



**City of Pacific Grove  
Public Works Department**

**Request for Proposals for Landscape Architects to Develop a Perkins Park Landscape Plan**

RFP Issue Date: July 10, 2019

RFP Due Date & Time: August 9, 2019 at 2:00 pm

**Purpose**

The City of Pacific Grove is accepting proposals from qualified LANDSCAPE ARCHITECTURE or qualified firms to produce a landscape plan for Perkins Park, located in Pacific Grove California.

**Project Location**

Perkins Park, located in the City of Pacific Grove, is the section of shoreline between Lovers Point and the Esplanade indicated by the blue line in the map below.



## Perkins Park History

The park was named for local resident Hayes Perkins, who planted the first pink ice plant along the above-referenced section of the waterfront to transform the poison oak covered bluffs. Over time, the pink ice plant has been affectionately referred to as the “magic carpet,” “pink carpet,” “purple carpet,” or its scientific name, *Drosanthemum floribundum*.

Photographs of the purple covered shoreline were featured in *Life* and *National Geographic* magazines, and a large mural in New York’s Grand Central Station showcased the coastline from 1950 to 1990. These public advertisements drew visitors from across the globe.



*Perkins Park in 1961 photographed by Peter Gales<sup>1</sup>*

## Perkins Park Today

Although Perkins Park is still renowned for its “purple carpet,” which blooms in early April through May, in recent years, the purple carpet bloom has become more sparse. Drought, invasive plant species, rodents, and elimination of the use of traditional pesticides have presented the City with maintenance challenges.

Nevertheless, Perkins Park welcomes tourists and visitors alike for a plethora of amenities, including:

- Coastal access
- Scenic seating
- Scenic turnouts
- Walking/running trails
- Wildlife viewing

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<sup>1</sup> Winter 2019, Journal of the California Garden & Landscape History Society - Volume 22, Number 1



*Perkins Park in 2019, photographed by See Monterey<sup>2</sup>*

### **Scope of Services**

The Perkins Park Landscape Plan will address how the City can ensure the purple carpet flourishes and invasive plant species are eradicated. This plan will strictly focus on vegetation management.

Although informal trails, which meander through the park, are related to the successful development of vegetation, this will be addressed by a separate planning effort --the Shoreline Management Plan. The selected firm can coordinate with the Shoreline Management Plan project consultant to obtain additional information on trails and access.

The firm selected shall provide strategies, tactics, and recommendations to address Perkins Park by looking at each segment, specified below, and its unique needs in isolation, while maintaining an eye for the park cohesion and the user experience.

- Segment 1: Lovers Point to Sea Palm

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<sup>2</sup> Blog Monterey, Take a Magic Carpet Ride to See Pacific Grove in Bloom, <https://www.seemonterey.com/blog/post/take-a-magic-carpet-ride-to-see-pacific-grove-in-bloom/>

- Segment 2: Sea Palm to Otter Point
- Segment 3: Otter Point to Esplanade



### **Community Engagement**

The scope of services will also include the following public engagement activities:

- Facilitation of one (1) Community Meeting.  
The community meeting will provide an opportunity to gather information from the public and various stakeholders to inform the plan, as well as disseminate information on the overarching goal of the plan.

### **Adoption and Public Hearings**

The consultant will attend and present findings at two City governing bodies in support of the Perkins Park Landscape Plan

- Presentation at one (1) Beautification and Natural Resources Commission Meeting
- Presentation at one (1) City Council Meeting

### **Project Deliverables**

The final project deliverables include:

1. **Report.** The Perkins Park Landscape Plan Report shall:
  - a. Detail current conditions and recommended maintenance activities for the next five years for each above referenced section of Perkins Park.

- b. Provide a detailed, prescribed maintenance schedule/timeline for implementing and maintaining the plan recommendations.
  - c. Include a detailed list of all associated materials and labor necessary to implement and maintain plan recommendations.
2. **Plans and Specifications.** The selected firm shall provide plans and specifications that provide the necessary implementation details.
3. **Cost estimates.** Cost estimates shall detail the cost of implementation of proposed recommendations, as well as ongoing maintenance activities each year, for five years. Cost estimates shall include all necessary labor and materials.

Please note the City has eliminated the use of traditional herbicides and pesticides. Recommendations for topical weed control shall be limited to organic herbicides and other means of rodent control besides the use of pesticides.

### **Submittal Requirements & Instructions**

#### Submittal Contents

All submissions must include:

1. **Proposal Title Sheet** (Attachment 1)
2. **Executive Summary**  
The Proposer shall submit an executive summary detailing the key aspects of the Proposal. The executive summary should include a clear statement of the Proposer's understanding of the RFP, identify the Proposer's key team members and their respective roles with respect to the proposed Project, briefly describe the proposed processes, and summarize the other significant aspects of the Proposal noting how the Proposer meets the requirements of the RFP.
3. **Reference List** (Attachment 2)
4. **Project Cost** (Attachment 3)

One original paper and electronic version of files (DVD or USB) shall be no later than 2:00 pm on August 9, 2019, to the following:

Mr. Daniel Gho  
City of Pacific Grove, Public Works Director  
c/o City Clerk  
300 Forest Avenue

Submittals shall be made in a sealed envelope or box marked "**Perkins Park Landscape Plan Proposal**". The City will date and time stamp all envelopes or boxes when they are received. Envelope(s) shall show the Proposer's name and address in the upper left-hand corner.

Submittals will be opened immediately following the submittal closing time at the location mentioned above.

- Late or faxed RFPs may not be accepted.
- All statements, whether selected or rejected, shall become the property of the City.
- Cost of preparation of the RFP shall be borne by the submitting party.
- Statements shall be signed by an authorized employee in order to receive consideration.
- The City will not be responsible for RFPs delivered to a person/location other than specified above.

*The City reserves the right to reject any and all RFPs that do not comply with these submittal instructions.*

#### **5.4 Additional RFP Information**

##### Contract

The contracted firm will be required to sign a contract with the City relating to the work to be performed. A sample contract can be viewed at the following link:

[https://www.cityofpacificgrove.org/sites/default/files/forms/public-works/sample-contract\\_city-pacific-grove.pdf](https://www.cityofpacificgrove.org/sites/default/files/forms/public-works/sample-contract_city-pacific-grove.pdf)

##### Response Material Ownership

The material submitted in response to the RFP becomes the property of the City of Pacific Grove and will only be returned to the contracted firm at the City's option. Responses may be reviewed by any person after the final selection has been made. The City of Pacific Grove has the right to use any or all ideas presented in reply to this request. Disqualification of a Consultant does not eliminate this right.

##### Acceptance of Proposal Content

The contents of the proposal of the successful Consultant may become contractual obligations if the City of Pacific Grove wishes to execute a contract based on the submitted proposal. Failure of the successful Consultant to accept these obligations in a contract may result in cancellation of the award and such Consultant may be removed from future solicitations.

##### Reference Checks

The City of Pacific Grove reserves the right to contact any reference or any client listed in the documents for information which may be helpful to the City in evaluating the Consultant's performance on previous assignments

##### General Conditions of RFP

- The City reserves the right to reject any and all proposals, to waive any informality, to request interviews of Consultant(s) prior to award and to select and negotiate the Contract services in the best interest of the City.
- The Consultant shall guarantee to perform the services offered and the total price of the proposal for a period of no less than 60 days from the deadline for submission of proposals.
- The City reserves the right to accept all or part of any proposal and to negotiate a contract for services and cost with the selected Consultant.
- The Consultant shall provide all necessary personnel, materials, and equipment to perform and complete all work under this proposal.
- The Consultant shall be unbiased and vendor neutral.
- The City intends to recommend the award of a contract to the City Council for the requested services within one (1) month of receipt of the proposals. The Consultant shall be prepared to commence work immediately upon execution of a contract with the City.
- Unless otherwise stated, invoices are to be submitted to the Public Works Department division upon delivery of service to the City. The invoice must include an itemization of all services provided, including unit list price, net price, extensions total amount(s) due, and amounts previously paid.
- Unless otherwise stated, payment will be made within thirty (30) days of the completion of the service, in an acceptable fashion, to the City, and receipt of invoice, whichever is later.
- This contract will be for the services described in the RFP response; however, this agreement should not be considered exclusive. As deemed necessary, the City reserves the right to obtain these services from any other vendor.
- Unless otherwise specified all costs listed are firm for the term of the contract
- Neither party shall be liable for any inability to perform its obligations under any subsequent agreement due to war, riot, insurrection, civil commotion, fire, flood, earthquake, storm or other act of nature.
- Notification of the parties shall be considered to have been constructively received when it is mailed via the United States Postal Service or delivered in hand to the parties as stated in the contract.
- Proposal shall also mean quotation, bid, offer, qualification/experience statement, and services. Proposers shall also mean vendors, proposer's, bidders, or any person or firm responding to a Request for Information.

**ATTACHMENT 1**

***Proposal Title Sheet for City of Pacific Grove Perkins Park Landscape Plan***

Date: \_\_\_\_\_

I/We \_\_\_\_\_ the undersigned, do hereby propose to furnish the City of Pacific Grove, California, a Perkins Park Landscape Plan Proposal, in accordance with all terms and specifications contained herein:

Attach one (1) copy of your proposal package.

Name of Firm: \_\_\_\_\_

Signature & Title: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

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Contractor shall answer to the following questions by circling the appropriate response or completing the blank provided:

**COMPANY PROFILE:**

Is your firm? (Please circle one)

- a) Sole Proprietorship      YES      NO
- b) Partnership              YES      NO
- c) Corporation              YES      NO

List Legal names of the Company: \_\_\_\_\_

Total Number of Employees: \_\_\_\_\_

**ATTACHMENT 2**

*Reference List*

*References: List at least three (3) municipalities of same general size and billing numbers and frequency where the same/similar services, as stated herein, have been provided.*

1. \_\_\_\_\_

*Municipality Name*

\_\_\_\_\_  
*Contact Person* *Title*

\_\_\_\_\_  
*Address/P.O. Box* *City* *State* *Zip*

\_\_\_\_\_  
*Phone Number*

2. \_\_\_\_\_

*Municipality Name*

\_\_\_\_\_  
*Contact Person* *Title*

\_\_\_\_\_  
*Address* *P.O. Box* *City* *State* *Zip*

\_\_\_\_\_  
*Phone Number*

3. \_\_\_\_\_

*Municipality Name*

\_\_\_\_\_  
*Contact Person* *Title*

\_\_\_\_\_  
*Address* *P.O. Box* *City* *State* *Zip*

\_\_\_\_\_  
*Phone Number*

**ATTACHMENT 3**  
**Cost Proposal**

<b>Task</b>	<b>Cost</b>
Technical & Background Research	\$
Community Engagement	\$
Adoption & Public Hearings	\$
Perkins Park Landscape Plan Project Deliverables	\$
<b>Total Project Cost</b>	<b>\$</b>