TO: Nick Edwards, City Manager and Peter Edwards, City Attorney
FROM: Paul Bloomberg, Parks Director and Leslie Haase, Finance Director
DATE: September 11, 2020
SUBJECT: Summary of the Park Master Plan Study RFP Process

Background:

The ½-cent parks/stormwater sales tax is set to expire on March 31, 2022. With voter approval, the August 2021 election will allow this tax to continue without interruption. In the past for sales tax initiatives, staff compiles a master plan or a needs listing as a start to the process. Council has appointed a citizen's task force review the needs, present a final recommended project list to the council and serve to educate and garner public support for the initiative.

As the stormwater master plan will be completed this fall, the parks department timeline looks to complete their parks master plan by the middle of January 2021. The RFP was issued on July 24th with a due date of August 21st. The City staff recently completed its assessments of the bids as well as interview evaluations with the bid finalists. This is a summary of the bid evaluation process.

Summary of Bid Process:

The following eleven bids were received for the Parks Master Plan Study:

- Cannon Design
- Confluence
- Design Workshop
- Dick Horton Consulting
- Guernsey
- Lamar Johnson Collaborative
- Landworks Studio
- LaQuatra Bonci Associates
- RDG Planning
- SWT Design
- Vireo

A city staff team was assembled to assess the bids as set forth in the RFP. The initial team was Paul Bloomberg, Jake Cowen, Greg Bertoncino, Troy Bolander, Patrick Tuttle and Leslie Haase. The bids were assessed as follows:

25% Methodology - that the vendor will use to conduct work outlined in RFP and evidence of ability to perform the work described herein.

25% Experience – previous experience performing related projects of complex nature, including, but not limited to, similar size and type of organization.

10% References – will be based on references submitted as part of RFP but can include clients not submitted.

30% Cost of proposal – must contain a cost for the requested scope of work in a "not to exceed" amount.

10% Staff - capability and availability of professional staff to serve the City of Joplin in a competent and timely manner.

Each staff member independently evaluated the bid responses and scored them based on the above criteria. A summary of the preliminary scores and detailed comments related to the scores is attached for your review. From the total preliminary scores, the finalists were chosen for finalist interviews as described in the RFP. The top three bidders were chosen for the Study, which was Dick Horton Consulting, Landworks Studio, and SWT Design.

Finalist Process Summary:

Finalist interviews were held on Thursday, September 3rd. The city staff team that participated in the finalist interviews was Paul Bloomberg, Jake Cowen, Greg Bertoncino, Patrick Tuttle, and Leslie Haase. A listing of questions was provided to each finalist prior to their presentation. The finalists were asked to address the questions in their presentations and each team was given 30 minutes to present, with 15 minutes for questions. A listing of the questions is included for your review. The presentations occurred as a mixture of in-person and virtual meetings. The presentation teams represented the staff that would be assigned to work on the project.

1. Dick Horton Consulting teamed with GLMV Architecture, ETC Institute and LAND3 Studio. The presentation team consisted of Dick Horton and Chad Weinand.
2. Landworks Studio teamed with Ballard King, SFS Architecture and ETC Institute. The presentation team consisted of Brian Sturm, Erica Flad, Jenna Baker, Darin Barr and Kerry Newman.
3. SWT Design teamed with Ballard King, Olsson, ETC Institute and specialty advisors SFS Architecture and Waters Edge. The presentation team consisted of Jay Wohlschlaeger, Lance Klein, Darin Barr, Jack Schaller and Kerry Newman.

City staff scored the finalist presentations on a 50-point basis with 20 points for methodology, 15 points for experience and 15 points for staff. Each staff member independently scored each finalist. A summary of the final scores and detailed comments related to the final scores is attached for your review. Landworks Studio had the highest final score. As a result, staff has begun to work on contract with this vendor to bring to City Council on September 21st in order to complete the study by the middle of January 2021.

The staff team is pleased with the process and the results. While the finalists did an outstanding job, this company rose to the top and staff is confident the final studies will reflect this process. Staff is happy to answer any questions you might have.

City of Joplin
Parks Master Plan Study
Preliminary Overall Average Score
August 25, 2020

Vendor Name	Score	Score	Score	Score	Score	Score	Total Score	Overall Avg Score
SWT Design	90	92	94	90	92	88	546	91.00
Landworks Studio	90	92	82	88	89	88	529	88.17
Dick Horton Consulting	81	84	99	95	80	84	523	87.17
Confluence	91	79	90	90	79	90	519	86.50
Vireo	79	85	88	84	82	88	506	84.33
RDG Planning	53	84	98	90	89	88	502	83.67
Lamar Johnson Collaborative	47	86	82	93	85	84	477	79.50
Cannon Design	55	85	79	82	81	73	455	75.83
Design Workshop	60	75	82	73	80	77	447	74.50
Guernsey	82	68	48	72	76	72	418	69.67
LaQuatra Bonci Associates	21	57	20	55	59	53	265	44.17

SUMMARY OF PRELIMINARY COMMENTS FOR RFP ANALYSIS
PARKS MASTER PLAN STUDY
AUGUST 25, 2020

Cannon Design

- Methodology and project approach listed is weak and lacking detail.
- No Master Plan experience shown in examples.
- Seemed to have more experience in just athletics.
- Lacked projects in existing parks, open spaces and trail connectivity.
- Community Centers referenced but no sporting or recreation programs.
- Seemed to be sports focused. Liked that they provided 9 references, 3 for each firm they would be working with.

Confluence

- Good experience in communities the size of Joplin and Midwest.
- Good description of process and good public input.
- A lot of Parks Master Planning.
- Appealing layout for scheduled public input meetings.
- Community role is vital, and they have Land and water project experience.
- Can't meet timeline and never gave history of firms.

Design Workshop

- Most of the references listed are in Colorado, large communities, except for the tourism plan the firm completed for Joplin.
- Virtual public input meetings only.
- Good experience but most in Colorado.
- Appears to present information gathering as proposed in RFP.
- Limited references and limited work done in Missouri.
- Like that they are working with Bentonville on the "Bentonville Quilt of Parks".

Dick Horton Consulting

- Midwest and parks planning experience including the work completed in Joplin.
- Great experience but concerned about limited staff.
- Did the last Parks Master Plan for Joplin in the year 2000.
- Brief descriptions and incorrect address on cover letter.
- Wide range of projects and experience.
- Made a lot of mistakes in presentation. Listed organizational chart as City of Joplin, Kansas, listed us as City of Carthage in another area and provided the wrong address for City of Joplin. Makes me think his RFP wasn't proofread before submitting.

Guernsey

- Project approach a little weak and could be more descriptive and creative in their methodology.
- Outstanding Master Plan experience. Loved the City of Joplin example given.
- Developed a simple project coordination.
- Experience in trails, connectivity to parks and sports.
- Their proposal was an inventory of Parks.
- Hard to follow their methodology and plan. Seems to be a lot of virtual meetings and not a lot of in person meetings.

Lamar Johnson Collaborative

- Sound approach but missing discussion on funding opportunities and creative financing.
- Little discussion about public input meetings.
- Had a long list of Master Plan work.
- Appealing green space projects and urban development projects.
- Good community space. Youthful.
- They gave a numerous number of examples of projects that can easily be related to Joplin.

Landworks Studio

- Good presentation of projects of similar size and scope in the Midwest.
- Lots of Master Plan experience. Good description of process and public input.
- Liked that they would use multi-faceted public engagement strategies, public meetings with citizens and meet with staff and stakeholders.
- Comparable to City of Joplin and type of projects they have done.
- Strong public engagement.
- They have done a lot of Master Plans. Liked how they picked out a few projects that are similar in size to Joplin. Currently working with Water's Edge on Ewert Pool Study.

LaQuarta Bonci Associates

- Weak references and very limited projects in the Midwest.
- Little Master Plan examples given.
- Team is small and they are from the East Coast.
- Bentonville the closest project to compare.
- They are from Pittsburgh, PA.
- Based out of Pennsylvania and many of the examples were much larger cities.

RDG Planning & Design

- Detailed methodology and project approach.
- Public input process mostly virtual.
- Focus on short- and long-term objectives.
- Layout and scheduled meetings adequate.
- Perform funding analysis and use of advisory committee to move forward.
- RDG is a good company and listed several projects but nothing comparable in size to Joplin.

SWT Design

- Great experience in communities like Joplin. Team has experience creating Park Master Plans.
- Great public input process, not much detail on entire plan process.
- Has good local experience as well as national.
- Local experience with existing projects and past projects.
- Good open space background. Joplin connection.
- They gave great examples and like the fact they have worked on projects in Joplin.

Vireo

- Vireo and support firms have experience doing similar projects.
- Good described process and good public input. Not as many examples.
- Good list of references and have completed 25 Park Master Plans.
- Nice layout and outline of schedule and liked their data process.
- Missouri related experience.
- Liked all the examples they provided and liked that they will conduct four 1-hour focus group meetings.

PARKS MASTER PLAN STUDY FINALIST INTERVIEW PRESENTATION

1. Introduce us to your point person/team that will lead this study.
2. Describe how you will complete the study outlined in the RFP.
3. Describe how you will incorporate public input in the process.
4. Describe your experience with this type of study.
5. Describe your plan to complete the benchmarking comparison.
6. Describe your experience in utilizing the final master plan results in a future dedicated sales tax initiative.
7. Describe how you determine the financial sustainability of the master plan options and recommendations.
8. Discuss your past experience in helping cities improve local parks while remaining within the local available resources.

City of Joplin
Parks Master Plan Study
Final Overall Average Score
September 3rd, 2020

Vendor Name	Score	Score	Score	Score	Score	Total Score	Overall Avg Score
Landworks Studio	48	49	47	48	46	238	47.60
SWT Design	42	46	44	49	45	226	45.20
Dick Horton Consulting	23	36	37	43	39	178	35.60

SUMMARY OF FINAL COMMENTS FOR RFP ANALYSIS
PARKS MASTER PLAN STUDY
SEPTEMBER 3, 2020

Dick Horton Consulting

- Basic information provided. Previous Master Planner for City of Joplin. Projects presented seemed outdated.
- Work closely with our staff. Would engage citizens individually and in groups. Involve the young people.
- Lots of experience. Methodology outdated and presented no detail in presentation.
- The firm has experience working in Joplin and the region but not certain how relevant. In his presentation he pulled a lot from his past work with the City of Joplin. His stories overshadowed his planning to gather new data.
- His methodology wasn't laid out for us. It was more a "me" presentation. Has experience in master planning but didn't feel it was current.

Landworks Studio

- Really liked their "pop-up meetings" and their Social Pinpoint Tool. Very Similar to See Click Fix the City of Joplin uses.
- Probably the most diverse of the three presentations. Have worked in communities the size of Joplin and larger.
- Great methodology, outstanding plan for the entire plan. Good system-wide parks master plan experience.
- Will meet timeline.
- Solid team to provide on time material. Provided trendy material that relates to City of Joplin. Long term visions appear to co-exist with City of Joplin long term possibilities.

SWT Design

- Mentions all necessary tools to provide the info. Basic.
- Not cookie cutter and new perspectives. 80% plans get adopted.
- Good team and methodology. Didn't discuss detail related to parks assessment
- Like the local connection with the team. SWT has put together a team that seems focused to build a strong master plan that will be good for the community. Long term plan.
- They seem to have the experience to accomplish the study. They have done several master plans.