



**CITY OF DUNWOODY**  
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## MEMORANDUM

**To:** Mayor and City Council  
**From:** Brent Walker, Parks and Recreation Manager  
**Date:** September 13, 2010  
**Subject** **Parks, Recreation and Open Space Master Plan Contract Award**

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### **ITEM DESCRIPTION**

The Request For Proposal (RFP) review team recommends awarding Contract 10-06 (Parks, Recreation and Open Space Master Plan) to Lose and Associates, Inc.

### **BACKGROUND**

With the acquisitions of six park properties from DeKalb County in June of 2010, the City identified a need to create a Master Plan for Parks, Recreation and Open Spaces. Creating a master plan will provide long-range guidance to the City of Dunwoody on park redevelopment, possible land acquisitions for future park space, staffing options, revenue sources, and priorities for on-going maintenance.

Two separate tasks were identified in the request for proposals. Task one includes a green space and parks needs assessment to evaluate current level of service, study potential and appropriate acquisition needs, and identify existing private and public recreation opportunities. Task 2 is an update of the Brook Run Master Plan.

Nine companies submitted proposals with prices ranging from \$70,000-\$135,000. These companies are listed below in alphabetical order:

- A) AE COM
- B) Greenplay
- C) Jacobs JJG
- D) The Jaeger Company
- E) Lose & Associates, Inc.
- F) Mactec
- G) Ponds Ecos
- H) Robert and Company
- I) Southeastern Engineering Inc.

The breakdown and scoring is attached.

### **EVALUATION**

The RFP Review Team, consisting of the Public Works Director, Community Development Director, City Manager, and Parks and Recreation Manager, reviewed the written proposals and



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ranked the firms based on qualifications. Interviews were conducted with the three highest ranked firms, AECOM, Lose & Associates Inc., and Southeastern Engineering Inc.

Based on insights gained from the written proposals and the interviews, the RFP review team has determined that Lose and Associates's expertise, comprehensive experience and best meets the City's needs for this project. The review team was impressed by Lose and Associates's comprehensive methodology, approach to public involvement, and understanding of Dunwoody's unique challenges in creating a park system.

**FUNDING**

Funding for this Master Plan was previously recommended to come from the contingency fund and is included in the 2010 amended budget to be reviewed by Council.

**RECOMMENDED ACTION**

Staff respectfully requests that Council: (1) award Purchasing Contract 10-06 (Parks, Recreation and Open Space Master Plan) to Lose and Associates Inc.; (2) authorize staff to provide funding for the contract; and (3) authorize the City Manager to execute the necessary documents following satisfactory review by legal counsel.

Parks and Recreation Master Plan

Firm	Individual Ratings				Total	Group		Rank	Proposed Cost
	MS	MT	WH	BW		Interview	TOTAL		
Lose & Associates, Inc.	60	61	66	61	248	112	360	<b>1</b>	\$ 90,000
AECOM	54	60	66	65	245	88	333	<b>2</b>	\$ 115,000
Southeastern	55	58	65	65	243	84	327	<b>3</b>	\$ 99,684
Robert & Company	50	53	56	51	210				\$ 135,000
Pond and Company	43	54	61	42	200				\$ 95,000
Jaeger Company	51	55	55	58	219				\$ 99,500
GreenPlay	49	55	57	31	192				\$ 99,400
Jacobs/JJG	53	62	60	63	238				\$ 126,400
Mactec	52	54	61	64	231				\$ 70,000