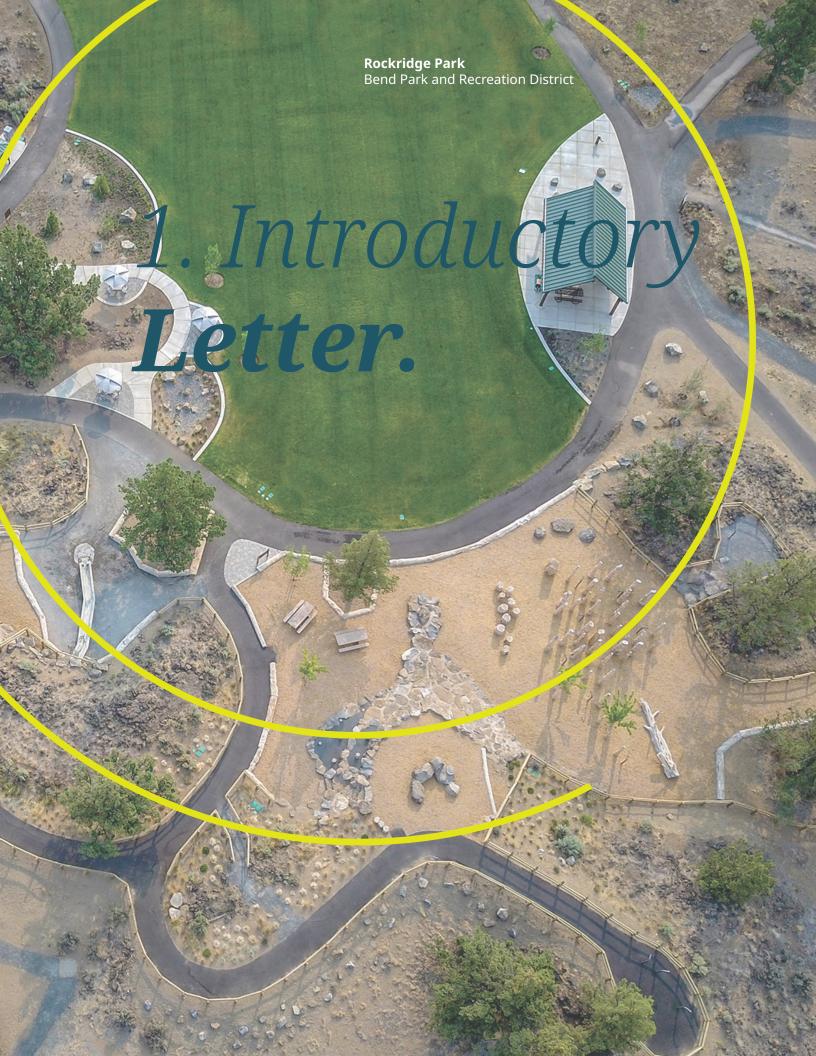


Image on cover: Rockridge Park, Bend, Oregon



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Blair Larsen Community & Economic Development Director City of Sweet Home 3225 Main Street Sweet Home, OR 97386

Re: City of Sweet Home

Parks System Master Plan Comprehensive Update

Dear Blair and members of the Selection Committee:

Cameron McCarthy submits this proposal to the City of Sweet Home for planning services to update the City's Parks System Master Plan. We look forward to applying our experience with parks, recreation, and open space system planning to Sweet Home in order to shape vital elements of community livability. In our practice, this means transforming visions into reality through collaboration and meaningful planning and design to create outdoor spaces that connect, revive, and inspire. A relevant example is our recent work on the Lewis Creek Park Master Plan for Linn County.

This proposal provides insight into our firm and highlights the projects we have completed during our 70 years of experience. Our firm collectively offers to the City of Sweet Home:

- · Knowledge of the technical aspects of system planning required to achieve results with lasting value;
- Commitment to planning excellence and sustainable outcomes, while responding to context and changing dynamics;
- Demonstration of our understanding of the project and how we will approach delivering a beneficial long-term outcome;
- Prior experience working for communities in Linn County (Harrisburg, Lebanon, Lewis Creek Park, etc.);
- Enthusiasm for working directly with local communities and residents.

Working with 20+ public agency clients, our firm has completed over 100 park and recreation projects throughout Oregon during our tenure, including five parks and recreation system plans in the 5 years. The representative projects and references included in our proposal demonstrate our team's ability to manage the aspects of work required for the completion of a successful project. Most importantly, these projects demonstrate our ability and interest in collaboration.

In my capacity as an authorized agent of Cameron McCarthy Landscape Architecture & Planning, I am authorized by the firm to submit this response and will serve as your primary point of contact. Please feel free to contact me (E: cmcarthur@ cameronmccarthy.com | T: 541.485.7385) if you have any questions about the information enclosed herein. Regarding the proposal content requirements in Section 2.2.2, I affirm that:

- The firm has never had a bankruptcy in 70+ years of operation and has not been accused or convicted of fraud or illegal activities.
- The firm has a policy of nondiscrimination in employment because of race, age, color, sex, religion, national origin, mental or physical handicap, political affiliation, marital status or other protected class, and has a drugfree workplace policy, which is included in our office policy manual.
- The firm has no potential or actual conflicts of interest within the jurisdictional boundaries of the City.
- Cameron McCarthy holds and is in current status on liability insurance. The policy through WAFD Insurance Group is adequate in covering general liability.

Thank you for your time and consideration.

Colin McArthur Principal Planner, AICP



160 East Broadway
Eugene, Oregon 97401
www.cameronmccarthy.com





Section Divider Back



Firm Overview

During our 70+ year history, Cameron McCarthy has completed over 100 park and recreation projects throughout Oregon, including the completion of five parks and recreation system plans in the past five years (Harrisburg, White Salmon (WA), Hermiston, Drain, Veneta) and one currently in development (Sisters). We have extensive recent experience working in Linn County through the completion of the Lewis Creek Park Master Plan for Linn County Parks and Recreation and a comprehensive update of the Parks System Plan for the City of Harrisburg, as well as other planning and design projects in Lebanon and Albany.

Parks, recreation facilities, open spaces, and other natural areas are key services that enhance a community's quality of life. This update of the Parks System Master Plan demonstrates the City of Sweet Home's commitment to providing high quality public services to residents and visitors, ensuring immediate and long-term success of the park system. We recognize that the Parks System Master Plan reflects community needs and is a response to current and anticipated demand for services. The proposed planning process is defined by a community outreach and involvement strategy that is founded on the principles of diversity, equity, and inclusion and uses various methods to ensure all voices have opportunity to contribute to assesses residents' needs, prioritize projects, and support decision-making.

The next few pages provide a closer look at our team's experience and capabilities.

Team Organizational Chart

City of Sweet Home

Cameron McCarthy



Colin McArthur

Elizabeth Auvil

Principal in Charge



Project Manager



Alli Langley

Planning and Community Engagement



Victor Garcia

Planning and Community Engagement

The 4-person team we have assembled for the Sweet Home Park System Master Plan Update project is comprised of the following:



Colin McArthur

Principal in Charge

Colin has been with the firm since 2005 and partner since 2012. He brings over 15 years of planning experience to the team. He offers a wealth of knowledge in community planning, a finesse in working with the public, and a deep drive to provide practical and thoughtful solutions. He will provide planning leadership and direct staff throughout the project.



Elizabeth Auvil

Project Manager

Elizabeth has been with the firm since 2017 and brings almost a decade of experience to the team. Her portfolio spans a diversity of project types with a focus on planning parks and public spaces. Elizabeth's training and years of experience in project management provide the team with clear and organized leadership. She will serve as the project manager for the project.



Alli Langley

Planning and Community Engagement

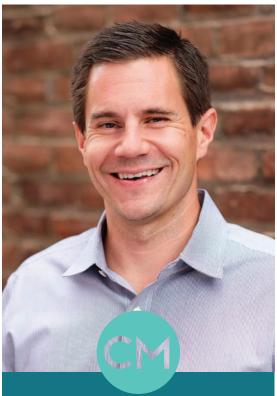
Alli joined Cameron McCarthy in 2022. For the duration of this project Alli will provide planning and community outreach guidance and support. In addition to her planning expertise, Alli brings a strong attention to detail and foresight to identify and respond to client and community needs throughout a project.



Victor Garcia

Planning and Community Engagement

Victor has been with the firm since 2020. Victor will provide planning and community outreach support throughout the entire project. Victor contributes a generous amount of perspective and lived experience to community planning and design. Victor has a deep understanding of design that is truly accessible and inclusive.



Colin McArthur

He/His

Principal Planner, AICP | Project Lead cmcarthur@cameronmccarthy.com
30% Availability

Colin directs Cameron McCarthy's planning practice and has more than 15 years of experience working in Oregon communities. He specializes in supporting public agencies with comprehensive planning; parks, natural resource, and infrastructure planning; implementation; and development. An area of emphasis is parks and recreation, where Colin has developed comprehensive system plans and park concept plans for cities including Eugene, Hermiston, The Dalles, Lebanon, Monmouth, Veneta, Sisters; and, counties including Linn County, Sherman County, Jackson County, and Douglas County. Colin's park and recreation district clients include Northern Wasco County Park and Recreation District, Willamalane

Park and Recreation District, and Bend Park and Recreation District.

- Sisters Parks Master Plan, Sisters, OR
- Harrisburg Parks System Plan, Harrisburg, OR
- White Salmon Parks System Plan, White Salmon, WA
- Hermiston PROS Master Plan, Hermiston, OR
- NWCPRD PROS Master Plan, The Dalles, OR
- Veneta PROS Master Plan, Veneta, OR
- Drain Parks and Open Space Master Plan, Drain, OR
- BPRD Comprehensive System Plan, Bend, OR
- Thompson Park Master Plan & Mill Creek Trail, NWCPRD, The Dalles, OR
- Rockridge Park, BPRD, Bend, OR
- Hillside Park, BPRD, Bend, OR
- Bob Keefer Center & Les Schwab Sports Park, WPRD, Springfield, OR

PROFILE

Colin started his career with Cameron McCarthy in 2005, earned his planning certification in 2007, and became a partner in 2010. He currently enjoys a unique dual role with CM as the director for the firm's planning practice and as a project manager and lead designer on park and recreation projects.

EDUCATION

2006

Master of Community and Regional Planning University of Oregon

2005

Certificate in Sustainable Development & Energy Planning University of Oslo

2001

Bachelor of Landscape Architecture University of Oregon



PROFILE

Elizabeth joined Cameron McCarthy's Portland office in 2017. She brings a strong foundation of experience in the realm of transit-oriented planning and design. She has developed a well-rounded set of skills in planning, public engagement and landscape architecture.

EDUCATION

2013

Bachelor of Landscape Architecture University of Oregon

2016

NCI Charrette System Certificate PSMJ Project Management Certificate

REGISTRATIONS/AFFILIATIONS

Landscape Architect, Oregon #1082 American Society of Landscape Architects

CAMERON McCARTHY

Elizabeth Auvil

She/Her

Landscape Architect, ASLA, RLA

EAUVIL@CAMERONMCCARTHY.COM
40% Availability

Elizabeth is a critical thinker and attentive listener which enables her to develop creative recommendations while adhering to project goals. She has experience working on national and international projects and she brings excellent coordination and a context-sensitive approach to her projects. She supports projects with strategies and implementation tactics that support effective project management. Elizabeth develops thorough public engagement strategies unique to the needs of each project, and she excels at synthesizing public engagement feedback.

- White Salmon Park System Plan, White Salmon, WA
- · Bailey Ridge Park Master Plan, Salem, OR
- Sorosis Park Conceptual Plan, The Dalles, OR
- Hermiston Parks, Rec and Open Space Master Plan, Hermiston, OR
- · Veneta Parks, Rec and Open Space Master Plan, Veneta, OR
- Drain Parks Master Plan, Drain, OR
- Mill Creek Trail, The Dalles, OR
- Federal Street Plaza, The Dalles, OR
- NWCPRD Parks Master Plan, Wasco County, OR
- NWCPRD Thompson Park, The Dalles, OR
- Ackerman Sports Complex Master Plan, Canby, OR
- Tigard Street Heritage Trail, Tigard, OR*
- Oregon State Parks Columbia Gorge Management Units Plan*

^{*}Work completed at former employer.



Alli Langley

She/Her

Assistant Planner

ALANGLEY@CAMERONMCCARTHY.COM

30% Availability

PROFILE

Alli joined Cameron McCarthy in 2022 with a background in planning, public policy facilitation, and journalism. As an assistant planner and lead community engagement specialist, she contributes technical writing, research, data and land use analysis, GIS mapping, graphic design, project management, and public involvement design and facilitation.

EDUCATION

2022

Master of Community and Regional Planning University of Oregon

2013

Bachelor of Science in Journalism University of Florida

REGISTRATIONS

American Planning Association

Alli is a systems thinker and facilitator who enjoys helping public agencies, nonprofits, and community groups leverage collaboration to move from "what is" to "what could be." She brings experience working on civic engagement and policy projects across geographic scales on issues including public land use, outdoor recreation, environment and natural resources, public health, and community development. While earning her master's in community and regional planning, she worked with clients in Oregon communities to analyze park system revenue sources, identify climate vulnerabilities, map social service gaps, and develop downtown revitalization resources. She has since gained experience in comprehensive park system planning and development. Alli is passionate about the transformative power of public participation. Across her projects, she focuses on applying more effective engagement and communication strategies to foster inclusive decision-making rooted in unique community needs.

- Sisters Parks Master Plan, Sisters, OR
- Golden Gardens Park Concept Plan, Eugene, OR



PROFILE

Victor joined Cameron McCarthy in 2020 after graduating from UO with a master's degree in Landscape Architecture. During his time in graduate school, he participated in the Overlook Field School Program and explored maintenance and the transition of space over time. Victor's master thesis studied spatial justice as it relates to public recreational spaces in Salem, Oregon. Victor's community has had a profound impact on who he is today and his values in equity and inclusion.

EDUCATION

2020

Master of Landscape Architecture University of Oregon

2017

Bachelor of Environmental Science Willamette University

CAMERON McCARTHY

Victor Garcia

He/His

Designer, ASLA VGARCIA@CAMERONMCCARTHY.COM

60% Availability

Victor has been involved in the field of landscape architecture from an early age. As a first-generation Mexican American from Salem, Oregon, he learned about the complexities of landscape maintenance, design, and installation while working for his family's landscape business. He is passionate in exploring the intersectionality between public space and social equity. As a landscape designer, Victor aspires to use his experience working with landscapes and people to contribute to the Cameron McCarthy team in thoughtfully creating spaces that speak to issues of spatial equity, sustainability, and inclusivity. Victor will be a critical part of the team as planning and community outreach support.

- Sisters Parks System Plan, Sisters, OR**
- Golden Gardens Park Master Plan, Eugene, OR **
- Lewis Creek Park Master Plan, Sweet Home, OR
- White Salmon Parks System Plan, White Salmon, WA
- Bailey Ridge Park, Salem, OR
- Harrisburg Parks System Plan, Harrisburg, OR
- Lane Community College Site + Landscape Framework Master Plan
- Sorosis Park Master Plan, NWCPRD
- South Salem High School Track & Field, Salem-Keizer School District
- Lakeridge Middle School Track & Field, Lake Oswego School District
- Willamette University Baseball-Softball Fields, Salem, OR**
- ** Current project



Section Divider Back



Corporate Profile & Legal Qualifications

COMPANY NAME: CAMERON MCCARTHY LANDSCAPE ARCHITECTURE AND PLANNING

TAX IDENTIFICATION NUMBER: 93-0938214

MAIN OFFICE ADDRESS: 160 E BROADWAY EUGENE, OR 97401

MAIN TELEPHONE: 541-485-7385

PRINCIPAL CONTACT TELEPHONE, COLIN MCARTHUR: 458-234-6354

FIRM STRUCTURE: PARTNERSHIP

AUTHORIZED CONTACT FOR NEGOTIATIONS AND AGREEMENTS: COLIN MCARTHUR, AICP

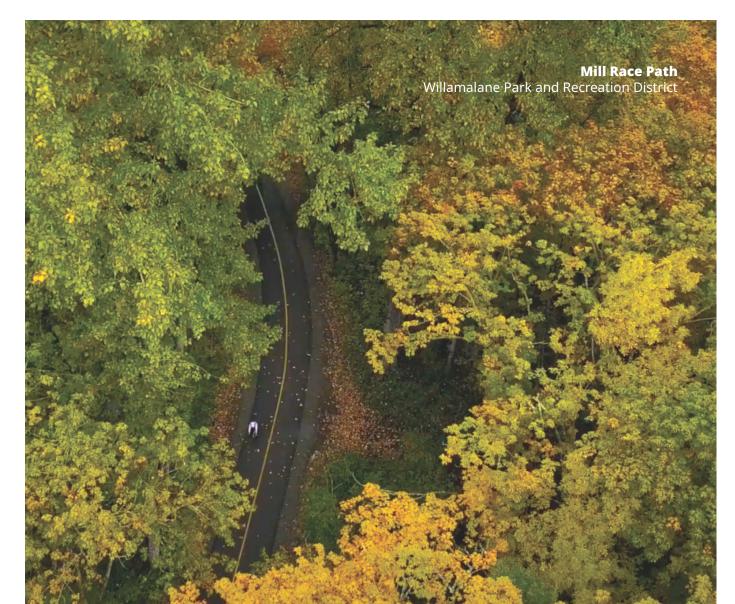
PROJECT LEAD: COLIN MCARTHUR, AICP

COMPANY PROFILE: Cameron McCarthy (CM) with offices in Eugene, Portland, and Bend has been providing the region with comprehensive planning and landscape architecture services since 1952. Over the years, the firm has developed a rich portfolio of parks master plans, park design, and construction projects. CM is a 26-member firm which works in concert with other design, planning, and public involvement professionals to help people develop, preserve, and improve relationships with their surroundings. Three of our members are LEED accredited professionals, 12 of our members are ASLA licensed landscape architects, one is an AICP certified planner, and two are certified arborists. CM's team of professionals offers a diverse set of skillsets, backed by the experience of a deep portfolio. The firm has never had a bankruptcy in 70+ years of operation and has not been accused or convicted of fraud or illegal activities.



Technical Experience and Qualifications

Cameron McCarthy is equipped to handle all of the necessary services that will deliver on the scope of work outlined in our proposal. The project team is a balanced blend of planning leadership, public engagement expertise, and landscape architecture. The project team will work as a collective group alongside the City of Sweet Home to achieve the goals outlined in the RFP, and further defined during the project initiation phase.



Cameron McCarthy holds and is in current status on liability insurance. The policy through WAFD Insurance Group is adequate in covering general liability.

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			PHONE (A/C, No, Ext): (541) 687-1911 FAX (A/C, No): (541) 689-6534 E-MAIL ADDRESS: jessicah@wafdinsurance.com					
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NWCPRD Park and Recreation Master Plan

NORTHERN WASCO COUNTY PARKS AND RECREATION DISTRICT

Cameron McCarthy worked with the Northern Wasco County Parks and Recreation District to develop the District's first Parks and Recreation Master Plan. Cameron McCarthy completed a thorough study of the current inventory of park and recreation facilities, a needs assessment, and a public outreach process to develop a 20- year plan to guide the District. The project team crafted a well-rounded public outreach process and offered different levels of engagement opportunities across multiple platforms including online surveys, interviews, focus group meetings and community events. Local groups had opportunities to dialogue and inform the project team of community needs. Completion and adoption of the Plan was a milestone for the District as it captured a unified vision for future park developments and improvements for the community. The Plan provides five unique park concepts and a capital improvements plan that provide a roadmap for the District to accomplish their vision. The District will be able to prioritize capital improvements, programmatic changes, and accessibility of services for residents. The planning process is complete, and the Plan was adopted in Spring 2019.







Hermiston PROS Plan

CITY OF HERMISTON

Cameron McCarthy provided the City of Hermiston with an update to their Parks, Recreation and Open Space Plan in 2019-2020. Cameron McCarthy reviewed local demographics and inventoried current parks and recreation facilities. The project team created a public outreach process that amplified a diverse range of voices to reflect the entire community of Hermiston. The project team strived to create an inclusive process by using bilingual communication and adapting to community needs. Residents' voices informed the Plan recommendations which identify and prioritize how to improve livability in Hermiston. The PROS Plan update addresses the unique needs of Latinx, youth, and users 65 years or older, gaps in the park and recreation service area, and demand for trails and multi-modal connectivity within the park system. The Plan proactively addresses the needs of a growing and diversifying community. The Plan was adopted in Summer 2020.

In July, 2020 the Hermiston Herald published the article <u>City plans for new parks and trails</u> that summarizes the process and provides a look into the outcome of the master plan.







Harrisburg Parks System Plan

CITY OF HARRISBURG

The City of Harrisburg last updated its Parks System Plan in 2004. Cameron McCarthy collaborated with the City to develop the 2022 Harrisburg Parks System Plan, which is designed to update and replace the previous parks plan. The Draft Parks System Plan is designed as a tool for planning, programming, and capital improvements to meet the recreational needs for the citizens residents of Harrisburg. The Plan includes a community needs assessment that details the City's strategies for meeting park facility needs. The Plan identifies current and future park and recreation needs; identifies alternative ways to meet those needs; and establishes a capital improvement program for park facilities. The Plan contains park improvement, acquisition, and development recommendations directed at meeting park and recreation needs over the next 20 years.







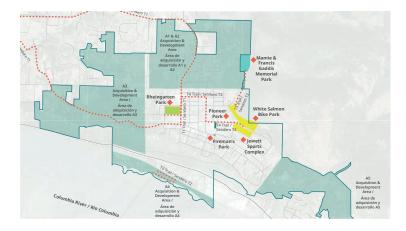


White Salmon Park System Plan

CITY OF WHITE SALMON

Cameron McCarthy worked with the City of White Salmon to develop a Park System Plan to guide their current and long-range park planning decisions. The project team researched the existing conditions, documented city facilities, and assessed community needs through a multi-step public outreach process. A variety of outreach methods were utilized during the planning process. The team held focus group meetings and interviewed stakeholders representing a wide array of community members. An bilingual online survey received high participation from local residents. Throughout the project, outreach materials in both English and Spanish were also developed and distributed by the team.

The resulting goals, recommendations and implementation measures in the Plan provide strategic guidance for City parks over the next twenty years. The Plan includes project prioritization and identifies potential funding sources for the City to continue enhancing their parks in this unique region of the Columbia River Gorge.







Lewis Creek Park Master Plan

LINN COUNTY PARKS

In fall of 2020, Cameron McCarthy worked with Linn County Parks to develop a master plan for Lewis Creek Park. The Plan was the product of a three-step process including analysis, design and documentation. The Project Team analyzed existing conditions as well as opportunities and constraints at the park. The following design phase developed a concept based on project analysis and public outreach data. Outreach for the project included meetings with County staff, focus group conversations, a survey, stakeholder interviews and public tabling events.

The design phase began with one existing site plan and two initial concepts. Using public outreach data, the options were refined into one conceptual plan. The final conceptual plan included a wide range of amenities to enhance the park. Water access was improved with an accessible water entry and boat slips. Key recreational features included a universally accessible playground and a dedicated swim area. Additionally, bike parking, restrooms, accessible parking, a shade structure, and terraced seating will all support park visitors.

The final phase was documentation. The Team gathered the research, analysis, and findings to create the Lewis Creek Master Plan document and appendices. The Plan included recommendations, project prioritization, and an equity review of the completed outreach process. The project concluded in the summer of 2021.





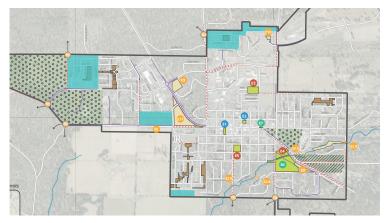
Sisters Parks Master Plan

CITY OF SISTERS

Cameron McCarthy is currently working with the Sisters community to prepare a new comprehensive Parks Master Plan for the long-term development and maintenance of the park system. Cameron McCarthy prepared Sisters first Parks Master Plan, which was adopted in 2011. The Plan assesses existing projects in the previous Parks Master Plan, inventories parks system facilities, evaluates demographics and level of service, and includes an extensive public involvement process. Based on the data collected, the project team developed a needs assessment which informed the Plan's goals, recommendations.

The Plan focuses on parkland acquisitions, development and redevelopment to increase the current level of service, particularly in areas experiencing current and future residential growth. Sisters population is expected to grow exponentially in the next 20 years. The Plan recommends better system connectivity and path connections across the City and to external trail systems. These recommendations include ADA accessibility improvements and a variety of trail types. The plan is scheduled for adoption





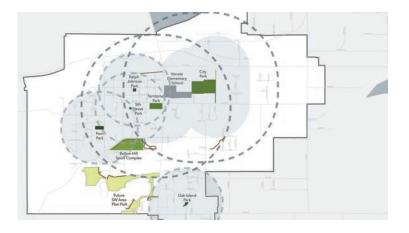


Veneta PROS Plan

CITY OF VENETA

In 2020, Cameron McCarthy provided a Parks, Recreation and Open Space Master Plan update for the City of Veneta. The project team brought a community-based planning approach and were able to address Veneta's growing population and changing demographics. To support and identify community priorities, Cameron McCarthy implemented a multifaceted public outreach process. Outreach included virtual and in-person communication and intentional dialogue with community partners and stakeholders.

In addition to public outreach, the team provided an inventory and composed a needs assessment to establish a solid foundation for the Plan. The carefully assembled foundation built on community feedback and local data to provide a clear path to the pertinent recommendations and the capital improvements plan. The PROS Plan will enable the City of Veneta to continue to work in concert with other local planning efforts and prioritize their growing community. The PROS Plan was successfully adopted in Fall of 2020.







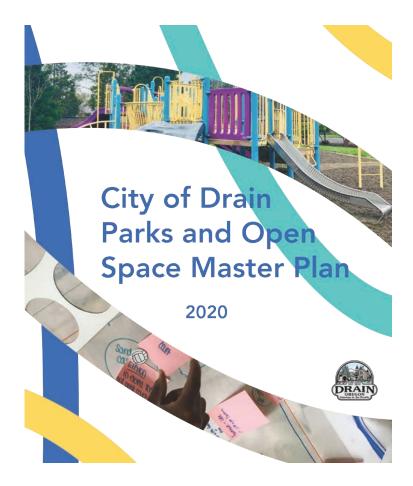
Drain Parks & Open Space Master Plan

CITY OF DRAIN

Cameron McCarthy created the Parks and Open Space Master Plan for the City of Drain in 2019. The Plan acts as a guiding vision for the City of Drain as they aspire to sustain and improve livability through their parks and recreation services. The Plan provides direction for both short-range and long-range planning for the tight-knit community located in southwestern Oregon.

During the planning process, Cameron McCarthy identified current and future park needs by engaging with the community to capture local insight and feedback, reviewing demographic data, and conducting an inventory of existing parks.

The culmination of planning work resulted in essential goals, policies, recommendations, and implementation measures to shape the development of the parks system over the next 20 years. The Plan balances a vision and community goals with recommendations and a detailed capital improvements plan to provide the step by step measures needed to achieve the City's vision for parks and open space.







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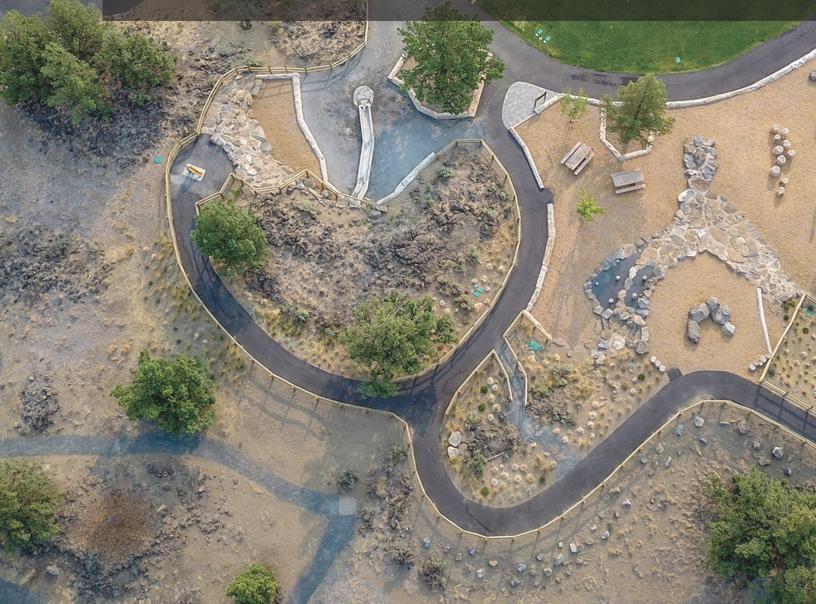
ROCKRIDGE PARK

Bend Park & Recreation District
Bend, Oregon

Michelle Healy, BPRD 541-706-6113

NATURE PLAY, BIKE SKILLS, SKATEPARK, DISC GOLF

Project Completion Date: 2017



Rockridge Park

BEND PARK AND RECREATION DISTRICT

Rockridge Park is in Deschutes County jurisdiction, adjacent to the Bend UGB. Cameron McCarthy obtained conditional use permit and site plan review approvals from the County and led the public improvement process for half-street improvements along the City frontage. The site is expected to be included in the next UGB expansion and infrastructure is designed to connect to City services. Rockridge is a distinctive community and neighborhood park in Central Oregon that blends conservation of a native juniper forest with recreational amenities catered to the active lifestyle of its residents. Designed features include a system of paved and natural trails; mountain biking skills courses; nature play area; traditional play area; skatepark; disc golf putting course; and a large open space with lawn, picnic tables and park shelter. In addition to providing traditional park amenities, Rockridge distinguishes itself from other community parks within the District and elsewhere. It embraces preservation of existing open space and rock outcroppings, the integration of active spaces, and repurposing salvaged on-site materials throughout the park. Rockridge is a result of BRPD's Comprehensive Plan Update.







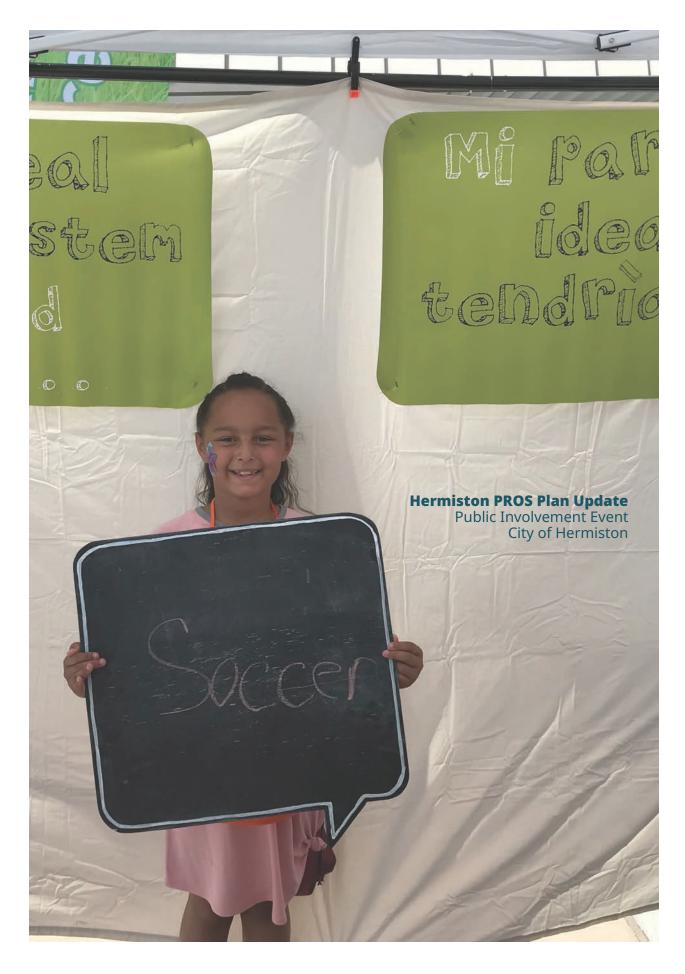
RECENT AND FORMER GOVERNMENT CLIENTS

CLIENT	PROJECT	SERVICES		
SPECIAL DISTRICTS				
BEND PARK & RECREATION DISTRICT	COMPREHENSIVE PLAN UPDATE	Planning, Public Outreach		
BEND PARK & RECREATION DISTRICT	HILLSIDE PARK	Master Plan, Design, Construction Administration		
BEND PARK & RECREATION DISTRICT	LARKSPUR CENTER	Planning, Design, Construction Administration		
BEND PARK & RECREATION DISTRICT	ROCKRIDGE PARK	Master Plan, Design, Construction Administration		
NORTHERN WASCO COUNTY PARK & RECREATION DISTRICT	PARKS AND OPEN SPACE MASTER PLAN	Master Plan		
NORTHERN WASCO COUNTY PARK & RECREATION DISTRICT	MILL CREEK TRAIL	Master Plan, Design		
WILLAMALANE PARK & RECREATION DISTRICT	KELLY FIELD	Design, Construction Administration		
WILLAMALANE PARK & RECREATION DISTRICT	CLEARWATER PARK BOAT LAUNCH	Planning, Design, Construction Administration		
WILLAMALANE PARK & RECREATION DISTRICT	CLEARWATER PARK MASTER PLAN	Master Plan		
WILLAMALANE PARK & RECREATION DISTRICT	DORRIS RANCH FACILITY DEVELOPMENT PLAN	Master Plan		
WILLAMALANE PARK & RECREATION DISTRICT	MIDDLE FORK PATH	Planning, Design, Construction Administration		
WILLAMALANE PARK & RECREATION DISTRICT	MILL RACE PATH	Planning, Design, Construction Administration		
WILLAMALANE PARK & RECREATION DISTRICT	COMPREHENSIVE PLAN UPDATE (2012)	Planning, Implementation		
WILLAMALANE PARK & RECREATION DISTRICT	QUARTZ PARK	Planning, Design, Construction Administration		
WILLAMALANE PARK & RECREATION DISTRICT	THURSTON HILLS NATURAL AREA PARK	Planning		
CITIES				
CITY OF ASHLAND	NORTH MOUNTAIN PARK	Master Plan, Design, Construction Administration		
CITY OF ASHLAND	ASHLAND CREEK/CALLE GUANAJUATO RESTORATION	Planning, Design, Construction Administration		
CITY OF CANBY	ACKERMAN SPORTS COMPLEX	Master Plan		
CITY OF CORVALLIS	MLK JR. PARK	Master Plan, Design, Construction Administration		
CITY OF CORVALLIS	CORVALLIS SKATE PARK	Planning		
CITY OF COTTAGE GROVE	BOHEMIA PARK	Master Plan		
CITY OF COTTAGE GROVE	ROW RIVER TRAIL (RAILS TO TRAILS)	Planning, Design, Construction Administration		
CITY OF DALLAS	ROGER JORDAN COMMUNITY PARK	Planning, Design, Construction Administration		
CITY OF DALLAS	ROTARY PARK	Planning, Design, Construction Administration		
CITY OF DRAIN	PARKS AND OPEN SPACE MASTER PLAN	Master Plan		
CITY OF ESTACADA	WADE CREEK PARK MASTER PLAN	Master Plan		
CITY OF EUGENE	GOLDEN GARDENS SPORTS COMPLEX	Feasibility Study, Master Plan		
CITY OF EUGENE	STRIKER FIELD PARK	Planning		
CITY OF EUGENE	TOWN SQUARE	Master Plan, Design		

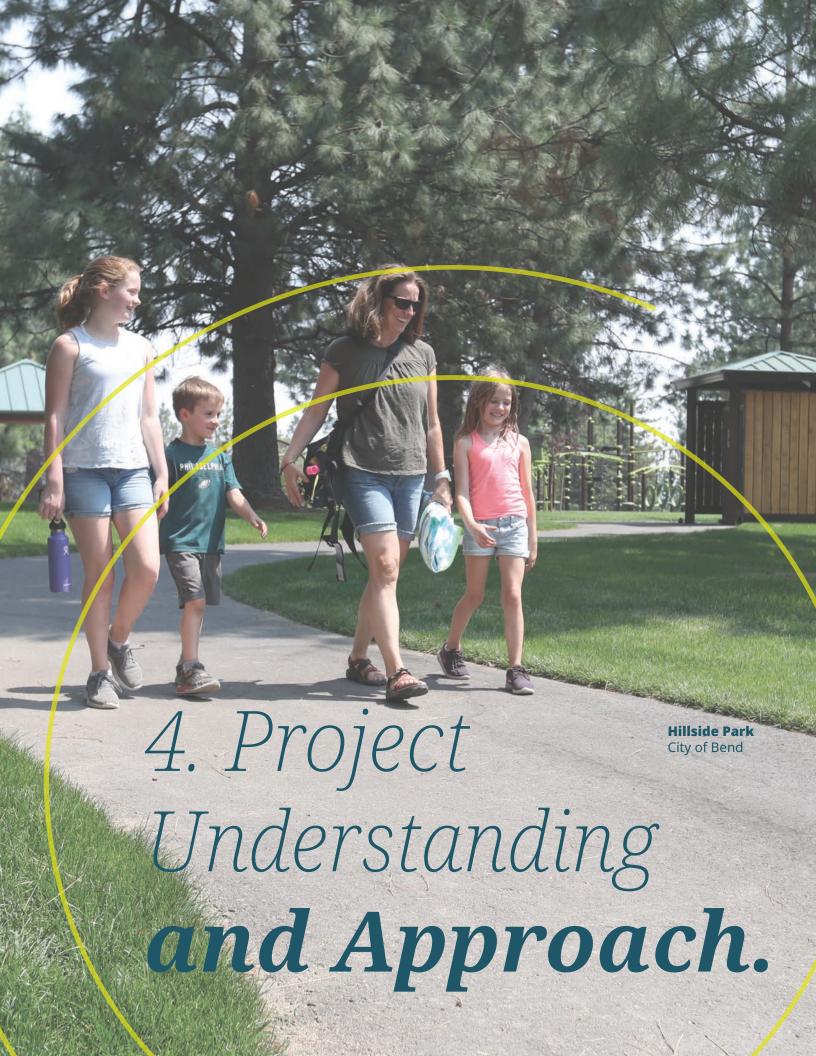
RECENT AND FORMER GOVERNMENT CLIENTS

CITIES CONTINUED					
CITY OF HARRISBURG	EAGLE (100-ACRE) PARK FEASIBILITY STUDY	Master Plan, Feasibility Study			
CITY OF HARRISBURG	PARKS MASTER PLAN UPDATE	Master Plan			
CITY OF HERMISTON	PARKS, RECREATION, AND OPEN SPACE MASTER PLAN	Master Plan			
CITY OF LEBANON	CHEADLE LAKE REFINEMENT PLAN	Master Plan, Refinement Plan			
CITY OF MONMOUTH	MADRONA PARK	Master Plan, Design, Construction Administration			
CITY OF MT. ANGEL	EBNER PARK	Planning, Design, Construction Administration			
CITY OF ROSEBURG	EAGLES PARK	Planning, Design, Construction Administration			
CITY OF ROSEBURG	FIR GROVE SECTION AT STEWART PARK	Planning, Design, Construction Administration			
CITY OF SEASIDE	BROADWAY PARK	Master Plan, Design, Construction Administration			
CITY OF SISTERS	PARKS MASTER PLAN (2022 and 2011)	Master Plan			
CITY OF SISTERS	FIR STREET PARK	Planning, Design, Construction Administration			
CITY OF SPRINGFIELD	SPRINGFIELD MILLRACE AT BOOTH KELLY	Master Plan			
CITY OF SUTHERLIN	FORD'S POND MASTER PLAN	Master Plan			
CITY OF VENETA	PARKS AND OPEN SPACE MASTER PLAN	Master Plan			
CITY OF WHITE SALMON	COMPREHENSIVE PARK PLAN	Master Plan			
COUNTIES					
DOUGLAS COUNTY PARKS	PITCHFORD RANCH MASTER PLAN	Master Plan			
LANE COUNTY PARKS	HOWARD BUFORD RECREATION AREA MASTER PLAN	Master Plan			
LANE COUNTY PARKS	MT. PISGAH ARBORETUM MASTER PLAN	Master Plan			
LINN COUNTY PARKS	LEWIS CREEK PARK MASTER PLAN	Master Plan			
SHERMAN COUNTY	GILES FRENCH PARK MASTER PLAN	Master Plan			
PUBLIC AGENCIES					
OREGON DEPARTMENT OF TRANSPORTATION	EAST ALTON BAKER PARK IMPROVEMENTS	Planning, Design, Construction Administration			

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Project Understanding

Located near the Cascade Mountains and Willamette National Forest in Linn County, the City of Sweet Home is about 25 miles east of I-5. As the third largest city in the County, it is approximately six square miles in size. Sweet Home is a growing community, with new residential developments in progress and future retail and industrial developments on the horizon. The area also sees thousands of tourists in the summer exploring local recreational opportunities for boating, fishing, camping and hiking near the South Santiam River, Foster Lake, Green Peter Lake, and the Willamette National Forest. Sweet Home also hosts events, like the annual Oregon Jamboree concert festival, attracting 15,000 visitors during the summer.

Sweet Home offers a variety of park facilities to residents, including four neighborhood parks, one community park, and several special use areas including the Hobart Natural Area and South Hills Trail. The City continues to invest in additional park properties and park improvements. Investments include site improvements at Sankey Park, acquisition of an extensive property for a future regional park with over 230 acres of land with riverfront access and space for the Oregon Jamboree festival.

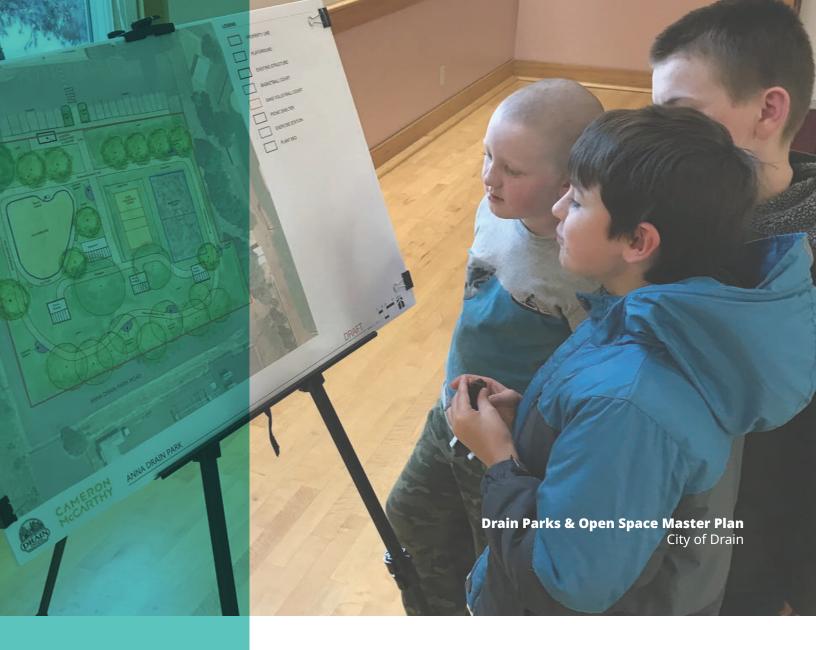
The City's current Park System Master Plan was adopted in 2014. Portland State's Population Research Center estimates Sweet Home's population at approximately 10,097 people as of July 1, 2022 with projected growth to approximately 11,010 people by 2040. As Sweet Home continues to grow, updating the Park System Master Plan is needed to serve as a long-range planning and policy tool to guide the planning, coordination and implementation of

new park and open space property acquisitions and development of park facilities for residents in the City and the region. The Park System Master Plan update will reflect the current and future needs of residents and tourists and address wellness, inclusion and community pride.

Specifically, the Park System Master Plan will inventory, map, and assess park facilities and properties; review level of service standards; provide comparison of park service with similar cities; identify and map future needs and opportunity sites including undeveloped park sites; evaluate programming of existing parks; identify improvements prioritizing tourism, equity, and inclusion; identify opportunities for collaboration with other City, School and Fire District properties and owners; and review existing partnerships with Linn County and the School District.

Additionally, the Park System Master Plan will review the Parks Capital Project List and the Park System Development Charge (SDC) rate and provide recommended changes or additions. The Plan update will also include outreach, feasibility, and recommendations for the potential development of a Sweet Home Parks and Recreation District. Recommendations will also provide strategies for the City to best utilize park and open spaces, address funding and identify cost efficient maintenance standards. Recommendations will comprehensively address all proposed facilities in the Plan. The Plan will also prioritize recommendations and include planning-level funding estimates.

Development of a Park System Master Plan that serves all residents and visitors in Sweet Home



and the surrounding area relies on strategic and innovative community outreach. Focused outreach will carefully assess community needs and identify recreation opportunities and interests to inform the Plan's recommendations. Outreach strategies include both broad opportunities for engagement, including an online survey and an open house, and targeted efforts like stakeholder interviews in order to provide an inclusive process that listens to many community voices. The Plan will balance and uphold community outreach outcomes and the City's vision and goals.

Project Approach

This section details the proposed work program that the Cameron McCarthy Project Team will perform to complete the Park System Master Plan update according to the City's requested services. The planning and design products generated from these services will be driven by the principle of putting the community first.

Parks, recreation facilities, and other natural areas are key services that enhance a community's quality of life. The purpose of a Parks Master Plan is to provide a guiding vision for the parks system and planning efforts by integrating community input with best practices in public recreation planning. The Parks System Master Plan provides goals, policies, recommendations, and implementation measures to shape the development of the park system over the next 20 years.

We recognize that the Park System Master Plan belongs to the community of Sweet Home. Reflecting the unique characteristics and desires of the community as well as the financial realities of operating and maintaining a parks system is essential. The Project Team will provide objective technical information and document input and findings that inform the park system planning process. City officials and representatives can then make informed decisions about the future of Sweet Home's parks, trails, and open spaces based on the documented information and findings.

Cameron McCarthy will produce the new Sweet Home Park System Master Plan through the development of work products under eight key tasks: (Task 1) Project Initiation; (Task 2) Project Management; (Task 3) Community Outreach and Involvement; (Task 4) Existing Conditions Analysis; (Task 5) Needs Assessment; (Task 6) Goals, Policies, and Recommendations; (Task 7) Capital Improvement Plan; and (Task 8) Documentation and Adoption. Task 9 is an optional additive service.

The Plan will identify priorities and recommendations, including possible facility acquisitions, development and improvements, possible park system expansion and/or improvements to the existing park system, funding priorities and recommendations, and review existing and potential partnership opportunities. Additionally, it will review System Development Charge rates and the list of park-related Capital Improvement Projects. The feasibility of a Sweet Home Park and Recreation District may also be examined and is listed as an additive service. The following project approach details the steps through which these tasks will be accomplished.

TASK 1. PROJECT INITIATION

Conduct project initiation meeting with City of Sweet Home staff to finalize project scope and schedule, work program, roles, and a communications plan. Discussions at this meeting will refine our understanding of the project, further define expectations, and ensure that our work will reflect the needs of the City and its constituents. This meeting will also allow the Project Team to identify key stakeholders and community groups, prior planning documentation, and data collection needs. Following the meeting, the Team will participate in site visits with City staff to observe existing parks and recreation facilities, infrastructure, opportunities and constraints, and spatial contexts. The Project Team will also set dates for future meetings, prepare a communications plan, refine the public outreach strategy, and provide a memorandum summarizing the meeting discussion.

DELIVERABLES:

- Project Initiation Meeting Notes
- · Internal Communications Plan
- Public Outreach Strategy

MEETINGS:

Project Initiation Meeting and Site Visit

TASK 2. PROJECT MANAGEMENT

Conduct regular progress meetings with City staff throughout the planning process to review deliverables, prepare for public meetings, and report on progress. Frequency of meetings is to be determined by both City staff and the Project Team during project initiation. The Project Team will prepare and transmit a meeting agenda and task/ action list prior to each meeting, and review project schedule at each meeting. These meetings will also

ensure that the Project Team has all necessary and available information to complete this scope of work. In addition to progress meetings, conduct two (2) meetings with City Parks and Tree Committee and one (1) work session with the City Council at key decision points during the project.

DELIVERABLES:

- Task/Action Matrix
- · Meeting Agendas, Materials, and Notes

MEETINGS:

- · Regular Progress Meetings with City staff
- (2) City Parks and Tree Committee Meetings
- (1) City Council Work Sessions

TASK 3. COMMUNITY OUTREACH

As a part of the project initiation meeting, the Project Team will meet with City staff to discuss and finalize the outreach activities outlined in the following sub-tasks.

TASK 3.1. ONLINE SURVEY: Develop a statistically valid survey aimed at understanding the community's desires for improvements and additions to the park system. The survey will be made available online. The Project Team will also share the survey with local community leaders and groups. The survey can be translated and available in Spanish language.

TASK 3.2. STAKEHOLDER INTERVIEWS: Work with the City to identify 8 key community members who represent a variety of demographic groups, including any historically underserved populations, and/or have a particular interest in or knowledge of the parks and recreation system. The Project Team will conduct phone interviews (or a format that best fits the stakeholder's needs) with these individuals to understand areas of particular need and/or desire for future development of the parks system and recreation offerings.

"Crafting a parks master plan to be flexible and responsive to the community's needs as well as suitable for all ages and interests is our number one goal. We have built a process that ensures everyone is welcome."

- Colin McArthur

TASK 3.3. PARKS MASTER PLAN OPEN HOUSE: The

Project Team will work with City staff to publicize and host an open house event for community members during the planning process. The open house event will be used to gather feedback and measure public interest in proposed priorities and park developments. The event may include a brief presentation of the preliminary findings and recommendations and will feature interactive stations where residents can share their ideas and offer direct feedback on the proposed Plan. Using insight from City staff, the time and location of the event will be informed by community needs and constraints. This event may be hosted online based on applicable COVID precautions at the time.

DELIVERABLES:

- Online Survey
- Stakeholder Interview Memorandum
- Open House Summary

MEETINGS:

- Stakeholder Interviews (8)
- Public Open House (1)

TASK 4. EXISTING CONDITIONS ANALYSIS

Gather and review relevant background information, planning documents, and community demographics identified by the City, including but not limited to the Park System Master Plan (2014), the Comprehensive Plan (2010), and the Transportation System Plan (2005). Identify how the goals from these plans relate to one another, especially in regards to parks, recreation facilities, and other outdoor recreation opportunities. Review and interpret demographic trends and population characteristics of the City of Sweet Home.

Develop a comprehensive inventory of the City's existing parks, trails, open space, facilities, connector points, and nearby recreation resources. Site visits can occur on the day of the project initiation meeting. The inventory will utilize base maps and will include the park type and purpose, park location, acreage, inventory of facilities and amenities, current photographs, additional images as appropriate, and an evaluation of the physical conditions and functionality of those facilities. Consider the capacity of each amenity found within the park system as well as its functionality, accessibility, condition, comfort, convenience, and capacity for year-round use. Compile above information in an Inventory and Conditions Report including photos and diagrams of each park and the park system. Conduct first meeting with the City Park and Tree Committee.

DELIVERABLES:

- Community Profile/Demographics and Trends Memorandum
- Inventory and Conditions Report
- Existing Park System Map

MEETINGS:

City Park and Tree Committee Meeting #1

TASK 5. NEEDS ASSESSMENT

Prepare a needs assessment that considers the latent and potential demand for services by examining the needs in existing parks and the needs for additional park land, park development and enhancement, and recreational facilities and programming. Draw from resources such as the inventory and conditions report; projections of population growth; demographic characteristics; recreation participation trends; National Level of Service (LOS) standards; geographic distribution within the City; identified unmet needs of residents; and identification of areas of future needs and facilities; and existing undeveloped sites. Include a condition report for each existing park and their facilities. Include an assessment of alternative public and private park and recreation service providers to provide understanding of market opportunities, and recommendations for improvements, including acquiring new park properties, developing currently undeveloped properties, improving existing parks and their access, quidelines and recommendations for conservation of natural resources and future staffing levels, and potential local partnership opportunities to meet community needs.

DELIVERABLES:

Needs Assessment Report

TASK 6. GOALS, POLICIES, AND RECOMMENDATIONS

After analysing previously gathered data, public opinion surveys, and the core values expressed by the Sweet Home community involved throughout the community outreach process, work with City staff to update goals, policies, and recommendations to address identified community needs and values. Conduct second meeting with the City Park and Tree Committee.

DELIVERABLES:

 Goals, Policies, and Recommendations Memorandum

MEETINGS:

City Park and Tree Committee Meeting #2

TASK 7. CAPITAL IMPROVEMENT PLAN

Based on the expressed values of the community, develop prioritized recommendations for improvements through renovation and maintenance of parks and outdoor facilities, development of additional recreational amenities and facilities, and land acquisition. Develop estimates of the capital and operational costs associated with these improvements. Review the Parks Capital Project List and provide recommended changes or additions. Review Park System Development Charge (SDC) rate. Meet with City staff to review priority recommendations, cost estimates, the updated CIP list, and System Development Charges (SDC) rate recommendations.

DELIVERABLES:

Capital Improvement Plan (CIP)

MEETINGS:

City Council Work Session #1

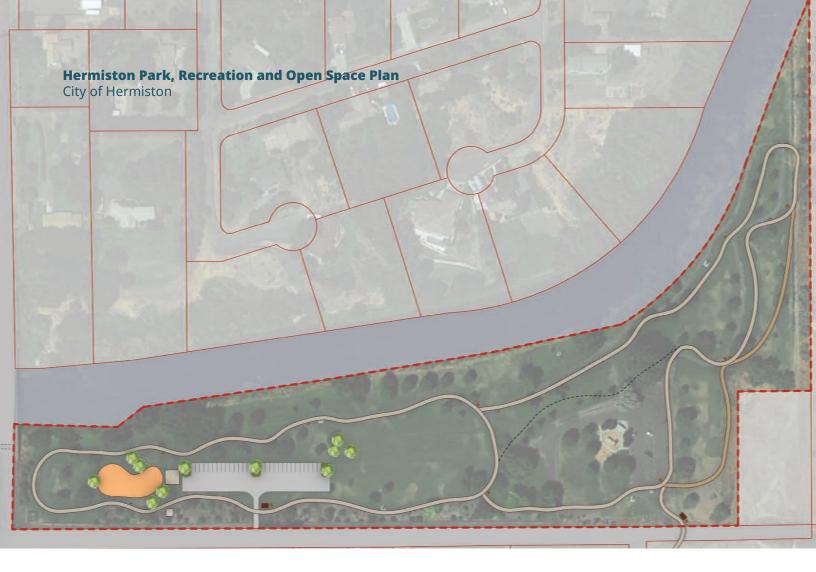
TASK 8. DOCUMENTATION AND ADOPTION

Based on the previous tasks and input received, provide Draft Park System Master Plan for review by City staff, local partners, and stakeholders. At a minimum, the Draft Park System Master Plan will include:

- Introduction and Executive Summary
- Updated park system vision, goals, and objectives
- Inventory of current park conditions
- Summary of community outreach process and findings
- Needs Assessment
- Prioritized existing and proposed facility recommendations accompanied with rationale
- Accompanying implementation tools including costs of prioritized recommendations

Meet with City staff to review the Draft Plan. Present the Draft Park System Master Plan to City Council and the Planning Commission for review. Revise the Draft Master Plan and amendments and prepare Final Master Plan for formal adoption as a reader-friendly





document with an emphasis on maps, charts, photos, graphics, and tables to convey information. The Plan will be formatted in such a way that it is easy to update on a routine basis. Present Final Park System Master Plan to Planning Commission and City Council for adoption.

DELIVERABLES:

- Draft Parks Master Plan
- · Final Parks Master Plan

MEETINGS:

- Planning Commission and City Council Public Hearing
- Planning Commission and City Council Adoption

ADDITIVE SERVICE:

TASK 9. PARK DISTRICT FEASIBILITY

The Project Team will assess the feasibility and develop recommendations for the potential creation of a Sweet

Home Parks & Recreation District.

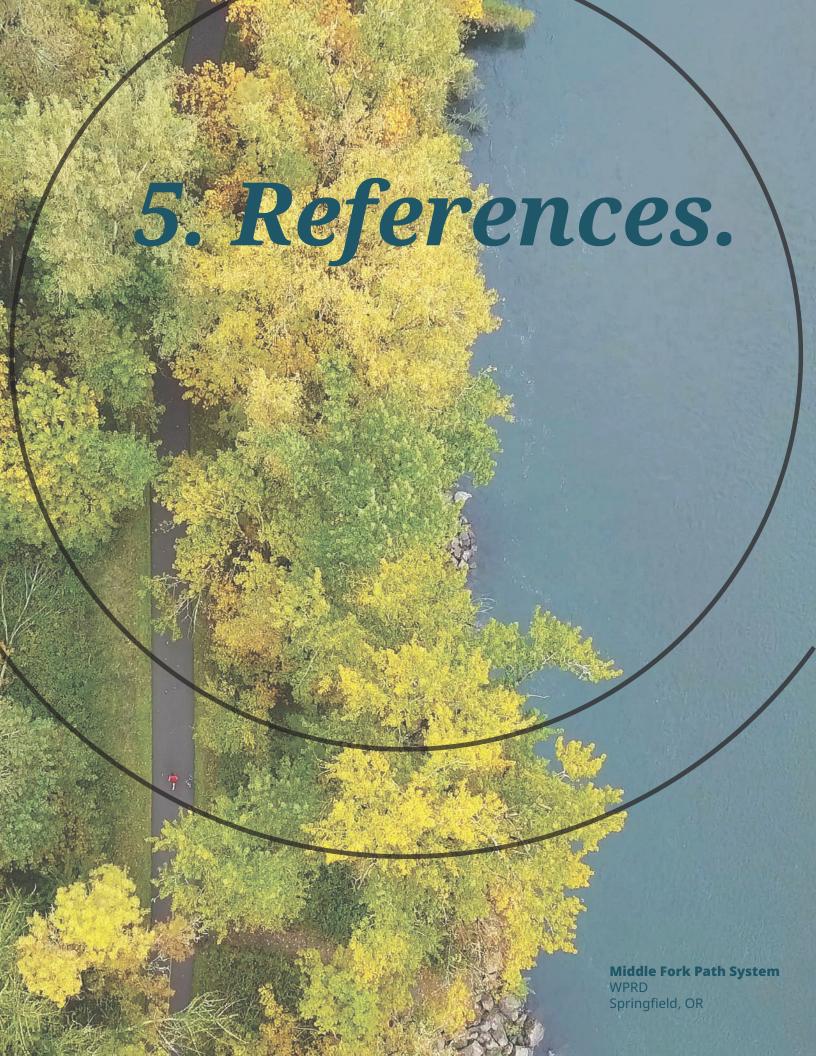
DELIVERABLES:

Parks District Feasibility Recommendations

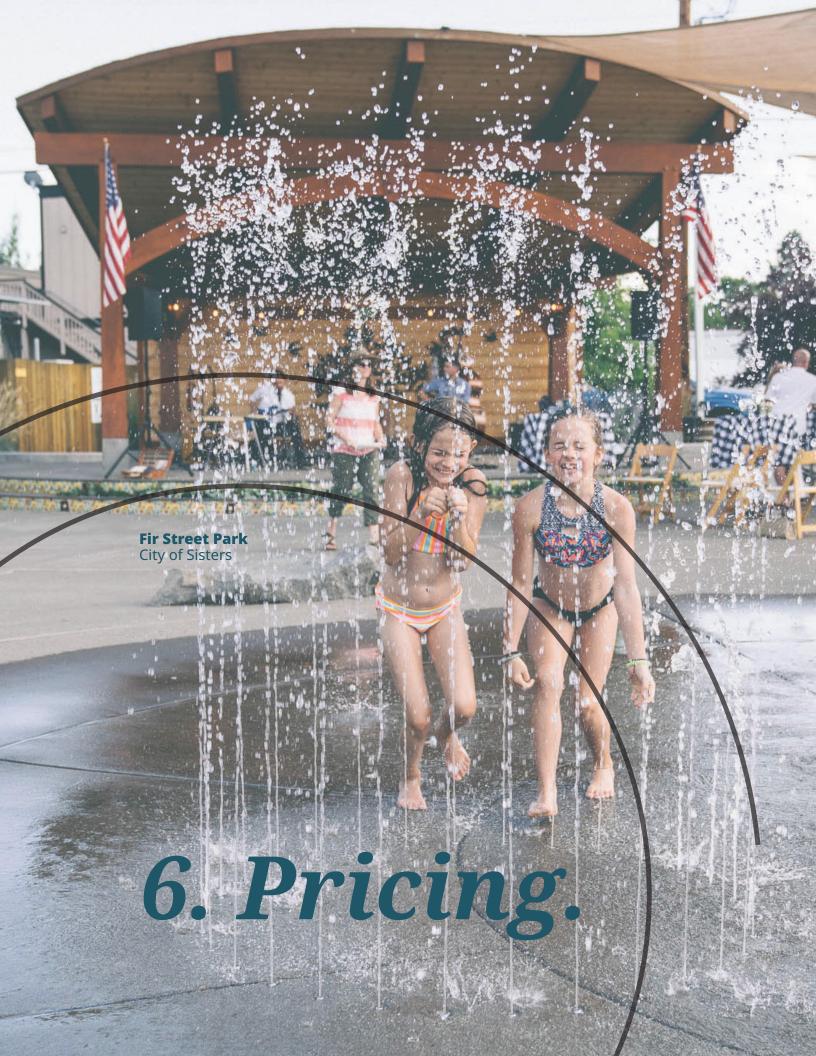
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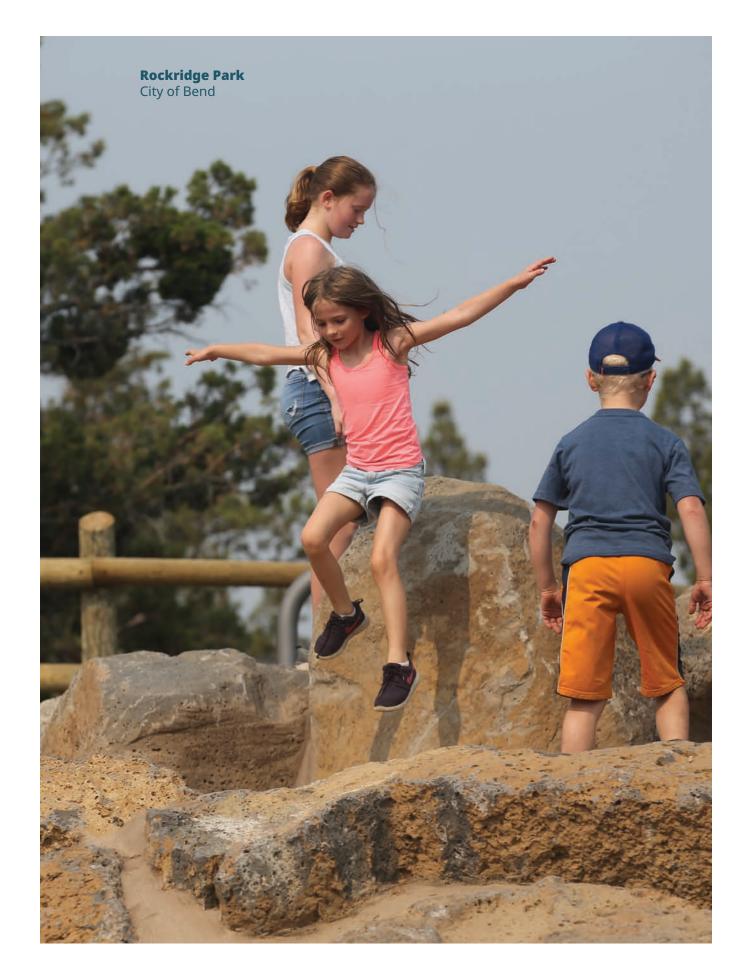
		CAMERON MCCARTHY								
	PHASE / TASK	Principal	Project Manager / Landscape Architect	Planner	Designer 2	Subtotal Hours	Total Hours	Task Total		Total
	TASK									
Basic Ser	rvices									
1	Project Initiation	9	13	10	10	42		\$ 5,8	90	
2	Project Management	8	14	0	0	22		\$ 3,4	00	
3	Community Outreach	6	11	8	29	54		\$ 6,9	95	
4	Existing Conditions Analysis	8	17	6	27	58		\$ 7,7	05	
5	Needs Assessment	2	4	2	8	16		\$ 2,1	00	
6	Goals, Policies, and Recommendations	6	8	2	8	24		\$ 3,3	80	
7	Capital Improvement Plan	8	9	0	5	22		\$ 3,2	75	
8	Documentation and Adoption	13	26	25	45	109		\$ 14,4	05	
	SUBTOTAL	60	102	53	132		347			\$ 47,150
	TOTAL HOURS	60	102	53	132		347			
	HOURLY RATE	\$180.00	\$140.00	\$130.00	\$115.00					
	TOTAL FEES	\$10,800	\$14,280	\$6,890	\$15,180					\$ 47,150
EXPENSE	S									
Displays,	Prints, Reproductions, Outreach Compensation, and Materials							\$ 2,8	50	
	Subtotal		•							\$ 2,850
TOTAL P	ROJECT FEE									\$ 50,000

Additive Services									
9	Parks District Feasibility Recommendations	6	8	4	12		\$ 4,100		



2.2.2 Proposal Contents Requirements

At least three public sector projects of similar scope or objectives.	See Consultant Qualifications		
Good legal standing.	See Introductory Letter		
Ability to provide the work needed by the City to the standards required by the City.	See Introductory Letter		
Demonstrate the ability to furnish insurance coverage as specified in Section 7 of the attached contract form.	See Technical Experience and Qualifications		
Include the full name, tax identification number, main office address and telephone and facsimile numbers of the Proposer and the principal contact person. This shall include a description of the firm or organization (corporation, partnership, etc.) that will serve as the contracting party.	See Corporate Profile and Legal Qualifications		
The name of the person(s) authorized to represent the proposer in negotiating and signing any agreement which may result from the proposal.	See Corporate Profile and Legal Qualifications		
Name of the individual who will serve as the project lead.	See Corporate Profile and Legal Qualifications		
Identify proposed subconsultants, if applicable.	Not applicable		
Demonstrate good legal standing in Oregon (no bankruptcy in the last 10 years, no fraud, no illegal activities).	See Introductory Letter		
If applicable, identify ownership status and/or employment practices regarding disadvantaged business enterprises, minority-owned businesses, woman-owned businesses, businesses that service-disabled veterans own, emerging small businesses or historically underutilized businesses.	Not applicable		
A current résumé for the individual who will serve as the project lead, including a description of qualifications, skills, and responsibilities.	See Staffing Plan		
The names of professional persons who will assist the project lead in performing the work and a current résumé for each, including a description of qualifications, skills, responsibilities, professional registrations and certifications, and office location.	See Staffing Plan		
Availability of support staff.	See Staffing Plan		
Organizational chart identifying members of the team, including subconsultants, who would be assigned to this project. The chart should clearly delineate roles and responsibilities of the various team members.	See Staffing Plan		
A list of the tasks, responsibilities, and qualifications of any subconsultants proposed to be used and proof of adequate professional liability insurance for any subconsultants.	Not applicable		
Description of Proposer's project management techniques.	See Staffing Plan and Project Understanding and Approach		
Description of similar previous work demonstrating quality of work, ability to meet schedules, cost control and contract administration.	See Technical Experience and Qualifications		
A list of at least three references from government clients of similar size for whom similar services have recently been provided, if available. (For all references, please include names, phone numbers, and description of work performed.)	See References		
Written affirmation that the firm has a policy of nondiscrimination in employment because of race, age, color, sex, religion, national origin, mental or physical handicap, political affiliation, marital status or other protected class, and has a drug-free workplace policy.	See Introductory Letter		
An explanation of any potential or actual conflicts of interest within the jurisdictional boundaries of the City. Conflict of interest is defined for purposes of this RFP and any resulting contract as proposer's provision of professional engineering services to any private property owner or developer within the City's jurisdictional boundaries.	See Introductory Letter		



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