



TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: April 7, 2015

TITLE: Parks and Recreation System Master Plan –AECOM Technical Services,
Inc. - \$497,576

Recommendation

It is recommended that the City Commission award a contract for the purchase of a Parks and Recreation System Master Plan to AECOM Technical Services, Inc. (AECOM), in substantially the form attached, in the amount of \$497,576.

Background

Parks and Recreation requires a Parks and Recreation System Master Plan (PRSMP). The principal rationale for a comprehensive PRSMP is to provide an optimal delivery system for parks and recreation services and define present and future recreation needs for the community, consistent with the socio-economic, psycho-demographic, and development trends within the City. The PRSMP is a requirement for accredited Parks and Recreation agencies. The PRSMP will include the following:

1. Department mission, vision and objectives
2. Community inventory and assessment
3. Needs assessment
4. Level of service standards
5. Parks and Recreation Strategic Plan
6. Recreation trends analysis
7. Recreation Programming Plan
8. Americans with Disabilities Act (ADA) Transition Plan
9. Community Relations and Marketing Plan
10. Community Health and Environmental Responsibility Plan
11. Art in Public Places Plan

The background for the solicitation process included the following:

- December 2, 2014 – Request for Proposals (RFP) 554-11509 was issued for a Parks and Recreation System Master Plan.
- December 22, 2014 – The RFP closed with a total of four firms submitting proposals in response to the RFP. Proposals were received from AECOM, GreenPlay LLC, T.Y. Lin International and Wallace Roberts and Todd.
- February 5, 2015 – The evaluation committee consisting of Carl Williams, Deputy Director; Gina Rivera, Grants & Special Projects Coordinator; Karen Mendrala, Principal Planner; Glen Hadwen, Sustainability Manager; and Ella Parker, Urban Design & Planning Manager met with AnnDebra Diaz, Procurement Specialist II, to evaluate the proposals and rank the firms according to the evaluation criteria. Including all evaluation criteria, the final tabulation ranked AAECOM Technical Services, Inc. number one as shown in the table below:

		AECOM Technical Services	GreenPlay LLC	T.Y. Lin International	Wallace Roberts and Todd
EVALUATION CRITERIA	WEIGHT	RANK	RANK	RANK	RANK
Understands overall needs of the City	30%	1	4	3	2
Experience, qualifications, past performance	40%	1	4	3	2
Total Cost	30%	4	2	1	3
Overall Ranking		1	4	3	2

- AAECOM submitted a very good proposal demonstrating excellent experience and references and proven results in large-scale comprehensive open space plans. They provided clear and extensive deliverables and objectives, along with a good public outreach component. For these reasons, AAECOM ranked the highest.

Resource Impact

There will be a fiscal impact to the City in the amount of \$497,576.

Funds available as of February 9, 2015					
ACCOUNT NUMBER	INDEX NAME (PROGRAM)	OBJECT CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Object Code)	AVAILABLE BALANCE (Object Code)	PURCHASE AMOUNT
350-P12121.350-6599	PKR Master Plan	Capital Outlay/ Construction	\$497,578	\$497,576	\$497,576
				PURCHASE TOTAL ►	\$ 497,576

Strategic Connections

This grant application furthers the Public Places goals and objectives as is contained in *Press Play Fort Lauderdale, Our City Our Strategic Plan 2018*. Specifically:

- Goal 3: Be a community that finds opportunities and leverages partnerships to create unique, inviting, and connected gathering places that highlight our beaches, waterways, urban areas, and parks.
- Objective 1: Improve access to and enjoyment of our beach, Riverwalk, waterways, parks, and open spaces for everyone
- Objective 2: Integrate arts and cultural elements into public places.

Attachments

Exhibit 1 – Bid Tabulation
Exhibit 2 – Final Rankings
Exhibit 3 – AECOM Technical Services Proposal
Exhibit 4 – GreenPlay Proposal
Exhibit 5 – T.Y. Lin International Proposal
Exhibit 6 – Wallace Roberts and Todd Proposal
Exhibit 7 – Agreement

Prepared by: AnnDebra Diaz, Procurement Specialist II
Elizabeth Cohen, Administrative Assistant I

Department Director: Phil Thornburg, Parks and Recreation