

COUNCIL ACTION FORM

SUBJECT: APPROVAL OF CONSULTANTS FOR HEALTHY LIFE CENTER
PLANNING STUDY

BACKGROUND:

At its May 23, 2017 meeting, the City Council provided guidance regarding the scope of the Healthy Life Center Planning Study. The City Council agreed in concept to the components to be included in the study, the membership of team suggested to review the proposals, and the evaluation criteria. Staff was also directed to: 1) request a comparison between a 25x33 yard stretch pool and a 50-meter pool, 2) have the consultant add space in the conceptual drawings for the future addition of six indoor tennis courts, and 3) strike references to the Boys and Girls Club involvement in the study. As a reminder, the Boys and Girls Club decided to withdraw from participating in the study after the May 23 agenda was sent to Council.

After incorporating the Council's wishes, staff issued the Request for Proposals (RFP) for the Healthy Life Center Planning Study on June 1, 2017 with a due date of June 28, 2017. Requested services included gathering project information; conducting a market analysis; performing a site analysis; developing conceptual layout, design, and drawings; developing cost estimates; performing a financial analysis; developing promotional tools; and presenting a final report.

The RFP was issued to 55 interested parties with responses received from nine firms. An evaluation committee comprised of the City Manager, the Parks and Recreation Director, and representatives from Heartland Senior Services, Mary Greeley Medical Center, Iowa State University, and the Ames Community School District ranked the proposals based on the matrix provided in the RFP.

Each proposal was evaluated based on a combination of cost of services; the consulting team's experience in technical areas required to successfully complete all study elements; the consulting teams' qualifications and previous related work; the proposed date on which the proposed Scope of Services would be completed and a final report presented to the City; and the understanding of project goals. The maximum possible score was 600. The qualifications, experience, proposed completion date, similar projects, and project understanding related scores represent 80% of the RFP score, and proposed costs accounted for 20%.

The ranking and costs related to the RFP proposals are listed below:

Consulting Firm	Proposal Score	Rank	Fee Proposal
RDG Planning & Design, Des Moines, IA	494	1	\$93,450
Barker Rinker Seacat Architecture, Denver, CO	468	2	\$100,185
Dewberry, Peoria, IL	408	3	\$130,000
JLG Sport, Minneapolis, MN	394	4	\$90,000
InVision, Waterloo, IA	392	5	\$100,000
BWBR, St. Paul, MN	387	6	\$126,155
FRK, West Des Moines, IA	349	7	\$100,000
Roseland Mackey Harris, Ames, IA	337	8	\$100,000
Ethos, Polk City, IA	321	9	\$79,680

The top two scoring firms were invited for interviews. Each provided a brief presentation introducing their team members and their roles and demonstrating their understanding of the scopes of services. Interviews were evaluated based on a clear understanding of the project and scope of services required including responses to questions posed, their previous experience working as a team on previous projects, ability to complete the proposed scope of services by a date acceptable to the City, methods for achieving desired outcomes, and what sets them apart from the other firms. As with the proposal scoring, each criteria was weighted and given a score based on a scale of 1 to 5, with a maximum possible score of 600.

Based on the interviews, responses to follow up questions, and the determination of the best value to the City, the evaluation committee ranked the final two firms as follows:

Firm	Proposal Score	Interview Score	Total Score	Rank	Fee Proposal
RDG, Des Moines, IA	494	486	980	1	\$93,450
BRS, Denver, CO	468	426	894	2	\$100,185

Both RDG Planning & Design (RDG) and Barker Rinker Seacat Architecture (BRS) presented an ability to provide the services requested by the City. However, RDG was able to articulate a better understanding of the project goals, has team members with experience directly related to Healthy Life Center components, and had a more realistic timeline for completing the project. RDG Planning & Design also exhibited a better communication plan for the process to keep interested parties informed. An additional factor considered by the committee is that RDG Planning & Design, as a company, models the very essence of the Healthy Life Center by providing a healthy environment for its own employees.

Funds for these services will come from FY 2016/17 General Fund savings. City Council previously allocated \$100,000 of these savings for this planning study. The study is scheduled to be completed by late December.

ALTERNATIVES:

1. Award a contract to RDG Planning & Design, Des Moines, IA, for conducting the Healthy Life Center Planning Study in an amount not to exceed \$93,450.
2. Direct staff to negotiate a contract for consulting services with one of the other firms that submitted a proposal to the City.
3. Do not award a contract for the Healthy Life Center Planning Study.

CITY MANAGER'S RECOMMENDED ACTION:

RDG Planning & Design is well known locally as well as nationally and has assembled a capable team to provide the services requested by the City. Sub-consultants include Ballard and King from Colorado, Waters Edge from Kansas City, Missouri, and Snyder & Associates from Ankeny, Iowa. The City has worked with all four firms in the past and has had positive experiences. Awarding this contract will provide the best value to the City for having the Healthy Life Center Planning Study completed.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.