



**Request for Proposal (RFP)
For
Water Efficient Landscape Design Services
For Lawn Be Gone Program**

Issued: Tuesday, February 18, 2014

Proposals Due: Monday, March 10, 2014 by 2:00 PM

GENERAL

The City of Menlo Park is seeking professional proposals from qualified consulting firms to provide cost-effective, Bay-friendly landscape design consulting services for residential and commercial Menlo Park Municipal Water District (MPMWD) customers who participate in the City's Lawn Be Gone turf replacement program. Landscape design consulting services will be subsidized by the City and participating customers will be required to provide a contribution. This RFP describes the services required and process for selecting the qualified consulting firm for this project.

PROGRAM DESCRIPTION

In 2012, the City of Menlo Park began implementing the Bay Area Water Supply and Conservation Agency (BAWSCA) turf replacement program, known as the Lawn Be Gone program, which rebates residential water district customers \$1.50/ft² for converting their lawns into water efficient landscapes. The maximum rebate is \$3,000 for residential conversions and \$20,000 for commercial conversions. Lawn Be Gone requires that converted landscapes include low water use plants and efficient irrigation systems (if applicable).

Since implementation began, participation in Menlo Park's Lawn Be Gone program has been gradual. Based on customer feedback, this was due to the landscape design component of the conversion process which was seen as a barrier because it requires some knowledge or level of expertise in landscape design. By providing landscape design services to its water district customers, the City expects participation in the Lawn Be Gone program to increase. Increased participation will also assist the City in meeting its Urban Water Management Plan (UWMP) goals, which includes providing financial incentives to customers who install water efficient landscapes to meet new state requirements (SBx7-7) to reduce water consumption by 20% by 2020.

The consultant will be responsible for providing economical and cost-effective, Bay-friendly landscape design assistance to Lawn Be Gone applicants in order to help them begin the process of designing a beautiful water efficient landscape while meeting the requirements of

the Lawn Be Gone program (see Attachment A). The consultant will assist applicants in exploring ideas, recommending plant selections and other features that may work in particular areas of their landscape, discussing potential irrigation options, and producing one landscape design plan with plant and inventory list. The consultant will also serve as a resource to educate applicants on sustainable landscape practices, maintenance, and water conserving techniques.

SCOPE OF WORK

1. On-site landscape design consultation and identification of landscape design elements consistent with the terms and requirements of the Lawn Be Gone Program

Deliverables: During the on-site design consultation, the consultant will recommend plant types and pallets, mulch, soils, permeable surfaces, and water efficient irrigation systems. Landscape design recommendations must ensure that at least 200 ft² of turf will be converted, 80% of the converted area consists of native plants, low-water using plants, or no-water using plants, all planting areas have a minimum of three (3) inches of mulch, any hardscapes included in the plan are permeable, and that any existing sprinkler irrigation system in the converted area be removed, capped in place, or converted to low-volume drip. During the on-site consultation, the consultant must be informative, responsive to customer questions, and provide the customer with the knowledge to not only successfully convert their lawn into a water efficient landscape, but also be able to maintain the landscape with sustainable gardening practices and water conserving techniques post-conversion.

2. Produce one landscape design plan and accompanying plant and material list

Deliverables: One simple and easy landscape design plan with photos of the proposed conversion site/area(s) drawn to scale with measurements of each area, including list of plants proposed for installation, their species names, quantities, and installation location/layout, locations for the distribution of mulch, installation of an efficient irrigation system (if desired by the customer), and information on sustainable landscape maintenance practices and water conserving techniques that will allow the converted area to flourish. The design plan must also be accompanied by a plant and material inventory list (see Attachment B) that the customer can use in preparation for their lawn conversion project. Landscape design plans must be created economically with cost-efficiency in mind and tailored for the average home gardener and do not need to be created using software such as AutoCAD. All customer design plans must be sent to the City for review prior to sending to the customer unless otherwise agreed upon.

Other services outside of initial scope:

1. Produce three landscape design plans with accompanying plant and material list for the City's use in its website, promotional material, and outreach

Deliverables: Three simple landscape design plans and material lists in conformance with the standards of scope #2 above.

Note: The consultant is not to engage in soliciting MPMWD customers with additional landscape design work or labor services beyond this scope unless otherwise given written instruction to do so, nor perform additional landscape work or services outside of this program. Failure to adhere to these terms could terminate the consultant's agreement with the City.

TIMELINE AND EXPECTATIONS

Landscape design consulting services will commence immediately upon signing an agreement with the City the week of March 17, 2014 and will continue per the duration specified in the agreement. Consultant performance will be reviewed on a continual basis to ensure that services are meeting program expectations.

SUBMITTAL REQUIREMENTS

- A. The proposal shall respond to each item outlined below within the specific format described. Please limit response to information requested.
1. Letter of Interest:
 - Maximum of two (2) pages. Must include firm name, address, telephone number, e-mail and fax number. Letter must be signed by person authorized to bind firm by contract.

 2. Firm Organization:
 - Type of ownership- individual, nonprofit, partnership, or corporation.
 - Core services offered.
 - Number of years in business.
 - Listing of primary disciplines and services provided.
 - Present size of firm and breakdown by employee category.
 - Insurance coverage in force (general liability, professional liability, automotive liability, worker's compensation) and limits of same. See section on insurance requirements.

 3. Program Team:
 - Identify key personnel proposed for this program, including Principal in Charge.
 - Include resumes for key personnel and their experience in comparable projects.

 4. Experience:
 - Provide a listing of current and/or completed representative projects (at least three) including project name/location, brief description and results, completion date, before and after photos, project costs, client name and contact, client address, and contact telephone number.

- Develop and provide one sample design plan with plant and inventory list for a City facility (i.e. replacing the turf in front of Menlo Park’s Corporation Yard or Main Library).

5. Scope of Work:

- Detailed approach to completing landscape design consultation, addressing all items described in the previous section and below.
- Include details on what will occur during the on-site landscape design consultation, the equipment and forms that will be used both administratively and during the consultation (refer to Attachment C for example), and the types of educational and supplemental information and material that will be provided to the customer (brochures, informational sheets, other material). If readily available, please submit sample consultation forms and educational/informational material with proposal.
- Describe the step-by step approaches that will be taken to efficiently work with the City throughout the landscape design consultation process (i.e. in flowchart format if preferred).

6. Price:

- Provide an itemized table of proposed costs (see Table 1 below) that includes all work to be performed and all costs for which the consultant expects to be paid.
- Keep in mind that this program will be subsidized by the City and will be designed to be a cost-efficient program for both the City and its customers.
- Costs must be billed on a per project/item basis, not hourly.

Table 1. Cost Breakdown of Landscape Design Work

Service and Items	Cost (\$)
One Landscape Consultation Visit	--
One Landscape Design Plan	--
One Plant and Inventory List	--
One Landscape Design Plan Revision	--
Additional Landscape Design Plan	--
Additional Landscape Consultation or visit	--
Three Landscape Design Plans and plant and inventory lists for City use	--

B. **Three** copies of the proposal must be received before **Monday, March 10, 2014 by 2:00 p.m.** addressed to:

Vanessa Marcadejas
Environmental Programs Specialist
City of Menlo Park
701 Laurel Street
Menlo Park, CA 94025
Telephone: (650) 330-6720

SELECTION PROCEDURE

- A. All proposals received by the specified deadline will be reviewed by the City of Menlo Park for content, completeness, qualifications, and experience. After those firms most deemed the most qualified are selected, further evaluation and interviews of the selected firms may be conducted as part of the final selection process. However, the City of Menlo Park reserves the right to complete the selection process without proceeding to an interview phase, and may choose to select based upon information supplied in the proposal.
- B. The following criteria will be used in the evaluation of responses to this Request for Proposals:
1. Responsiveness to the RFP, proposed methodology, and depth of response
 2. Experience with similar projects
 3. Satisfaction of prior and current clients (references)
 4. Price (*The lowest bidder may not be selected. Price is only one factor of the overall selection process*)
 5. Ability to stay within the scope of work
- C. For further information, please contact Vanessa Marcadejas, Environmental Programs Specialist at (650) 330-6720.

INSURANCE REQUIREMENTS

The CONSULTANT will be required to carry insurance coverage during the performance of the contract providing the minimum limits (may not be applicable to all):

- Commercial liability insurance: \$1,000,000 for injury to, or death of one person in any one accident or occurrence; for injury to, or death of more than one person in any one accident or occurrence; \$1,000,000 per occurrence for damage to property.

- Automobile liability insurance: \$1,000,000 for each occurrence combined single limit or \$1,000,000 for any one person, and \$1,000,000 for any one accident, and \$300,000 property damage.
- Worker's compensation and employers' liability insurance: limits as required by Labor Code of the State of California and employers liability limits of \$1,000,000 per accident;
- City shall be named as an additional insured on contractor's insurance policy. Contractor shall provide City with a certificate of insurance coverage evidencing said coverage, including a copy of all declarations of exclusions, prior to commencing work. To the full extent permitted by law, contractor agrees to defend, indemnify and hold City, its employees, agents and officers harmless from any and all claims, damages and liability in any way occasioned by or arising out of the contractor's negligent performance of services under this agreement, breach of contract or construction defects arising out of contractor's work.

**BAWSCA Lawn Be Gone! Program
Terms and Conditions**

The Bay Area Water Supply and Conservation Agency (BAWSCA) **Lawn Be Gone! Program** provides rebates to approved customers that convert water-thirsty lawns to water-efficient landscapes. To be eligible for this program, an applicant must be a customer of a participating BAWSCA Member Agency. A list of the agencies that are participating in the BAWSCA Lawn Be Gone! Program for Fiscal Year 2013-2014 and their contact information is shown in Attachment A.

The BAWSCA Lawn Be Gone! Program will run until June 30, 2014, or until funds last. Funding is limited and applications will be accepted on a first-come, first-served basis. BAWSCA and the participating member agencies reserve the right to terminate this Program at any time, for any reason.

The following Terms and Conditions apply to the BAWSCA Lawn Be Gone! Program. Please read the Terms and Conditions carefully prior to submitting your application.

I. Program Eligibility

- A. **Eligible Applicants:** The Program is available to residential and/or nonresidential customers (Applicants) who purchase water from a participating BAWSCA Member Agency. The Applicant's accounts must be distinctly metered to allow for evaluation of water savings. The Applicant's water account must be in good standing.
- B. **Current Lawn Condition:** Lawn areas to be converted must be maintained and in healthy condition, and be irrigated by a sprinkler system in good working condition. The lawn area must be irrigated with water from a potable water system (i.e., not with private wells or recycled water).
- C. **Current Lawn Size:** A minimum of 200 square feet of lawn must be converted. Smaller projects will be considered if they eliminate 100% of the front, or public visible lawn on an Applicant's property.
- D. **Pre-Conversion Site Inspection Requirement:** The Program Rebate Application must be submitted to a participating BAWSCA Member Agency and the Applicant must participate in a Pre-Conversion Site Inspection conducted by, or on behalf of, the participating BAWSCA Member Agency. Lawn removals or conversions that are initiated prior to a Pre-Conversion Site Inspection and the receipt of a Notice to Proceed from a participating BAWSCA Member Agency will not be eligible for this Program.

II. Landscaping Requirements for Converted Areas

- A. **Fifty Percent (50%) Plant Cover Rule*:** The converted area must include a sufficient number of plants to ensure at least 50% of the converted area is covered with plants, when fully grown. Plants outside the converted area are not considered in the plant coverage calculation even if they are adjacent to, or overhanging into, the converted area. **Please note that in Menlo Park there is an 80% plant cover rule.*
- B. **Plant Type Restrictions:** Plants installed in the converted area must be low water use and adaptable to the local climate. Applicants are encouraged to use native, non-invasive plants. Plants must be listed on the BAWSCA Approved Plant List, or otherwise demonstrated to be low-water use. For a copy of the BAWSCA Approved Plant List please visit www.bawasca.org.

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- C. **Impermeable Surfaces:** Impermeable surfaces, such as concrete, that do not allow water to penetrate into the ground, are not allowed as part of the converted area. Permeable hardscape is allowed; however, the 50% Plant Cover Rule still applies to the entire converted area. For clarification as to what qualifies as permeable hardscape, please visit www.bawasca.org.
- D. **Artificial Turf:** Rebates will not be provided for artificial turf that is installed within the converted area.
- E. **Mulch Requirements:** All planting areas within the converted area must have a minimum of three (3) inches of mulch. Please note that if a weed barrier is used below the mulch, it must be permeable to air and water and biodegradable.
- F. **Efficient Irrigation System Requirements:** An irrigation system is not required in the converted area. An existing sprinkler irrigation system in the converted area must be removed, capped in place, or converted to a low volume drip irrigation system. The system must be equipped with proper backflow prevention, a rainfall shutoff valve, a pressure regulator, filter and pressure compensating emitters. The irrigation system in the converted area must be in good working order, and free of leaks and malfunctions. If only part of a lawn area is converted, the converted area must be irrigated on a separate valve from the remaining lawn. The sprinkler system for the remaining lawn must be modified to only irrigate the remaining lawn area and may not spray onto the converted area.

III. Terms of the Rebate

- A. **Rebate Term:** Lawn Conversion Projects must be completed within three (3) months following receipt of the "Notice to Proceed" from the participating BAWSCA Member Agency. Because the goal of this program is to achieve significant and lasting water savings, the converted area must remain converted for at least three (3) years following receipt of the rebate. An Applicant may be charged for some, or all, of the rebate amount at the discretion of the participating BAWSCA Member Agency if the Applicant does not maintain the converted area in conversion. Notwithstanding the foregoing, this requirement is void upon transfer of ownership.
- B. **Rebate Amount:** The rebate amount is fifty-cents (\$0.75) per square foot of lawn converted. The maximum rebate for residential single-family sites is \$1,000 and for multi-family residential and non-residential sites is \$5,000. Once a Lawn Conversion Project has been completed and approved, rebates will be issued to the Applicant. Rebates may be issued in the form of a check or a credit on the Applicant's water account.
- C. **Pre-Conversion Site Inspection:** Customers interested in participating in the BAWSCA Lawn Be Gone! Program must first submit an application to their water supplier, including their proposed plant list for the converted area. The participating BAWSCA Member Agency will then, at the agency's discretion, accept that application and conduct a Pre-Conversion Site Inspection of the Applicant's site to measure the proposed conversion area and verify that the Applicant's proposed Lawn Conversion Project meets the Terms and Conditions. If the Applicant is approved, the participating BAWSCA Member Agency will issue a Notice to Proceed.
- D. **Post-Conversion Site Inspection:** The Applicant is responsible for notifying the participating BAWSCA Member Agency that the Lawn Conversion Project is complete and for scheduling a Post-Conversion Site Inspection. The participating BAWSCA Member Agency will then conduct

**BAWSCA Lawn Be Gone! Program
Terms and Conditions**

the Post-Conversion Site Inspection to verify Program compliance. During the Post-Conversion Site Inspection Applicants are required to provide the following documents:

- Final list of plants used in the Lawn Conversion Project.
 - Copy of receipts for plants, irrigation equipment, and other direct costs for the Lawn Conversion Project. Note that the rebate will not cover costs associated with labor and equipment rental.
- E. If the Lawn Conversion Project fails the Post-Conversion Site Inspection, the Applicant will be given thirty (30) days, or the remainder of the three (3) month period, whichever is greater, to make the Lawn Conversion Project consistent with the Program Terms and Conditions. Once the Lawn Conversion Project has passed the Post-Conversion Site Inspection, the rebate will be issued to the Applicant. Rebates may be issued in the form of a check or a credit on the Applicant's water account.
- F. **Photography:** Photographs and/or video recordings will be taken of the property and Lawn Conversion Projects by participating BAWCSA Member Agency staff as part of both the Pre- and Post-Conversion Site Inspections. By accepting the rebate, the Applicant shall release the participating BAWSCA Member Agency, its agents, and employees all rights to exhibit those media in print and electronic form publically and privately for any purpose in the normal course of business. The applicant waives any rights, claims, or interested to control the likeness or identification used in whatever media used. The Applicant's personal identity shall not be published in any form other than solely the Applicant's address. Applicant understands that there will be no financial or other remuneration for recording the subject property for initial or subsequent transmission or playback.
- G. **Additional Responsibilities of the Applicant:** BAWSCA and the participating Member Agencies enforce only the Terms and Conditions of this agreement. The Applicant is solely responsible for complying with any and all laws, regulations, policies, conditions, covenants and restrictions that may apply, and for any and all liabilities arising out of a Lawn Conversion Project. Applicants must comply with all local permitting requirements, and with all state and local laws relating to landscape maintenance and compliance with stormwater regulations.

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**ATTACHMENT A
LIST OF PARTICIPATING BAWSCA MEMBER AGENCIES**

Bay Area Water Supply and Conservation Agency

Contact: Anona Dutton
155 Bovet Road, Suite 650
San Mateo, CA 94402
Ph: (650) 349-3000 Fax: (650) 349-8395
adutton@bawsca.org
www.bawsca.org

City of Brisbane/Guadalupe Valley Municipal Improvement District (RMF, CII)

(415) 508-2130 www.ci.brisbane.ca.us

City of Daly City (RSF, RMF)

(650) 991-8203 www.dalycity.org

California Water Service Company (RSF, RMF, CII)

Bear Gulch District
San Mateo/San Carlos District
South San Francisco District
(408) 367-8369 www.calwater.com

Coastside County Water District (RSF, RMF, CII)

(650) 726-4405 www.coastsidewater.org

City of Foster City/Estero Municipal Improvement District (RSF, RMF, CII)

(650) 286-8140 www.fostercity.org

City of Menlo Park (RSF, RMF, CII)

(650) 330-6740 www.menlopark.org

Mid-Peninsula Water District (RSF)

(650) 591-8941 www.midpeninsulawater.org

North Coast County Water District (RSF)

(650) 355-3462 www.nccwd.com

City of Redwood City (RSF)

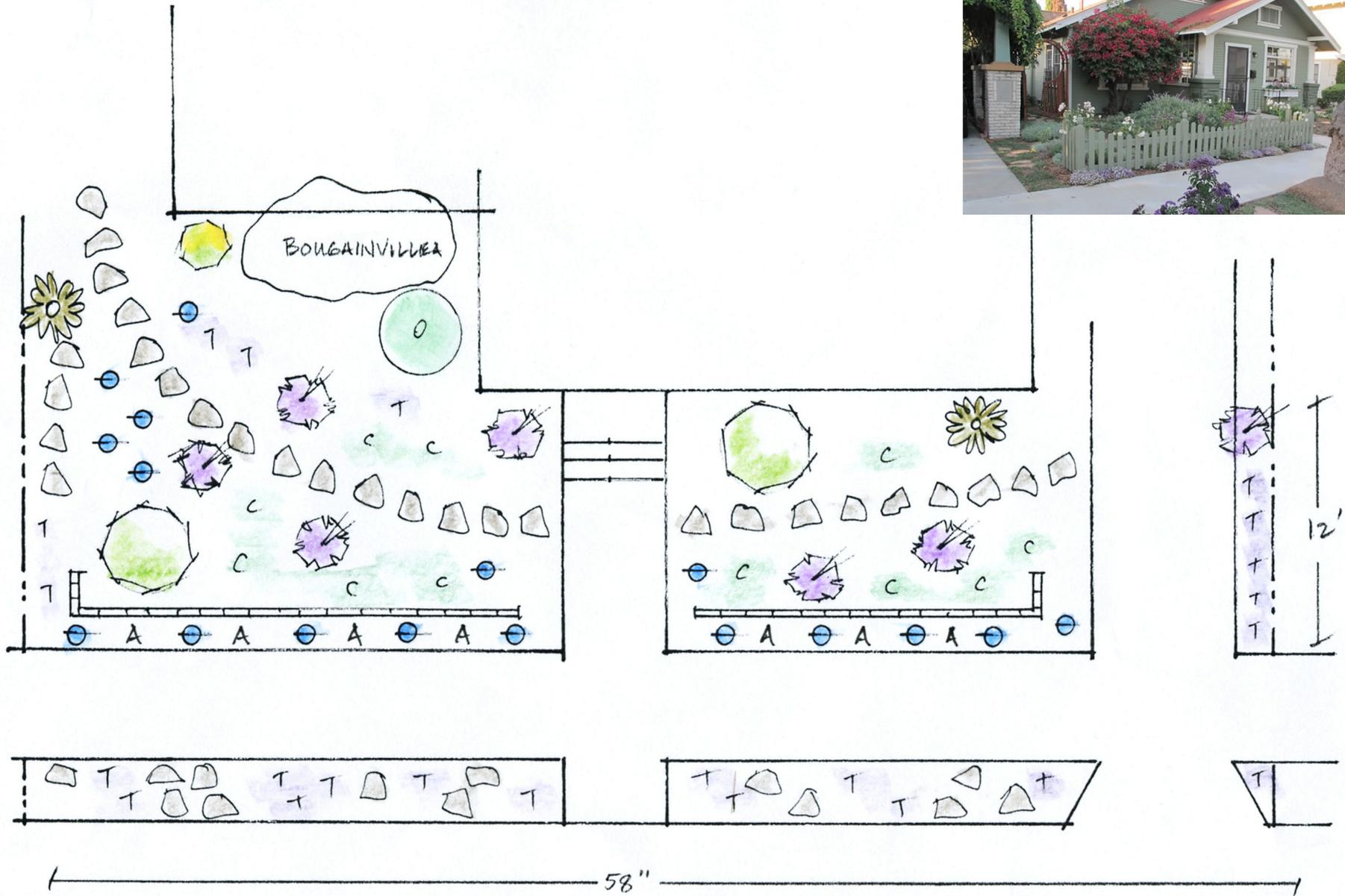
(650) 780-7436 www.redwoodcity.org/conservation

City of San Bruno (RSF, RMF)

(650) 616-7162 www.sanbruno.ca.gov

Residential Single Family (RSF)
Residential Multi Family (RMF)
Commercial, Industrial, Institutional (CII)

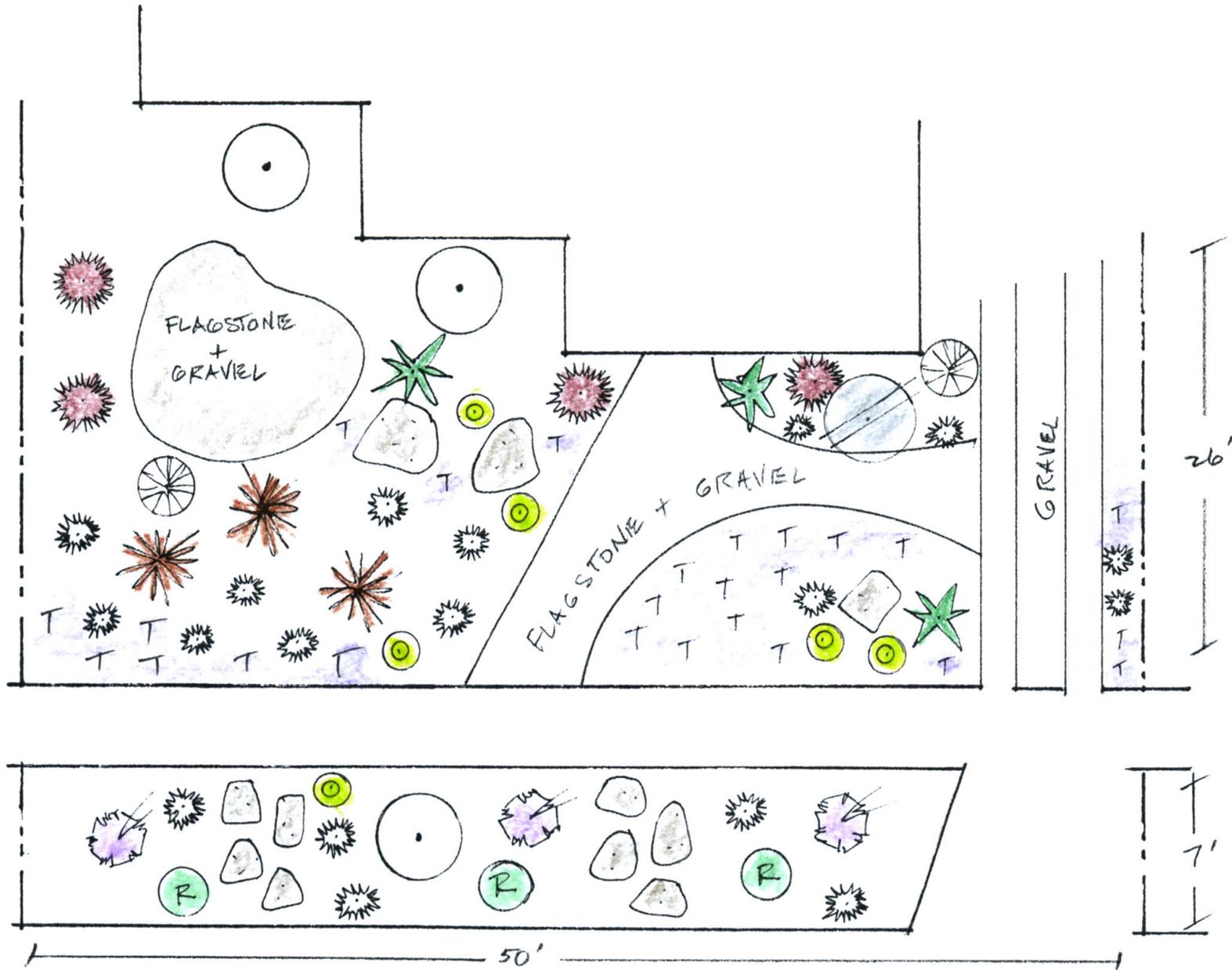
Sample 1A. Landscape Design Plan



Sample 1B. Plant and Material List

SHRUBS	COMMON NAME	BOTANICAL NAME	SIZE	QUANTITY	NOTES
	Dwarf Variegated California Lilac	Ceanothus griseus 'Diamond Heights'	5 gallon	1	
	Lady Banks' Rose	Rosa banksiae	5 gallon	1	
	Iceberg Rose	Rosa floribunda 'Iceberg'	5 gallon	2	
	Mexican Bush Sage	Salvia leucantha	5 gallon	7	
	Matilija Poppy	Romneya coulteri	5 gallon	2	
PERENNIALS & GRASSES					
	Penstemon 'Margarita BOP'	Penstemon heterophyllus 'Margarita BOP'	1 gallon	17	
ANNUALS					
	Sweet Alyssum	Lobularia maritima			
GROUNDCOVER					
	Woolly Thyme	Thymus pseudolanuginosus	flats	4	
	Cranesbill	Erodium reichardii	flats	2	
STONES & PAVERS					
	Stepping Stones				

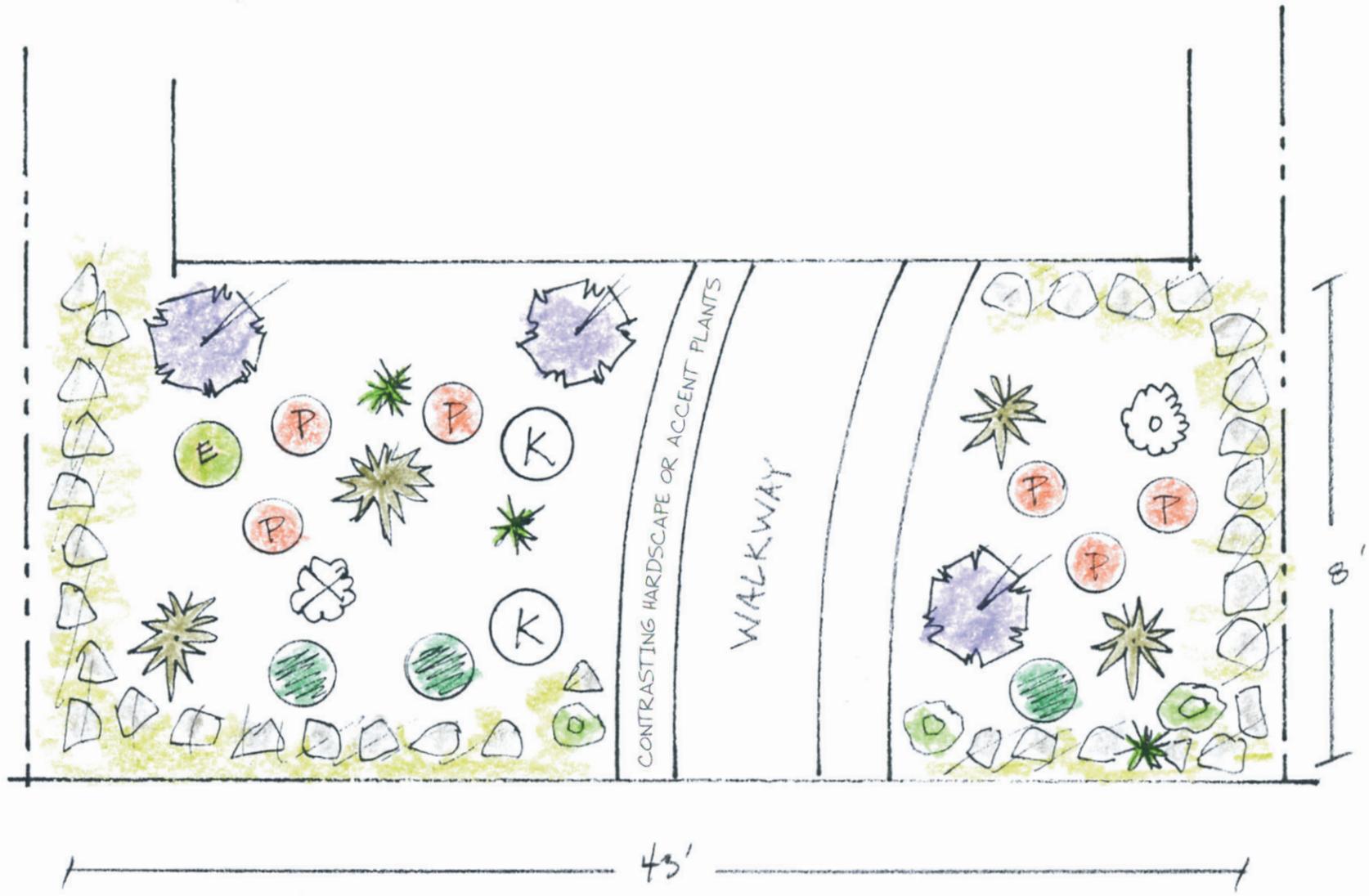
Sample 2A. Landscape Design Plan



Sample 2B. Plant and Material List

TREES	COMMON NAME	BOTANICAL NAME	SIZE	QUANTITY	NOTES
	Swan Hill Olive	Olea europaea 'Swan Hill'	15 gallon	1	
SHRUBS					
	Amazing Red Flax	Phormium hybrid 'Amazing Red'	5 gallon	3	
	Autumn Sage	Salvia greggii	5 gallon	3	
SUCCULENTS					
	Caribbean Agave	Agave angustifolia caribbeana	5 gallon	3	
	Hens & Chicks	Echeveria species	1 gallon	6	
PERENNIALS & GRASSES					
	Purple Fountain Grass	Pennisetum setaceum 'Rubrum'	1 gallon	4	
	Blue Fescue	Festuca glauca 'Elijah Blue'	flats	1	
	Fortnight Lilies	Dietes bicolor	1 gallon	2	
GROUNDCOVER					
	Trailing Rosemary	Rosemarinus officinalis 'Prostrata'	1 gallon	3	
	Creeping Thyme	Thymus praecox arcticus	flats	2	
EXISTING TREES					
					
STEPPING STONES					
					

Sample 3A. Landscape Desing Plan



Sample 3B. Plant and Material List

SHRUBS	COMMON NAME	BOTANICAL NAME	SIZE	QUANTITY	NOTES
	Mexican Bush Sage	Salvia leucantha	5 gallon	3	
SUCCULENTS					
	Striped Century Plant	Agave americana 'Mediopicta Alba'	5 gallon	4	
	Crowns of Thorns	Euphorbia milii	5 gallon	3	
	Milk Bush/Pencil Bush	Euphorbia tirucalli	5 gallon	1	
	Coral Aloe	Aloe striata	5 gallon	3	
	Jade Plant	Crassula ovata	5 gallon	1	
	Silver Jade	Crassula arborescens	5 gallon	1	
	Ghost Plant	Graptopetalum pataguayense	5 gallon	2	
PERENNIALS & GRASSES					
	Sea Lavender	Limonium perezii	1 gallon	3	
ANNUALS					
	California Poppy	Eschscholzia californica	seed pkg	2	
GROUNDCOVER					
	Flagstone with Dymondia between stones	Dymondia margaretae			

Design Worksheet

ATTACHMENT C

Please complete this worksheet before your scheduled consultation date. This will provide the designer better insight of your ideal drought tolerant garden.

Name: _____

Address: _____

Project Square Footage: _____

Budget: _____

SOILS

Current garden soil type:

- Clay Loam Sandy

SUN/SHADE

Are there areas that are predominately sunny? Mostly shady?

PLANT SELECTION

What colors would you like to incorporate in your garden?

List a few of your favorite drought tolerant plants.

For inspiration visit: www.lacoastalgardens.com or www.bewaterwise.com

PERMEABLE HARDSCAPE

If any, which hardscape(s) are you considering?



- Decomposed Granite Gravel Flagstone Brick Boulders River Rock Streambed

DESIGN

If any, which design(s) style is most appealing to you?



- Mixed Cottage Succulent Native Tropical

What are some of your goals for the new landscape? (Save water? Create shade/habitat/living space?)