

REQUEST FOR PROPOSALS (RFP)
P26-PARKS-500693
Parks and Recreation Master Plan
COMMITTEE EVALUATION TABULATION

	Maximum Points	Berry, Dunn, McNeil & Parker Portland, ME	Kimley-Horn Phoenix, AZ	KTUA San Diego, CA	Logan Simpson Design Tempe, AZ	PROS Consulting Brownsburg, IN
Project Approach & Understanding	30	27	20	20	22	21
Method of Approach	30	25	20	20	22	21
Experience and Qualifications of the Firm	30	27	24	24	23	25
Cost	10	9	8	5	10	9
Sub-Total Evaluation Score:	100	87	71	69	77	76
Interview Questions						
How do you design community engagement strategies that reach both highly engaged residents and harder-to-reach populations, and how do you translate that input into measurable priorities rather than anecdotal themes?	5	4.3			2.8	4.2
Describe your process for combining quantitative data (usage, demographics, LOS, trends) with qualitative input (community voice, stakeholder feedback) to create defensible recommendations for elected officials.	5	4.5			3.2	3.3
What does your implementation framework look like, and how do you ensure the Master Plan becomes a working document with measurable outcomes, timelines, and accountability tools?	5	4			3.3	3.5
How do you evaluate operational costs, lifecycle replacement, and revenue opportunities — and how do you help agencies position projects for grants, partnerships, or alternative funding sources?	5	4.3			4	3.4
How do you balance big-picture system planning (equity, access, service gaps, workforce needs) with site-specific recommendations like park upgrades, waterfront assets, or recreation facilities?	5	4.2			3.5	3.6
Can you share experience planning for communities with unique environmental or tourism pressures (heat, seasonal population swings, visitor use competing with resident use)?	5	4.6			3.3	4
How do you incorporate staffing models, workforce development, and operational capacity into your recommendations so agencies can realistically deliver what is proposed?	5	4.4			2.7	3.6
How do you define success for a Master Plan 3, 5, and 10 years after adoption, and what tools or support do you provide to help agencies track progress?	5	4.4			2.5	3.2
How will you approach developing a comprehensive, implementation-ready plan for the Bridgewater Channel that balances tourism, resident quality of life, environmental sustainability, and operational realities such as staffing, maintenance, and public safety?	5	4.3			3.1	4.6
Sub-Total Interview Evaluation Score	45	39			28.4	33.4
Total Score:		126			106	109

EVALUATION COMMITTEE:

Gabby Vera, Director of Parks and Recreation
 Marcus McIntyre, Recreation Superintendent
 Guy Reynolds, Parks Maintenance Superintendent
 Anthony Kozlowski, Assistant to the City Manager
 Swan Cooke, Aquatics Supervisor

COMPENSATION SCORING METHOD

Lowest Cost / Highest Cost x Evaluation Points