

# Memo

To: Village Board

From: Chris Clark, Director of Parks, Recreation, & Forestry

Re: Outdoor Recreation and Open Space Plan Consultant Approval

Date: August 4, 2015

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## Background Information:

The Village of Allouez Outdoor Recreation and Open Space Plan 2010-2015 is coming up for an update for the next five year period. This plan is a guiding document that summarizes the village's current parks and recreation facilities, determines future needs, provides goals and objectives, and provides capital improvement recommendations. The plan is also a requirement for the Village to be eligible for state and federal recreational grant opportunities.

The Parks, Recreation, and Forestry Department put out a Request For Proposals (RFP) from qualified consultants to undertake the update to this plan and received five proposals for consideration. We created a 10 question matrix to score each proposal with a total possible point value of 50 points. Members of the Parks, Recreation, and Forestry Committee, along with the Recreation Coordinator and myself scored each of the proposals.

The scoring sheets were summarized and averaged to determine the overall average score for each proposal (see attached). Along with the scores are comments by the scoring individuals as well as the consultant's fee to update the plan.

After summarizing all scores, Rettler Corporation from Stevens Point, Wisconsin, had the highest score of all consultants. This firm also had the lowest cost of the five as noted. Rettler Corporation is very experienced in performing this type of work throughout the state, including the communities of DePere, Marshfield, Little Chute, and Oshkosh to name a few. At first glance the low price concerned a few of the scorers; however after speaking with this firm, they have a strong interest in beginning a working relationship with the Village of Allouez and they are working on other projects locally which minimized potential travel costs. They have a very experienced staff that specializes in landscape architecture, site design, development and recreational planning.

Previous Information/Action:

The Parks, Recreation, and Forestry Committee previously reviewed and recommended that the Village Board proceed with obtaining RFP's from consultants to update the plan. The Village Board approved staff to obtain RFP's at the June 2, 2015, board meeting.

To summarize the scope of work in the RFP, the consulting firm will be required to determine goals and objectives, provide a needs assessment and summary, and provide an overview of the community, demographics, and characteristics. They will need to reference the National Recreation and Park Association standards as well as our community level of service. In addition they will be required to complete an inventory of all of the parks and recreation facilities and recommend future improvements. The consultants will also be required to obtain input from the community and conduct community involvement meetings to gather information from the residents and park users.

Draft and final plans will be presented to the Committee, the Village Board, and all stakeholders. In the end, the final plan will serve as a guide for the village to follow to continue to provide the Village of Allouez with great parks and recreation opportunities not only for the next five years but well into the future.

Budget Item/Funding:

The cost to contract with Rettler Corporation to undertake the Outdoor Recreation and Open Space plan update is not to exceed \$7900. This is well within the budgeted amount of \$15,000. Funding for this is available in the Culture and Recreational Capital Project Fund.

Staff Recommendation:

Village staff recommends the Village Board authorize staff to contract with Rettler Corporation to update the Outdoor Recreation and Open Space Plan for a fee not to exceed \$7900.00.

Attachments:

- Consultant Proposal Scoring Summary
- Consultant Scoring Matrix

VILLAGE OF ALLOUEZ OUTDOOR RECREATION AND OPEN SPACE PLAN UPDATE PROPOSAL SCORING

SCORER	AYERS ASSOC	CEDAR CORP	GRAEF	MSA	RETTLER CORP	COMMENTS
Chris Clark	34	30	35	38	40	Rettler Corporation is very experienced and at a great price. Ayers has worked with the Village on several trail projects. Graef is currently working with the Village on the corridor studies.
Jenny Hammes	34	27	34	33	41	Recommends Rettler Corporation
Rob Gille	33	41	40	30	41	No comments
Lee Bouche	44	48	41	43	48	Question if Rettler price is correct and all inclusive? Likes that Ayers and Cedar Corp have local offices. MSA seemed like a canned proposal; liked their mobile meeting idea.
Dave Doran						Did not participate in scoring.
Bob Ferguson	33	39	37	35	37	Rettler Corp stands out because of consulting price.
Martha Bonnie	37	30	44	33	35	Graef is working on corridor study. Ayers worked on East River Trail project. Rettler working with neighboring communities. Liked MSA park tour.
Angela Kowalzek-Adrians	30	27	36	34	31	MSA has a good understanding of what we have and what needs to be done. Rettler seemed like a copy/paste from RFP without an understanding of what we have. Cedar Corp does not have much planning experience; mostly engineering.
Rob Atwood	38	43	45	44	45	Rettler Corp-question if the price is correct?
SCORE AVERAGE (out of 50 pts.)	35.4	35.6	39.0	36.3	39.8	
FEE	\$ 18,616	\$ 15,250	\$ 17,856	\$ 14,800	\$ 7,900	

# VILLAGE OF ALLOUEZ

## OUTDOOR RECREATION AND OPEN SPACE PLAN PROPOSAL SCORING

CONSULTANT NAME:

SCORER NAME:

### CONSULTANT SCORING CRITERIA

1	2	3	4	5
POOR	BELOW AVERAGE	AVERAGE	ABOVE AVERAGE	EXCEPTIONAL
Unsuitable	Doesn't meet satisfactory standards	Satisfactory	Well above average standards	Stands out Makes immediate impression

<p>1. CONSULTANT QUALIFICATIONS</p> <ul style="list-style-type: none"> <li>Is the consulting firm familiar with this type of work</li> <li>Have they completed previous plans or comparable projects</li> <li>Do they have previous experience with the Village of Allouez</li> </ul>	
<p>2. STAFF QUALIFICATIONS</p> <ul style="list-style-type: none"> <li>Are the assigned staff experienced in park and recreation planning</li> <li>How long have they been with the company</li> </ul>	
<p>3. ABILITY OF CONSULTANT TO MEET TIMELINE</p> <ul style="list-style-type: none"> <li>Can they complete the plan by December 31, 2015</li> <li>Is this project a priority</li> <li>Do they have the personnel to complete</li> </ul>	
<p>4. PAST PERFORMANCE</p> <ul style="list-style-type: none"> <li>Do they have relevant references</li> <li>Has the consultant performed similar projects</li> <li>Did they meet expectations on similar projects</li> </ul>	
<p>5. UNDERSTANDING OF PROJECT</p> <ul style="list-style-type: none"> <li>Demonstrates an understanding of the key elements of the project</li> <li>Provides a summary of their proposed scope of work</li> </ul>	
<p>6. CREATIVITY &amp; INNOVATIVE</p> <ul style="list-style-type: none"> <li>Demonstrates innovative methods</li> <li>Proposing new and creative ideas</li> </ul>	
<p>7. MAPPING PRODUCTS</p> <ul style="list-style-type: none"> <li>Are the mapping products visually appealing and easy to understand</li> <li>Are proposed mapping documents and software current; Google Maps, ArcGIS, CAD, etc.</li> </ul>	

8. ORGANIZATION OF MATERIALS <ul style="list-style-type: none"> <li>• Completeness of proposal</li> <li>• Is proposal well organized</li> <li>• Is proposal neat and precise</li> </ul>	
9. PUBLIC INVOLVEMENT <ul style="list-style-type: none"> <li>• Public meetings</li> <li>• Survey</li> <li>• Information gathering and sharing</li> </ul>	
10. FEE <ul style="list-style-type: none"> <li>• Does the fee cover all expenses / lump sum</li> <li>• Is the fee within budget (\$15,000)</li> <li>• Is the fee a good value</li> </ul>	
OVERALL RATING – SUM OF THE ABOVE RATING OUT OF 50 POINTS	

COMMENTS: