

Agenda Report

TO: CITY COUNCIL

DATE: SEPTEMBER 13, 2004

FROM: CITY MANAGER

SUBJECT: AUTHORIZATION TO ENTER INTO CONTRACT WITH RJM DESIGN GROUP, INC. TO PROVIDE PROFESSIONAL CONSULTING SERVICES FOR THE GREEN SPACE/RECREATION ELEMENT AND RECREATION AND PARKS MASTER PLAN PROJECT

RECOMMENDATION

It is recommended that City Council authorize the City Manager to execute a contract with RJM Design Group, Inc. for an amount not to exceed \$150,000 to assist with the preparation of the Green Space/Recreation Element and Recreation and Parks Master Plan. Competitive bidding is not required pursuant to City Charter Section 1002(F), contracts for professional or unique services.

BACKGROUND

RJM Design Group, Inc. is being recommended to supplement staff work in the preparation of the Green Space/Recreation Element and the Parks Master Plan.

As work to update the Land Use and Mobility Elements of the General Plan nears completion, staff has embarked on the process to prepare the Green Space Element, as mandated by the 1994 Comprehensive General Plan, and a Recreation and Parks Master Plan which the City currently lacks. The primary goal of this project is to concurrently update existing Elements of the General Plan and formulate a Parks Master Plan to provide detailed guidelines and standards for the development and management of parks and recreation programs and services in the City.

The Green Space/Recreation Element update will revise the Open Space Element adopted in 1976 and the Recreation Element adopted in 1983. The Element will provide the policy framework in the form of goals, policies, and implementing measures that will ensure the stewardship of the City's open space and recreation resources.

Through the preparation of the Element and Master Plan, staff and the consultants will be working closely with the General Plan Coordinating Committee. The Coordinating Committee is comprised of representatives of the Planning Commission, Recreation and Parks Commission, Transportation Advisory Committee, and Community Development Committee. Two members of the Coordinating Committee, who are also

members of the Recreation and Parks Commission, were on the interviewing and selection panel. For the consultant selection process, the Coordinating Committee discussed and provided input on the consultant's scope of services, designated representatives to the selection panel, and assisted in formulating interview questions.

Staff distributed the Request for Proposals (RFP) to 16 consulting firms. The RFP requested consultant services to concurrently prepare an update to the current Open Space and Recreation Elements of the General Plan and develop a Master Plan for parks and recreation activities in the City. A pre-bid conference was held to present the project to interested consultants. Four consulting teams responded to the RFP, but one ended its participation before the interviews. Thus, three teams were interviewed for the project.

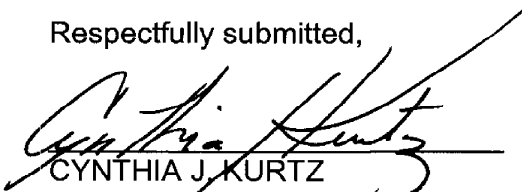
The proposals for the consulting services were evaluated using the criteria set forth in the RFP, in accordance with the City's competitive selection process for professional services. The maximum point amount that could be awarded was 100 points. RJM Design Group, Inc. received the highest number of points with 92.3, Moore Iacofano Goltsman, Inc. (MIG) received 85.4 points, and Sapphos Environmental, Inc. received 79.4 points. The scoring by the selection panel is shown on Attachment "A". It is recommended that RJM Design Group, Inc., the firm receiving the highest total points from the selection panel, be awarded the contract.

The expected timeline for the project EIR is eighteen months. The consultant's work is expected to commence in September 2004 and continue into December 2005.

FISCAL IMPACT

Sufficient funds are available in the General Fund Operating Budget Account 8115-101-444100.

Respectfully submitted,



CYNTHIA J. KURTZ
City Manager

Prepared by:



Millie de la Cuba
Principal Planner

Approved by:



Richard Bruckner
Director of Planning & Development

**CITY OF PASADENA
EXHIBIT A
GREEN SPACE / RECREATION ELEMENT AND RECREATION AND PARKS MASTER PLAN
CONSULTANTS RANKINGS**

Proposer Name	Criteria 1 Creative and Technical Approach (Max Point =30)	Criteria 2 Management Approach (Max Point =25)	Criteria 3 Project Team Qualifications (Max Point =20)	Criteria 4 Price Proposal (Max Point =20)	Criteria 5 Local Business (Max Points =5)	Total Score (100 points)
RJM Design Group	28.60	24.50	20.00	19.20	0.00	92.30
MIG	25.40	19.40	18.20	17.80	4.60	85.40
Sapphos	23.60	17.00	17.00	16.80	5.00	79.40