

Request for Proposals (RFP)
Camp Pollock Grounds Improvement Project –
Educational Interpretive Design Services

Introduction

The Sacramento Valley Conservancy (SVC, “Client”) is a 501(c)(3) non-profit land trust founded in 1990 on two basic principles: open lands are necessary for quality of life and we must care for the land today so future generations may enjoy its physical and spiritual benefits tomorrow. SVC’s mission is to preserve the beauty, character and biodiversity of the Sacramento Valley landscape by protecting and stewarding natural and working lands, and scenic open space. SVC is the long-term manager of the 11-acre Camp Pollock property, owned by California State Lands Commission. Camp Pollock received a grant through the Lower American River Conservancy Program and Wildlife Conservation Board for a ground improvement project from 2020-2022. Once complete, the grounds improvement project will result in over a mile of trail, one acre of restored native plantings, an improved parking lot, and will support SVC in properly creating an educational interpretive signage set to inform the public on a variety of conservation efforts the Conservancy is committed to throughout the Sacramento Valley. Additional information about the project can be found on the Camp Pollock webpage.

Design services are needed for the Camp Pollock Interpretive Signage Set project. The purpose of the project is to design and implement educational signage about the American River and Cosumnes watersheds, identify riparian flora and fauna, discuss the history of Camp Pollock and native people of the region, importance of plant biodiversity, pollinators, endangered and protected species, River-friendly gardening and a few other site-relevant signs. The purpose of the signs is to enhance the educational opportunities on-site, engage and inspire visitors to be stewards of the environment and share the work and mission of SVC.

Project Background

The Sacramento Valley Conservancy’s Grounds Improvement Project will focus on the 11-acre property, Camp Pollock, located within the American River Parkway. This is an important site for underserved community members and student STEAM programs to enjoy, experience, and learn about their local watershed, at no cost. Camp Pollock is free and open to the public seven days a week, 365 days a year, from sunrise to sunset. This project includes installation of educational signage for outdoor school programs and the public, to ensure a safe and accessible environment for visitors.

Camp Pollock serves more than 6,000 visitors each year for public and private events. Since the renovation of the Myrtle Johnson Lodge in 2016, these numbers have rapidly grown as surrounding community members discover this hidden gem. In addition, SVC partners with Sierra Nevada Journeys, an outdoor science education-based nonprofit that brings hundreds of kids each year to develop critical thinking skills and to inspire natural resource stewardship. Our YES! (Youth, Education and Stewardship) program also hosts more than 1,800 youth for outdoor educational outings at Camp Pollock each year.

This project aligns with SVC’s goal of making environmental education and outdoor recreation more accessible to underserved communities within Sacramento County. Camp Pollock is located in

and around Severely Disadvantaged Communities as defined by the State of California Department of Water Resources as having a median household income of under \$38,270. SVC wants to see these numbers continue to grow, while providing passive educational experiences for day users to engage and learn about the natural environment surrounding the American River. In order to meet this increased demand and continue to be good stewards of the land, SVC seeks to renovate and restore even more of the property. The primary needs of this project include designing a set of 10 ready to print educational signs, creation of renderings which will be used to solicit sponsorships, and selection and coordination with a sign manufacturing facility.

With the goals of facilitating community connection in addition to environmental and watershed health, SVC hopes to encourage a higher turnout at local events, more educational visits with Sierra Nevada Journeys' program, and community gatherings. Cleaning up the area along the American River Parkway that Camp Pollock borders and encouraging the growth of native plants will also encourage visitors to be every day stewards and provide an ongoing space for the community to relax, rest, and recreate.

Scope of Services

SVC ("client") is seeking to hire an individual or entity ("consultant") to provide professional services for designing and creating educational signage for Camp Pollock in Sacramento, CA. The consultant shall utilize the site information provided by the client to develop a site plan of prospective renderings, and interpretive sign designs. The consultant shall work with the client to develop a preliminary conceptual design, including interpretive signage and artistic renderings, for the proposed project. The conceptual design should represent the vision and character of the project and show the proposed location of the restoration area, fencing, interpretive sign locations, and topographic and native planting concept. Based on feedback from the client, the consultant shall prepare a final conceptual design and interpretive signage for the proposed project. The goal of the products within this scope of services is to provide meaningful outreach tools for marketing use (e.g., business sponsorships, project webpage, etc.) as well as for inclusion in permitting documents.

Conceptual design process shall include (at minimum):

- A site visit to collect and analyze data on existing conditions and photographs;
- Review of existing site plans, sample sign sets, and potential business and agency partners;
- Identification of opportunities and constraints;
- Preparation of draft perspective artistic renderings (three viewshed options) and draft site plan to convey the design intent;
- Selection and review by SVC of two final perspective renderings;
- Generation of up to four (4) draft interpretive signage designs
- Selection and review by the Conservancy of ten (10) final interpretive sign designs;
- Incorporation of comments and feedback into at least one round of review for all products by SVC and project partners (e.g., Wildlife Conservation Board, Lower American River Conservancy Program, CA State Lands Commission);
- Attendance at 1 kick-off meeting (remote if COVID precautions area still in place) and up to two additional meetings with the client to obtain feedback on materials and other project needs.

Final conceptual design deliverables shall include:

- Site Plan
- Two Renderings
- Ten (10) Interpretive Sign Designs
- **Deliver to SVC no later than April 10, 2020**

Proposal Submission Instructions

The proposal shall include the following combined into a single pdf:

1. **Cover Letter** – Include RFP project name and contractor information.
2. **Technical Approach** – Your proposed approach to the project and brief description of design ideas. Include a project timeline that corresponds to the timeline listed above.
3. **Background** – Briefly describe your background and qualifications, including resume(s) and electronic examples or links to similar work or products. Please note any small business or specialty certifications in your background information.
4. **Budget** – Provide detailed budget.
5. **References** – Provide contact information for two professional references.

Timeline

- Proposals must be received by **November 10, 2020**
- Selection will be made by **November 20, 2020**
- **Timeline for conceptual design process will be decided upon consultation with SVC**
- Final deliverables shall be completed by **April, 10 2021**

The criteria and scoring system will be based on the following:

- 1) Qualifications and Experience. Scoring based on the likelihood that it will meet the requirements of the Scope of Project. (15 points).
- 2) Technical Approach Evaluation. Scoring based on a solid and convincing approach. (20 points).
- 3) Budget. Each proposal will be rated on its proposed cost-efficiency and ability to meet the project objectives. (15 points).

Final proposals will be selected by a project committee.

Please submit a complete proposal (details above) on or before **November 10, 2020**.

Please submit clarification of the specifications contained in this RFP by **November 3, 2020**.

Contact: Kelly Hopkins, Executive Director, Sacramento Valley Conservancy

Email: khopkins@sacramentovalleyconservancy.org , cc info@sacramentovalleyconservancy.org

