

Memo

To: Village Board

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

Re: Authorization to Contract with Rettler Corporation for the Comprehensive Outdoor Recreation Plan Update

Date: May 4, 2021

Background Information:

The Village of Allouez Comprehensive Outdoor Recreation Plan (CORP) 2016-2020 is due 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) for qualified consultants to undertake the update to this plan. We received three proposals for consideration, Ayres Associates, Cedar Corporation, and Rettler Corporation. We utilized 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 fee of the three as noted. Rettler Corporation completed the Village of Allouez's previous CORP in 2015 and is very experienced in performing this type of work, including the communities of Appleton, Oshkosh, Brillion, Port Washington, and the Town of Grand Chute to name a few.

To give an overview of the scope of work, the consulting firm will review and update the current plan including but not limited to determining goals and objectives, provide a needs assessment and summary, and provide an overview of the community, demographics, and characteristics, trail corridors, and facility evaluation and needs. They will reference the National Recreation and Park Association standards as well as our community level of service throughout the process. In addition they will update an inventory of all of the parks and recreation facilities and recommend future improvements with estimated costs. The consultants will also obtain input from the community

and conduct community involvement meetings to gather information from the residents, user groups, stakeholders, and other park users.

Draft and final plans will be presented to the Parks, Recreation, and Forestry 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.

Previous Information/Action:

The Parks, Recreation, and Forestry Committee reviewed and scored proposals from three consultants for the update to the CORP. At the April 27th, 2021 committee meeting, the Committee recommended contracting with Rettler Corporation for the plan update.

Budget Item/Funding:

The fee to contract with Rettler Corporation to undertake the update to the Comprehensive Outdoor Recreation Plan update is \$14,000. This is within the budgeted amount of \$15,000. Funding for this will come from the Parks Capital Improvement Fund, Fund 47.

Staff Recommendation:

Village staff recommends the Village Board authorize staff to contract with Rettler Corporation to update the Comprehensive Outdoor Recreation Plan for a fee not to exceed \$14,000.

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	RETTLER CORP	COMMENTS
Angela Kowalzek-Adrians	31	30	34	Ayres proposal visually appealing and easy to understand. Rettler did a great job at a great price on the previous CORP.
Dan Fox				
Danyelle Pierquet	35	33	33	Ayres had highest fee, 7 meetings, survey, & site visits. Cedar had a lot of park master planning experience, proposal seemed awkward, and question attention to detail with spelling errors. Rettler had lowest fee, concern about work effort and no GIS/mapping staff in resume.
Dena Mooney	41	31	37	No comments
Heather Gentry-Nimmer	44	40	36	No comments
Mike Borowski	31	36	39	Ayres had poor presentation and above budget. Cedar had good use of technology, but above budget. Rettler only consultant within budget and had done previous plan.
Rob Atwood	35	36	44	No comments
Chris Clark	35	25	30	Ayres had best proposal however \$10k over budget. Cedar had poor presentation with spelling and grammatical errors and concerned about attention to detail. Rettler didn't seem to have a final project scope and timeline (to be determined after initial project planning meeting) otherwise good value. We have worked with all consultants on various projects in past.
Matt Hahn	41	40	41	Ayres has a lot of experience with CORP, good staff experience, have great ideas of community input, but are well above budget. Cedar doesn't seem to have as much experience with CORP, not as innovative with public outreach, and slightly above budget. Rettler is within budget, has experience working on previous CORP for Allouez, however seem to be focused on renewing 2015 plan.
SCORE AVERAGE (out of 50 pts.)	36.6	33.9	36.8	
FEE	\$ 25,200	\$ 19,800	\$ 14,000	

VILLAGE OF ALLOUEZ

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

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

COMMENTS: