



## OFFICE OF THE CITY MANAGER

November 25, 2013

To: Mayor and City Council

From: City Manager

**Regarding: Robinson Park Recreation Center Architect Section**

The City Council considered the selection of the Robinson Park Recreation Center architect at its meeting of September 16<sup>th</sup> and November 4<sup>th</sup>. Formal approval on how to proceed has not yet been achieved. This is an important project for the residents living near the Park as well as those throughout the City and a process must be undertaken that is fair, unbiased and transparent.

At this time, I am resubmitting my recommendation from the November 4<sup>th</sup> Council meeting. Although I stand behind the original process that staff undertook to select the architect that was presented to the City Council for approval on September 16, 2013, I believe that the recent work with the Steering Committee is the right way to proceed at this time.

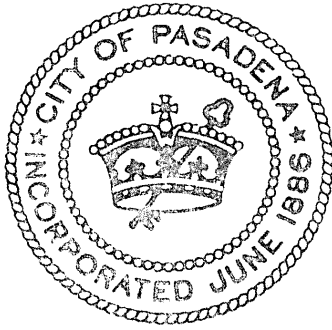
Working with the Steering Committee, a new process was developed whereby a revised RFP would be sent to the firms that responded to the original solicitation. The new RFP would include modified evaluation criteria which place more emphasis than the original RFP on community engagement experience and less on specific experience designing community centers. In addition, the revised process would include staff and members of the Steering Committee in the initial technical screening of the responses as well as the interviews of the finalists. This process was endorsed by the Steering Committee and is supported by City staff.

I urge the City Council to approve the selection process outlined above and detailed in the November 4, 2013 staff report. The project must proceed without further delay to avoid putting the project funding at risk. Staff has reassured me that the revised selection process will retain the integrity and independence of the selection process and should result in the selection of a highly-qualified design team. I am encouraged by the thoughtfully developed process that the Steering Committee and staff have developed and believe it is the right approach for this project.

Respectfully Submitted,

Michael J. Beck  
City Manager

**11/25/2013**  
**ITEM # 9**



# Agenda Report

November 4, 2013

**TO:** Honorable Mayor and City Council  
**FROM:** Department of Public Works  
**SUBJECT: ROBINSON PARK RECREATION CENTER RENOVATION—REVISED SELECTION PROCESS FOR PROFESSIONAL DESIGN SERVICES**

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that on October 28, 2002, the City Council approved the Robinson Park Master Plan and the Initial Study and Negative Declaration (ND) prepared for the Master Plan, that the scope of project construction has been reduced from that studied in the ND, but such changes do not constitute changed circumstances or new information which would trigger further environmental review pursuant to the California Environmental Quality Act (CEQA); and
2. Concur with staff on the revised selection process for professional design services as recommended by the Robinson Park Recreation Center Renovation Project Steering Committee and as outlined in this report.

## **ADVISORY COMMISSION RECOMMENDATION:**

On October 22, 2013, the Robinson Park Recreation Center Renovation Project Steering Committee (Steering Committee) discussed potential modifications to the selection process including whether to separate the community engagement and outreach component from the Request for Qualifications and Proposals (RFP) for Architectural and Engineering Services. The Steering Committee voted 7 to 2 to keep the community engagement and outreach component within the RFP and subsequently worked with staff to revise the RFP to place greater emphasis on community engagement and outreach in the selection process. The revised process outlined in this report is the culmination of these efforts.

**BACKGROUND:**

On September 16, 2013, following a competitive selection process, the Department of Public Works requested the City Council to authorize the City Manager to enter into a contract, with Gonzalez Goodale Architects for architectural and engineering services for the Robinson Park Recreation Center Renovation Project in an amount not to exceed \$754,000 (Attachment 1).

During the initial RFP process, staff reviewed the RFP Scope of Services, process and project status at Steering Committee meetings held on February 20, 2013 and June 25, 2013 and at the joint Human Services and Recreation and Parks Commission meeting on May 7, 2013. Subsequently, 17 proposals were received on June 13, 2013 and evaluated by a staff panel with representatives from the Departments of Public Works, Human Services and Recreation and the City Manager's Office- Northwest Division. The top four firms, which included two local firms, were invited to an interview with a panel comprised of four City staff and two Steering Committee members. Only one Steering Committee member was able to attend the actual interviews. On August 13, 2013, staff, the Steering Committee, and members of the public reviewed the results of the proposals and interviews. Based on qualifications and finalist presentations, Gonzalez Goodale Architects, a Pasadena-based firm was the top-rated proposer and therefore recommended for award of the architectural and design services contract.

Attachment 2 summarizes community involvement in the RFP process to date. Community involvement includes but is not limited to use of the Steering Committee whose mission statement is as follows: "The purpose of the Robinson Park Recreation Center Steering Committee is to serve as a focal point for community outreach, input and direction into the redesign and reconstruction of the Robinson Park Recreation Center."

The City Council's primary discussion on September 16, 2013 focused on whether the RFP selection process should be modified to include greater community participation. As a next step, City staff sought input from the Steering Committee and the public at the September 24, 2013 Steering Committee meeting. Following discussion and public input, the Steering Committee decided that Committee members would independently review the RFP Proposal Evaluation Procedures and Criteria, Interview Evaluation Criteria, and other RFP language and provide comments to City staff by October 3, 2013.

Some Steering Committee and community members expressed the desire for the retention of separate professional services for the community engagement and outreach process. Based on the input received from Steering Committee members, staff revised the RFP for review by the Steering Committee for its October 22, 2013 meeting. At that time, the Steering Committee voted 7 to 2 in favor of keeping the community engagement and outreach component within the RFP.

The Steering Committee and City staff discussed this matter in depth at the October 22, 2013 Steering Committee meeting. The decision to keep the community engagement component within the RFP was based on many factors, including but not limited to the following:

- Separating community engagement and outreach from design would force the design (prime) consultant to work with unfamiliar engagement and outreach (sub) consultant; the most successful team would be one that wants/decided to work together rather than one forced to work together;
- Central leadership and single point person who provides strong guidance to the entire consulting team is paramount to accountability for the entire project; the person in charge should not be limited by additional factors that could impede this process; and
- There cannot be gap between outreach personnel and the design team; the focus of outreach is design of community center; the design team must synthesize comments received and express this in building design.

A majority of the Steering Committee believes it is in the best interest of the project to have the selected design firm handle the community engagement and outreach component of the project and have worked with staff to revise the RFP to place greater value on the community engagement and outreach strategy and familiarity with Pasadena and the Robinson Park community. This approach recognizes the importance of community engagement and outreach while enabling the selection process to move forward and help facilitate timely project completion.

To facilitate the strengthening of the RFP, Steering Committee members and staff developed a schedule to refine RFP language before presenting the revised RFP to the City Council for consideration on November 4, 2013. The revised selection process for professional design services for the Robinson Park Recreation Center Renovation outlined in this report is the culmination of these collaborative and iterative efforts. Attachment 3 contains the revised RFP.

#### Overview of Revised RFP Selection Process

The City will issue the revised RFP to the 17 firms that submitted proposals for the Robinson Park Recreation Center Renovation on June 13, 2013. Firms will have until December 3, 2013 to respond to the revised RFP. Proposers will have the option to modify their original proposals including substituting sub-consultants and/or augmenting teams. Attachment 1 contains the list of the 17 original proposers.

The new proposals will be evaluated by a Selection Committee consisting of three City staff and three Steering Committee members using the following evaluation criteria and as delineated on pages 15–17 of revised RFP (Attachment 3). The Selection Committee will attend the mandatory pre-proposal conference on November 13, 2013.

City staff and the Steering Committee each designated one alternate to the Selection Committee to substitute in the event of unplanned absences.

**TABLE 1 – RFP SECTION 12. B. - PROPOSAL EVALUATION CRITERIA**

No.	Proposal Evaluation Criteria	Initial Weight	Revised Weight	Comment
1	Qualification based on overall professional & practical experience (RFP pg. 15)	10	15	Emphasis on general experience
2	Specific experience in design & construction of community centers (RFP pg. 16)	35	20	Less emphasis on specific experience
3	Specific experience of firm & key personnel in community engagement process (RFP pg. 16)	5	15	Emphasis on community engagement
4	Project implementation/approach including ability to perform, ability to complete on time & within budget. Proposal shall clearly outline project-specific approach & strategies for Community Engagement & Outreach Plan (RFP pg. 16)	25	25	No change; revised language – emphasis on community engagement
5	Proposed schedule for performance of Scope of Services (RFP pg. 16)	10	10	No change
6	Local Pasadena Business (RFP pg. 16)	5	5	Set by PMC
7	Small & Micro Business (RFP pg. 16)	5	5	Set by PMC
8	HUD Section 3 Business (RFP pg. 17)	5	5	No change
Total Points Available		100	100	

Based on the results of the proposal scoring, the Selection Committee will interview at least the three highest ranked Proposers using the evaluation criteria below and as contained on pages 18–19 of revised RFP (Attachment 3).

**TABLE 2 – RFP SECTION 13.C. – INTERVIEW EVALUATION CRITERIA**

No.	Interview Evaluation Criteria	Initial Score	Revised Score	Comment
1	Completion of design & construction in an expedient fashion (on-time or ahead of schedule), thus minimizing impacts to public (RFP pg. 18)	10	10	No change
2	Achievement of high quality standards for design & construction which meet the programming requirements of the conceptual plan & intended uses (RFP pg. 18)	10	10	No change
3	Establishment & maintenance of good relationships with stakeholders through a community engagement process that emphasizes communication, open dialogue & cooperative decision making (RFP pg. 18)	10	10	No change

No.	Interview Evaluation Criteria	Initial Score	Revised Score	Comment
4	Completion of the Project within the City's budget (RFP pg. 18)	10	10	No change
5	To secure the services of the most qualified & experienced firm (RFP pg. 18)	10	10	No change
6	Proposer shall clearly describe its project approach, implementation, & Community Engagement & Outreach strategies; must demonstrate keen understanding of Pasadena & unique Robinson Park community (RFP pg. 18)	12.5	10	Points reallocated to 10 points due to addition of new criteria (No. 10)
7	Proposer shall clearly describe its design approach & address how it will enhance the Project's long-term performance, durability, maintainability and sensitivity to aesthetics and neighborhood context (RFP pg. 18)	12.5	10	Points reallocated to 10 points
8	Proposer shall clearly describe its Project approach, Project implementation, & community engagement strategies & discuss how they will impact Project success (RFP pg. 18)	12.5	10	Points reallocated to 10 points
9	Proposer shall clearly describe its understanding of the Project's key issues & how it has introduced innovation, approaches, structures, & procedures that the Proposer will employ to ensure successful attainment of the Project goals (see RFP Section 17) (RFP pg. 19)	12.5	10	Points reallocated to 10 points
10	New criteria - Panel questions regarding community concerns (RFP pg. 19)	---	10	Emphasis on community engagement
Total Points Available		100	100	

The revised RFP also includes language revisions based on Steering Committee input. Steering Committee emphasis is on enhancing the community engagement and outreach component of the RFP. Highlights include:

**TABLE 3 – RFP VARIOUS SECTIONS – OVERVIEW OF SELECTED LANGUAGE REVISIONS**

RFP Section	Description of Revision	Comment
7. – Community Engagement & Outreach Goals (RFP pg. 4)	Sets goals for Community Engagement & Outreach, including participation, collaboration, consensus & action	Emphasis on community engagement
9.A.1. & 2. – Scope of Services – Community Engagement & Outreach Process (RFP pg. 5-6)	Requires architect to publish notices of Steering Committee & Community Meetings in <i>Pasadena Journal &amp; La Opinion</i> 2 weeks prior to meeting dates	Emphasis on community engagement

RFP Section	Description of Revision	Comment
9.A.3. – Scope of Services – Local Subcontracting & Local Hiring (RFP pg. 6)	Requires 2 Local Subcontracting & Local Hiring community meetings in conjunction with City Purchasing Division staff during Construction Documents & Bidding phases; outlines meeting noticing requirements	Emphasis on community engagement & local hire
9.A.4. – Scope of Services – Community Engagement & Outreach Process (RFP pgs. 6)	Requires proposers to provide detailed strategy to communicate with ethnically & culturally diverse community re: project using various tools acknowledging various demographic groups & demonstrating keen understanding of Pasadena & unique Robinson Park community; strongly consider local hires	Emphasis on community engagement & local hire
9.A.5. – Scope of Services – Community Engagement & Outreach Plan (RFP pg. 7)	Within 30 calendar days of Notice to Proceed, architect submits final Community Outreach & Engagement Plan for City approval; requires explanation of strategy, communication tools, & anticipated results	Emphasis on community engagement
10.A – Deliverables – Community Engagement & Outreach (RFP pg. 12)	Specifies due date(s) for Community Outreach & Engagement Plan & to have social media, blogs & websites functional; requirements for making presentation information & meeting minutes available	Emphasis on community engagement
12.A.1. – Proposal Evaluation Procedures & Criteria - Summary of Mandatory Requirements (RFP pg. 15)	Requires architect to have successfully completed 2 public projects of comparable complexity with recreational use of a minimum of 10,000 SF in California within last 10 years (previously 8 years)	Broadens eligibility
12.A.2. – Proposal Evaluation Procedures & Criteria - Summary of Mandatory Requirements (RFP pg. 15)	Requires architect to have successfully completed 2 community engagement processes of similar size & scope in California within last 10 years (previously 8 years)	Broadens eligibility
13.A. – Selection, Negotiation of Fee & Engagement Process – Proposals Scoring (RFP pg. 17)	Establishes Selection Committee consisting of 3 staff & 3 Steering Committee members	Emphasis on Steering Committee involvement
14.F – Contents of Proposal – Project Implementation/ Approach, Staffing Plan, Project Specific Community Engagement & Outreach Plan (RFP pg. 22)	Proposer must submit information that allows City to understand how proposer intends to attain Community Engagement & Outreach goals, specifically outlining proposed task approach for first 30, 60 & 90 days	Emphasis on community engagement

<b>RFP Section</b>	<b>Description of Revision</b>	<b>Comment</b>
16 – Local Hiring Policy (RFP pg. 26)	Proposers must submit list of potential local hires & local hire plan for itself as prime consultant & for sub-consultants should Proposer be awarded Contract	Emphasis on local hiring

The revised RFP process anticipates that the Department of Public Works would request City Council authorization for a design contract in January 2014 with project design beginning in February 2014.

**COUNCIL POLICY CONSIDERATION:**

This project supports the City Council's goals to improve, maintain and enhance public facilities and infrastructure. It also supports the Public Facilities and Land Use Elements of the General Plan.

**ENVIRONMENTAL ANALYSIS:**

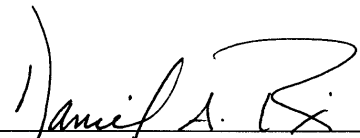
On October 28, 2002, the City Council approved the Robinson Park Master Plan and the Initial Study and Negative Declaration (ND) prepared for the Master Plan. Public comment was received on the Initial Study during October of 2002. The proposed revised RFP process continues the implementation of the already-approved project analyzed in the ND. The scope of project construction has been reduced from that studied in the ND, but such changes do not constitute changed circumstances or new information which would trigger further environmental review pursuant to the California Environmental Quality Act (CEQA).



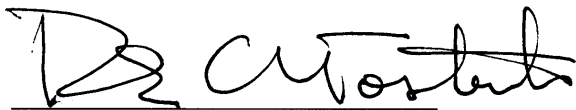
**FISCAL IMPACT:**

There is no fiscal impact associated with approving the revised architect selection process. However, such process is expected to lead to the hiring of an architect to design the Robinson Park Recreation Center Renovation Project. The project budget is currently estimated at \$8.3 million and we anticipate the need of an additional \$1 million for Furniture, Fixtures & Equipment (FFE). These numbers will be updated once the uses are established and the design is complete. It is too early in the process to provide a valid estimate on the full project cost, which can fluctuate depending on the final design and recreational uses requested by the community and approved by the City Council.

Respectfully submitted,

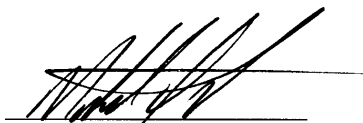
  
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for SIOBHAN FOSTER  
Director of Public Works

Prepared by:



Dale Torstenbo  
Management Analyst IV

Approved by:



MICHAEL J. BECK  
City Manager

- Attachment 1 – September 16, 2013 City Council Agenda Report
- Attachment 2 – Robinson Park Recreation Center Chronology
- Attachment 3 – Revised Request for Qualifications & Proposals (RFP) for  
Architectural & Engineering Services for Robinson Park Recreation  
Center Renovation