



City of Palm Desert
PW - Operations & Maintenance
Randy Chavez, Deputy Director
73-510 Fred Waring Drive, Palm Desert, CA 92260

[HERMANN DESIGN GROUP] RESPONSE DOCUMENT REPORT

RFP No. 2024-RFP-134

Landscape Master Plan Development Project

RESPONSE DEADLINE: October 2, 2024 at 5:00 pm

Report Generated: Thursday, October 3, 2024

Hermann Design Group Response

CONTACT INFORMATION

Company:

Hermann Design Group

Email:

kristin@hdg-inc.com

Contact:

Kristin Hermann

Address:

77-899 Wolf Road Suite 102
Palm Desert, CA 92211

Phone:

(760) 777-9131

Website:

<http://hdg-inc.com>

Submission Date:

Oct 2, 2024 2:36 PM (Pacific Time)

ADDENDA CONFIRMATION

Addendum #1

Confirmed Oct 2, 2024 2:09 PM by Kristin Hermann

QUESTIONNAIRE

1. Proposal (WITHOUT COST)*

Proposals shall be concise, well organized and demonstrate qualifications and applicable experience. Proposals shall be organized and include page numbers for all pages in the proposal. The proposal shall be uploaded here, in the following order and shall include:

A. Cover Letter

1. This letter should briefly introduce the firm, summarize the firm's general qualifications, include an executive summary of the specific approach which will be used to deliver the work scope; and identify the individual(s) name, address and phone number authorized to negotiate Agreement terms and compensation.

B. Experience and Technical Competence

1. **Background:** Provide history of the firm's consulting experience which specifically addresses the individual or firm's experience with similar Service as described in this RFP.
2. **References:** The proposal shall include a list of recently completed projects that are similar in scope and function to this RFP. Provide a description of the project, client name, and the name, title, and telephone number of the primary contact person.

C. Firm Staffing and Key Personnel

1. **Staffing:** Provide the number of staff to be assigned to perform the Services and the names/discipline/job title of each as well as your firm's capacity to provide additional personnel as needed.

2. **Key Personnel:** Identify key persons that will be principally responsible for working with the City. Indicate the role and responsibility of each individual.
3. **Team Organization:** Describe proposed team organization, including identification and responsibilities of key personnel.
4. **Subcontractors:** The Proposer shall identify functions that are likely to be subcontracted and identify the subcontractor that is anticipated to perform each function.

D. Proposed Method to Accomplish the Work

1. Describe the technical and management approach to providing the Services to the City. Proposer should take into account the scope of the Services, and general functions required. Include a draft first year schedule of tasks, milestones, and deliverables that will provide for timely provision of the Services. In reviewing the scope of Services and goals described herein, the Proposer may identify additional necessary tasks and is invited to bring these to the City's attention within the discussion of its proposed method to accomplish the work.

Work_Proposal_-_City_of_Palm_Desert_Landscape_MP_2024.pdf

2. Fee Proposal*

Please provide a lump-sum, not-to-exceed fee proposal for the scope of Services. The fee proposal shall include hourly rates for all personnel for "Additional Work". Please provide hourly rates for the following positions. These may vary based upon the proposer's capabilities.

- Landscape Architects - Design outdoor spaces, incorporating plants, structures, and water features.
- Landscape Designers - Focus on residential or smaller-scale projects, often with a more aesthetic approach.
- Urban Planners - Help integrate landscape designs within broader city planning initiatives.
- Environmental Consultants - Assess environmental impacts and ensure compliance with regulations.
- Civil Engineers - Collaborate on the structural aspects of landscape projects, such as drainage and grading.
- Horticulturists - Provide expertise on plant selection, growth, and maintenance.
- Landscape Technicians - Assist with site preparation, planting, and maintenance tasks.
- Project Managers - Oversee project timelines, budgets, and team coordination.
- Surveyors - Measure land and help define property boundaries for projects.

Fee_Proposal_-_City_of_Palm_Desert_Landscape_MP_2024.pdf

3. Non-Collusion Declaration*

The undersigned declares:

I am an authorized representative of my company, the party making the foregoing Bid, to certify the following.

The Bid is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation. The Bid is genuine and not collusive or sham. The Bidder has not directly or indirectly induced or solicited any other Bidder to put in a false or sham bid. The Bidder has not directly or indirectly colluded, conspired, connived, or agreed with any Bidder or anyone else to put in a sham bid, or to refrain from bidding. The Bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the Bid Price of the Bidder or any other Bidder, or to fix any overhead, profit, or cost element of the Bid Price, or of that of any other Bidder. All statements contained in the Bid are true. The Bidder has not, directly or indirectly, submitted his or her Bid Price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, to any corporation, partnership, company, association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham bid, and has not paid, and will not pay, any person or entity for such purpose.

Any person executing this declaration on behalf of a Bidder that is a corporation, partnership, joint venture, limited liability company, limited liability partnership, or any other entity, hereby represents that he or she has full power to execute, and does execute, this declaration on behalf of the Bidder.

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Confirmed

4. SAM.gov*

Please enter your legal entity name for SAM.gov verification.

Hermann Design Group, Inc.

[Click to Verify](#) Value will be copied to clipboard

5. Type of Business*

S Corporation (if corporation, two signatures are required)

6. Litigation*

Provide litigation history for any claims filed by your firm or against your firm related to the provision of Services in the last five (5) years (or type "N/A").

N/A

7. Changes to Agreement*

The City standard professional services agreement contract is included as an attachment herein. The Proposer shall identify any objections to and/or request changes to the standard contract language in this section of the proposal (or type "N/A"). If you are identifying changes here ALSO upload a copy of the redlined Language/Agreement with your Proposal. Changes requested may affect the City's decision to enter into an Agreement.

N/A

8. No Deviations from the RFP*

In submitting a proposal in response to this RFP, Proposer is certifying that it takes no exceptions to this RFP including, but not limited to, the Agreement. If any exceptions are taken, such exceptions must be clearly noted here, and may be reason for rejection of the proposal. As such, Proposer is directed to carefully review the proposed Agreement and, in particular, the insurance and indemnification provisions therein (or type "N/A").

N/A

9. Project Team Resumes*

Submit resumes of all key personnel/support staff that will produce work product for the Services. Describe their qualifications, education, and professional licensing.

ECH_Resume.pdf

JE_Resume.pdf

OG_Resume.pdf

10. List the Signatory(s) Authorized to Sign and Bind an Agreement.*

(If two (2) signatures are required, include the following information for both signatories)

- A. Full Name
- B. Title
- C. Physical Business Address
- D. Email Address
- E. Phone Number

Eugene Christopher Hermann III, CEO/President, 77899 Wolf Road, Suite 102, Palm Desert, CA 92211 chris@hdg-inc.com 760-777-9131, x101

Kristin Moore Hermann, CFO/Managing Director, 77899 Wolf Road, Suite 102, Palm Desert, CA 92211 kristin@hdg-inc.com 760-777-9131, x102

11. Conflict of Interest Disclosure*

The proposer understands that any and all relationships with construction firms that may submit bids for projects developed under this agreement will require full disclosure of any direct or indirect conflicts of interest, financial interests, relationships, and the nature of any relationships with any related project bid submitters; and that any violation of this provision may result in the immediate termination of the Agreement

Confirmed

12. Certification of Proposal*

The undersigned hereby submits its proposal and, by doing so, agrees to furnish services in accordance with the Request for Proposal (RFP), and to be bound by the terms and conditions of the RFP.

Confirmed



PALM DESERT
CALIFORNIA

CITY OF PALM DESERT

2024-RFP-134
LANDSCAPE MASTER PLAN DEVELOPMENT PROJECT
WORK PROPOSAL

October 2, 2024



**HERMANN
DESIGN
GROUP**

77899 WOLF ROAD, SUITE 102
PALM DESERT, CA 92211

(760) 777-9131 (PHONE)

(760) 777-9132 (FAX)

WWW.HDG-INC.COM

COVER LETTER

OCTOBER 2, 2024

HERMANN DESIGN GROUP

VIA OPENGOV.COM PORTAL

Melanie Slater
Management Specialist
City of Palm Desert
73510 Fred Waring Drive
Palm Desert, CA 92260

RE: Request for Proposal - 2024-RFP-134 - Landscape Master Plan Development

Dear Melanie,

On behalf of Hermann Design Group (HDG), I am pleased to present this proposal to provide landscape design solutions to refresh older medians and standardize landscapes, hardscape, and plant material for a cohesive aesthetic and ease of maintenance throughout the city. The team will provide design themes and produce presentation materials for staff, City Council, and agency approval.

Since 2015, our team has established an excellent working relationship with the City on many projects, and we look forward to continuing our role as your landscape architects for this project. The HDG team has just completed a very similar assignment for the City of La Quinta which was awarded the 2024 Project of Merit Award by APWA for Traffic, Mobility and Beautification. Details of this effort can be found in our project examples portion of the proposal. Additionally, The City of Indio is under construction with the HDG designs of several medians on Highway 111 and the Jefferson Street Overpass.

If you have any questions, please feel free to contact me via my office phone at (760) 777-9131 (extension 101) or my cell phone at (760) 774-5070. My email address is chris@hdg-inc.com.

The individuals authorized to negotiate with the District and sign contracts on behalf of the firm are Kristin Hermann and me. By signing below I attest that all information submitted within the qualifications is true and correct.

Best regards,



E. Chris Hermann, PLA
President / CEO

77899 Wolf Road, Suite 102
Palm Desert CA, 92211
(760) 777-9131 (Phone)
(760) 777-9132 (Fax)

EXPERIENCE AND
TECHNICAL COMPETENCE



HERMANN DESIGN GROUP

INCORPORATED
PRESIDENT/CEO
STAFF
FORMERLY

April 2009 (California S-Corporation)
Chris Hermann
Eight Full-Time; Two Part-Time Employees
Hermann & Associates
(Sole Proprietorship 1995-2009)
Palm Desert / Riverside / San Diego
Monday – Friday 8:00 a.m. to 5:00 p.m.
www.hdg-inc.com

OFFICE LOCATIONS
HOURS OF OPERATION
WEBSITE

Hermann Design Group, Inc. was founded in 1995 in Palm Desert, California as Hermann & Associates. Our founding philosophy was to create a firm by which we are able to work on unique projects and allow for Mr. Hermann to lead the design process and build relationships with clients that will last for a lifetime. We evaluate our clients' distinct needs and desires through creative thinking, and we provide the right solutions for individual projects. Our design solutions always consider the sustainability of our valuable environment.

At Hermann Design Group, we are committed to wisely omitting water, also known as the "WOW" factor, with the goal of creating a positive impact on the environment from start to finish. We create sustainable design by strategically incorporating native and drought-tolerant horticulture and "smart" irrigation, in addition to utilizing local resources for materials to minimize environmental impacts.

Hermann Design Group provides the following landscape architecture and planning services to assist public agencies and private developers in the design of outdoor environments and facilities, including:

- Playgrounds, Parks, and Recreation Facilities
- Golf Courses
- Natural and Historic Sites
- Streetscapes/Transportation
- Commercial/Retail/Industrial
- Hotels
- Interpretative Landscape Design
- Master Planned Communities
- Creative Signage & Way Finding
- Placemaking Experiences

Hermann Design Group is a healthy firm financially with no issues that would affect our ability to complete our obligations to our clients. We are profitable and strategic about our growth so that we will remain a successful enterprise.

Additionally, Hermann Design Group certifies that the firm and its principals are in good standing with all applicable licensing boards and is eligible to contract with any federal, state, or local public agency. HDG is certified as a Small Business through the State of California No. 1788893.



CITY OF LA QUINTA / ON-CALL SERVICES

HERMANN DESIGN GROUP

CLIENT:	City of La Quinta
CLIENT ADDRESS:	74-495 Calle Tampico La Quinta, CA 92253
CONTACT'S NAME:	Bryan McKinney
CONTACT'S TITLE:	Public Works Director/City Engineer
CONTACT'S NO.:	(760) 777-7045
CONTACT'S EMAIL:	bmckinney@La-Quinta.org
ESTIMATED VALUE:	\$10,000,000
TIMESPAN:	Eight Years
PROJECTS COMPLETED TO DATE:	<ul style="list-style-type: none">• Cactus Flower, 2024• Marbella/Sierra Del Rey, 2023• Desert Pride, 2023• Rancho Ocotillo, 2021• La Quinta Highlands, 2019• Acacia Parkway, Median, and Retention Basins, 2018• Quinterra Parkway and Retention Basin, 2018• La Quinta Del Oro Entry, 2016• Avenue 52 Parkway Demonstration Area, 2015

HDG prepared a multi-year plan for turf removal and landscape improvements in the North La Quinta Landscape and Lighting District. Approximately ten acres of turf were removed saving over 25,373,049 gallons of water per year for median and parkway areas surrounding 11 communities.

Existing trees that were healthy have been preserved using an irrigation technique that has proven to be 100% successful in the desert heat where trees were accustomed to surface water from turf and converted to deep watering. All shrubs were placed on individual drip emitters and flow sensors, master valves, and the Rainbird IQ system for controller programming. Both cellular and radio service are used to daisy-chain the controller together for control by the City.

The landscape design utilizes a “desert oasis” palette and plant spacing is grouped for easier maintenance. The creative use of three rock sizes and colors with boulder accents creates interest, contrast, and movement in the ground plane. For every three trees removed, a new tree was installed. Median design included the used of date palms to enhance neighborhood entries and create a cohesive connection to surrounding streets.

The project required research of existing utility providers, applications for turf removal rebates from the water district, and surveying existing conditions in the field to establish demolition and removal plans. In addition to design and working drawings, the City required HDG to prepare all City bid documents, bid schedules, and provide field observation services.

PROJECT EXPERIENCE

CITY OF LA QUINTA – MEDIANS, STREETSCAPES, AND PARKWAYS

HERMANN DESIGN GROUP

COMPLETED PROJECT	COMPLETION YEAR AND PROJECT VALUE
ACACIA:	2018 \$489,000
QUINTERRA:	2019 \$615,000
HIGHLANDS:	2019 \$722,000
SILVERROCK VENUE SITE:	2021 \$6,000,000
CACTUS FLOWER:	2024 \$2,035,000



CITY OF INDIO ON-CALL SERVICES PARK MASTER PLANNING AND IMPROVEMENT PROJECTS

CLIENT:	City of Indio
CLIENT ADDRESS:	100 Civic Center Mall Indio, CA 92201
CONTACT'S NAME:	Tim Wassil, P.E.
CONTACT'S TITLE:	Director of Public Works
CONTACT'S TELEPHONE:	(760) 625-1801
CONTACT'S EMAIL:	twassil@indio.org
CONTRACT DURATION:	2016 to Present

PROJECT DESCRIPTIONS

INDIO SPORTS PARK MASTER PLAN & PHASE I FINAL DESIGN/CONSTRUCTION 2020 - 2025

Site Analysis, Community Outreach, Workshops, Master Planning, Design Development, Cost Estimating, Construction and Bidding Documents. Phase I is currently under construction and HDG is providing construction management and administration services for the project.

CENTER STAGE / THE LIVING ROOM - MASTER PLAN & FINAL DESIGN 2021 - 2023

Master Planning, Design Development, Lead Consultant, Cost Estimating, Construction and Bidding Documents. Construction observation services provided during construction.

HWY 111, INDIO BLVD., AND JEFFERSON OVERPASS MEDIAN ENHANCEMENTS 2021 - 2024

Preliminary planning and design, construction and bidding documents. Construction observation services during construction.

MILES AVENUE DOG PARK 2022-2023

Preliminary planning and design, construction documents. Construction observation services provided during construction.

DR. CARREON PARK AND DOWNTOWN INDIO SCULPTURE INSTALLMENTS 2019 AND 2021

Hardscape, landscape, and lighting elements to create an inviting element for the sculptures provided to the City by Goldenvoice.

TEEN CENTER SPORTS COURT REHABILITATION 2021

Construction documents for sports court resurfacing and related landscape design.

PK 1707 PARK RENOVATIONS 2019

- Water Play Restoration
- Playground Surfacing Enhancements
- Play Area Replacement
- Shade Structure Replacement
- Site Analysis and Surveying
- Design
- Cost Estimating
- Construction and Bidding Documents

PROJECT EXPERIENCE

CITY OF INDIO ON-CALL SERVICES PARK MASTER PLANNING AND IMPROVEMENT PROJECTS

HERMANN DESIGN GROUP

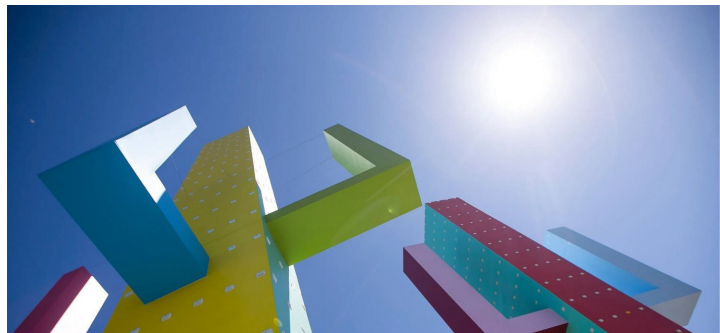
COMPLETION DATE & VALUE:	
MILES AVENUE PARK MASTER PLANNING AND PH I DESIGN	
Value	\$1,150,000
Completion Date	2017
HRPP PARKS Value	
Burr Park	\$200,000
Dr. Carreon Park	\$315,000
Hjorth Park	\$150,000
Station 87 Dog Park	\$1,150,000
Completion Date	2016
DOMINGUEZ PARK	
Value	\$225,000
Completion Date	2018
PK 1707 PARK RENOVATIONS	
Value	\$542,000
Completion Date	2019



STATION 87 DOG PARK



DR. CARREON PARK



CITY OF INDIO MEDIAN IMPROVEMENTS

CLIENT:	City of Indio
CLIENT ADDRESS:	100 Civic Center Mall Indio, CA 92201
CONTACT'S NAME:	Tim Wassil, P.E.
CONTACT'S TITLE:	Director of Public Works
CONTACT'S TELEPHONE:	(760) 625-1801
CONTACT'S EMAIL:	twassil@Indio.org
CONTRACT DURATION:	2021 - Present

HERMANN DESIGN GROUP

HIGHWAY 111, INDIO BLVD., AND JEFFERSON OVERPASS MEDIAN ENHANCEMENTS 2021 - 2024
HDG prepared the designs for five medians along Highway 111 and one at Jefferson and Indio Blvd. that followed and established theme for the entire corridor; the Highway 111 medians are currently under construction while Jefferson/Indio Blvd. has been completed. HDG also designed the Jefferson Overpass median that is currently under construction. The design of the overpass median provides a unique rock design to allow for significant date palm planting, metal sculptures, lighting and city signage. Plans included master planning and construction documents that were bid within the budget.



PROJECT EXPERIENCE

DINAH SHORE MEDIAN IMPROVEMENTS

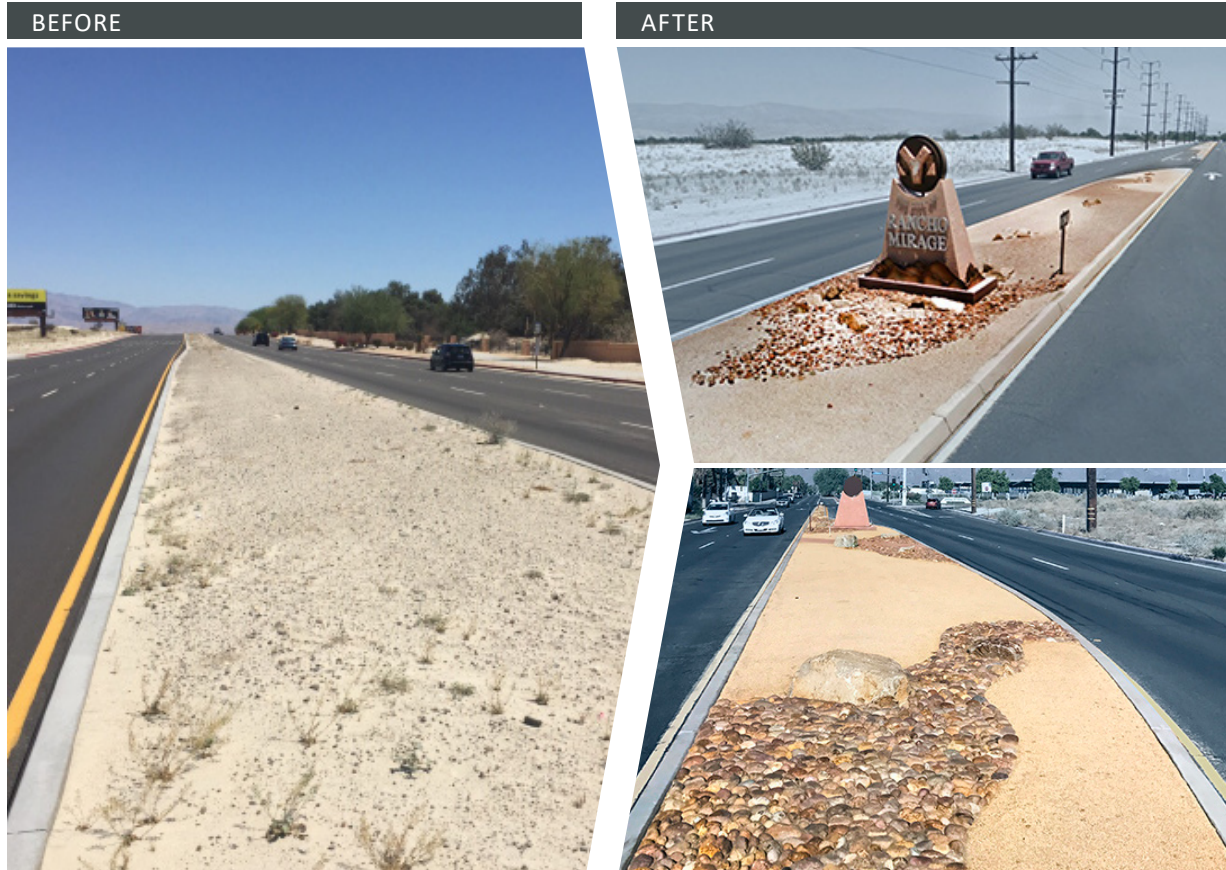
CLIENT:	City of Rancho Mirage
CLIENT ADDRESS:	69-825 Highway 111
CONTACT'S NAME:	Bill Enos
CONTACT'S TITLE:	City Engineer
CONTACT'S TELEPHONE & FAX:	760-770-3224 (t)
CONTACT'S EMAIL:	bille@ranchomirageca.gov

PROJECT COMPLETION DATE & VALUE:

Project Value	\$174,000
Completion Date	2017

As part of our on-call landscape architectural services for the City of Rancho Mirage, HDG provide design services for the median improvements for Dinah Shore Drive from Plumley Road to Da Vall Drive. The improvement area was approximately 348,480 square feet of landscape and hardscape. These medians were designed without planting and uses cobble, crushed rock and pavers in a creative pattern to cover the median area that varied in width from 3' to 15'.

HERMANN DESIGN GROUP



PROJECT EXPERIENCE

CITY OF PALM DESERT ON-CALL SERVICES

COMPLETION DATE & VALUE:	
DESERT WILLOW FIRECLIFF GOLF COURSE TEES, GREENS AND TURF REMOVAL	
Value	\$4,350,000
Completion Date	2024
DESERT WILLOW PARKING AREA (LANDSCAPE AND IRRIGATION)	
Value	\$225,000
Completion Date	2024
CAHUILLA HILLS PARK	
Value	\$1,410,000
Anticipated Completion Date	2025

DESERT WILLOW FIRECLIFF COURSE RENOVATION



HOLE 10 AFTER

HERMANN DESIGN GROUP



HOLE 1 BEFORE



HOLE 1 AFTER

SELECTED REFERENCES

CITY OF INDIO

100 Civic Center Mall
Indio, CA 92201

Tim Wassil

Director of Public Works
twassil@indio.org
(760) 625-1801

Project Descriptions:

- Median Rehabilitation
- Jefferson Street Overpass

CITY OF LA QUINTA

78-495 Calle Tampico
La Quinta, CA 92253

Bryan McKinney

Public Works Director/City Engineer
bmckinney@LaQuintaCA.gov
(760) 777-7045

Project Descriptions:

- L&L District Master Plan
- L&L District Final Design

CITY OF PALM DESERT

73-510 Fred Waring Drive
Palm Desert, CA 92260

Martin Alvarez

Director of Public Works
malvarez@palmdesert.org
(760) 776-6467

Project Descriptions:

- On-Call Services

CITY OF INDIAN WELLS

44-950 El Dorado Drive
Indian Wells, CA 92210

Chris Freeland

City Manager
cfreeland@indianwells.com
(760) 346-2489

Project Descriptions:

- Golf Pavilion Master Plan
- Landscape Ordinance Update
- Indian Wells Park (with Desert Rec)

FIRM STAFFING AND ORGANIZATION

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CHRIS HERMANN – PRESIDENT / CEO

PRINCIPAL-IN-CHARGE / LEAD DESIGNER (PALM DESERT OFFICE)

Chris is a graduate of the Pennsylvania State University and has over 40 years of experience resolving the challenges of designing in the Inland Empire and desert environment, and he is a CLARB Certified Landscape Architect. Before moving to the Coachella Valley in 1994, he was a principal at RHA Landscape Architects-Planners in Riverside, a firm he had been with for nearly ten years. Chris is the Lead Designer and Client Relationship Manager on all projects.



JOSE ESTRADA – VICE PRESIDENT

PRINCIPAL / DIRECTOR OF IRRIGATION DESIGN (RIVERSIDE OFFICE)

Jose is a graduate of Cal Poly Pomona with a Bachelor of Science in Landscape Architecture with a career focus on irrigation design. He has been an integral part of Hermann Design Group since 1999. His extensive experience in the preparation of construction documents and field work experience allows for a complete design process from the schematic level to final design. Jose is bilingual, speaking both English and Spanish, making him invaluable in the field, as well as translating during public input workshops or community meetings.



KRISTIN HERMANN – CFO / MANAGING DIRECTOR

QUALITY CONTROL / SPECIFICATIONS (PALM DESERT OFFICE)

Kristin heads up our quality assurance program and coordinates the diverse facets of each project. She served as the construction administrator on the Rancho Mirage Community Park Expansion, acting as a liaison between the City and the contractor from bid opening through final walk through. She is currently assisting in the construction administration for the Indio Sports Park Phase I construction. Kristin will provide plan checking, specification writing, and bid document preparation. Additionally, Kristin heads our “back office” and takes care of financial and contractual elements.



ARMANDO “OPUS” GARZA – ASSOCIATE

SENIOR DESIGNER / PROJECT MANAGER (PALM DESERT OFFICE)

In his tenure at Hermann Design Group, Opus has become a key designer and indispensable leader with project management skills. Opus is a Cal Poly San Luis Obispo graduate who combines his understanding of plant material, maintenance, horticulture experience, and natural artistic talent with invaluable technical skill. He has comprehensive experience designing streetscapes, parks, and trailheads, in addition to residential/commercial landscapes. Opus is responsible for HDG CAD operations and systems management, providing guidance and mentorship to emerging designers.



FIRM STAFFING

FRANCISCO SANCHEZ

DESIGNER (PALM DESERT OFFICE)

Joining as a designer in 2020, Francisco quickly proved to be a vital asset to Hermann Design Group. With a Bachelor of Science in Landscape Architecture from Cal Poly Pomona and a demonstrated proficiency in 3D, color, and perspective renderings, Francisco has contributed to a diverse range of projects at HDG. While focusing primarily on residential design, he also plays a role in supporting project managers and senior designers on municipal projects. Fluent in both Spanish and English, Francisco has enhanced the ability to communicate effectively with Spanish-speaking communities in the Southern California region. Francisco is also a member of The City of Palm Desert Architectural Review Committee.



CESAR DELGADO

DESIGNER (RIVERSIDE OFFICE)

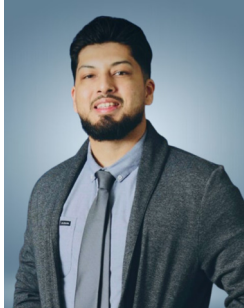
Based in the Riverside office, Cesar joined Hermann Design Group as a designer in 2021. Upon graduating from Cal Poly Pomona with a Bachelor of Science in Landscape Architecture, Cesar has exhibited a natural inclination toward producing hand graphics, employing graphic design tools, and developing renderings. With a strong aptitude for artistry and bringing a project's vision to life, Cesar has made meaningful contributions to the master plan community and multiple housing developments at HDG. Additionally, he is bilingual in Spanish and English.



ULICES CISNEROS

DESIGNER (PALM DESERT OFFICE)

Ulices joined the HDG team as a designer in 2022 with an Associate of Science in Horticulture and a Bachelor of Science in Landscape Architecture from Cal Poly Pomona. Ulices successfully applies his knowledge of horticulture, acquired through both formal education and direct experience in the landscaping industry, to develop site plans and landscape designs. Prior to joining HDG, he worked as a designer at Ray Martin Design Corp and TKD Landscape Architecture, gaining considerable experience using various software programs such as AutoCAD, LandFX, SketchUp, Lumion, and Adobe Creative Suite. Ulices' fluency in Spanish and English facilitates communication between HDG and their stakeholders, consultants, and community members.



PAMELA FONSECA

DESIGNER/DRAFTSPERSON (RIVERSIDE OFFICE)

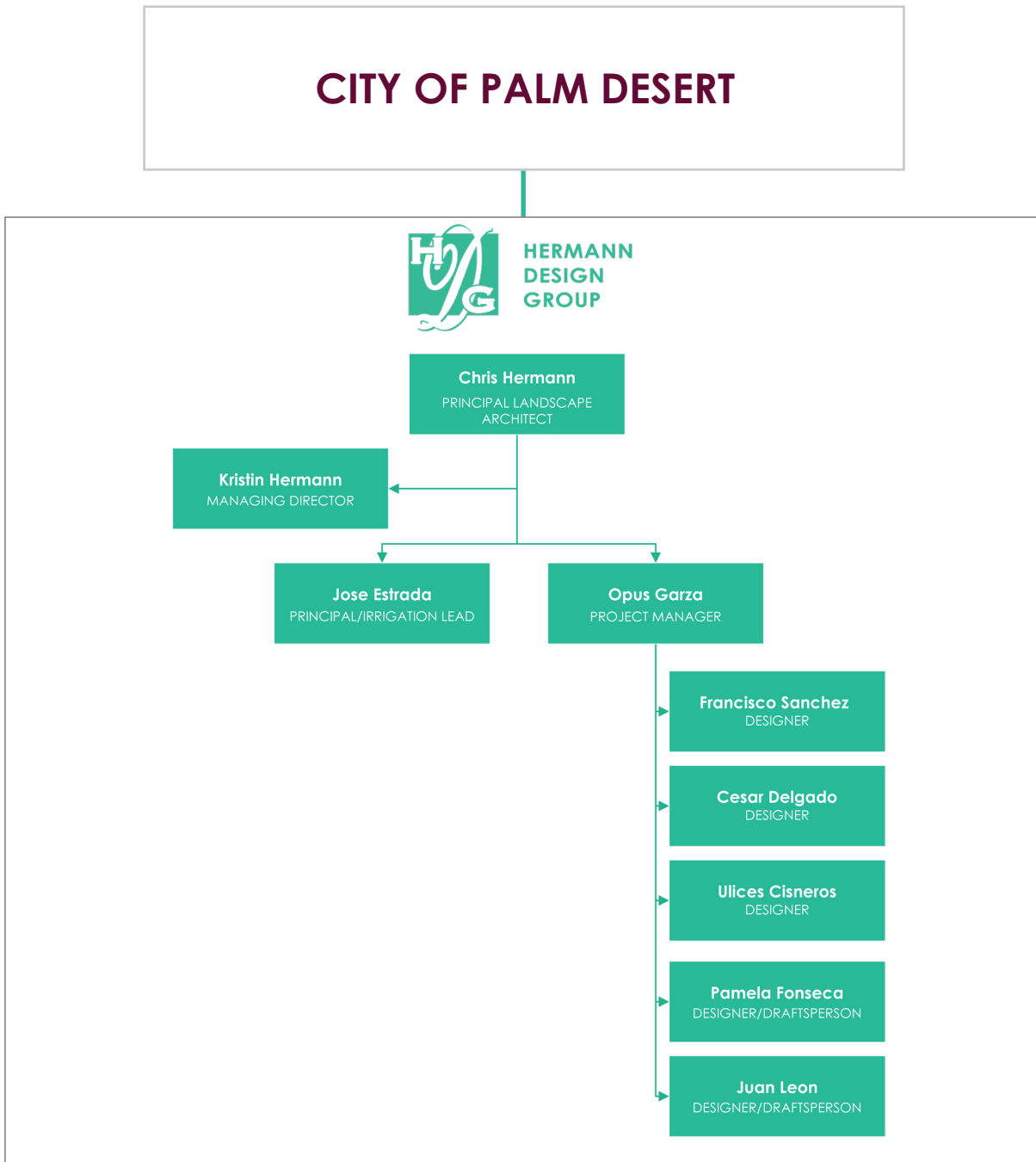
Based in the Riverside office, Pamela recently joined our firm in early December 2023. Upon graduating from Cal Poly Pomona with a Bachelor of Science in Landscape Architecture in 2020, Pamela worked several years as a landscape designer specializing in 3D modeling for a pool contractor in San Dimas. Her passion for designing sustainable and functional landscapes brought her to Hermann Design Group. Pamela is bilingual in both Spanish and English, and she has exhibited a keen design sense in her time with us. Pamela is currently pursuing her Certification in Landscape Irrigation at Mt. San Antonio College.



ORGANIZATION

Our management team for this project consists of Chris Hermann, Principal-in-Charge and lead designer. Opus Garza will serve as project manager with Jose Estrada serving as director of irrigation design. Kristin Hermann handles all financial responsibilities of HDG including contracts, invoicing, and collections. The key personnel and principals will not be replaced without prior consent from the City of Palm Desert.

HERMANN DESIGN GROUP



SCOPE OF SERVICES



PROJECT CONSIDERATIONS

The City is concerned about the large variety of planting and hardscape themes in medians and would like to create an overall five-year master plan for creating consistency in the design with three tiers of installation and the intent of reducing maintenance. Priority areas include Highway 111, Cook Street, Monterey Avenue, Country Club Drive and Washington Street. In addition, the planting palette for the master plan needs to consider ideas for plant replacements in the 15 park and recreational facilities.

The city has one of the best guides available in any jurisdiction for planting and maintenance available for reference, and it should be reviewed as part of the process of establishing new planting designs.

HDG has taken the time to do some initial research in preparation of the proposal and observed the use of grey granite cobble, stamped concrete, baja cresta cobble, boulders that reflect the surrounding mountains colors, mexican river cobble, colored glass, and flagstone. The use of a variety palm trees is prevalent and should be maintained as part of the planting theme.

There are a variety of shade trees including *Quercus virginiana*, *Acacia* species, *Tipuana tipu*, *Cercidium* species, *Prosopis* species, *Caesalpinia cacalota*, and *Ebenopsis ebano*. There are others, however, the city should consider the use of shade trees can be retained to help reduce heat islands on paved areas as well as sequester carbon emissions.

During the pre-proposal meeting staff indicated that Baja Park should be reviewed. It is overgrown, and there are some unique desert plant species to consider in the master planning effort. Staff has also been installing new landscape on Cook Street and the Magnesia Falls median was recently completed.

We will establish the plant palette and theme for the project would be to prepare typical design schemes for portions of each area of study with three different concepts or tiers. Tier one would be the highest level of landscape improvements and should include cobble, decomposed granite (dg), boulders, desert accents, shrubs, trees, and lighting. Tier two may step down to a lower quantity of shrubs and desert accents, use of dg, cobble, and trees. Tier three could be trees, desert accents, and dg. The city-wide median maintenance map will be used to establish tier locations, and HDG will create a five-year master plan that can be used for implementation.



SCOPE OF SERVICES

PROJECT CONSIDERATIONS



COBBLE, ROCK, DECOMPOSED GRANITE, PALMS AND SHADE TREES

Cook Street, Monterey Avenue , Country Club Drive, and Washington Street medians cover over 15 miles with a variety of colors of rock, boulders, decomposed granite, and planting.



ELEPHANT TREE - BAJA PARK

The establishment of planting choices should include saving unique species.



FLAGSTONE, ROCK, BOULDERS SHADE TREE

HERMANN DESIGN GROUP

I. MASTER PLANNING

Typical landscape master plan designs of approximately 1200 lineal feet of each of the medians of Cook Street, Monterey Avenue, Country Club Drive and Washington Street will be provided.

- A. Project Kick-off Meeting – The project team and city staff will meet to review project scope, programming budgets and design objective.
- B. Drone Flight - We will utilize the services of a drone and mapping company to document existing conditions from an aerial view and scale it for base sheet development. This will be for over the entire length of each median (approximately 15 miles). This will assist in expanded studies and provide base information for future construction drawings and budgeting for construction.
- C. Site Visit – The project team will review existing site conditions, document existing plant material and hardscape areas.
- D. Data Collection – We will perform all necessary data collection that will include research and gathering/reviewing existing City records.
- E. Base Sheets – We will develop base sheets with 1200 lineal feet of median for each condition described in the scope of work.

Please Note: Base sheets prepared via field measurements, drone images, and City records are not always accurate. The only way to ensure base sheet accuracy is via the use of an up-to-date survey by a licensed surveyor. Survey services have not been included herein as we do not believe these services need to be provided at the master planning stage.

- F. Conceptual Plans – We prepare three planting concepts for each typical median. The three concepts will be “tiered” and each tier will be keyed to the city median maintenance map for locations within the city. A planting legend will be provided with Latin and common names, size, and water use requirements.
- G. Preliminary Plans – Upon review and comment of the conceptual plans, we will prepare a preliminary plan for each typical median for City review. This will include a final color rendered plan and sections/photo images of design ideas.
- H. Preliminary City-Wide Master Plan Map - A preliminary city-wide master plan map will be provided that identifies the location of the tiered planting concepts.
- I. Opinion of Probable Cost – We will prepare an opinion of probable cost for the conceptual and final preliminary plans with options for bid alternates.
- J. Image Photos – We will include photos of images to depict the various planting plan and hardscape components.
- K. Final Landscape Master Plan - We will provide a final plant palette for the four medians with three tiers of design. A city-wide master plan map will be provided that identifies the location of the tiered planting concepts. Each median will have a 1200 foot length provided in a color-rendered 1”=20’ plan view that is keyed to the city-wide master plan.

II. GENERAL SERVICES

We will meet with Staff as required to complete the master planning and we will attend scheduling and progress meeting as necessary. The principal/project manager and other appropriate key personnel who are expert in specific areas will also be available to attend presentations, public meetings, and public hearings as needed for this phase of the project. The nature and content of these meetings will be coordinated with the City who will schedule and conduct the meetings.

OPTIONAL FUTURE SERVICES

Once the City chooses the phases of the work to be completed, HDG will provide the City with specific proposals for final design for each phase of work as it progresses. The following would be our typical scope of work for final design.

CONSTRUCTION DOCUMENTS (TYPICAL SCOPE)

- A. Demolition Plan - HDG will prepare a demolition plan that illustrates existing plant material to be removed or to remain.
- B. Construction Plan and Details - This plan will locate by dimension site improvements and site furnishings. Details and selections of materials are included.
- C. Irrigation Plans - HDG will prepare complete irrigation plans. Elements of the system will be designed to carry optimum amounts of water to irrigate the site. Full detailing of equipment will be included.

Vandal resistance, durability, serviceability, reliability, water conservation, efficiency, and most importantly, consistency with Coachella Valley Water District and City of Palm Desert standards will be our primary concern. Systems will be designed to accommodate reclaimed water, as requested.
- D. Planting Plans - Complete planting plans with necessary details will be provided. Plant suitability, maintainability, drought resistance, and reliability will be considered.
- E. Construction Specifications - A detailed project description, preparation of bid schedules, bid item descriptions, payment methods, special provisions, and technical specifications for the items covered under this scope of work will be provided.
- F. Opinion of Probable Cost - We will prepare an opinion of probable construction cost of the design development plans for use by the City encompassing cost projections.
- G. Document Processing - We will submit the documents for City and various agency approvals. We will review documents and make necessary corrections as directed by said governing agencies.
- H. Meetings - We will attend meetings as required during this phase of the project.

SCOPE OF SERVICES

- I. Final Documents - After final approval, 24" x 36" plans shall be submitted to the City along with an electronic copy of the plans and specifications for bidding purposes.

BIDDING PHASE SUPPORT (TYPICAL SCOPE)

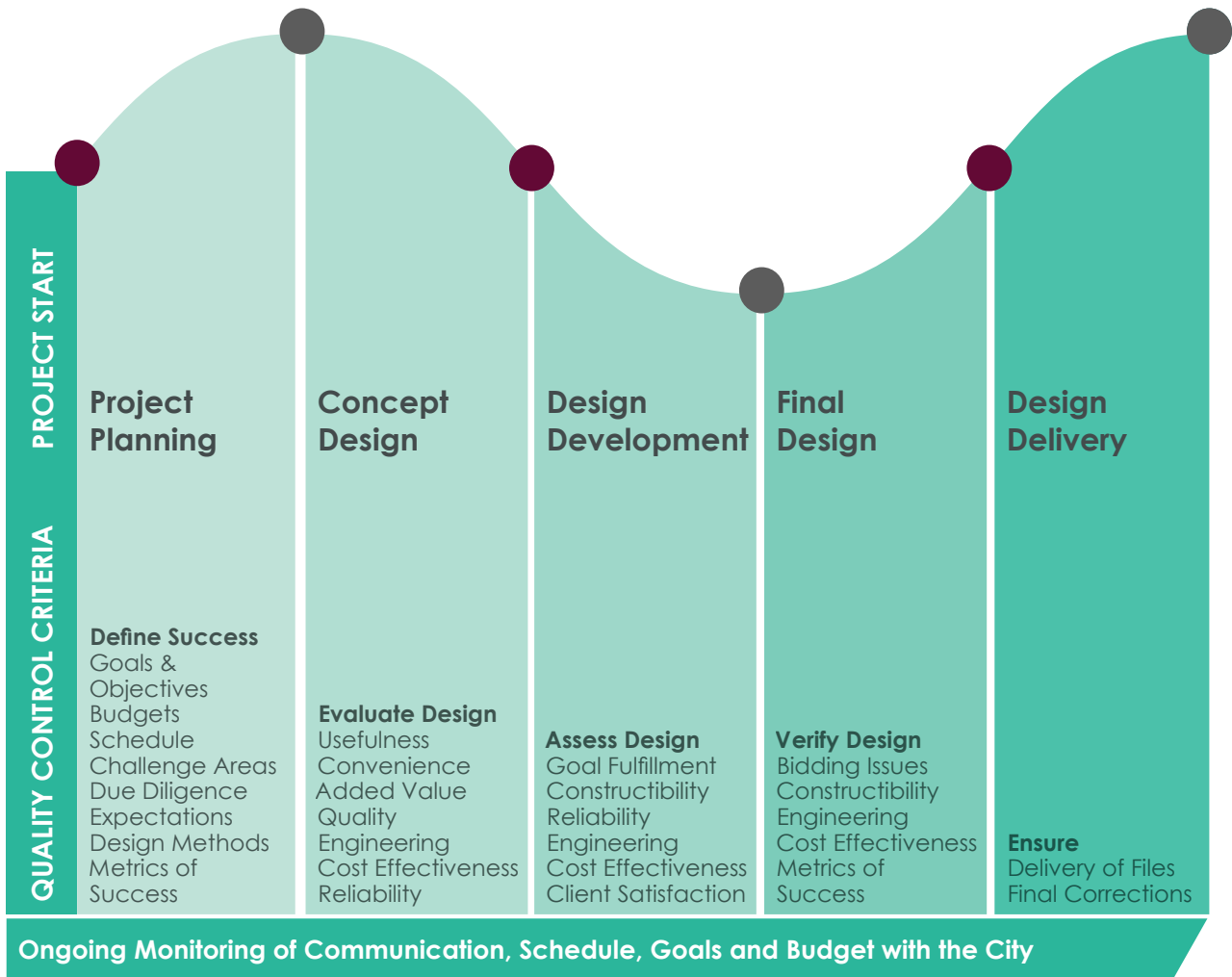
- A. When the project goes out for competitive bidding, we will assist the City in the bid process, distributing bid packages, noting direction given to contractors, questions asked and follow-up clarifications or addendum items.
- B. We will attend and chair the pre-bid meeting and provide written minutes and follow up information as required.
- C. We will assist the City in evaluating bids as required.

CONSTRUCTION PHASE SUPPORT (TYPICAL SCOPE)

- A. We will coordinate with the City as required throughout the life of the project
- B. This phase will commence with the notice to proceed to the contractor and terminate when final payment is issued by the City.
- C. We will attend and chair the pre-construction meeting.
- D. We will provide weekly observations during construction for the purpose of establishing acceptability and provide written documentation of official job meetings to those present.
- E. Based on our observations at the site and on the contractor's application for payment, we will assist in determining the amount owed to the contractor, if requested. We will review job drawings, as-builts, RFIs, submittals, samples, and other submissions of the contractor for conformance with the design of the project and for compliance with the information given in the conformance contract documents.
- F. We will review change orders and submittals for approval and issuance by the City. We will respond to requests for information from the contractor, issue field bulletins and requests for quotations.
- G. We will review as-builts and assist in the reproduction of the as-built information on flash drive or other requested format.

QUALITY CONTROL

Quality control is a significant part of HDG’s long history of successful projects. HDG works with all stakeholders early on to ensure budgets, schedules, and expectations are agreed upon and clearly communicated. Designs are created and continuously measured against these definitions of success to ensure a proper outcome and follow through is achieved with minimal surprises. We recognize that though each design phase is evaluated differently, it’s important to revisit the initial goals and objectives. Regular communication will be maintained with all parties to assess the current project trajectory and plan for effective counter measures as challenges or changes arise.



- CITY REVIEW
- INTERNAL REVIEW

APPENDIX



EDUCATION

Pennsylvania State University
B.S. Landscape Architecture



**CHRIS HERMANN, PRESIDENT
PRINCIPAL LANDSCAPE ARCHITECT**

REPRESENTATIVE PROJECTS

CVLink
Coachella Valley Cities, CA

University Park
Palm Desert, CA

City of Indio
Center Stage
Indio Sports Park Master Plan
Miles Avenue Park Master Plan
HRPP Grant Park Renovations
Median Improvements

City of La Quinta
SilverRock Venue Site
Parkway and Median Improvements
Fritz Burns Park Improvements
Seasons Dog Park
La Quinta Auto Collection

**Rancho Mirage Community Park
Expansion & Amphitheater**
Rancho Mirage, CA

Mecca Sports Complex
Mecca, CA

Thermal Community Park Master Plan
Thermal, CA

On-Call Services
City of Indio
City of La Quinta
City of Palm Desert
City of Palm Springs
City of Rancho Mirage
City of Moreno Valley
County of San Bernardino

AWARDS

**Ann Hunter Welborn Circle of
Excellence Award for Sustainability**
San Diego Housing Commission

APWA
CV Link (with Alta)
Indian Wells Park
SilverRock Venue Site
Center Stage
Mecca Sports Park
City of La Quinta Parkways

CERTIFICATIONS AND LICENSING

CLARB Certified Landscape Architect #40888
CA #2754 / AZ #54352 / NV #1058 / ID #16916 / TX #3588

Chris, a graduate of Pennsylvania State University, founded Hermann Design Group in Palm Desert, California in 1995. He has designed and overseen the construction of both public and private development projects throughout his career, with over 35 years of experience working in the Coachella Valley.

Prior to founding HDG, Chris established the landscape architecture department for CUH2A, one of the nation's largest multi-disciplinary architecture and engineering firms in 1983. He gained valuable experience working in collaboration with the civil engineering and architectural departments, solving a variety of design challenges. Before becoming a Coachella Valley resident, Chris was a principal at RHA Landscape Architects-Planners, Inc. in Riverside, a firm he had been with for nearly ten years. At RHA, Chris was principal in charge of schools, parks and recreation centers, commercial spaces, master-planned communities, and other public sector work.

While recognizing the value of creating an inviting and aesthetically-pleasing environment, Chris prioritizes the conservation of natural resources and founded Hermann Design Group upon the principle of sustainability. In consideration of the environmental impacts of landscape design, he implements sustainable elements and techniques into the design process that maximize resource efficiency.

Chris's extensive experience working with a multitude of municipal clients has demonstrated his keen understanding of budgetary constraints, strict project timelines, and the need for inclusive elements to deliver a product that meets the client's goals from start to finish. Mr. Hermann demonstrates HDG's values of transparency and integrity by facilitating effective communication between the client, the consultant, and any applicable stakeholders.



JOSE ESTRADA, VICE PRESIDENT PRINCIPAL / DIRECTOR OF IRRIGATION

EDUCATION

Cal Poly Pomona
B.S. Landscape Architecture

Mr. Estrada has steadily assumed positions of greater responsibility and leadership. Starting out as a project designer with RHA Landscape Architects-Planners, Inc. in 1994, he is now principal and vice president of Hermann Design Group, Inc.

Jose has been an integral part of Hermann Design Group since 1999, and he heads up our production office in Riverside. He has established a professional aptitude in irrigation and landscape design, and he is able to direct a project at all stages of development. His extensive experience in the preparation of construction documents and field work experience allows for a complete design process from the schematic level to final design. Jose is bilingual, speaking both English and Spanish, making him invaluable in the field. This ability to communicate in the field aids in explaining the design thought process, resulting in a more successful installation. Mr. Estrada's ability to work independently and his attention to follow-through make him a valuable asset to any project team.

Jose has a wide diversity of experience in projects including public works projects, commercial, urban development, golf course development, and institutional projects. He is an experienced designer of LEED-certified projects.

He has provided design services for a large variety of clients throughout Southern California including the cities of Los Angeles, Perris, Menifee, Riverside, Indio, La Quinta, Palm Desert, Rancho Mirage, and Coachella.

REPRESENTATIVE PROJECTS

Parkway and Median Improvements
La Quinta, CA

Mecca Sports Complex
Mecca, CA

Miles Avenue Park
Indio CA

CV Link
Coachella Valley

SilverRock Venue Site
La Quinta, CA

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Expansion & Amphitheater**
Rancho Mirage, CA

Dr. Carreon Park Improvements
Indio, CA

Indio Sports Park
Indio, CA



OPUS GARZA, ASSOCIATE SENIOR DESIGNER / PROJECT MANAGER

EDUCATION

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B.S. Landscape Architecture

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When Alta Planning + Design contacted us in 2015 to assist locally with the landscape design of the CVLink, Opus worked alongside Chris Hermann on the design work, eventually taking over as the lead contact for with Alta. Also starting in 2015, Opus has served as the project manager for the improvements included in the City of La Quinta's multi-year North Landscape and Lighting District Renovation Plan. In his role as project manager, Opus has produced numerous turf removal and landscape redesign plans for various basins, streetscapes, parkways, and medians throughout La Quinta. Several of these projects include Rancho Ocotillo, Acacia, Del Oro, Quinterra, and Highlands. His experience overseeing long-term city-wide capital improvement projects has provided him with the knowledge necessary to maximize project efficiency and create a sense of design cohesion.

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Indio, CA

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Indio, CA

Cahuilla Hills Park
Palm Desert, CA

Desert Willow Parking Lot
Palm Desert, CA

CVLINK
Coachella, CA

South Jackson Park
Indio, CA

X-Park
La Quinta, CA



PALM DESERT
CALIFORNIA

CITY OF PALM DESERT

2024-RFP-134
LANDSCAPE MASTER PLAN DEVELOPMENT PROJECT
FEE PROPOSAL

October 2, 2024



**HERMANN
DESIGN
GROUP**

77899 WOLF ROAD, SUITE 102
PALM DESERT, CA 92211

(760) 777-9131 (PHONE)

(760) 777-9132 (FAX)

WWW.HDG-INC.COM

FEE PROPOSAL



HERMANN DESIGN GROUP

FEES AND CHARGES

Our fees will be billed on a lump sum, percentage complete basis unless otherwise indicated. All reimbursable expenses will be billed as incurred.

I.	MASTER PLAN DESIGN SERVICES	\$36,105.00
II.	GENERAL SERVICES (Hourly)	\$ 4,480.00
	REIMBURSABLES (Billed Only as Incurred)	\$ 1,000.00
	TOTAL FEE INCLUDING ALLOWANCES	\$41,585.00

NORMAL HOURLY RATES

Principal Landscape Architect/Principal Planner	\$195.00 per hour
Construction Manager	165.00 per hour
Landscape Architect.....	150.00 per hour
Project Manager/Associate	135.00 per hour
Irrigation Designer	135.00 per hour
Senior Designer	125.00 per hour
Professional Staff/Specification Writer	105.00 per hour
Designer	95.00 per hour
Draftsperson	85.00 per hour
Administrative Staff.....	75.00 per hour

OUTSIDE CONSULTANTS

Services of outside consultants not listed in this proposal, at our direct cost, plus 15% of the actual cost of their services for coordination.

REIMBURSABLES

Reimbursable items, such as the cost of reprographic services, soil samples, and travel outside the Coachella Valley will be charged at our cost plus 15%.

RATE INCREASES

Due to increases in wages/benefits, fees and hourly rates are subject to an annual increase based on the Consumer Price Index (CPI-U) published by the Bureau of Labor Statistics.

HOURLY BREAKDOWN



CITY OF PALM DESERT
Landscape Master Plan Development Project

HERMANN DESIGN GROUP										
	Principal	Landscape	Project Manager/ Associate	Irrigation	Senior Designer	Designer	Admin	Total Hours	Total Cost	
	\$195	\$150	\$135	\$135	\$125	\$95	\$75			
MASTER PLANNING										
Kick Off Meeting	2		2					4	\$ 660	
Drone Service									\$ 8,000	
Site Visit	4		8			8		20	\$ 2,620	
Data Collection	1		6		16	12		35	\$ 4,145	
Base Sheets			2			12		14	\$ 1,410	
Three Concepts for Four Typical Medians	8		8		18	30		64	\$ 7,740	
Opinion of Probable Cost	2		8			8	2	20	\$ 2,380	
Update Three Concepts for Four Typical Medians			8			16		24	\$ 2,600	
Final Master Plan	4		4		4	16		28	\$ 3,340	
City Wide Map with Tier Locations					4	16		20	\$ 2,020	
Opinion of Probable Cost	1		4			4	1	10	\$ 1,190	
Master Planning Total								239	\$ 36,105	
GENERAL SERVICES										
Project Management/ Meetings	8		16			8		32	\$ 4,480	
General Services Total								32	\$ 4,480	
REIMBURSABLE EXPENSES										
Reprographics and Other Reimbursables (Billed as Incurred)									\$ 1,000	
PROJECT TOTALS	30	0	66	0		130	3	229	\$ 41,585	

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