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Request for Proposals – Replies due Friday March 15th at 5pm

Strategic Plan for Daley Ranch Youth Camping/Interpretive Center

Goal:

Our goal at the end of this planning process, *which should be completed by June 30, 2019*, is to have a document(s) appropriate for approval by the City of Escondido and usable as a basis to develop grant applications to seek funding to implement recommended improvements.

Background:

The Daley Ranch Master Plan (Master Plan), adopted by the City of Escondido in 1998, includes the possible creation of primitive camping areas to provide outdoor experiences distinct from the more structured camping available at Dixon Lake¹. The Master Plan also calls for the expansion of educational opportunities within Daley Ranch with cooperation from the nonprofit Friends of Daley Ranch (FODR), schools, educational institutions and public service groups. Currently, most active uses in Daley Ranch are in Area 1, the 87-acre central valley designated for Recreational Park Use. The historic Daley Ranch House and associated outbuildings are within this area. In 2015, the Ranch House was renovated by the City of Escondido for a wedding and party venue, renting for \$200-\$250/hour, plus additional charges. A restroom was constructed to support activities at the Ranch House. The FODR has restored two of the associated outbuildings; others are awaiting restoration or resolution.

One of the Daley Ranch outbuildings is an approximately 1,000 square foot residence sometimes referred to as the White building or bunk house. Unfortunately, the building is in disrepair and its historic value lost due to multiple remodels. The building does include a granite facade fireplace that could be worth saving or re-purposing.

¹ *“Provide a primitive camping experience distinct from the type of camping available at Lake Dixon, with amenities limited to basic sanitation and trash disposal facilities and subject to a permitting procedure. Equestrian camping should be separated from other walk-in camping areas.”* (City of Escondido, 1998)



The Daley Ranch White Building



White Building Fireplace

The FODR has explored renovating the residence into an environmental and cultural interpretive center/area that could provide an affordable meeting and natural learning space for local residents including youth, some of whom are economically disadvantaged. In this scenario, the restored structure could provide a location for interpretive opportunities for the Daley Ranch rangers and recreational uses for youth groups and nonprofit organizations, including possible primitive camping. These uses would be more informal and an affordable alternative to renting the Daley Ranch House.

The FODR has a successful long-term partnership with the City of Escondido that includes a program with city rangers, the result of which is every 7th grader in the Escondido School District visits the Daley Ranch to learn about Escondido's ranching past.

A review of the White building by the City of Escondido has found the building a weak candidate for restoration. A third-party opinion was provided by IS Architecture, a historic preservation architectural firm that meets all qualification requirements set forth by the Secretary of the Interior's Standards. IS Architecture visited the site and provided an informal verbal assessment that the structure retains very little architectural integrity due to multiple modifications.

Proposal:

The nonprofit Escondido Creek Conservancy (Conservancy), in partnership with the FODR, has received a small grant to investigate the creation of a youth interpretive center and/or primitive campground on/near the site of the White building. The goal of re-purposing the site is to provide activities for youth groups, especially those groups providing opportunities to local low-income youth, to enjoy unique outdoor educational opportunities at Daley Ranch. The Conservancy and the FODR are seeking a planning consultant to help develop a strategy to re-purpose the site for youth activities, consistent with the Daley Ranch Master Plan. The strategy will be developed in coordination with the City of Escondido and the FODR. The Conservancy's youth Conservation Fellows must be incorporated into the planning process.²

This planning process should be driven by and for Escondido residents working with youth. Planning consultants should provide a proposal outlining how they will develop the strategy, including how they

² Conservation Fellows are high school and college-age youth from communities adjacent to Escondido Creek working with the Conservancy on conservation projects as well as undertaking their own independent research projects. See <https://escondidocreek.org/conservation-fellows/>

will engage local youth groups including but not limited to, scouting groups, local organizations already providing outdoor environmental education programming, family, and school groups, into the decision process.

Proposals should describe how planning firms will implement the tasks below:

Task 1:

A **community outreach component** to solicit input from Escondido-area residents as to how best to repurpose the site to help the City of Escondido and the FODR provide new unique outdoor educational opportunities to youth, especially low-income youth, from the Escondido community. The facilitated process should result in community-supported recommendations as to how the site could be reused.

Task 2:

Once the community outreach component is completed and recommended features defined, the planning consultant should create **an appropriately scaled plan view and sketches or visualizations of the recommended features** in a format that can be presented to the City of Escondido for approval and included in grant applications to future funders.

Task 3:

A **description of the approval processes** required (CEQA, permitting, etc.) to implement the recommended improvements. The planning consultant should provide information in the City of Escondido Initial Study Format, Part I and II, plus the same information in Word and Excel.

Task 4:

Preliminary cost estimates for the recommended improvements, including CEQA and permitting costs, as appropriate.

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In addition to describing your approach to the above tasks, please feel free to recommend to us actions we could undertake to improve this process such that it would increase the likelihood we can secure funding for implementation.

Budget:

This budget for this project is \$9,600. We are looking for a creative planning consultant with passion for this work, a consultant who will make most of the limited funds by leveraging pro bono work and other means to help us create a project that will facilitate life-changing outdoor adventures for thousands of young people for decades.

TIMING: **Proposals should be submitted by Friday March 15 at 5pm** to FODR at info@daleyranch.org and the Conservancy at information@escondidocreek.org. Please direct any questions to these same addresses; we will answer your questions and post replies to <http://escondidocreek.org/news/daleyranchstrategy/>. No phone calls please.