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**MEMORANDUM**

**To:** Mayor and City Council  
**From:** Brent Walker, Parks and Recreation Manager  
**Date:** November 9, 2015  
**Subject: Approval of Contract 15-12 Parks, Recreation and Open Space Master Plan 5 Year Update**

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**ITEM DESCRIPTION**

The RFP Review Team recommends awarding Contract 15-12 Parks, Recreation and Open Space Master Plan 5 Year Update to Greenplay LLC.

**BACKGROUND**

In June of 2010, the City of Dunwoody celebrated the transfer of six park properties from DeKalb County to the City of Dunwoody. Dunwoody’s Mayor and Council moved forward on development of a Parks and Recreation Master Plan that helped guide management and improvement of these parks as well as identify other park and green space opportunities.

Over the past five years the City Parks Department has worked diligently to bring many of the concepts identified in the Parks Master Plan to fruition, and with the purchase of additional properties and modifications to the original Plan, an update is needed. Updating the 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 maintenance plans.

Two separate tasks were identified in the proposal. Task one will include 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 will be to update the Brook Run Master Plan, including a storm water management plan.

Three companies submitted proposals. These companies are listed below with their proposed cost:

Greenplay LLC.	\$104,999
Greenberg Farrow	\$130,000
Lose & Associates Inc.	\$138,000

**EVALUATION**

The RFP Review Team, composed of the Public Works Director, Community Development City Planner, Assistant City Manager, and Parks and Recreation Manager, reviewed proposals and interviewed three proposers,: 1) Greenplay LLC. 2) Lose & Associates Inc.; and



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3) GreenbergFarrow. The three short-listed firms were interviewed by the RFP Review Team. Following this memo, you will find the proposal and interviewing scoring sheet along with the price estimates from each firm.

Based on insights gained by reading the proposals and in the interview process, the RFP Review Team decided because of significant knowledge and experience in park and open space planning and great efficiencies in scheduling and facilitating of public meetings, along with great proficiency in collecting necessary data the City would gain the greatest benefit by selecting Greenplay LLC to complete the Parks, Recreation and Open Space Master Plan 5 Year Update .

Greenplay's comprehensive approach to research, grasp on the importance of public involvement, and understanding of Dunwoody's unique challenges in Parks best met the City's needs for this project. The Review Team was also impressed with the case studies that Greenplay presented, their methodology of collecting data and their understanding of community involvement necessary to complete this plan. Greenplay will also be partnering with JB+a. to assist with the design portion of the plan update and with Wolverton and Associates for the Brook Run Park Storm Water Management Plan.

**FUNDING**

Funding for this Master Plan is appropriated in the 2016 Parks Budget

**RECOMMENDED ACTION**

Staff respectfully requests that Council: (1) award Purchasing Contract 15-12 Parks, Recreation and Open Space Master Plan 5 Year Update to Greenplay LLC. with a 10% contingency for a total not to exceed \$115,500; (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.



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**Combined Scores for RFP 15-12 Parks, Recreation and Open Space Master Plan 5  
Year Update**

	<b>MDS</b>	<b>BW</b>	<b>RK</b>	<b>JG</b>	<b>Pre Cost Score 320 Points Possible</b>	<b>Cost</b>	<b>Cost Pts.</b>	<b>Grand Total 400 Points Possible</b>
<b>Greenplay</b>	<b>75</b>	<b>79</b>	<b>80</b>	<b>75</b>	<b>309</b>	<b>\$104,999</b>	<b>40</b>	<b>349</b>
<b>Lose</b>	<b>82</b>	<b>87</b>	<b>74</b>	<b>78</b>	<b>321</b>	<b>\$138,000</b>	<b>28</b>	<b>346</b>
<b>Greenberg Farrow</b>	<b>75</b>	<b>65</b>	<b>60</b>	<b>66</b>	<b>266</b>	<b>\$130,000</b>	<b>32</b>	<b>247</b>