

Date: November 18, 2016

To: Diane Palmer-Boeck, Director of Procurement & Project Management

From: Christina Day, Director of Planning

Subject: Award Recommendation for the Oak Point Special Area Plan (2016-0589-B)

As part of the FY 2016-17 budget process, the City Council approved a request by the Planning Department to conduct a detailed planning study of a 730± acre segment of northeast Plano. This study, now known as the Oak Point Special Area Plan, will be formulated from a highly inclusive visioning process where various alternatives for land use, open space, transportation, and community design are considered and evaluated by the public. The Oak Point Special Area Plan should result in a vision and policy framework that will position the city to better shape community character and should ultimately serve as a marketing, economic development, and capital planning tool for the Oak Point area.

For this project, the Planning Department collaborated with the Purchasing Division to develop a Two-Step Request for Qualifications/Proposals (RFQ/RFP) for planning consultant services. The RFQ was the first step of this process; submitted qualification statements were evaluated by an eight-person evaluation committee based on the following evaluation criteria:

- Quality of Work & References – 50%
- Personnel Qualifications – 50%

Of the eight responsive submittals received during the RFQ phase, the Evaluation Committee determined that four proposers were sufficiently qualified to proceed to the second step, the RFP phase. For this phase, proposers were required to submit proposals and conduct a one-hour interview with the Evaluation Committee. At the conclusion of the interviews, the Evaluation Committee evaluated the four responsive submittals based on the following evaluation criteria:

- Project Approach & Management Plan – 40%
- Quality of Work & References – 25%
- Project Cost – 20% (Assessment was completed by the Purchasing Division)
- Personnel Qualifications – 15%

At the conclusion of Evaluation Committee deliberation, Fregonese Associates Inc. was the highest ranking proposer, as well as the low bid for the project at \$239,980. Subsequent scope of work refinement has accommodated additional scenario modeling for municipal and PISD service demand, capacity, and costs, resulting in a final contract value of \$244,980. The Evaluation Committee recommends awarding the proposed contract to Fregonese Associates Inc. based on their status as the highest ranking proposer.

Failure to award this contract may weaken the city's ability to shape future development and redevelopment efforts in the Oak Point area.