



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 16th and November 4th. 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.

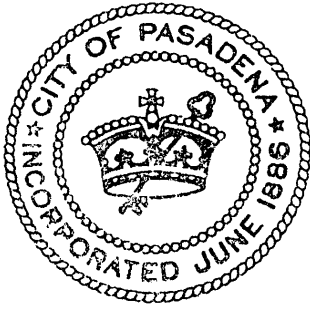
At this time, I am resubmitting my recommendation from the November 4th Council meeting. Although I stand behind the original process that staff undertook to select the architect that was presented to the City Council for approval on September 16, 2013, I believe that the recent work with the Steering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



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.

MEETING OF ~~11/04/2013~~ 11/25/2013

AGENDA ITEM NO. ~~9~~ 9

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 & 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

RFP Section	Description of Revision	Comment
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.

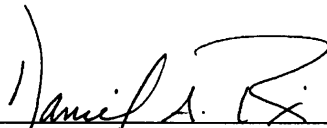
ENVIRONMENTAL ANALYSIS:

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,



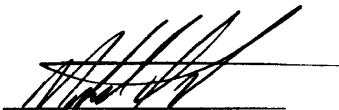
for SIOBHAN FOSTER
Director of Public Works

Prepared by:



Dale Torstenbo
Management Analyst IV

Approved by:

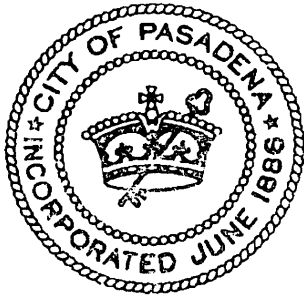


MICHAEL J. BECK
City Manager

- 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

Attachment 1

September 16, 2013 City Council Agenda Report



Agenda Report

September 16, 2013

TO: Honorable Mayor and City Council

FROM: Department of Public Works

SUBJECT: AUTHORIZATION TO ENTER INTO CONTRACT WITH GONZALEZ GOODALE ARCHITECTS FOR PROFESSIONAL SERVICES FOR DESIGN OF ROBINSON PARK RECREATION CENTER RENOVATION IN AN AMOUNT NOT TO EXCEED \$754,000

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. Authorize the City Manager to enter into a contract, without competitive bidding pursuant to City Charter Section 1002(F) contracts for professional or unique services, 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.

BACKGROUND:

In 2002, the City Council adopted the Robinson Park Master Plan. The Master Plan development project encompassed the then 7-acre park site plus a 2½-acre parcel located directly south of the park occupied at the time by a vacant industrial building owned by the City. The Master Plan envisioned the demolition of the building, expansion and improvement of the park, and the replacement of the existing recreation center (a former mortuary) with a new facility twice its size. The development of the Master Plan was guided by a steering committee comprised of representatives of various City commissions and community members, supported by staff from various departments.

For budgetary reasons, implementation of the Master Plan was divided into two phases. Phase I consisted of demolition of the industrial building and expansion of the park to 9½ acres, improvement of the site with new football/soccer and baseball fields, installation of synthetic turf, construction of restroom, concession stand and storage facilities, new sports field lighting, site amenities and a parking lot. Phase I was completed in early 2010 at a cost of approximately \$5 million.

Phase II of the project, renovation of the existing recreation center, has a budget of \$8.3 million. To date, the City has appropriated \$7.3 million to the project, consisting of \$1 million from the General Fund, \$300,000 of Community Development Block Grant (CDBG) funding, and a \$6 million Section 108 loan from the Federal Department of Housing and Urban Development (HUD) (the application for which was approved by the City Council on May 9, 2011). While \$1 million currently remains unfunded, it is anticipated that funds will be identified over the course of the next few fiscal years, and staff recommends proceeding with the architectural and design portion of the project.

The original Master Plan called for the demolition of the approximately 19,000 square foot recreation center, and construction of an approximately 38,000 square foot new facility. However, based on the concept floor plan and estimate completed as part of the Phase II community engagement and HUD loan application process, the proposal is to renovate and expand the facility to approximately 30,000 square feet with a designation of LEED® Silver.

To facilitate public outreach and to keep the community involved in the project, staff recently reconstituted the steering committee as the Robinson Park Recreation Center Renovation Project Steering Committee. The Committee includes representatives from the Northwest Commission, Recreation and Parks Commission, Human Services Commission, and Planning Commission, as well as a number of community members. The Committee has met several times and has scheduled regular meeting dates through October 2014. The meetings are open to the public and are advertised in the *Pasadena Journal*. Staff has also established a project website [http://www.cityofpasadena.net/PublicWorks/Robinson Park Recreation Center Renovation/](http://www.cityofpasadena.net/PublicWorks/Robinson_Park_Recreation_Center_Renovation/) and hosted a community barbeque on August 8, 2013 to inform park users about the project.

In spring 2013, the Department of Public Works developed a request for proposals (RFP) to solicit architectural and engineering services for the project. The RFP was posted on the City's website on May 7, 2013, and notifications were sent to vendors who had previously registered with the City as providing the requested services. A pre-proposal meeting was held on May 22 with a total of 76 attendees representing architects and potential sub-consultants.

In response to comments received during and immediately after the pre-proposal meeting, an addendum to the RFP was issued which relaxed the experience qualifications necessary to be considered responsive to the request. Originally, the RFP required proposers to provide evidence that they had been the architect of record for at least two recreation center projects. The revised criteria expanded the criteria to include experience

as the project manager, project architect, and principal or job captain for projects ranging from community centers, gymnasiums, senior centers or similar public projects with substantial recreational use. By revising the criteria in this manner, staff sought to increase the participation of local firms without compromising on the experience needed to successfully design and deliver the project.

The City received 17 proposals in response to the RFP. Six were submitted by Pasadena firms, while the remaining 11 proposals included Pasadena firms as sub-consultants.

The 17 proposals were evaluated based on the criteria set forth in the RFP by a staff panel with representatives from the Departments of Public Works, Human Services and Recreation and the City Manager's Office - Northwest Programs Division. The following is a list of proposers and Attachment A contains the proposal scoring by evaluation criteria.

Firm	City	
Gonzalez Goodale Architects	Pasadena	Short-listed
Osborn Architects	Glendale	
WLC Architects, Inc.	Rancho Cucamonga	
DLR Group	Pasadena	
Albert Group Architects	Los Angeles	Other Proposers
GKKworks	Pasadena	
Gruen Associates	Los Angeles	
Harley Ellis Devereaux	Los Angeles	
John Friedman Alice Kimm Architects	Los Angeles	
MVE Institutional	Santa Ana	
Masbuild ACE, Inc.	Pasadena	
ONYX Architects, Inc.	Pasadena	
PBWS Architects	Pasadena	
RL Binder Architects, LLP	Playa Del Rey	
Studio Pali Fekete Architects	Culver City	
TKE Planning, Inc.	Riverside	
TR Design Group	Riverside	

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 reviewed the results of the proposals and interviews with the Steering Committee and members of the public. 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 B contains a summary of the evaluation criteria for the interviews and scoring.

Gonzalez Goodale Architects has extensive experience in the design and construction of recreation centers as well as managing community engagement, which is a key element of this project. Furthermore, Gonzalez Goodale Architects has made a written commitment to

recruit and engage member(s) of the community to augment its project team. Possible areas of local hire include an intern or an additional community-based professional consultant to be involved in the project. This opportunity could provide valuable exposure and professional development experience.

As proposed, the total compensation to Gonzalez Goodale Architects under this contract shall not exceed \$754,000 and includes the following scope of work:

- Schematic design services;
- Design development services;
- Extensive community outreach including 13 Robinson Park Recreation Center Renovation Steering Committee meetings, nine community meetings, 14 commission and entitlement presentations, use of traditional mailers, flyers, social media and the City's Robinson Park Recreation Center Renovation website;
- Construction document services;
- Bidding services; and
- Construction administration services.

It is anticipated that community outreach, environmental review, design, entitlements and bidding of the actual construction will be completed in early 2016, with construction completed in spring of 2017.

The proposed contract will be set up as follows:

Base Architectural and Engineering Fees	\$	718,000
Contingency Allowance (5%)	\$	36,000
Contract "Not to Exceed" Amount	\$	754,000

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 contract with Gonzalez Goodale Architects continues the implementation of the already-approved project analyzed in the ND. While the project has been modified from that approved by Council, the revisions reduce the scope of the construction and reduce the overall impacts of the project. The contract proposed herein is for consultant services only. Commensurate with the design phase, staff will conduct additional CEQA review if required, prior to award of construction contracts and dependent on whether the final designs constitute changed

circumstances or new information such that further environmental review would be required under CEQA.

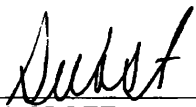
FISCAL IMPACT:

The cost of this contract is \$718,000 and the total cost of this action will be \$754,000. Funding for this action will be addressed by the utilization of existing budgeted appropriations in the Robinson Park – Implement Master Plan Phase II CIP project (budget account 78043) which has a current balance of \$7,169,000.

The following table represents a contract summary.

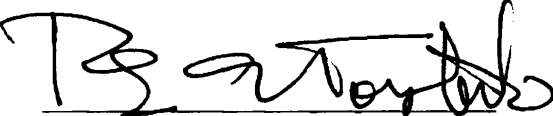
Base Fee	\$	718,000
Contingency	\$	36,000
Total Fiscal Impact	\$	754,000

Respectfully submitted,



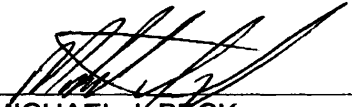
SIOBHAN FOSTER
Director of Public Works

Prepared by:



Dale Torstenbo
Management Analyst IV

Approved by:



MICHAEL J. BECK
City Manager

Attachments:

- Attachment A – Robinson Park RFP – Proposals – Total Score by Evaluation Criteria
- Attachment B – Robinson Park RFP - Interview Evaluation Criteria and Consultant Ranking

**Attachment A
Robinson Park RFP - Proposals - Total Score by Evaluation Criteria**

Short-listed

Other Proposers

No.	Proposal Evaluation Criteria	Max Score	Total Scores by Criteria										TR						
			GGA	OSBORN	WLC	DLR Group	Albert Group	Friedman-Kimm Arch	GJK	Gruen Assoc	Harley Ellis	Masbuild		MVEI	ONYX	PBWS	RL	SPF	TKE
1	Qualification based on overall professional and practical experience.	70	67	60	66	63	56	47	54	47	50	50	47	60	48	52	48	51	49
2	Specific experience in design and construction of Community centers	245	232	223.5	238	223	198	154	219.5	193.5	186	140	190	199	204.5	213	165	178.5	176.5
3	Specific experience of firm and key personnel in community engagement processes	35	35	34	31	31	18.5	8	34	23	27	26	13	30	31	17	18	33	19
4	Project implementation/approach including ability to perform, ability to complete on time and within budget	175	148	147	160	143.5	102	103	138	108	115	112	98.5	134	120	113.2	100	130.5	109
5	Proposed schedule for performance of Scope of Services	70	69	69	68	64	37	59.5	69	59	69	62	52.5	69	68	67.5	61	69	70
6	Local Pasadena Business	35	35	13.79	14.35	35	9.8	13.65	35	7	5.18	35	11.725	35	35	1.61	6.3	13.5	8.931
7	Small & Micro Business	35	35	35	16.8	7.7	35	35	8.925	8.75	2.375	35	12.25	35	35	4.27	35	1.5	35
8	HUB Section 3 Business	35	0	35	0	0	0	0	0	0	0	35	0	0	0	0	0	0	0
Total Scores-Overall			821	6,729	5,941.5	5,672	436.3	420.15	558.925	446.25	434.555	495	424.975	562	541.5	468.58	413.3	377	467.431

Attachment B
Robinson Park RFP - Interview Evaluation Criteria and Consultant Ranking

Table 1 - Interview Evaluation Criteria

Item	Final Score
1. How well did Proposer address the Project Goals per Section 6 of the RFP?	
1a. Completion of design and construction on-time or ahead of schedule thus minimizing impacts to the public	10
1b. Achievement of high quality standards for design and construction which meet the programming requirements of the conceptual plan and the intended uses	10
1c. Establishment and maintenance of good relationships with stakeholders through a community engagement process that emphasizes communication, open dialogue and cooperative decision making	10
1d. Completion of the Project within the City's budget	10
1e. To secure the services of the most qualified and experienced firm	10
2. How well did Proposer address the written discussion points per Section 12.C of the RFP?	
2a. Proposer shall clearly describe its understanding of the technical issues and the scope of work to be addressed in the design and construction of the Project and explain the firm's proposed technical approach to develop and execute appropriate and efficient solutions	12.5
2b. Proposer shall clearly describe its design approach and address how it will enhance the Project's long-term performance, durability, maintainability and sensitivity to aesthetics and neighborhood context	12.5
2c. Proposer shall clearly describe its Project approach, Project implementation, and community engagement strategies and discuss how they will impact project success	12.5
2d. Proposer shall clearly describe its understanding of the Project's key issues and how it has introduced innovation, approaches, structures, and procedures that the Proposer will employ to ensure successful attainment of the Project goals	12.5
Total	100

Table 2 - Interview Scoring

Rank	DLR Group	Gonzalez Goodale Architects	Osborn Architects	WLC Architects
1	67	88	72	93
2	79	88	83	85
3	78.5	87.5	81.5	79
4	53	88	64	58
5	80	89	83	83
Total	357.5	440.5	383.5	398

Table 3 - Final Ranking (includes proposal scoring)

Firm	Final Proposal Score	Final Interview Score	Total
Gonzalez Goodale Architects	621	440.5	1061.5
Osborn Architects	617.2	383.5	1000.7
WLC Architects	594.15	398	992.15
DLR Group	567.2	357.5	924.7



13 SEP 12 04:35PM

CITY CLERK

September 12, 2013

Mayor Bill Bogaard and Pasadena City Council
100 North Garfield Avenue
Pasadena, CA
VIA EMAIL

RE: Support for Gonzalez Goodale Architects contract award

Dear Mayor Bogaard and City Council members,

The Pasadena Chamber of Commerce strongly endorses the award of a contract for work at Robinson Park to the team headed by Gonzalez Goodale Architects.

Gonzales Goodale is a longstanding Pasadena firm. The company has a very strong track record of accomplishment in the public and private sectors. Their team includes other Pasadena firms, including TTG, another very accomplished company headquartered here.

We are confident Gonzalez Goodale will deliver a top quality project for the City of Pasadena and the constituents of Robinson Park.

The Pasadena Chamber of Commerce encourages the City Council to approve the contract with Gonzalez Goodale Architects.

Thank you,

A handwritten signature in black ink, appearing to read "Paul Little". The signature is written over the "Thank you," text and extends to the right.

Paul Little
President and Chief Executive Officer
Pasadena Chamber of Commerce

CC: M. Jomsky, M. Beck,

Attachment 2

Robinson Park Recreation Center Renovation Chronology

Robinson Park Recreation Center Renovation Project Chronology

March 11, 2011	– Meeting of Robinson Park Master Plan Oversight Committee
March 26, 2011	– Community meeting to provide an update on funding for Phase II & project overview
May 9, 2011	– City Council approved request to submit an application to HUD for project funding
January 27 - February 5, 2013	– Greg Mosley, Chair of Robinson Park Phase I Steering Committee reached out to Robinson Park Phase I Steering Committee members to gauge members’ interest in participating in Phase II
February 20, 2013	– First meeting of Steering Committee; 3 Committee members (Michelle Richardson-Bailey, Joan Chin & Rose Robinson) & staff attended – PW staff provided overview of RFP process including review of draft scope of services from RFP document, project schedule, Section 108 loan & future timelines
March 1, 2013	– City Manager staff met with Steering Committee members Ann Hickambottom, Greg Mosley & James Smith to provide update on Robinson Park RFP process since they were unable to attend February 20 Steering Committee meeting
Early April, 2013	– Greg Mosley resigned from Steering Committee
April 8, 2013	– Northwest Commission began providing information on the outcome of Steering Committee meetings at their regular meetings
May 7, 2013	– RFP advertised – PW staff provided project overview at joint Human Services & Recreation & Parks Commission R&P Commission meeting
May 21, 2013	– Project web page goes live
May 22, 2013	– RFP pre-proposal conference at Robinson Park o 76 attendees
May 30, 2013	– PW staff issues RFP Addendum No. 1 to proposers via e-mail; adjustments include: o Submission deadline extended from June 7 to June 13, 2013 o Broadened Section 11.A - Summary of Mandatory Requirements to include “Architect must have successfully completed at least two (2) public projects of comparable complexity, including recreation centers, community centers, gymnasiums, senior centers or similar projects with a substantial recreational use of a minimum 10,000 SF each, in California within the last 8 years”

Robinson Park Recreation Center Renovation Project Chronology

June 4, 2013	<ul style="list-style-type: none"> - City Manager & PW staff met with Councilmember Kennedy & Field Representatives Cruz & West to discuss Robinson Park project; discussion topics included: <ul style="list-style-type: none"> o Steering Committee composition o Next meeting of Steering Committee o Holding meetings at JRC o Local hire o Composition of RFP evaluation committee o Components of RFP Addendums o RFP evaluation criteria o Attendance at pre-proposers conference
June 7, 2013	<ul style="list-style-type: none"> - PW staff issues RFP Addendum No. 2 to proposers via e-mail
June 10, 2013	<ul style="list-style-type: none"> - Joan Chin resigned from Steering Committee
June 11, 2013	<ul style="list-style-type: none"> - Patricia Keane from Recreation & Parks Commission joined Steering Committee
June 13, 2013	<ul style="list-style-type: none"> - RFP submission deadline
June 25, 2013	<ul style="list-style-type: none"> - Second meeting of Steering Committee; 8 Committee members (Danny Parker, James Smith, Patricia Keane, Michelle Richardson-Bailey, Craig Washington, Kathy Woods, Ann Hickambottom & Rose Robinson) & staff attended - Danny Parker attended first Steering Committee meeting - Agenda: establishment of regular meeting date/time, adoption of a mission statement, update on RFP process including status of RFP process, impact of Addenda on RFP requirements, project schedule, proposer listing, as well as invitation to July 3 tour of facilities in other communities
July 3, 2013	<ul style="list-style-type: none"> - Tours of comparable recreational facilities; 3 Committee members & PW/HS&R staff attended <ul style="list-style-type: none"> o Goldy S. Lewis Community Center in Central Park, Rancho Cucamonga o Fontana Senior Center, Fontana o Jessie Turner Health & Fitness Center, Fontana
July 16, 2013	<ul style="list-style-type: none"> - Final proposal review & short list established by 7-member selection committee <ul style="list-style-type: none"> o Steve Wright, Assistant City Engineer o Loren Pluth, Landscape Architect o Dale Torstenbo, Project Manager o Lola Osborne, Northwest Manager o Kenny James, Recreation Supervisor o Rozanne Adanto, Community Services Supervisor o Darrell Walker, Recreation Supervisor
July 18, 2013	<ul style="list-style-type: none"> - Advertisement with upcoming Steering Committee meeting schedule posted in <i>Pasadena Journal</i> newspaper

Robinson Park Recreation Center Renovation Project Chronology

<p>July 23, 2013</p>	<ul style="list-style-type: none"> - Third meeting of Steering Committee; 5 Committee members (Ann Hickambottom, James Smith, Danny Parker, Kathy Woods & Michelle Richardson-Bailey) & staff attended - Hilda Delgado joined Steering Committee - Agenda: selection of Committee Chair (Danny Parker) & Vice-Chair (Michelle Richardson-Bailey), selection of 2 Committee members (Michelle Richardson-Bailey & James Smith) for RFP shortlist interview panel, as well as status of RFP process including provision of information regarding evaluation criteria, shortlisted proposers & schedule
<p>July 30, 2013</p>	<ul style="list-style-type: none"> - Interviews with the shortlist consultants by 5-member interview panel (note: James Smith, Steering Committee member did not attend & did not advise of his absence) <ul style="list-style-type: none"> o Michelle Richardson-Bailey, Steering Committee member o Steve Wright, Assistant City Engineer o Dale Torstenbo, Project Manager o Lola Osborne, Northwest Manager o Kenny James, Recreation Supervisor - Shortlist consultants <ul style="list-style-type: none"> o Goodale and Gonzalez, Pasadena o Osborn Architects, Glendale o WLC Architects, Rancho Cucamonga o DLR Group, Pasadena
<p>August 6, 2013</p>	<ul style="list-style-type: none"> - Danny Donabedian from Recreation & Parks Commission joins Steering Committee
<p>August 8, 2013</p>	<ul style="list-style-type: none"> - Community barbeque at Robinson Park to solicit feedback from direct park users <ul style="list-style-type: none"> o 60 community members attended o 500 flyers distributed in adjacent neighborhood to the park - Program: overview of project, project schedule & City's local hire/local subcontracting program
<p>August 13, 2013</p>	<ul style="list-style-type: none"> - Fourth meeting of Steering Committee; 6 Committee members (Kathy Woods, Craig Washington, Ann Hickambottom, Danny Parker, Hilda Degado & Michelle Richardson-Bailey) & staff attended - Agenda: results of interviews for Architectural/Engineering team, introduction of principal & project manager from Gonzalez Goodale Architects & discussion of proposal & interview evaluation criteria, proposal & final scoring, & project schedule
<p>August 14, 2013</p>	<ul style="list-style-type: none"> - Comment section goes live on project web page
<p>August 27, 2013</p>	<ul style="list-style-type: none"> - Steering Committee Meeting cancelled due to special meeting held on August 13

Robinson Park Recreation Center Renovation Project Chronology

September 16, 2013	<ul style="list-style-type: none"> - City Council consideration of contract award to Gonzalez Goodale Architects for project architectural/engineering services
September 24, 2013	<ul style="list-style-type: none"> - Fifth meeting of Steering Committee; 8 Committee members (Ann Hickambottom, Craig L. Washington, James Smith, Kathy Woods, Michelle Richardson-Bailey, Danny Parker, Hilda Delgado & Lisa Jeffery) & staff attended - Agenda: determine next steps regarding architectural selection process - Committee agreed to provide individual comments regarding next steps for architectural selection process by October 3, 2013
October 22, 2013	<ul style="list-style-type: none"> - Sixth meeting of Steering Committee; 9 Committee members (Danny Parker, Michelle Richardson-Bailey, Donabed Donabedian, Ann Hickambottom, Lisa Jeffrey, Rose Robinson, James Smith, Craig Washington & Kathy Woods) & staff attended - Agenda: determine next steps regarding architectural selection process - Committee/staff agreed to following schedule for revisions to the selection process: <ul style="list-style-type: none"> o Committee will provide individual comments or suggested language changes for the RFP by October 24, 2013 o Staff will send draft of RFP with new language to Steering Committee for comments on October 28, 2013 o Committee will submit all comments on RFP to staff by 6PM on October 30, 2013 o PW staff will prepare agenda report for City Council consideration on November 4, 2013

Updated: October 30, 2013 at 1:30 p.m.

Attachment 3

**Revised Request for Qualifications & Proposals (RFP) for Architectural & Engineering Services
for Robinson Park Recreation Center Renovation**