



**CASITAS MUNICIPAL  
WATER DISTRICT**

**REQUEST FOR STATEMENT OF QUALIFICATIONS**

**TO PREPARE A  
COMPREHENSIVE FACILITIES ASSESSMENT  
AND BUSINESS MASTER PLAN  
FOR THE  
LAKE CASITAS RECREATION AREA**

*SOQ will be received at the  
Lake Casitas Recreation Area,  
11311 Santa Ana Road, Ventura, CA 93001  
until **Friday, July 7, 2017 @ 11:00 a.m.***

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COMPREHENSIVE FACILITIES ASSESSMENT AND MASTER PLA  
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**1. INTRODUCTION**

The Casitas Municipal Water District (Casitas) is requesting a Statement of Qualifications (SOQ) for a firm (Consultant) to complete a comprehensive facilities assessment and produce a 10 year business master plan. Background information and a general scope of service to be performed are included. This project is being done for the Lake Casitas Recreation Area (LCRA). The comprehensive facilities assessment and business master plan will be funded by the 2016-2017 budget. The District intends to use this document to provide guidance for the future maintenance and development of Lake Casitas Recreation Area.

**2. SOQ SUBMITTAL**

The SOQ should be submitted in written form to Casitas Municipal Water District, Lake Casitas Recreation Area, 11311 Santa Ana Road, Ventura, CA 93001, Attention: **Aaron Wall**. SOQ will be accepted until, **Friday, July 7, 2017 @ 11:00 a.m.** No SOQ will be accepted after that time and date. The firm shall submit one SOQ in PDF format.

**3. BACKGROUND**

The Lake Casitas Recreation Area (LCRA) was founded on May 18, 1959 and provides a variety of recreational experiences for the public. The LCRA is located on a five mile strip of shoreline on the north end of Lake Casitas. The lake has approximately 32 miles of shoreline and 254,000 acre feet of water when full.

The LCRA provides visitors with 13 picnic areas, over 400 campsites, 2 ramps to launch boats, a full service marina, a model airplane landing strip, frisbee golf course, park store and café. Camping ranges from tents to recreational vehicles at basic hook-ups or executive sites with cement slab parking, water, power and sewer hook-ups. Visitors can cool off at the Casitas Water Adventure (CWA) located near the LCRA front entrance, or attend one of the many events held in the event area.

LCRA relies on visitor fees to support operations and capital improvements. Current sources of revenue include vehicle entrance fees, boat fees, camping fees, waterpark entrance fees, concessionaire fees and fees for special events. Casitas also receives grants from time to time to assist with capital projects. Current expenses include labor costs overhead, depreciation of existing facilities, maintenance supplies and utilities.

#### 4. SCOPE OF WORK

Staff is looking for a firm to assess and document the current state of LCRA facilities and infrastructure. The firm would work with staff to identify all revenue sources, cost of services and then, based on findings, produce estimates and a business master implementation plan.

The following is a preliminary scope of work. It is intended as an outline and describes a range of anticipated tasks but is not intended to be a complete list. It is anticipated that this project will consist of two phases.

- Phase one will consist of the evaluation and documentation of facilities, infrastructure and revenue sources and cost of services.
- Phase two will involve producing a 10 year Business Master Plan based on the findings in Phase one, to include estimates, timelines, potential new markets/revenue sources and potential elimination of programs that are not cost justified.

#### 5. SOQ CONTENT

It is the intent of this SOQ to seek only those SOQs that will directly address the particular project of Casitas. The firms being requested to submit SOQ need not provide any general information about the firm, but only their qualifications that specifically address the needs of this project. The SOQ shall not contain any information on personnel other than those who are actually going to be performing the work and are considered a primary human resource for the project. The SOQ provided by the proposal should address not only the details in the request for proposal, but should also address those issues and relative points that may not have been described in the Request for SOQ, which the firm believes to be pertinent to this particular project specified. The SOQ should contain the following elements:

(a) Experience. The SOQ content should begin with the experience the firm has with projects similar to that proposed by Casitas. The SOQ should focus on project experience dealing with preparing business plans for the hospitality and recreation businesses, both for profit and nonprofit. The firm should submit a listing of the references with names and phone numbers of each similar project the firm has performed over the past five years. The SOQ should include the qualifications, experience and references for the personnel considered the primary human resource on the project.

(b) Project Understanding. The SOQ shall contain a brief description of the Firm's project understanding and plan for completing the project objectives.

(c) Submittals. The firm shall submit the following information as a part of the proposal:

- (1) Firm & human resource experience with similar projects and references.
- (2) Name(s) of primary human resources to be assigned to the project.
- (3) The Firm's standard hourly rate schedule.
- (4) A statement of the firm's project understanding and plan for completing the project objectives.

(d) Conflicts. The firm shall identify any conflicts which they believe could affect the project work and the ability to complete on schedule.

## 6. **PRE-SOQ CONFERENCE**

There will not be any formal pre-SOQ conference prior to the SOQ due date. If the firm desires to visit the facility, the firm should contact Aaron Wall (805) 797-1207, or [awall@casitaswater.com](mailto:awall@casitaswater.com) for directions or additional information.

## 7. **SELECTION**

The selection of the firm to complete the work will be based upon the following four criteria:

- (a) Qualifications and experience of the persons identified as being major human resources on the project.
- (b) The responsiveness of the SOQ to the needs of Casitas.
- (c) The additional information provided by the firm during the interview, if Casitas chooses to conduct interviews with one or more firms.
- (d) The firm's standard hourly rate schedule.

Casitas reserves the right to reject any and all SOQs that are considered unacceptable by Casitas or to waive any minor irregularities if so deemed by Casitas for any reason. If Casitas is unable to enter into agreement with the selected firm for any reason, it reserves the right to award the contract to the next responsible firm that submitted a proposal. The same selection process would be used to select the alternate firm. The District reserves the right to retain all proposals for a period of thirty (30) days and to reject any and all SOQs for any reason at the sole discretion of the District, with or without cause.

## 8. **CONTRACT**

It is expected that the selected firm will sign a contract with Casitas to perform the work. The conditions to be included in that contract are as follows:

- (a) A "no attorney's fees" clause.

(b) A "no interest" clause.

(c) That Casitas be provided with and retain ownership of all documents, product manuals, files, or other work generated in connection with this project.

(d) That the firm and any subcontractor shall provide workmen's compensation insurance and liability insurance as required.

(e) That any review and discussion of invoices shall not be cause for extra cost or billings.

(f) Any dispute resulting in lawsuits shall be filed and processed in Ventura County in accordance with the laws of the State of California.

(g) The full and agreed upon project description as contained herein, or as revised, including the Agreement for Engineering Services.

## 9. **PAYMENT**

Casitas shall only accept one (1) payment request from the selected firm per month. Invoices shall fully define the work component completed, the hours spent on each task, the budget for that person in terms of cost and hours, the pay rate for which the person is assigned, the percentage of the task completed in terms of actual work remaining and costs remaining until completion of the task at the time of billing. Each invoice shall also contain a purchase order number or work order number assigned to each task and the bill shall state the billing period. The bill will be paid within thirty (30) days after the approval by the Casitas Board of Directors.

## 10. **CASITAS CONTACTS**

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