



**CITY OF PHOENIX, ARIZONA  
OFFICE OF THE CITY ENGINEER  
DESIGN AND CONSTRUCTION PROCUREMENT**

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**REQUEST FOR QUALIFICATIONS**

**PARKS AND RECREATION DEPARTMENT  
PARKS MASTER PLAN  
PLANNING SERVICES  
PA75200657**

**PROCUREPHX PRODUCT CATEGORY CODE  
925000000, 906570000, 906640000, 906720000, 918460000,  
and 962580000  
RFx 6000001506**

# REQUEST FOR QUALIFICATIONS

The City of Phoenix is seeking a qualified consultant to provide professional planning services to prepare a systemwide Parks and Recreation Master Plan that will serve as a policy document to develop a vision and guide parks and recreation facilities, services, and programs. Services will include evaluation, inventory, and assessment services across the Phoenix parks and recreation system. The estimated planning cost is up to \$1 million.

## **SECTION I – PROJECT DESCRIPTION**

The Parks and Recreation Department in partnership with professional planning consultants will prepare a citywide Parks Master Plan as a policy document that will develop a vision and guide the direction of recreation facilities, programs, and services for the next 10 years and beyond.

## **SECTION II – SCOPE OF WORK**

The consultant will perform an evaluation and inventory of existing parks, recreation programming and facilities with an emphasis on water conservation strategies and Crime Prevention Through Environmental Design (CPTED). Water conservation strategies will focus on irrigation system audits, turf reductions and Calsense system evaluations. CPTED will evaluate park and facility safety including lighting, boundaries, access controls, natural surveillance. The consultant will also assess community demographics and recreation trends to ensure delivery of quality programs and services equitably across the city; evaluate and make recommendations for prioritization of department funding utilization. Using collected and provided data, consultant will work with City leadership to develop a comprehensive Parks and Recreation Master Plan to serve as a policy document to guide actions, vision, and direction of the department.

Use of UNIFIER, an Application Service Provider (ASP) web-based project management database, may be required. The following information provides a guideline for utilization. Any questions related to the requirements of UNIFIER should be directed to the Project Manager.

- The Consultant will be required to maintain all project records in electronic format.
- The City provides an ASP web-based project management database which the Consultant will be required to utilize in the fulfillment of the contract requirements.
- The Consultant shall provide a computerized networked office platform with broadband internet connectivity.
- UNIFIER training will be provided through the City of Phoenix to firms under contract.

## **SECTION III - PRE-SUBMITTAL MEETING**

A pre-submittal meeting will be held at 1:00 p.m., Phoenix time on Monday, November 13, 2023, at 200 W. Washington Street, City Hall, 5<sup>th</sup> Floor, Conference Room PCH5 West and via WebEx. At this meeting, City staff will discuss the scope of work, general project requirements, and respond to questions from the attendees. It is strongly recommended that interested firms attend the pre-submittal meeting. Inquiries regarding the project scope outside of this pre-submittal meeting must be directed to the Contracts Specialist.

## **PRE-SUBMITTAL MEETING WEBEX INFORMATION:**

### **Join from the meeting link**

<https://cityofphoenix.webex.com/cityofphoenix/j.php?MTID=m5b4e83eefd102299658159d58ac3f13c>

### **Join by meeting number**

Meeting number (access code): 2633 167 9620

Meeting password: XbJcEqNz675

## **SECTION IV - STATEMENT OF QUALIFICATIONS EVALUATION CRITERIA**

A Firm will be selected through a qualifications-based selection process based on the criteria below. Sub-criteria are listed in order of importance in relation to project services. City of Phoenix project experience is not required.

### **A. Parks and Recreation Master Planning Experience of the Prime Firm (maximum 150 points)**

Describe the experience and qualifications of the prime firm in providing parks and recreation master planning services for similar projects. Identify projects the submitting firm has completed. For each project listed, provide:

1. Description of the project including scope and project owner
2. Role of the firm and explain how this relates to the services being solicited
3. Project's original contract value, final contract value, and reason for variance
4. Project's start date and completion date

### **B. Evaluation and Inventory of Parks and Recreation Facilities, Programs and Services Experience of the Prime Firm (maximum 125 points)**

Describe the experience and qualifications of the prime firm in providing evaluation and inventory of parks and recreation facilities, programs and services for similar projects. Identify projects the submitting firm has completed. Include assigned CA&I personnel if different from personnel performing design services. For each project listed, provide:

1. Description of the project including scope and project owner
2. Role of the firm and explain how this relates to the services being solicited
3. Project's original contract value, final contract value, and reason for variance
4. Project's start date and completion date

### **C. Community Demographic and Parks and Recreation Trend Assessment Experience of the Prime Firm and Subconsultants (maximum 125 points)**

Describe the experience and qualifications of the specific project team expected to be assigned to this project in providing community demographic and parks and recreation trend assessment services for similar projects. For each key person identified, list their length of time with the firm. List each key person's role in the projects provided. If a project selected for a key person is the same as one selected for the firm, provide just the project name and the role of the key person. For each project listed, provide:

1. Description of the project including scope and project owner
2. Role of the team or team member and explain how this relates to the services being solicited
3. Project's original contract value, final contract value, and reason for variance
4. Project's start date and completion date

### **D. Master Plan Policy Document Development Experience of Key Personnel and Subconsultants (maximum 150 points)**

Describe the experience and qualifications of the project team expected to be assigned to this project in providing Master Plan policy document development services for similar projects. For each key person identified, list their length of time with the firm. List each key person's role in the projects provided. If a project selected for a key person is the same as one selected for the firm, provide just the project name and the role of the key person. For each project listed, provide:

1. Description of the project including scope and project owner
2. Role of the team or team member and explain how this relates to the services being solicited
3. Project's original contract value, final contract value, and reason for variance
4. Project's start date and completion date

#### **E. Project Understanding and Approach (maximum 300 points)**

Describe your firm's understanding of the City's need for this project, including important considerations such as project issues and challenges. Describe the team's approach to the project, including important considerations such as scope, schedule, and budget.

#### **F. Staffing Information for Key Personnel (maximum 150 points)**

Provide the following:

1. Team's availability and commitment to the project, including subconsultants
2. Team's plan to maintain continuity of the proposed services
3. Organization chart showing key personnel, current professional licenses or certifications, and assigned roles for the project
4. Identify the location of the lead firm's principal office and the home office location of key staff on this project

#### **G. Reference Check (maximum 21 points\*)**

Use the form provided (Exhibit A) to obtain at least three references. It is preferred no more than one be a City of Phoenix project. If your firm has not completed prior projects with other agencies, you will not be penalized. It is recommended there be references outside the City of Phoenix.

\*These points are in addition to the 1,000 points for the SOQ.

### **SECTION V - SUBMITTAL REQUIREMENTS**

**New Electronic Submittal Process:** Firms interested in this project must submit a Statement of Qualifications (SOQ) electronically through the ProcurePHX online portal.

Submittal requirements are as follows:

- Vendor Information:** All firms must be registered in the City's Vendor Management System prior to submitting a proposal. For new firms, the City will send an email to your firm with a vendor number within two business days of submitting the request. The vendor number should be included on the cover of the SOQ. Information on how to register with the City is available at:

<https://www.phoenix.gov/financesite/Pages/EProc-help.aspx>

If your firm is already registered with the City of Phoenix's ProcurePHX system, please visit <https://eprocurement.phoenix.gov/irj/portal> to login and access the electronic solicitation.

- The product category code for this RFQ is 925000000, 906570000, 906640000, 906720000, 918460000, and 962580000 and the RFX number is 6000001506.**
- Submittals:**
  - Submittals must be uploaded to the ProcurePhx website by the submittal due date and time.
  - Submit only one SOQ electronically, in .PDF format only, addressing all evaluation criteria. No hard copies will be accepted.
  - Clearly display the firm name (as listed in Arizona Corporation Commission), vendor number, project title, and project number on the cover of the SOQ.
  - A maximum of **12 pages** is permitted to address all content in the SOQ submittal. **(Maximum page limit includes evaluation criteria and all additional content. It does not include information sheet.)**
  - Submit electronically the Statement of Qualifications by **12:00 noon, Phoenix time, on Wednesday, November 22, 2023.**
  - Upload one complete version of the SOQ addressing all the criteria. Upload format is .PDF.
  - Page size must meet requirements of 8½" x 11".
  - Font size must not be less than 10 point.

- Content count:
  - ✓ Each side of a page containing evaluation criteria and additional content will be counted toward the maximum page limit noted above.
  - ✓ Pages that have project photos, charts and/or graphs will be counted towards the maximum page limit noted above.
  - ✓ Front and back covers, information sheet, Table of Contents pages, and divider (tab) pages **will NOT** be counted toward the maximum page limit noted above, unless they include evaluation criteria and additional content that could be considered by the selection panel.

**Information Sheet:** Provide an information sheet that includes project title, project number, RFx number, **legal firm name (not a trade name)**, address, phone number, vendor number, and the name, title, email address and signature of your contact person for the project. Do not include any additional information.

**Evaluation Criteria:** Address the SOQ evaluation criteria.

**Additional Content:** Resumes and other information may be included (*content shall be included within the permitted maximum page limit*).

**Note: All pages exceeding the specified maximum page limit will be removed from the submittal and not considered in evaluating a submitted SOQ.**

## **SECTION VI – GROUNDS FOR DISQUALIFICATION**

The following **will be grounds for disqualification**, and will be strictly enforced:

- Uploading of submittal to the wrong project.
- Violating the “Contact with City Employees” policy contained in this RFQ.

## **SECTION VII - SELECTION PROCESS AND SCHEDULE**

Interested firms will submit a SOQ. The firm will be selected through a qualifications-based selection process. A selection panel will evaluate each SOQ per the criteria set forth in Section IV above.

The City will select a firm based on the SOQs received; no formal interviews will be conducted. The City may conduct a due diligence review on the firm receiving the highest evaluation.

The City expects to create a final list of at least three, but not more than five firms for this project. The City will enter into negotiations with the selected firm and execute a contract upon completion of negotiation of fees, contract terms, and City Council approval.

The following tentative schedule has been prepared for this project.

Pre-submittal meeting	November 13, 2023
SOQs due	November 22, 2023
Scope Meeting	January 2024

If the City is unsuccessful in negotiating a contract with the best-qualified firm, the City may then negotiate with the next most qualified firm until a contract is executed, or the City may decide to terminate the selection process. Once a contract is executed with the successful firm, the procurement is complete.

All submitting firms will be notified of selection outcome for this project. The status of a selection on this project will be posted on the City of Phoenix’s “Tabulations, Awards, and Recommendations” website:

<http://solicitations.phoenix.gov/awards>

The selected Consultant should expect to comply with the Arizona State Statutes Title 34 and City of Phoenix Design and Construction Procurement’s contract provisions.

## **SECTION VIII – GENERAL INFORMATION**

**Citywide Capital Improvement Projects.** Consulting and contractor services supporting the City's Capital Improvement Projects are procured under the authority of the City Engineer, currently located within the Street Transportation Department. Design and Construction Procurement coordinates the citywide consulting and construction contracting procurement processes.

**Changes to Request for Qualifications.** *Any changes to this Request for Qualifications (RFQ) will be in the form of a Notification.* The City of Phoenix shall not be held responsible for any oral instructions. Notifications are available on both the Current Opportunities and ProcurePHX webpage.

***It shall be the responsibility of the registered RFQ holder to determine, prior to the submittal of the Statement of Qualifications, if a Notification has been issued.*** Registered RFQ holders may refer to the web page or call the Contracts Specialist (listed below) to ascertain if a Notification has been issued for this project.

**Alternate Format.** For more information or a copy of this publication in an alternate format, contact the Contracts Specialist (listed below) - Voice or TTY 711. Requests will only be honored if made within the first week of the advertising period.

**Release of Project Information/Public Records Request.** The City shall provide the release of all public information concerning the project, including selection announcements and contract awards. Those desiring to release information to the public must receive prior written approval from the City. To submit a Public Records Request, visit [phoenix.gov/prr](http://phoenix.gov/prr).

**City Rights.** The City of Phoenix reserves the right to reject any or all Statements of Qualifications, to waive any informality or irregularity in any Statement of Qualifications received, and to be the sole judge of the merits of the respective Statements of Qualifications received.

**Contact with City Employees.** This policy is intended to create a level playing field for all Proposers, assure that contracts are awarded in public, and protect the integrity of the selection process. **OFFERORS THAT VIOLATE THIS POLICY WILL BE DISQUALIFIED.**

Beginning on the date the RFQ is issued and until the date the contract is awarded or the RFQ withdrawn, all persons or entities that respond to the RFQ, including their authorized employees, agents, representatives, proposed partner(s), subcontractor(s), joint venture(s), member(s), or any of their lobbyists or attorneys (collectively the Proposer), will refrain from any direct or indirect contact with any person (other than the designated Contract Specialist) who may play a part in the selection process, including members of the evaluation panel, the City Manager, Assistant City Manager, Deputy City Managers, Department heads, the Mayor and other members of the Phoenix City Council. As long as the RFQ solicitation is not discussed, Proposers may continue to conduct business with the City and discuss business that is unrelated to this RFQ solicitation with City staff.

Commencing on the date and time a solicitation is published, potential or actual proposers (including their representatives) will only discuss matters associated with the solicitation with the Mayor, any members of City Council, the City Manager, any Deputy City Manager, or any department director directly associated with the solicitation (including in each case their assigned staff, except for the designated procurement officer) at a public meeting, posted under the Arizona Revised Statutes, until the resulting contract(s) are awarded or all offers or responses are rejected and the solicitation is cancelled without any announcement by the procurement officer of the City's intent to reissue the same or a similar solicitation.

Proposers may discuss their proposal or the RFQ solicitation with the Mayor or one or more members of the Phoenix City Council, provided such meetings are scheduled through the Contract Specialist (listed below), conducted in person at 200 W. Washington, Phoenix, Arizona 85003, and are posted as open meetings with the City Clerk at least twenty-four (24) hours prior to the scheduled meetings. The City Clerk will be responsible for posting the meetings. The posted notice shall identify the participants and the subject matter, as well as invite the public to participate.

**Conflict of Interest.** The City reserves the right to disqualify any Proposer on the basis of any real or apparent conflict of interest that is disclosed by the proposal submitted or any other data available to the City. This disqualification is at the sole discretion of the City. Any Proposer submitting a proposal herein waves any right to object now or at any future time, before any body or agency, including but not limited to, the City Council of the City of Phoenix or any court.

**Protest Procedures.** Firms responding to disqualification or a procurement outcome are referred to the Code of the City of Phoenix Chapter 2, Article XII, Section 2-187 to 2-190.4, which governs protest procedures utilized throughout the selection process. The procedures may be reviewed through the City of Phoenix website at:

<http://www.codepublishing.com/az/phoenix/>

A copy of the Protest Policy is also available online at:

<https://www.phoenix.gov/streets/procurement-opportunities>

**Questions** - Questions pertaining to this selection process or contract issues should be directed to the Contracts Specialist, Bobbie Hobart at (602) 534-8352 or email [bobbie.hobart@phoenix.gov](mailto:bobbie.hobart@phoenix.gov).

**EXHIBIT A**  
**CONSULTANT REFERENCE CHECK INSTRUCTIONS, FORM, AND SAMPLE LETTER**

The attached Consultant Performance Evaluation Form is to be provided to the agencies or entities for which your firm has recently provided services relevant to those requested for this project. Provide the evaluation form to the Owner, or the Owner's representative directly responsible for oversight of the project to complete and submit to the email box listed below.

The first three references submitted will be accepted and the scores utilized as part of the evaluation process. Each reference check is worth up to 7 points for a total of up to 21 points available.

The form is to be completed by the agency or entity and uploaded to the (email box) at:

[soq.referencechecks@phoenix.gov](mailto:soq.referencechecks@phoenix.gov)

The procurement identifier is:

6000001506

Attention: Bobbie Hobart

Also attached is a sample performance evaluation cover letter that may be used when sending the reference check request.



## Sample Consultant Performance Evaluation Cover Letter

Sample Cover Letter  
Contact Name  
Address of Reference

(Your Name) is responding to a Request for Qualifications (RFQ) from the City of Phoenix Office of the City Engineer's Design and Construction Procurement section.

The City is requesting reference information related to our past performance. As a part of the response submittal process, the City is requesting performance evaluations from agencies that our firm has performed services for either in the past or is currently receiving services.

I would appreciate your cooperation in completing the attached Consultant Performance Evaluation form and return by email the completed form by 12:00 pm Phoenix time on **November 22, 2023** to:

[soq.referencechecks@phoenix.gov](mailto:soq.referencechecks@phoenix.gov)

**Reference in Subject Line: RFx #6000001506**

For questions, contact Bobbie Hobart, Contracts Specialist at 602-534-8352 or [bobbie.hobart@phoenix.com](mailto:bobbie.hobart@phoenix.com).

Failure to submit the Consultant Performance Evaluation form by the above date will have a negative impact on the proposal we submit for this service. Your cooperation in submitting this form by this date is appreciated.

If you have any questions regarding this request, please contact (your name) at (your telephone number).

Sincerely,

## INSTRUCTIONS FOR COMPLETING CONSULTANT PERFORMANCE EVALUATION

Evaluate the consultant's contract performance in each of the rating areas listed below. On the Consultant Performance Evaluation form, circle the rating from 1 to 4 that most closely matches your evaluation of the consultant's performance. Comments are not required but appreciated. **Every rating area must be scored.**

The Design and Construction Procurement section will use the information from this form to evaluate firms competing for contract award. **This completed form will become public record and upon request, will be released to the consultant or any other entity.**

Please submit the completed form to the address indicated on the bottom of the Consultant Performance Evaluation form. Thank you for your time and your cooperation.

**PARKS MASTER PLAN  
PLANNING SERVICES  
PA75200657  
RFx: 600001506**

**CONSULTANT PERFORMANCE EVALUATION FOR \_\_\_\_\_**  
(firm name)

In the box below, provide the project title, contracted services provided by the firm, and start and completion date of services. This form is to be completed by the Owner, or the Owner's representative directly responsible for oversight of the project. The project services evaluated must be relevant to the services of this project. Every rating area must be scored.

**RATINGS:** Summarize the Consultant's performance and **circle the number** below that corresponds to the performance rating for each category. Please see the rating scale.

1 = Unsatisfactory (.25 pt.); 2 = Poor (.50 pt.); 3 = Good (.75 pt.); 4 = Excellent (1.0 pt.)

HOW WOULD YOU RANK THE BUSINESS RELATIONSHIP BETWEEN THE OWNER AND THE FIRM?	4 3 2 1	Comments:
WAS THE TEAM PRESENTED IN THE PROPOSAL THE TEAM THAT WORKED ON THE PROJECT TO COMPLETION?	4 3 2 1	Comments:
WAS STAFF PROACTIVE IN SOLVING PROBLEMS THAT MAY HAVE OCCURRED ON THE PROJECT?	4 3 2 1	Comments:
WAS THE CONTRACTED SCOPE OF SERVICES COMPLETED ON TIME AND WITHIN BUDGET?	4 3 2 1	Comments:
HOW WOULD YOU RATE THE QUALITY OF WORK PERFORMED BY THIS FIRM ON YOUR PROJECT?	4 3 2 1	Comments:
DID THE FIRM RECOMMEND EFFICIENCIES OR PROVIDE INNOVATIVE IDEAS OR SUGGESTIONS?	4 3 2 1	Comments:

WOULD YOU BE WILLING TO CONTRACT WITH THIS FIRM AGAIN? (YES = 1 point)	YES  NO	Comments:
TOTAL SCORE		(MAXIMUM 7 POINTS)

Reference Evaluation Provided By:

Name and Title: \_\_\_\_\_

Agency/Organization: \_\_\_\_\_

Date: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

***Email completed form by November 22, 2023 by 12:00 pm Phoenix time to:***

[soq.referencechecks@phoenix.gov](mailto:soq.referencechecks@phoenix.gov)

**\*EMAIL SUBJECT LINE SHOULD REFERENCE RFx NUMBER 6000001506 – Bobbie Hobart**

The document should reference the project number and firm for which the reference check is being submitted. If no project number is available, reference the service and firm for which the reference check is being submitted.