given under this Agreement by either party to the other shall be in writing and given either by: (a) personal service, (b) by U.S. Mail, mailed either by certified mail, return receipt requested, with postage prepaid and addressed to the party to whom the notice is directed, or (c) via facsimile transmission (with proof of confirmation by sender). Service shall be considered given when received if personally served or, if mailed, two days after deposit in the United States Mail by certified mail, return receipt requested. The address to which notices or demands may be given by either party may be changed by written notice given in accordance with the notice provisions of this section. At the date of this Agreement, the addresses of the parties are as set forth in Section 2 above.

10. TERMINATION FOR CAUSE

10.1 CITY may terminate this Agreement upon giving of written notice of intention to terminate for cause. Cause shall include: (a) a material violation of any of the covenants, agreements, or stipulations of this Agreement by CONSULTANT, (b) CONSULTANT, through any cause, failing to fulfill in a timely and proper manner its obligations under this Agreement, (c) any act by CONSULTANT exposing CITY to liability to others for personal injury or property damage, or (d) if CONSULTANT is adjudged bankrupt, CONSULTANT makes a general assignment for the benefit of creditors, or a receiver is appointed on account of CONSULTANT's insolvency. Written notice by CITY of termination for cause shall contain the reasons for such intention to terminate and shall specify the effective date thereof. Unless prior to the effective date of the termination for cause the condition or violation shall cease, or satisfactory arrangements for the correction thereof be made, this Agreement shall cease and terminate on the effective date specified in the written notice by CITY.

10.2 In the event of such termination, CONSULTANT shall be paid the reasonable value of satisfactory services rendered up to the date of receipt of the notice of termination in accordance with this Agreement, less any payments theretofore made, as determined by CITY, not to exceed the amount payable herein, and CONSULTANT expressly waives any and all claims for damages or compensation arising under this Agreement in the event of such termination, except as set forth herein.

11. TERMINATION FOR CONVENIENCE OF CITY

11.1 CITY may terminate this Agreement at any time and for any reason by giving written notice to CONSULTANT of such termination, and specifying the effective date thereof, at least fifteen (15) days prior to the effective date.

11.2 If the Agreement is terminated as provided in this Section, CONSULTANT shall be entitled to receive compensation for any satisfactory work completed up to the receipt by CONSULTANT of notice of termination, less any payments theretofore made and not to exceed the amount payable herein, and for satisfactory work completed between the receipt of notice of termination and the effective date of termination pursuant to a specific request by CITY for the performance of such work.

12. PERFORMANCE AFTER TERMINATION

Upon termination of this Agreement as provided herein, CONSULTANT shall, within such reasonable time period as may be directed by City Manager, complete those items of work which are in various stages of completion and which City Manager determines are necessary to be completed by CONSULTANT to allow the project to be completed in a timely, logical, and orderly manner. Upon termination, all finished or unfinished documents, data, studies, surveys, drawings, models, photographs, reports, and other materials prepared by CONSULTANT shall be delivered to the City Manager, upon his request, as property of CITY.

13. DEFENSE AND INDEMNIFICATION

13.1 CONSULTANT shall, to the fullest extent permitted by law, hold harmless, protect, defend (with attorneys approved by CITY) and indemnify the CITY, its council, and each member thereof, its officers, agents, employees, representatives, and their successors and assigns, from and against any and all losses, liabilities, claims, suit damage, expenses and costs including reasonable attorney's fees and costs, and expert costs and investigation expenses ("Claims"), which arise out of or are in any way connected to the performance under this Agreement or any negligent or wrongful act or omission by CONSULTANT, its officers, employees, representatives, subcontractors, or agents regardless of whether or not such claim, loss or liability is caused in part by a party indemnified hereunder. CONSULTANT shall have no obligation, however, to defend or indemnify CITY if it is determined by a court of competent jurisdiction that such Claim was caused by the sole negligence or willful misconduct of CITY.

13.2 General Indemnity Provisions. This indemnity is in addition to any other rights or remedies which CITY may have under the law or this Agreement. In the event of any claim or demand made against any party which is entitled to be indemnified hereunder, CITY may, at its sole discretion, reserve, retain or apply any monies due to CONSULTANT under this Agreement for the purpose of resolving such claims; provided however, that CITY may release such funds if CONSULTANT provides CITY with reasonable assurances of protection of the CITY's interest. The CITY shall, in its sole discretion determine whether such assurances are reasonable.

CONSULTANT agrees that its duty to defend the indemnities arises upon an allegation of liability based upon the performance of services under this Agreement by CONSULTANT, its officers, agents, representatives, employees, sub-consultants, or anyone for whom CONSULTANT is liable and that an adjudication of CONSULTANT's liability is not a condition precedent to CONSULTANT's duty to defend.

14. CONFLICT OF INTEREST

14.1 CONSULTANT shall be bound by the requirements of the FPPC (Fair Political Practice Commission) and state law with regard to disclosure of financial interests and prohibited conflicts of interest.

14.2 Prior to execution of this Agreement, CONSULTANT shall disclose in writing to CITY any and all compensation, actual or potential, which CONSULTANT may receive in any form from a party other than CITY as a result of performance of this Agreement by CONSULTANT. If CONSULTANT becomes aware of the potential for such compensation subsequent to the execution of this Agreement, CONSULTANT shall disclose such compensation within three (3) working days of becoming aware of the potential for such compensation.

14.3 Prior to or concurrent with making any recommendation of any products or service for purchase by the CITY, CONSULTANT shall disclose any financial interest that CONSULTANT may have in any manufacturer or provider of the recommended products or services. The term "financial interest" includes, but is not limited to, employment (current or prospective) or ownership interest of any kind and degree.

14.4 CONSULTANT shall not conduct business for third parties which may be in conflict with CONSULTANT's responsibilities under this Agreement. CONSULTANT may not solicit any business during the term of this Agreement which conflicts with its responsibilities under this Agreement. CONSULTANT shall provide no services for any private client within the corporate boundaries or sphere of influence of CITY during the period of this Agreement which may constitute a conflict of interest.

15. ASSIGNMENT

No portion of this Agreement or any of the work to be performed hereunder may be assigned or delegated (including hiring and retaining use of any other person or entity for any purpose, except for those certain subconsultants specifically included in the attached "Scope of Services") by CONSULTANT without the express written consent of CITY, nor may any interest in this Agreement be transferred (whether by assignment or novation) by CONSULTANT without the express written consent of CITY, and without such consent all services hereunder are to be performed by CONSULTANT, its officers, agents and employees. However, claims for money due or to become due to CONSULTANT from CITY under this Agreement may be assigned to a bank, trust company, or other financial institution without such approval. Notice of such assignment or transfer shall be furnished promptly to CITY. Any assignment requiring approval may not be further assigned without CITY approval.

16. SURVIVAL

CONSULTANT's representations, insurance and indemnity obligations, and performance obligations post-termination shall survive termination of this Agreement.

17. COMPLIANCE WITH APPLICABLE LAWS

CONSULTANT agrees to comply with all federal, state and local laws, rules, regulations and ordinances that are now or may in the future become applicable to CONSULTANT, CONSULTANT's business, equipment and personnel engaged in activities covered by this Agreement or arising out of the performance of such activities.

18. PERMITS/LICENSES

CONSULTANT and all of CONSULTANT's employees or agents shall secure and maintain in force such permits and licenses as are required by law in connection with the furnishing of services pursuant to this Agreement.

19. NONDISCRIMINATION IN EMPLOYMENT

CONSULTANT agrees that it will not engage in unlawful discrimination in employment and shall comply with all applicable laws and regulations of CITY and/or all other relevant government agencies, including, but not limited to, the California Department of Fair Employment and Housing and the Federal Equal Employment Opportunity Commission. Also, CONSULTANT certifies and agrees that all persons employed by CONSULTANT, its affiliates, subsidiaries and related entities, if any, will be treated equally by CONSULTANT, without unlawful discrimination based upon creed, sex, race, national origin, or any other classification prohibited by state or federal law. If CITY finds that any of the provisions of this Section have been violated, such violation shall constitute a material breach of this Agreement, upon which CITY may determine to cancel, terminate, or suspend this Agreement. While CITY reserves the right to determine independently that the anti-discrimination provisions of the Agreement have been violated, in addition, a determination by the California Fair Employment Practices Commission or California Department of Fair Employment and Housing, or successor agency, or the Federal Equal Employment Opportunity Commission, or successor agency, that CONSULTANT has violated state or federal anti-discrimination laws relative to this Agreement shall constitute a finding by CITY that CONSULTANT has violated the anti-discrimination provisions of this Agreement.

20. NON-WAIVER

The failure of CITY or CONSULTANT to seek redress for violation of, or to insist upon, the strict performance of any term or condition of this Agreement shall not be deemed a waiver by that party of such term or condition, or prevent a subsequent similar act from again constituting a violation of such term or condition. Payment to CONSULTANT of compensation under this Agreement shall not be deemed to waive CITY's rights or CONSULTANT's rights contained in this Agreement.

21. SEVERABILITY

If any term, condition or provision of this Agreement is held by a court of competent jurisdiction to be unenforceable, invalid, or void, the remaining provisions will nevertheless continue in full force and effect and shall not be affected, impaired or invalidated in any way.

22. DISPUTES

In the event that any action is brought by either party to construe this Agreement or enforce any of its terms, the prevailing party shall be entitled to recover its reasonable attorneys' fees and costs incurred, whether or not the matter proceeds to judgment.

23. REMEDIES

The rights and remedies of the CITY provided in this Agreement are not intended to be exclusive, and are in addition to any other rights and remedies permitted by law.

24. ENTIRE AGREEMENT/AMENDMENT

This Agreement and any exhibits attached hereto constitute the entire agreement between the parties and supersede any prior or contemporaneous understanding or agreement with respect to the services contemplated, and may be amended only by a written amendment executed by both parties to the Agreement.

25. GOVERNING LAW/VENUE

The terms and conditions of this Agreement shall be governed by the laws of the State of California. Any action or proceeding brought by any party against any other party arising out of or related to this Agreement shall be brought exclusively in Riverside County.

26. BINDING AGREEMENT

This Agreement is intended to be binding on the parties and their respective successors and assigns.

27. NUMBER

The plural shall include the singular, and the singular shall include the plural and neuter wherever the context so indicates or requires.

28. WARRANTY OF AUTHORITY

Each of the parties signing this Agreement warrants to the other that it has the full authority of the entity on behalf of which its signature is made.

29. COUNTERPARTS

This Agreement may be executed in counterparts, all of which taken together will be considered one original document.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed the day and year first above written.

CITY OF MURRIETA

Kim Summers, City Manager

Attest:

Cristal McDonald, City Clerk

Approved as to Form:

Tiffany J. Israel, City Attorney

RJM Design Group, Inc.

Name of Consultant

Larry P. Ryan, President

Name/title of signatory

Signature

Zachary Mueting, Secretary

Name/title of signatory

Signature

EXHIBIT A

Scope of Services

Scope of Services — Parks & Recreation Master Plan Update



Source: www.MurrietaCA.gov

Phase I: Project Management



Tool 1 Scalable Project Management

Clear communication is critical in any endeavor. RJM will hold regular virtual meetings with the City monthly to review progress, present information, and recommend direction throughout the project. These virtual meetings enable strong team collaboration and unity in decision making as the project develops.

Additionally, a project team online resource FTP site will allow for easy file access and document review for all team members. This will ensure everyone has access to the latest reports, and graphic illustrations available eliminating the “wait” for consultants to gather and report back.

Phase II - Existing Conditions Analysis



Tool 2 Existing Documentation Review

Knowing what documents exist and how they relate to one another can help guide planning to ensure there are no conflicts or overlapping efforts. RJM will review related documents pertinent to your planning process and generate a database of existing resources as well as a summary document highlighting key elements. Understanding the history of past planning projects enables you to carefully navigate future planning efforts free of potential conflict.



Tool 3 Inventory of Recreation Facilities, Parks, and Programs

City Recreational Facilities and Parks

Understanding where parks exist is not enough in today's world. RJM utilizes the power of ESRI to truly map out community needs and identify underserved areas where park quality, safety, and accessibility may be impacting disadvantaged communities.

We will verify the City's existing parks and facilities list, as well as provide updates to the City for their use. Specifically the GIS dataset will include:

- Geolocate city-owned parks and recreation facility parcels. Developed park profile sheet with aerial and boundary of each park site.
- Quantify city-owned park passive and active recreational amenities (i.e. ballfields, basketball courts, dog parks, tennis courts, restrooms, and playgrounds). Prepare database to include a list of amenities specific to each park site.

The inventory will be analyzed by service area (5-10-15 minute walk radius) and parkland acreage to identify under served neighborhoods or community planning areas. Map exhibits will be developed to determine the distribution and trail connectivity of recreation facility types throughout the city. The results will illustrate gaps in balancing the equitable distribution of service and opportunities for all ages and income levels.


City Recreation Programs

Our team shall provide an inventory and evaluation of existing recreation programs provided by the City. RJM shall analyze the City's current program offerings in terms of attendance, use of space, and consistency with current recreation trends in the leisure services industry. The program evaluation shall provide analysis and rating of how well the Department is doing in the areas of programming for tiny tots/toddlers, youth/teens, adults, families, and seniors (active and mature). The evaluation shall indicate any gaps in service and what programming changes/additions the City should consider implementing in the future to fill those gaps and meet new recreation trends.

Our team will work with staff to evaluate existing levels of social service and recreation program services within the city's sphere of influence, public and private, to determine adequacy of current social service, and accessible recreation opportunity for all city residents.

Additionally, an analysis of best possible providers of community and recreation facilities shall be developed. It will include an analysis of possible competition or duplication of services through other public and private service and facility providers, and recommendations for minimizing duplication and/or enhancing possibilities for collaborative partnerships where appropriate.

3:44 Cancel **Collect** Submit



Take Photo Attach

PARK NAME: Los Alamos Hills Sports Park

DATE: 04/27/2023

INVENTORY ITEM: Sports Park

Condition:

- Excellent
- Good**
- Satisfactory
- Poor

Notes:

Sports park with baseball fields, soccer fields, playgrounds, etc.



Parks Inventory

Field data collection is conducted using the Esri Collector app to develop a digital inventory of existing city-owned parks.


This inventory provides detailed information such as the geo-location of site amenities and maintenance conditions.



Play Structure
Quantity: 2 | Condition: Good



Soccer Field
Quantity: 2 | Condition: Okay



Baseball Field
Quantity: 4 | Condition: Good

Phase II - Existing Conditions Analysis *continued*



Tool 4 Demographic Assessment

Understanding the recreation needs and preferences of City residents first depends upon an understanding of the population and its demographic characteristics. Steps in this process involve a review of data regarding the City's population base as defined in the latest census, ESRI Tapestry Dataset, and the American Community Survey (ACS).

Detailed demographic data regarding such variables as age, ethnicity, household size, and income as well as special populations which may require specialized or disproportionate services and programming, such as seniors, teens, pre-schoolers, second-language learners, individuals with disabilities, military families and veterans will be analyzed in order to identify unique populations for use in the demand analysis. Special attention will be given to any sub-groups of the population that show unusual trends of change.



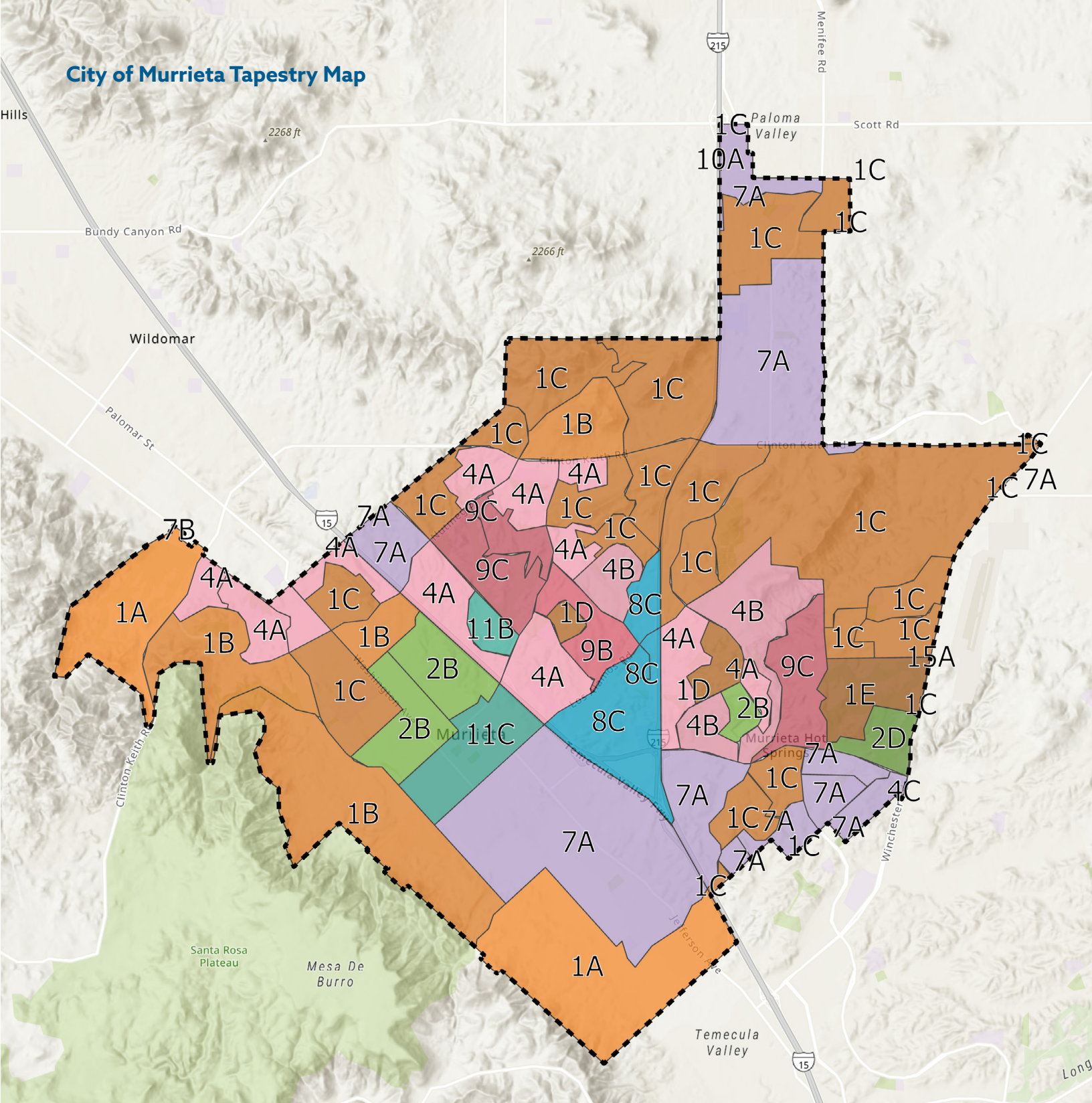
Tool 5 Local Trends Analysis

Recreation is as broadly defined as the number of communities across in the US today. Geography, climate, and culture all impact what recreation activities take place. RJM will research trends and issues relevant to your region identifying potential recreation influences in neighboring communities. This analysis will not be the soul source for developing recommendations but provide valuable insight into potential regional influences and how they may impact local demand.



Understanding **who** the community is and **where** they recreate is vital to the development of a successful road map for the future.

City of Murrieta Tapestry Map



Murrieta_Tapestry		
	10A Southern Satellites	
	11B Young and Restless	
	11C Metro Fusion	
	15A Unclassified	
	1A Top Tier	
	1B Professional Pride	
	1C Boomburbs	
	1D Savvy Suburbanites	
	1E Exurbanites	
	2B Pleasantville	
	2D Enterprising Professionals	
	4A Workday Drive	
	4B Home Improvement	
	4C Middleburg	
	7A Up and Coming Families	
	7B Urban Villages	
	8C Bright Young Professionals	
	9B Golden Years	
	9C The Elders	

Phase II - Existing Conditions Analysis continued

Tool 6 Custom Park Standards Calculations (CPSC's)

RJM will prepare and conduct a Sports Organization Specific ESRI Online Survey. The survey is specifically designed to collect valuable information regarding facility usage, team size, recreation seasonality, and player volume that is key to calculating the city's local demand for sports facilities. The results will be tabulated and used to verify and update the participation rates in selected sports for use in the demand analysis and calculation of the City's local community parks standard. This standard will represent the unique local demand not just a national averaged benchmark.

Considering the current inventory of recreation facilities, we will identify surpluses and deficiencies in existing parks and recreation-related facilities to serve the community as it exists now and with projections to 2033. One of the primary advantages to this methodology for determining need is that it provides a quantitative, unbiased evaluation of the surpluses and deficits in the City's parks and recreation facilities, both currently and in the future.



"The 2022 NRPA Agency Performance Review does not include "national standards," nor do the benchmarks represent any sort of standards against which every park and recreation agency should measure itself.

The reason for this is simple: there is not a single set of standards for parks and recreation because different agencies serve different communities that have unique needs, desires, and challenges. Agencies also have diverse funding mechanisms."

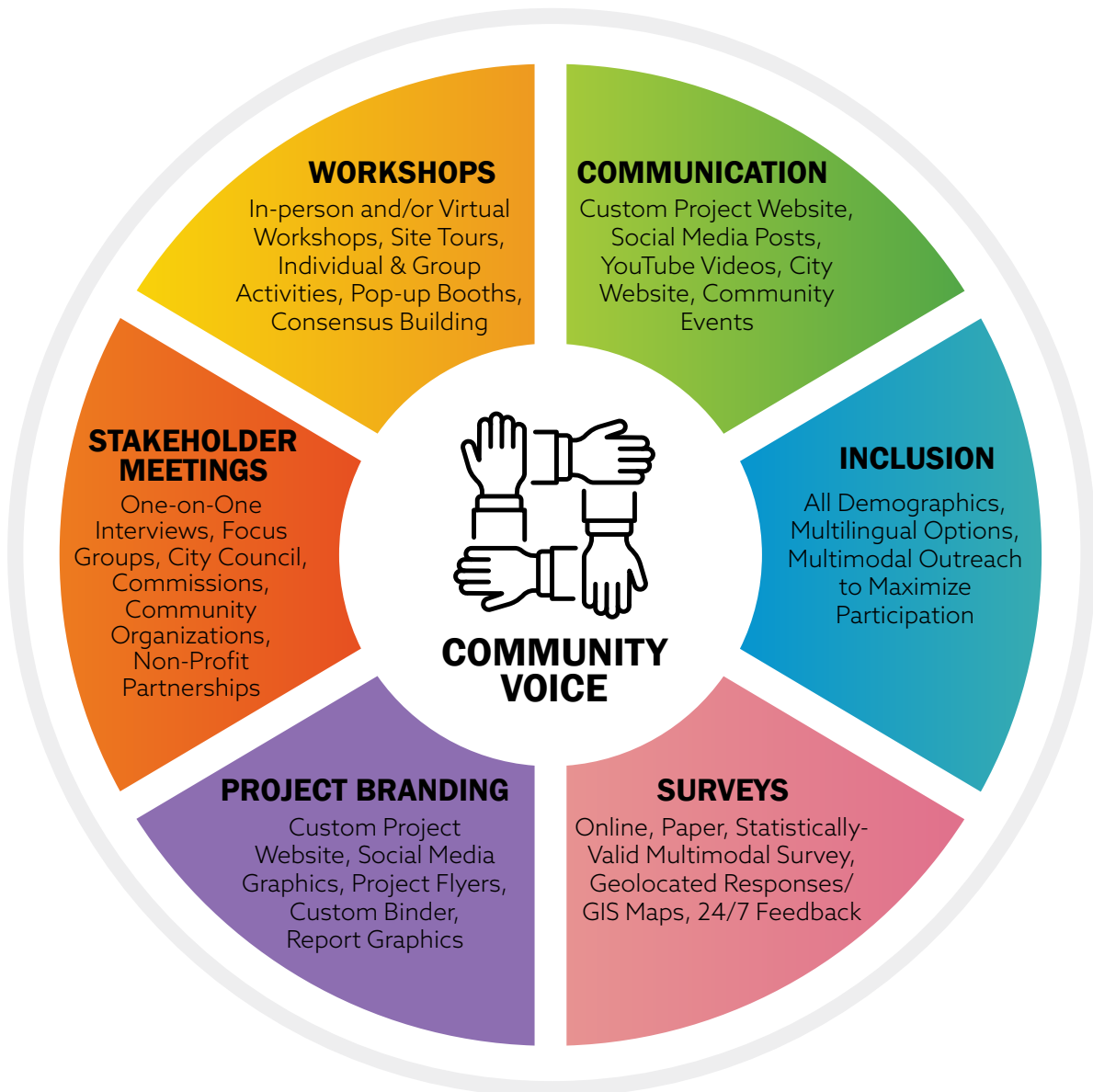
- 2022 NRPA Agency Performance Review

Phase III - Public Outreach and Engagement



Tool 7 Community Engagement

Your most robust tool is the ability to reach out to your community in a meaningful two-way dialogue. Find out what, where, and how your community recreates. Over the years technology has changed and so has the trend in which community residents communicate. There is no one prescriptive method that is a catch all for any community. Community input no longer rests on a one-night workshop. People take part in surveys and feedback sessions when it is convenient with their schedules. We engage the entire community and not just a handful of special interests through the following outreach elements:

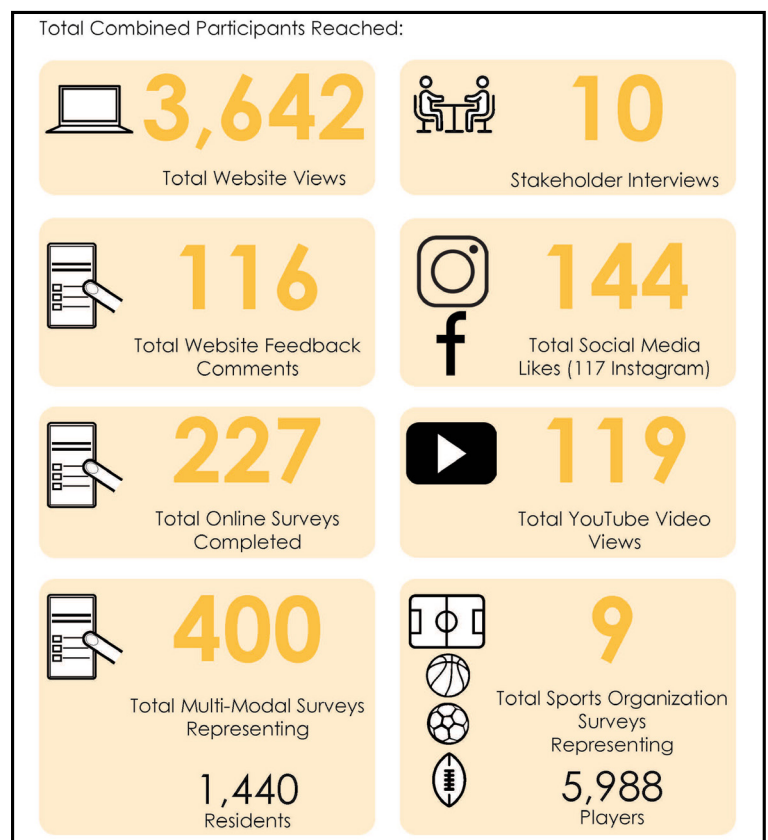




Phase III - Public Outreach and Engagement continued

Website Development

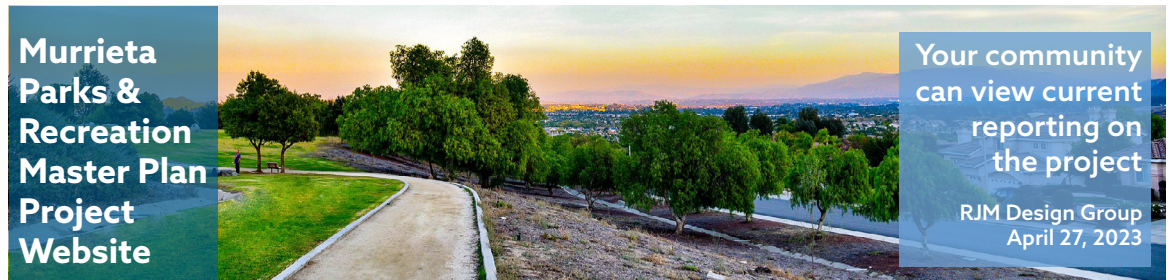
RJM will develop a project website in the ESRI story map platform where the community can learn about the project, understand the extent of planning considerations, and provide feedback. This website will be a hub for community collaboration and meaningful two-way feedback. This continuous public dialogue will ensure maximum opportunity for all community members to become informed and involved in the development of the Parks and Recreation Master Plan. As each of the following outreach efforts are completed, the results will be posted. This method enables continued community involvement for the life of the project. At any point during the project the community can provide direct comments via a "Feedback" button on the website. As feedback is recorded it will be reviewed and shared with the project team. To promote project branding and ease of community engagement, our team has purchased the domain MurrietaMasterPlan.com for the project website.



Sample of Community Engagement Outreach Participant Totals (City of Carson)



**Murrieta
Parks &
Recreation
Master Plan
Project
Website**



**Your community
can view current
reporting on
the project**

**RJM Design Group
April 27, 2023**

Scan the QR code or go to MurrietaMasterPlan.com to see a project website sample.

Phase III - Public Outreach and Engagement *continued*

Stakeholder Interviews

Soliciting the attitudes and perceived needs of community stakeholders is an essential element for a successful Master Plan. Often involved in the front lines of community recreation support and programming, stakeholders have a unique understanding of community desires. One-on-one interviews will be conducted with selected key stakeholders such as members of the City Council, Commissioners, City Manager's Office, School District representatives, and/or community leaders. Estimate twelve (12) interviews to be conducted via online virtual meetings.

Community Workshops

Since 2020, we have seen an increase in community participation using virtual workshop methods, such as an online commencement video and online surveys available on the project website. The community now has the choice to participate in community workshops in person or virtually on their own schedule. Each "in person" community consensus building workshop includes a two (2) hour session, inclusive, for up to fifty (50) participants. Each online survey includes summarizing up to (300) responses. We propose to work closely with City Staff to organize and further define the approach to be used in this process. City to provide and manage all PPP requirements as mandated by the CDC and state of California. We will coordinate with City staff for the promotion of the workshops, scheduling, and the provision of staff to assist with the workshops. Our workshop methodology is designed to arrive at consensus regarding the priorities perceived by the public for improvements to the parks, recreation facilities, programs, and services.



Workshop No. 1

The first workshop will solicit community input on the characteristics, issues, and trends the City is currently facing. An online survey will also be available for residents that are unable to attend the workshop and will be active for (2) two weeks. The information gathered will be used identify key ideas and desires to be explored in the future surveys and outreach efforts.

Workshop No. 2

The second workshop will focus on parks, facilities, and programming needs. This workshop will begin with a presentation illustrating the results of past efforts and soliciting further information on the prioritization of the desired recreation improvements. This workshop will also promote an online survey option. The online survey will stay live for (2) two weeks allowing all community members to take part at their own pace.

Workshop No. 3

The final community outreach event will involve sharing all the past outreach results as well as the facility and program prioritization survey summary. At the conclusion of the presentation our team will host online survey will also be available for residents that are unable to attend the workshop and will be active for (2) two weeks for residents to weigh in on the list of community needs identified throughout the process.

Phase III - Public Outreach and Engagement *continued*

We will also make paper copies of the survey available for distribution at City Hall and other locations as requested. Paper surveys will be collected, and data entered by City staff to be counted with online survey responses.

Each workshop also includes a 5-10 minute commencement video that replicates the in-person presentation. The commencement video is made available on the project website for community members unable to attend the in-person events.

Statistically-Valid, Multimodal Community Survey

To ensure that the Parks and Recreation Master Plan is representative of the needs, priorities and concerns of all residents in the City (not just those who actively participate in the stakeholder interviews, workshops, community meetings, or advisory committees) we recommend conducting a statistically reliable survey as part of the public outreach and engagement program.

After selecting households at random using a stratified design, the survey will be administered using a multimodal approach including multiple recruiting methods (mail, email and telephone) and data collection methods (telephone and password-protected online surveys) to ensure a balanced, representative sample that reflects the full diversity of the City's resident population. Using a multimodal approach will ensure a higher participation rate, reduce response bias, better capture the opinions of traditionally hard-to-reach subgroups, and ultimately deliver more reliable data than relying on a single-mode approach (i.e. telephone only). Our online survey platform is compliant with Federal Section 508 (and WCAG guidelines) which ensures accessibility by people with disabilities.

English and Spanish are included, and we place no limit on Spanish language responses. We initiate all interviewing calls with live-US based interviewers in English and switch to Spanish only upon request or when a clear language communication issue presents itself. We take data integrity and privacy seriously. All client materials are hosted in a secure digital cloud environment. We use 256-bit Advanced Encryption Security to keep your data and the data of your residents secure. This is the same level of encryption used by the U.S. Government.

Social Media / Project Branding Kit

To maximize community participation our team will develop content and promotional materials for the project including flyers, website and social media content, and handouts that will visually unify all project outreach efforts. Our team will develop large format project posters for display on site and throughout various community center facilities, social media graphics for easy posting, sponsored social media ads on Facebook and Instagram, project branded flyers and QR codes will tie directly into the project website. Digital media developed by RJM throughout the project will be sized and made available for posting by the City's account administrators. Project updates, workshop notifications and invitations will be coordinated in advance of the actual meetings. This outreach will inform users of the project's intent, timing, proposed meeting dates and project updates. Upon city request RJM will print materials and ship them to the city. All printing and shipping will be billed against the reimbursable allowance.

Community Pop-up Events

Capitalizing on already popular City events, our team will work with the City to make paper and online surveys available to capture user input for the development of the master plan. RJM will develop infographic posters and materials to inform the community about the Master Plan process and solicit involvement through a dedicated survey or unscripted feedback, ensuring every voice has a chance to provide input. City is responsible to host a booth and provide staffing during the event.

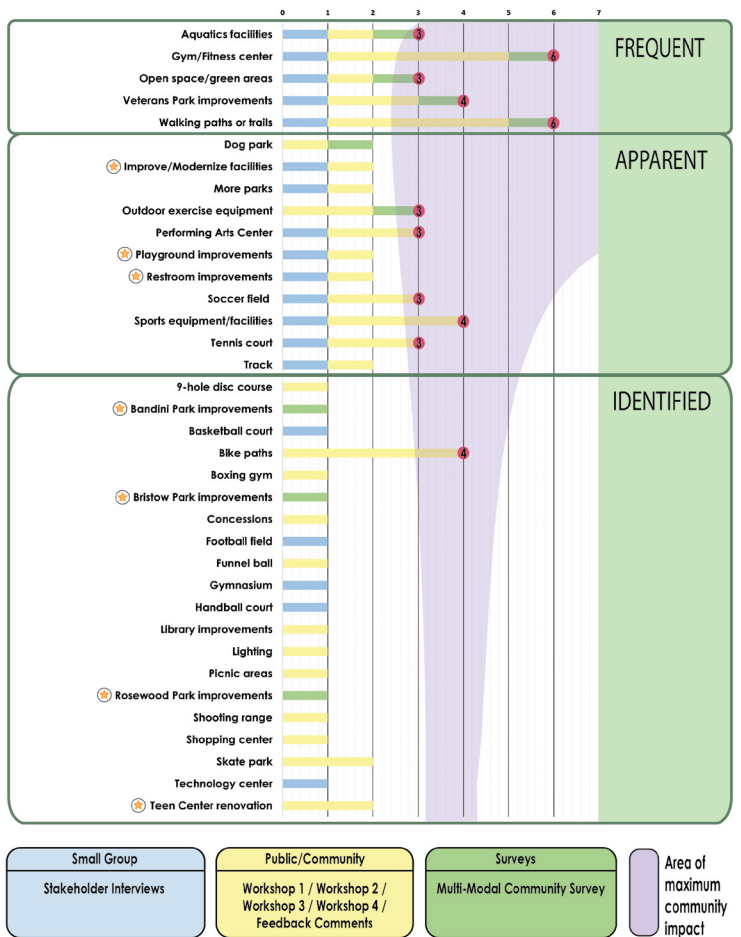
Phase IV - Needs Analysis and Recommendations



Tool 8 Community Needs Assessment

The strength of the Parks and Recreation Master Plan will largely rest on the successful outreach efforts and thorough analysis of the results. The assessment will not only convey the results among residents as a whole, it will also detail how the results vary across important subgroups of residents such as age, gender, location within the City, presence of children in the home, as well as length of residence and other factors. Using the ESRI Tapestry community dataset RJM can analyze the micro demographics to determine not just priority of recommendations but the impact on the location of the recommendations as well.

Each of the community engagement strategies employed will be analyzed and combined into a single engagement needs matrix graphic. This graphic will illustrate the community needs that have the most significant impact as well as other trending recreation desires among the community.



Sample of Community Needs Prioritization Graphic



Tool 9 Recommendations and CIP

RJM will provide a complete recommendation action plan outlining the park infrastructure improvements required to meet the needs of the community. Recommendations will be based on research and documented community needs. Specific recommendations may include park and recreation features such as additions, renovations, redevelopments, replacements, decommissioning, maintenance, and improvements of proposed parks, playgrounds, shelters, sports courts, parking lots, and turf reduction.

After the facility needs, community priorities, and public consensus are defined, we will discuss and evaluate with City Staff the short-term, intermediate, and long-term opportunities to create new community recreation facilities. This may include evaluation of areas such as drainage or flood control sites, vacant land, or reuse of existing park land as well as potential new or enhanced partnerships to maximize the communities existing resources.

Consultant shall further refine the list to create a 10-year priority CIP Plan and a detailed implementation schedule for first 5 years, including priority projects. The plan shall take into account immediate and long-range budget projections, planning staffing needs and operational resources.

Phase V - Management, O&M, and Financial Analysis



Tool 10 Policy Review and Recommendations

The purpose of this task is to provide, recommend, and establish coordination between the Parks Master Plan and the City's General Plan. This will include proposed modifications, amendments, or revisions to the General Plan.

The Consultant shall review the City's planning and development ordinances pertinent to parks development issues; propose amendments and/or new ordinances as needed to accomplish parks development goals and objectives.

Analyze current facility usage policies and fees for consistency, relevance, and effectiveness. The Consultant will develop an overall operational assessment for efficiencies and best management practices that can be employed to guide the organization including an analysis and identification of core recreation services, effective resource allocation, cost recovery, and pricing strategies that take into consideration community wide benefits vs. individual benefits. Recommended broad strategies for improvement or elevation of current operations to a best practice level will be presented that will apply to:

- Pricing strategies for facilities and programs
- Staffing standards for recreation services used by the community
- Inventory of potential community partnerships and outside providers



Tool 11 Operations and Maintenance Plan

Prepare an Operation and Maintenance plan for the parks and recreation buildings maintained by the City. The plan will identify routine and preventative maintenance schedules/programs, work management, asset lifecycle management, and performance measurements. The Operation and Maintenance Plan will include maintenance specifications and a proposed scope of work for park maintenance including a schedule of park maintenance services.

Consultant shall provide an evaluation of current staffing levels and organizational structure based upon the existing department and potential growth with the development of this master plan. An evaluation and analysis of current management and operations practices will be provided, giving specific attention to parks maintenance and staffing (consideration should be given to contract maintenance vs. in-house staffing) with recommendations pertinent to future growth of parklands, buildings and facilities, and related services.

Operations and Maintenance Plan will propose the development and operation of a sustainable park system for the City, identifying a vision, goals, and objectives for a park system that addresses environmental and economic sustainability. Recommendations can be prepared for specific sustainability practices for both new and rehabilitation projects, including ongoing sustainable operation and maintenance practices for incorporation into future bid requirements for maintenance suppliers, as well as design and construction guidelines for proposed new projects or project improvements that address environmental and economic sustainability goals.

Propose cost-effective funding levels necessary to adequately sustain quality, safe, and cost-effective maintenance operations and practices and sustain recommended levels of maintenance and service.



Tool 12 Financial Plan Review and Recommendations

The Consultant will conduct an analysis of existing financial plans developing a Financial Plan with recommendations applicable to addressing the updated financial needs and priorities for the City. Review and discuss existing funding mechanisms and cost recovery practices for recreation programs and services; and recommend appropriate levels of cost recovery through fees. Recommendations should balance cost recovery with issues of affordability.

Provide a thorough analysis of existing funding practices, sources of funds including user fees and impact fees, and funding levels for parks, recreation, community service facilities and programs. Identify new or alternative sources of funds that might reasonably be developed to supplement existing funding methods and identify new funding practices that might present long-term funding stability.

Phase VI - Report Development



Tool 13 Report Development and Presentations

Master Plan Report Development

The draft report will summarize all information gathered in inventory tasks, analysis, funding opportunities, phasing, community priorities and other data as appropriate. Recommend levels of recreation and park facilities shall be presented graphically and demonstrate distribution of service and opportunity.

Following a City Staff review, RJM will conduct a virtual meeting with City Staff to review and discuss refinements to the draft report. Upon receipt of one set of non-conflicting comments from the City, we will revise the document. The RJM Team will then incorporate City refinements and submit the Second Draft for staff review. Once the Second Draft has been reviewed and non-conflicting comments are received, a final Draft will be developed and formatted for delivery. All original detailed research and summary reports will be cataloged in an Appendix Document.

Public Meetings and Presentations

RJM will prepare a PowerPoint presentation summarizing the Final Report and present the final draft Master Plan to the City Council for review, comment, and final direction. Included in this proposal is in person attendance at one Parks and Recreation Commission Meeting and one City Council meeting.

Project Schedule – Parks & Recreation Master Plan Update

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Phase I: Project Management (Tool 1)												
Tool 1: Scalable Project Management	○	●	●	●	●	●	●	●	●	●	●	
Phase II: Existing Conditions Analysis (Tool 2 - 5)												
Tool 2: Existing Documentation Review												
Tool 3: Inventory of Parks, Facilities, and Programs												
Tool 4: Demographic Assessment												
Tool 5: Local Trends												
Tool 6: Custom Park Standards Calculations												
Phase III: Public Outreach and Engagement (Tool 7)												
Project Website Development												
Stakeholder Interviews												
Workshop ONE												
Workshop TWO												
Workshop THREE												
Statistically-Valid Multimodal Community Survey												
Phase IV: Needs Analysis and Recommendations (Tool 8- 9)												
Tool 8: Community Needs Assessment												
Tool 9: Recommendations & CIP												
Phase V: O & M, Policy, and Funding Analysis (Tool 10 - 12)												
Tool 10: Policy Review and Recommendations												
Tool 11: Operations and Maintenance Plan												
Tool 12: Financial Plan Review and Recommendations												
Phase VI: Report Development (Tool 13)												
Tool 13: Report Development and Documentation												

- M Month
- Kick Off Meeting (In-Person)
- Project Review Meeting (Virtual)
- ▲ Presentations (In-Person)

Project Approach – Trails Master Plan

Trails Master Plan – Project Approach Overview & Deliverables

We have developed the following approach with five overall phases. Phase I outlines the project management and meetings for the duration of the project. Phase II will focus on updating the existing conditions of Murrieta’s trail system. Phase III will encompass our community outreach tools including RJM’s innovative online virtual and/or in person meetings, project website, and community feedback. Phase IV will include a review of all the community data collected and prepare a meaningful analysis that will support future trail planning. Lastly, Phase V will be a summary of research, in an easy to read document, illustrating the Trails Master Plan for the City of Murrieta.

Some of the tools overlap with the Parks and Recreation Master Plan Update and can be combined to be more economically efficient. Those tasks are identified as a ‘SHARED TOOL’.

Phase Name	Tool	Deliverables
Phase I: Project Management	Tool 1: Scalable Project Management	<ul style="list-style-type: none"> ▶ Project schedule ▶ Monthly virtual meetings ▶ Online resource FTP site
Phase II: Existing Conditions Analysis	Tool 2: Existing Documentation Review Tool 3: Trails Inventory and Assessment Tool 4: Demographic Assessment (SHARED TOOL)	<ul style="list-style-type: none"> ▶ Existing documents summary ▶ Draft and Final Existing Trail Conditions Technical Memorandum. ▶ GIS Shapefiles of existing trails, access points, and parking facilities. ▶ Raw Trail Usage Data provided in the native file format provided by the data collection vendor. ▶ Demographic assessment summary
Phase III: Public Outreach and Engagement	Tool 5: Community Engagement	<ul style="list-style-type: none"> ▶ Website development and updates ▶ Workshop summaries ▶ Stakeholder interviews summary ▶ Multimodal survey and report (SHARED TOOL) ▶ Social Media / Project Branding Kit
Phase IV: Trail Recommendations	Tool 6: Community Needs Assessment Tool 7: Trail Recommendations Tool 8: Trail Implementation	<ul style="list-style-type: none"> ▶ Community needs assessment and prioritization matrix ▶ GIS mapping of community needs ▶ “Cut Sheets” with call-outs identifying potential improvements for existing trails. One cut-sheet per trail (16 total) ▶ Map of existing and proposed future trails ▶ Project list matrix with planning level cost estimate ranges and prioritization criteria ▶ Technical memorandum documenting the project list, prioritization framework, prioritization results, and potential funding sources.
Phase VI: Report Development	Tool 9: Report Development and Presentations	<ul style="list-style-type: none"> ▶ Appendix Document ▶ Powerpoint presentations ▶ Final Draft Report ▶ Final Report

Scope of Services – Trails Master Plan


Phase I: Project Management

 **Tool 1**
Scalable Project Management

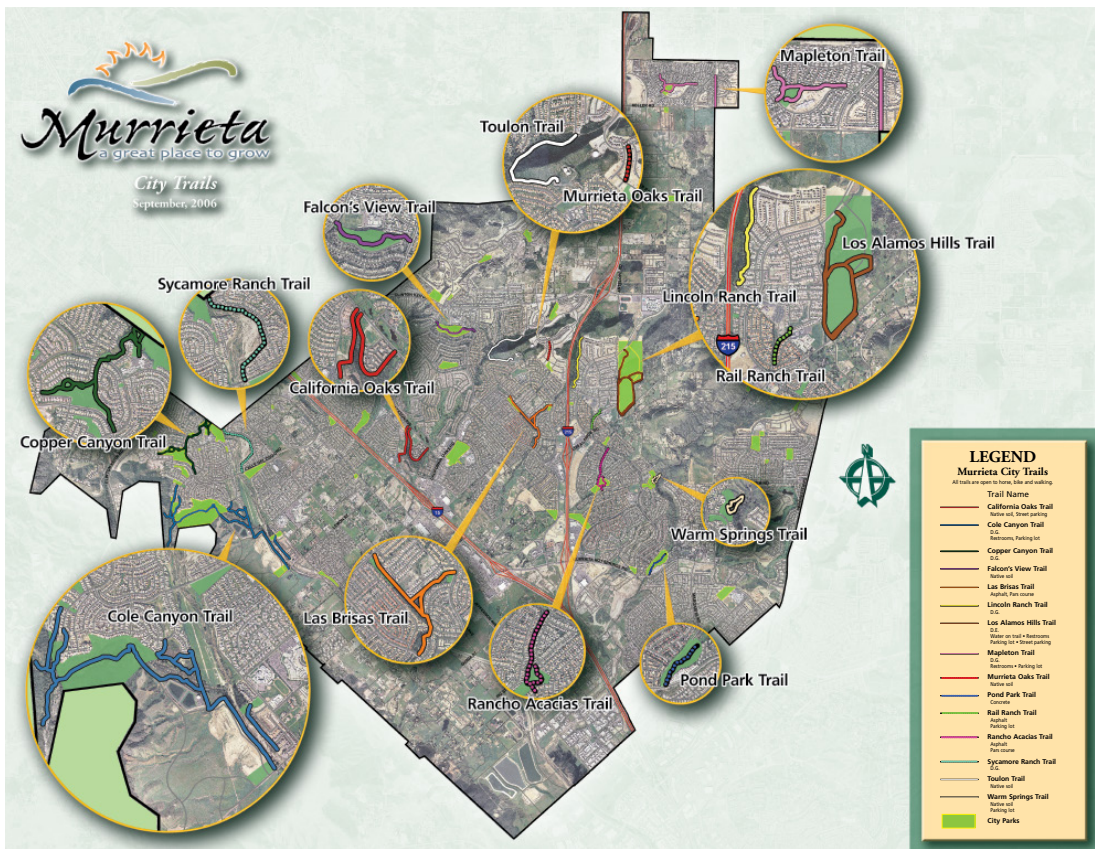
Clear communication is critical in any endeavor. RJM will hold regular virtual meetings with the City monthly to review progress, present information, and recommend direction throughout the project. These virtual meetings enable strong team collaboration and unity in decision making as the project develops.

Additionally, a project team online resource FTP site will allow for easy file access and document review for all team members. This will ensure everyone has access to the latest reports, and graphic illustrations available eliminating the “wait” for consultants to gather and report back.

Phase II - Existing Conditions Analysis

 **Tool 2**
Existing Documentation Review

Provide a summary of each document and how the document relates to trails planning in the City. Additionally, we will provide a summary of current practices for trail master plan development and provide a summary of trail planning resources.



Source: www.MurrietaCA.gov



Tool 3 Trails Inventory and Assessment

Perform an existing conditions assessment that documents each City trail's general characteristics such as: surface material, surface condition, general width (note that this will be provided generally as a range and will not be a detailed trail width assessment along the entire trail length), description of trailheads/access points, parking presence and parking conditions at trail access points, and identification of where trails cross a roadway with crossing design characteristics. Existing conditions data will be collected in the field and through aerial mapping review. There are approximately 23 miles of City trails shown on the City Parks and Trails Maps (including the 8.1 mile Rancho Los Alamos Trail System) and our scope includes ten (10) miles of field review (walking the trails). The data collection will start with aerial mapping review. The trail locations for the ten (10) miles of field review will be determined based on where the data is difficult to collect in the aerial review and through coordination with City staff.

A GIS layer of existing trails, access points, and parking facilities will be developed that includes trail characteristic metadata and photographs from the field review.

In addition, we will document the observed trail user characteristics. Our expectation is that most trail users are on on-foot/walking; however, we expect that some trails include bicycle use and equestrian use. We will work with the City to understand the extent that e-bikes/e-mountain bikes are being used on the trails and if the interaction is resulting in user concerns.

We will collect trail usage data for up to five (5) trails (single location at the primary trail entrance). The data will be collected using a data collection vendor that utilizes video data collection technology. The counts will be conducted for four (4) consecutive days including weekday and weekend days.



Cole Canyon Trail | Murrieta, CA
Source: www.alltrails.com

Phase II - Existing Conditions Analysis *continued*



Tool 4
Demographic Assessment

(SHARED TOOL WITH PARKS AND RECREATION MASTER PLAN UPDATE)

Phase III - Public Outreach and Engagement

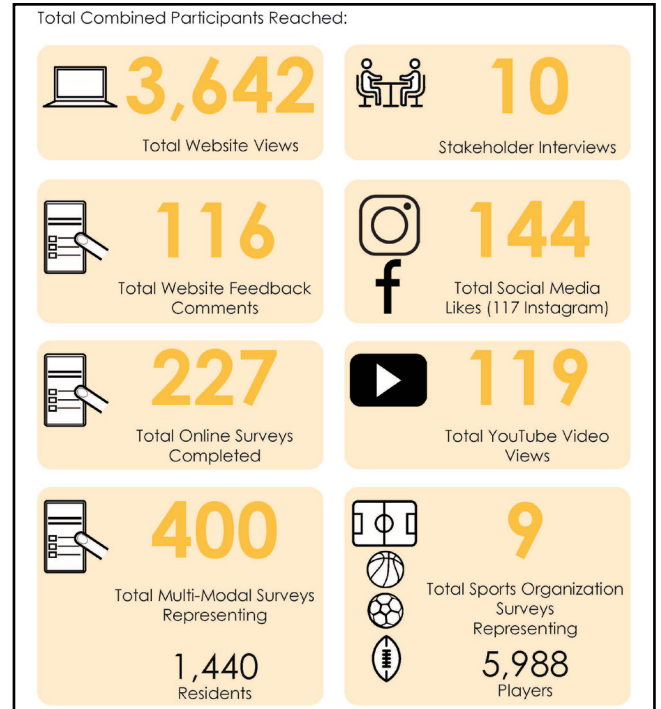


Tool 5
Community Engagement

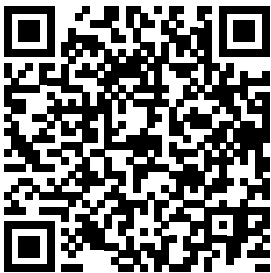
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Sample of Community Engagement Outreach Participant Totals (City of Carson)



Murrieta Trails Master Plan Project Website



Your community can view current reporting on the project

RJM Design Group
April 27, 2023

Scan the QR code or go to <https://arcg.is/1bbiCS0> to see a project website sample.

Phase III - Public Outreach and Engagement *continued*

Stakeholder Interviews

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Workshop No. 1

The first workshop will solicit community input on the existing trails and trail features. An online survey will also be available for residents that are unable to attend the workshop and will be active for (2) two weeks. The information gathered will be used identify key ideas and desires to be explored in the future surveys and outreach efforts.

Workshop No. 2

The second workshop will focus on trail needs. This workshop will begin with a presentation illustrating the results of past efforts and soliciting further information on the prioritization of the desired trail improvements. This workshop will also promote an online survey option. The online survey will stay live for (2) two weeks allowing all community members to take part at their own pace.

Workshop No. 3

The final community outreach event will involve sharing all the past outreach results as well as a trail prioritization survey summary. At the conclusion of the presentation our team will host online survey will also be available for residents that are unable to attend the workshop and will be active for (2) two weeks for residents to weigh in on the list of community needs identified throughout the process.

Phase III - Public Outreach and Engagement *continued*

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Statistically-Valid, Multimodal Community Survey

(SHARED TOOL WITH PARKS AND RECREATION MASTER PLAN UPDATE)

Social Media / Project Branding Kit

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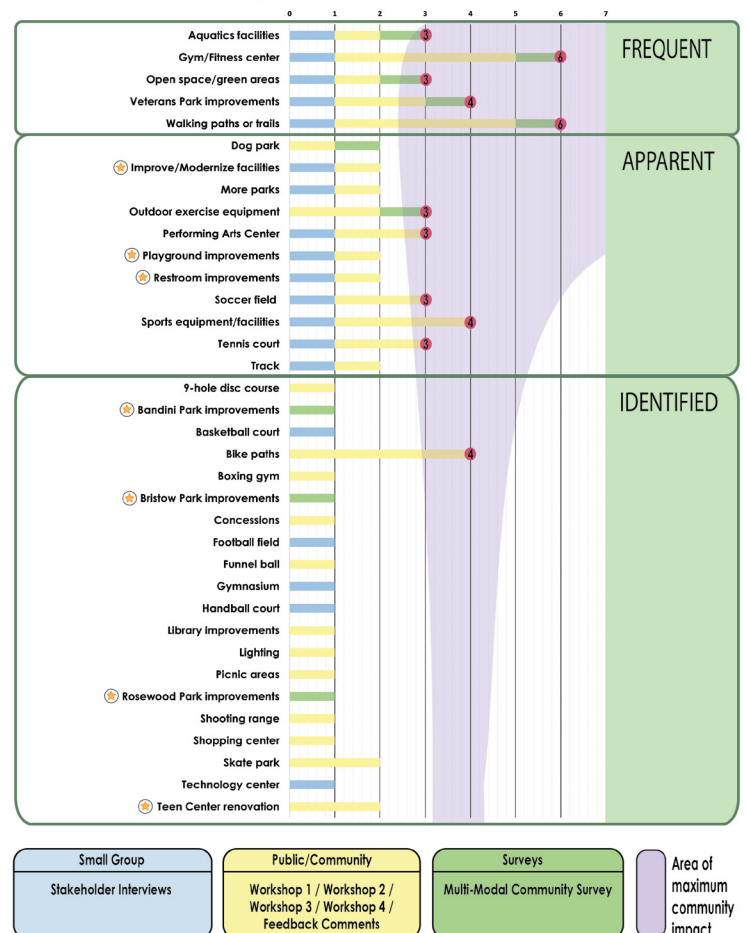
Phase IV - Needs Analysis and Recommendations



Tool 6 Community Needs Assessment

The strength of the Trails Master Plan will largely rest on the successful outreach efforts and thorough analysis of the results. The assessment will not only convey the results among residents as a whole, it will also detail how the results vary across important subgroups of residents such as age, gender, location within the City, presence of children in the home, as well as length of residence and other factors. Using the ESRI Tapestry community dataset RJM can analyze the micro demographics to determine not just priority of recommendations but the impact on the location of the recommendations as well.

Each of the community engagement strategies employed will be analyzed and combined into a single engagement needs matrix graphic. This graphic will illustrate the community needs that have the most significant impact as well as other trending recreation desires among the community.



Sample of Community Needs Prioritization Graphic

Phase IV - Needs Analysis and Recommendations



Tool 7 Trail Recommendations

Develop proposed trail improvements. Two categories of improvements will be identified:

1. Improvements to existing trails
2. Future trail connections

Improvements to existing trails will be identified based on the data collected during the existing trails inventory and assessment and community input collected by RJM Design Group through surveys and other outreach events. The trail improvements will identify projects that enhance the experience using existing trails. The types of improvements that will be identified are enhancements to roadway trail crossings (such as marked crossings and traffic control devices), opportunities to provide greater access to a trail (such as installing a gate connecting to a planned community or closing a sidewalk gap leading to a trail) to encourage the nearby community to access the trail via walking or bicycling, and identifying opportunities to enhance trail parking.

The following items will be used to assist with developing future trail improvements or connections:

- City's General Plan – Section 5: Circulation Element – Exhibit 5-4 showing the proposed trails and bikeways
- Murrieta Creek Regional Trail (MCRT) Plan
- Murrieta's Interim Trail (MCRT)
- Demographic and Land Use data
- Community input
- Opportunities to connect with and supplement the roadway bicycle and pedestrian network.

We will utilize GIS shapefile demographic and land use information to understand future land use conditions that may influence use of trails. Data will be supplemented with transportation and land use data from the Riverside County travel demand model (which contains information such as existing and future land use information, traffic volumes, roadway characteristics, etc.) The data will be used to perform GIS analysis to map existing population and employment density and community land uses such as schools, parks, community centers, etc.

Review opportunities for additional/expanded trails in open space areas or along public rights of way. These opportunities will be based on the community input and historical knowledge from City staff.

Note that this scope does not include topographic or detailed trails alignment analysis. Future trails will be shown in their approximate alignment and are expected to be studied in detail as part of their implementation.



Tool 8 Trail Implementation

Create a matrix of trail improvement projects and planning level cost ranges using the existing trail improvements cut-sheets and the proposed future trails maps. A set of criteria will be developed through coordination with City Staff to prioritize the project list. The criteria could include criteria such as community support, equity, gap closure, safety enhancement, etc. The project list will be prioritized and sorted into near-term, mid-term, and long-term projects. Identify funding sources, focusing on near and mid-term improvements.

Phase VI - Report Development



Tool 9 Report Development and Presentations

Master Plan Report Development

The draft report will summarize all information gathered in inventory tasks, analysis, funding opportunities, phasing, community priorities and other data as appropriate. Recommend levels of recreation and park facilities shall be presented graphically and demonstrate distribution of service and opportunity.

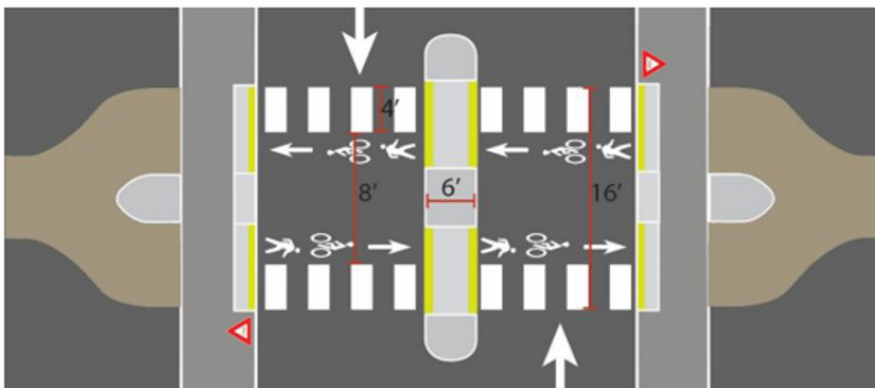
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Public Meetings and Presentations

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Tool 10 - Trail Standards (Optional)

Create trail standards that provide guidance on trail width, connections, street crossings. Develop a set of guidelines for selecting the appropriate treatment where trails interface with roadways. This will include a decision-making flow chart and toolbox of treatments. Some sample guidelines images are shown below.



Concept A-1: Signing and striping only trail crossing

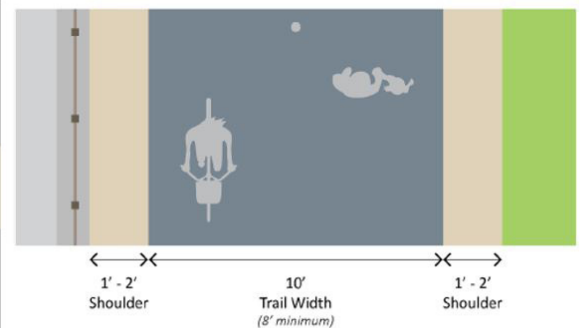


Figure 4-1: Proposed Class I Multi-Use Trail Standard

Project Schedule – Trails Master Plan Concurrent Schedule with Parks & Recreation Master Plan Update

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Phase I: Project Management (Tool 1)												
Tool 1: Scalable Project Management	○	●	●	●	●	●	●	●	●	●	●	
Phase II: Existing Conditions Analysis (Tool 2 - 4)												
Tool 2: Existing Documentation Review												
Tool 3: Trail Inventory and Assessment												
Tool 4: Demographic Assessment												
Phase III: Public Outreach and Engagement (Tool 5)												
Project Website Development												
Stakeholder Interviews												
Workshop ONE												
Workshop TWO												
Workshop THREE												
Statistically-Valid Multimodal Community Survey												
Phase IV: Needs Analysis and Recommendations (Tool 8- 9)												
Tool 6: Community Needs Assessment												
Tool 7: Trail Recommendations												
Tool 8: Trail Implementation												
Phase VI: Report Development (Tool 13)												
Tool 9: Report Development and Documentation												

- M Month
- Kick Off Meeting (In-Person)
- Project Review Meeting (Virtual)
- ▲ Presentations (In-Person)

Cost Estimate – Parks & Recreation Master Plan Update

It is the objective of our Team to provide the most comprehensive, yet efficient, approach to the development of the City of Murrieta Parks and Recreation Master Plan Update. This fee includes all costs to be incurred by RJM Design Group, Inc. Fees for the work are as follows:

<u>Phase/Task</u>	<u>Fee</u>
PHASE I - Project Management	
Tool 1 - Scalable Project Management	\$9,900.00
PHASE II - Existing Conditions Analysis	
Tool 2 - Existing Documentation Review	\$5,725.00
Tool 3 - Inventory of Parks, Facilities and Programs	\$14,160.00
Tool 4 - Demographic Assessment	\$4,000.00
Tool 5 - Local Trends Analysis	\$5,200.00
Tool 6 - Custom Park Standards Calculation (CPSC's)	\$9,550.00
PHASE III - Community Outreach and Engagement	
Tool 7 - Community Engagement	
Project Website Development & Updates	\$8,000.00
Stakeholder Interviews	\$10,675.00
Workshop #1 - Scoping Session	\$9,050.00
Workshop #2 - Program / Facility Needs	\$9,050.00
Workshop #3 - Prioritization	\$9,050.00
Statistically Valid Multimodal Survey	\$36,250.00
Social Media / Branding Kit	\$3,650.00
PHASE IV - Needs Summary and Recommendations	
Tool 8 - Community Needs Assessment	\$5,825.00
Tool 9 - Recommendations and CIP	\$8,425.00
PHASE V - Management, O & M, and Financial Recommendations	
Tool 10 - General Plan & Policy Review	\$5,050.00
Tool 11 - Operations & Maintenance Plan	\$7,400.00
Tool 12 - Financial Plan Review & Recommendations	\$8,375.00
PHASE VI - Report Development	
Tool 13 - Draft Master Plan Report Development	\$16,200.00
Final Master Plan Report	\$7,575.00
Public Meetings and Presentations	\$6,460.00
Reimbursable Allowance	\$10,000.00
Total Project Fee*:	\$209,570.00

*This fee summary represents our current understanding of the project scope and complexity.

The scope of work and associated fees are subject to refinement at Client's request. We have developed the scope and fee for this project to be as inclusive as possible. We would be happy to meet with the City to review the fees and make any modifications necessary to better match the available budget.

Cost Estimate – Parks & Recreation Master Plan Update (continued)

CITY OF MURRIETA Parks and Recreation Master Plan Update Hourly Fee Spreadsheet

Task Description	LEAD CONSULTANT								SUBCONSULTANT		PHASE FEE TOTALS
	RJM Design Group, Inc.								True North Research		
	Principal		Senior Associate		Project Manager		Job Captain		Statistically Valid Survey		
	Hourly Rate		\$210		\$175		\$155		\$140		
	Hours	Amount	Hours	Amount	Hours	Amount	Hours	Amount	Hours	Fees	
PHASE I - PROJECT MANAGEMENT											
Tool 1 - Scalable Project Management	25	\$5,250	0	\$0	30	\$4,650	0	\$0			\$9,900
PHASE I - SUBTOTALS	25	\$5,250	0	\$0	30	\$4,650	0	\$0	0	\$0	
PHASE I - TOTAL FEES				\$9,900						\$0	\$9,900
PHASE II - EXISTING CONDITIONS ANALYSIS											
Tool 2 - Existing Documentation Review	10	\$2,100	3	\$525	20	\$3,100	0	\$0			\$5,725
Tool 3 - Inventory of Parks, Facilities and Programs	6	\$1,260	40	\$7,000	20	\$3,100	20	\$2,800			\$14,160
Tool 4 - Demographic Assessment	5	\$1,050	0	\$0	10	\$1,550	10	\$1,400			\$4,000
Tool 5 - Local Trends Analysis	10	\$2,100	0	\$0	20	\$3,100	0	\$0			\$5,200
Tool 6 - CPSC's	10	\$2,100	0	\$0	30	\$4,650	20	\$2,800			\$9,550
PHASE II - SUBTOTALS	41	\$8,610	43	\$7,525	100	\$15,500	50	\$7,000	0	\$0	
PHASE II - TOTAL FEES				\$38,635						\$0	\$38,635
PHASE III - PUBLIC OUTREACH AND ENGAGEMENT											
Tool 7 - Community Engagement:											
Project Website Development & Updates	10	\$2,100	0	\$0	20	\$3,100	20	\$2,800			\$8,000
Stakeholder Interviews	15	\$3,150	0	\$0	35	\$5,425	15	\$2,100			\$10,675
Workshop #1 - Scoping Session	15	\$3,150	0	\$0	20	\$3,100	20	\$2,800			\$9,050
Workshop #2 - Program/Facility Needs	15	\$3,150	0	\$0	20	\$3,100	20	\$2,800			\$9,050
Workshop #3 - Prioritization	15	\$3,150	0	\$0	20	\$3,100	20	\$2,800			\$9,050
Statistically Valid Multimodal Survey	15	\$3,150	0	\$0	20	\$3,100	0	\$0	109	\$30,000	\$36,250
Social Media / Branding Kit	0	\$0	0	\$0	10	\$1,550	15	\$2,100			\$3,650
PHASE III - SUBTOTALS	85	\$17,850	0	\$0	145	\$22,475	110	\$15,400	109	\$30,000	\$85,725
PHASE III - TOTAL FEES				\$55,725						\$30,000	\$85,725
PHASE IV - NEEDS SUMMARY AND RECOMMENDATIONS											
Tool 8 - Community Needs Assessment	10	\$2,100	0	\$0	15	\$2,325	10	\$1,400			\$5,825
Tool 9 - Recommendations and CIP	15	\$3,150	0	\$0	25	\$3,875	10	\$1,400			\$8,425
PHASE IV - SUBTOTALS	25	\$5,250	0	\$0	40	\$6,200	20	\$2,800	0	\$0	
PHASE IV - TOTAL FEES				\$14,250						\$0	\$14,250
PHASE V - MANAGEMENT, O & M, AND FINANCIAL RECOMMENDATIONS											
Tool 10 - General Plan and Policy Review	5	\$1,050	14	\$2,450	10	\$1,550	0	\$0			\$5,050
Tool 11 - Operations and Maintenance Plan	5	\$1,050	23	\$4,025	15	\$2,325	0	\$0			\$7,400
Tool 12 - Financial Plan Review & Recommendations	5	\$1,050	33	\$5,775	10	\$1,550	0	\$0			\$8,375
PHASE V - SUBTOTALS	15	\$3,150	70	\$12,250	35	\$5,425	0	\$0	0	\$0	
PHASE V - TOTAL FEES				\$20,825						\$0	\$20,825
PHASE VI - REPORT DEVELOPMENT											
Tool 13 - Report Development and Presentations:											
Draft Master Plan Report Development	20	\$4,200	10	\$1,750	30	\$4,650	40	\$5,600			\$16,200
Final Master Plan Report	10	\$2,100	10	\$1,750	15	\$2,325	10	\$1,400			\$7,575
Public Meetings and Presentations	16	\$3,360	0	\$0	20	\$3,100	0	\$0			\$6,460
PHASE VI - SUBTOTALS	46	\$9,660	20	\$3,500	65	\$10,075	50	\$7,000	0	\$0	
PHASE VI - TOTAL FEES				\$30,235						\$0	\$30,235
COMBINED PHASE FEE TOTAL				\$169,570						\$30,000	\$199,570
Reimbursable Allowance											\$10,000
FEE GRAND TOTAL											\$209,570
The above hourly fee breakdown consists of ESTIMATES ONLY. Billings will be based on actual percentage completion of each phase per contracted fixed fee.											

Cost Estimate – Trails Master Plan

It is the objective of our Team to provide the most comprehensive, yet efficient, approach to the development of the City of Murrieta Trails Master Plan. This fee includes all costs to be incurred by RJM Design Group, Inc. Fees for the work are as follows:

<u>Phase/Task</u>	<u>Fee</u>
PHASE I - Project Management	
Tool 1 - Scalable Project Management	\$13,600.00
PHASE II - Existing Conditions Analysis	
Tool 2 - Existing Documentation Review	\$7,800.00
Tool 3 - Trail Inventory and Assessment	\$67,550.00
Tool 4 - Demographic Assessment	SHARED TOOL
PHASE III - Community Outreach and Engagement	
Tool 5 - Community Engagement	
Project Website Development & Updates	\$8,000.00
Stakeholder Interviews	SHARED TOOL
Workshop #1 - Existing Trails	\$8,210.00
Workshop #2 - Trail Needs	\$8,210.00
Workshop #3 - Prioritization	\$8,210.00
Statistically Valid Multimodal Survey	SHARED TOOL
Social Media / Branding Kit	\$3,650.00
PHASE IV - Needs Summary and Recommendations	
Tool 6 - Community Needs Assessment	\$2,945.00
Tool 7 - Trail Recommendations	\$48,975.00
Tool 8 - Trail Implementation	\$50,755.00
PHASE V - Report Development	
Tool 9 - Draft Master Plan Report Development	\$18,800.00
Final Master Plan Report	\$5,050.00
Public Meetings and Presentations	\$7,640.00
Reimbursable Allowance	\$10,000.00
Total Project Fee*:	\$269,395.00

*This fee summary represents our current understanding of the project scope and complexity.

The scope of work and associated fees are subject to refinement at Client’s request. We have developed the scope and fee for this project to be as inclusive as possible. We would be happy to meet with the City to review the fees and make any modifications necessary to better match the available budget.

OPTIONAL - BICYCLE FACILITY AND ROADWAY CROSSING DESIGN STANDARDS (\$30,000.00)

Cost Estimate – Trails Master Plan (continued)

CITY OF MURRIETA Trails Master Plan Hourly Fee Spreadsheet

Task Description	LEAD CONSULTANT								Probolsky Research		Fehr and Peers		PHASE FEE TOTALS
	RJM Design Group, Inc.								Statistically Valid Survey	Transportation Planning			
	Principal		Senior Associate		Project Manager		Job Captain						
	Hours	Amount	Hours	Amount	Hours	Amount	Hours	Amount	Hours	Fees	Hours	Fees	
Hourly Rate	\$210		\$175		\$155		\$140		\$275		\$200		
PHASE I - PROJECT MANAGEMENT													
Tool 1 - Scalable Project Management	Included in the Parks and Recreation Master Plan - Shared Tool										68	\$13,600	\$13,600
PHASE I - SUBTOTALS	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	68	\$13,600	\$13,600
PHASE I - TOTAL FEES	\$0								\$0		\$13,600		\$13,600
PHASE II - EXISTING CONDITIONS ANALYSIS													
Tool 2 - Existing Documentation Review	Included in the Parks and Recreation Master Plan - Shared Tool										39	\$7,800	\$7,800
Tool 3 - Trail Inventory and Assessment	10	\$2,100	0	\$0	20	\$3,100	0	\$0			312	\$62,350	\$67,550
Tool 4 - Demographic Assessment	Included in the Parks and Recreation Master Plan - Shared Tool												\$0
PHASE II - SUBTOTALS	10	\$2,100	0	\$0	20	\$3,100	0	\$0	0	\$0	39	\$70,150	\$75,350
PHASE II - TOTAL FEES	\$5,200								\$0		\$70,150		\$75,350
PHASE III - PUBLIC OUTREACH AND ENGAGEMENT													
Tool 5 - Community Engagement:													
Project Website Development & Updates	10	\$2,100	0	\$0	20	\$3,100	20	\$2,800					\$8,000
Stakeholder Interviews	Included in the Parks and Recreation Master Plan - Shared Tool												\$0
Workshop #1 - Existing Trails	11	\$2,310	0	\$0	20	\$3,100	20	\$2,800					\$8,210
Workshop #2 - Trail Needs	11	\$2,310	0	\$0	20	\$3,100	20	\$2,800					\$8,210
Workshop #3 - Prioritization	11	\$2,310	0	\$0	20	\$3,100	20	\$2,800					\$8,210
Statistically Valid Multimodal Survey	Included in the Parks and Recreation Master Plan - Shared Tool								Shared Tool				\$0
Social Media / Branding Kit	0	\$0	0	\$0	10	\$1,550	15	\$2,100					\$3,650
PHASE III - SUBTOTALS	43	\$9,030	0	\$0	90	\$13,950	95	\$13,300	0	\$0	0	\$0	\$36,280
PHASE III - TOTAL FEES	\$36,280								\$0		\$0		\$36,280
PHASE IV - NEEDS SUMMARY AND RECOMMENDATIONS													
Tool 6 - Community Needs Assessment	5	\$1,050	0	\$0	5	\$775	8	\$1,120					\$2,945
Tool 7 - Trail Recommendations	8	\$1,680	0	\$0	5	\$775	8	\$1,120			227	\$45,400	\$48,975
Tool 8 - Trail Implementation	8	\$1,680	0	\$0	5	\$775	5	\$700			238	\$47,600	\$50,755
PHASE IV - SUBTOTALS	21	\$4,410	0	\$0	15	\$2,325	21	\$2,940	0	\$0	465	\$93,000	\$102,675
PHASE IV - TOTAL FEES	\$9,675								\$0		\$93,000		\$102,675
PHASE V - REPORT DEVELOPMENT													
Tool 9 - Report Development and Presentations:													
Draft Master Plan Report Development	10	\$2,100	0	\$0	20	\$3,100	30	\$4,200			47	\$9,400	\$18,800
Final Master Plan Report	10	\$2,100	0	\$0	10	\$1,550	10	\$1,400				\$5,050	\$5,050
Public Meetings and Presentations	16	\$3,360	0	\$0	16	\$2,480	0	\$0			9	\$1,800	\$7,640
PHASE V - SUBTOTALS	36	\$7,560	0	\$0	46	\$7,130	40	\$5,600	0	\$0	56	\$11,200	\$31,490
PHASE V - TOTAL FEES	\$20,290								\$0		\$11,200		\$31,490
COMBINED PHASE FEE TOTAL	\$71,445								\$0		\$187,950		\$259,395
Reimbursable Allowance													\$10,000
FEE GRAND TOTAL													\$269,395
The above hourly fee breakdown consists of ESTIMATES ONLY. Billings will be based on actual percentage completion of each phase per contracted fixed fee.													

Cost Estimate – General Provisions

REIMBURSABLE EXPENSES

When incurred, the following project expenses will be billed at cost plus 15% administrative fee in addition to the above fee proposal:

- Printing, plotting, copying, scanning, photography, graphic expenses
- Delivery and handling of documents, shipping
- Permits, plan check, and inspection fees
- City business license

PAYMENTS

Payments are due and payable on a monthly basis following the completion of any substantial phase of work. Carrying charges for overdue accounts beyond 30 days of billing date are charged at 1.5% of the amount due, compounded monthly.

ADDITIONAL SERVICES

Professional services not specifically identified in the scope of work will be considered additional services and may be performed at Client's request, reimbursable at consultant's standard hourly rates. Additional services may include, but are not limited to:

- Additional meetings, presentations, or site visits beyond those identified in the scope of work.
- Exhibit preparation beyond that identified in the scope of work.
- Revisions to documents required as a result of changes in Client's direction; changes subsequent to Client's approval; or changes in governmental codes or regulations.
- Design of improvements beyond the designated project site, or due to changes in project phasing schedule.
- Specialized billing or accounting forms, invoices, spreadsheets.
- Engagement of other consultants not specifically identified below.

CONSULTANTS' HOURLY RATES

Compensation for additional services will be billed hourly at our standard rates* below:

RJM Design Group

Principal Landscape Architect	\$210.00 per hour
Senior Associate	\$175.00 per hour
Landscape Architect / Project Manager	\$155.00 per hour
GIS / Landscape Designer	\$140.00 per hour
Clerical	\$ 95.00 per hour

True North Research

Principal	\$275.00 per hour
Associate	\$225.00 per hour

Fehr and Peers

Principal	\$375.00 per hour
Senior Associate	\$300.00 per hour
Associate	\$275.00 per hour
Senior Engineer/Planner	\$230.00 per hour
Engineer/Planner	\$175.00 per hour
Senior Engineering Technician	\$215.00 per hour
Senior Project Accountant	\$190.00 per hour
Senior Project Coordinator	\$180.00 per hour
Project Coordinator	\$170.00 per hour
Technician	\$170.00 per hour
Intern	\$140.00 per hour