

## **SELECTION COMMITTEE REPORT FOR PROFESSIONAL CONSULTING SERVICES COMMUNITY ENGAGEMENT FOR PARKS AND TRAILS**

### **OVERVIEW**

The City of Fresno is in need of a Consultant to develop an outreach plan as it pertains to the City's existing and planned parks, trails, and other green spaces. The Consultant will be responsible for engaging at least 1,000 new residents and building public awareness, participation and community support for two of the City's current initiatives: Development of a Parks Master Plan and a Trails/Active Transportation Plan (ATP). A Request for Proposals (RFP) was published to solicit a Statement of Qualifications (SOQ) from qualified consultants interested in performing the work. This was followed by review of the submitted SOQ's and interviews of the consultants. The next step is to take this item to Council seeking an award of a contract. The intended final step is for the recommended consultant to enter in to a contract with the City of Fresno to perform the work.

### **CONSULTANT INTERVIEW AND SELECTION PROCESS**

A notice inviting SOQs was published by Purchasing on June 10, 2016 to PlanetBids (Invitation # 060916WQS) and on June 13, 2016 to The Business Journal. Twenty Six (26) vendors became prospective bidders. One inquiry was received, resulting in one addendum published. Three SOQ's were received by the June 24, 2016 @ 3:00 PM deadline. The RFQ was advertised for two (2) weeks. The SOQ's received were from Green Media Creations, Southwest Strategies, and Bertz-Rosa/Strategy-Creative.

The Selection Committee was assembled with members from City Staff that have a great understanding of this project and are well versed with the Parks Master Plant and Trails/Active Transportation Plan (ATP). The SOQ's were sent to the Selection Committee members, and upon review, it was decided that two of the three consultants should be interviewed.

Southwest Strategies and Bertz-Rosa/Strategy-Creative were interviewed on July 15, 2016. The Selection Committee members asked questions, took notes and discussed the project with each consultant for approximately an hour. After the interview, the Selection Committee members spent about 20 minutes discussing their impressions of the consultants.

### **RECOMMENDATION**

The Selection Committee identified Bertz-Rosa/Strategy-Creative as being qualified, available and willing to perform the work within the time frame needed. Based on this finding, the Selection Committee recommends that Bertz-Rosa/Strategy-Creative be selected to perform the work based on their exceptional knowledge, professionalism, experience in the industry and understanding of this project.