



CITY of CALABASAS
CITY COUNCIL AGENDA REPORT

DATE: MARCH 21, 2023

TO: HONORABLE MAYOR AND COUNCILMEMBERS

FROM: ERICA L. GREEN, COMMUNITY SERVICES DIRECTOR

SUBJECT: RECOMMENDATION TO APPROVE A PROFESSIONAL SERVICES AGREEMENT WITH PROS CONSULTING, INC. IN AN AMOUNT OF \$76,690 PLUS 15% CONTINGENCY FOR A PROGRAM NEEDS ASSESSMENT FOR THE COMMUNITY SERVICES DEPARTMENT

MEETING DATE: MARCH 29, 2023

SUMMARY RECOMMENDATION:

Staff recommends approving a Professional Services Agreement (PSA) with Pros Consulting, Inc. for \$76,690 plus a 15% contingency for a program needs assessment for the Community Services Department. The duration of the agreement is a one-year term.

BACKGROUND:

The City of Calabasas City Council has adopted Strategic Priorities to assist the City in accomplishing objectives on essential programs and projects. Two of those initiatives are within the Community Services Department, 1. Reopen the Agoura Hills Calabasas Community Center, and 2. Conduct a feasibility study for teen recreation programs and facilities. The proposed study will assist the Department in addressing both priorities by providing a tangible tool to help program and successfully operate City facilities, specifically the AHCCC, and offer essential city-wide programs and services for all ages, specifically teens.

Staff researched relevant consultants that included Park and Recreation programming experience nationwide and prepared a Request for Proposal (RFP) focusing on a program assessment of the Department’s facilities, focusing on the AHCCC. Seven consultants were identified, and the RFP was provided to these firms and published via the City's usual public notice avenues. The Request for Proposal was distributed on February 15, 2023, and after 30 days of publication, staff received four proposals. After extensive review by the Community Services team, all four bids were responsive.

Firm	Proposal	Location
Pros Consulting, Inc.	\$76,690.00	Indiana
CalState Sacramento	\$90,892.00	California
Berry Dunn	\$96,091.00	Arizona
City Gate Associates, LLC	\$99,161.00	California
Matrix Consulting Group	No bid submitted	California
Municipal Resource Group, LLC	No bid submitted	California
Toole Recreation Planning	No bid submitted	Pennsylvania
Ballard-King & Associates	No bid submitted	Colorado

DISCUSSION/ANALYSIS:

The Agoura Hills Calabasas Community Center facility was recently added to the Community Services Department facility inventory. The Department is now responsible for the operations and programming associated with the facility and the other department facilities. The addition of the Community Center and the need to program it appropriately and advantageously promoted the need for a department-wide program needs assessment. The assessment is vital to adequately provide successful services and programs for the community and generate revenue.

The data-driven assessment will provide the Department with a programming roadmap for successful programming and operations in its facilities, focusing on the AHCCC. Ensuring they are financially beneficial, meet the community's needs, and are sustainable and cost-effective.

Pros Consulting, Inc. was the most cost-effective responsive bidder. They will define the market of potential users, establish market rates, determine the capacity level, identify the amenities required to support users, and refine site requirements to enhance the user experience.

The Community Services Department and the Parks, Recreation, and Education Commission (PRE) will work closely with the consultant throughout the process to achieve the requested deliverables. The proposed assessment will be conducted

over six months, with over 15 meetings with stakeholders, community members, city staff, Council and Commission members, and other agency members.

If approved, Pros Consulting, Inc. will begin the assessment in April and return to City Council to present the final report in August. The consultant will begin its assessment with the Community Center, and findings from the initial discovery phase will be utilized to help guide the community center's staffing needs and program development in a timely fashion. Staff will collaborate with and present findings to the PRE throughout the process.

FISCAL IMPACT/SOURCE OF FUNDING:

\$100K was approved by City Council in the FY 22-23 Capital Improvement Projects budget for this project.

REQUESTED ACTION:

Staff recommends approving a Professional Services Agreement (PSA) with Pros Consulting, Inc. in the amount of \$76,690 plus a 15% contingency for a program needs assessment for the Community Services Department. The duration of the agreement is a one-year term.

ATTACHMENTS:

Professional Services Agreement with Pros Consulting, Inc.