



# City of Hollywood

Hollywood City Hall  
2600 Hollywood Blvd  
Hollywood, FL 33020  
<http://www.hollywoodfl.org>

## Legislation Text

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**File #:** R-2019-076, **Version:** 1

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A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving And Authorizing The Appropriate City Officials To Negotiate And Execute An Agreement With The Highest Ranked Firm For The Creation Of A Parks Master Plan, And If Negotiations Are Not Successful, Authorizing The Appropriate City Officials To Negotiate And Execute An Agreement With The Next Highest Ranked Firm.

Staff Recommends: Approval of Resolution

### Explanation:

The City Commission requested that staff seek firms to create a Parks Master Plan.

On September 17, 2018, RFP-4584-18-RL - Parks Master Plan was posted on Bidsync. Responses were received from the following four firms: Barth Associates, LLC, Bermello Ajamil & Partners, Inc, GreenPlay, LLC and Kimley-Horn and Associates, Inc.

On November 14, 2018, an Evaluation Committee consisting of four voting members from Parks, Recreation & Cultural Arts (PRCA), PRCA Advisory Board, Development Services, Communication, Marketing & Economic Development, and one non-voting member from Procurement Services met and began evaluating proposals.

Based upon initial scoring, the Evaluation Committee unanimously decided to invite the two highest ranked firms for oral presentations. The evaluation of the proposals was based on the criteria/factors established in the RFP as follows: Profile of Proposer, Summary of Proposer's Qualifications, Project Understanding, Proposed Approach & Methodology and Pricing. After the proposals were evaluated, the Evaluation Committee requested oral presentations from the four firms.

On December 10, 2018, oral presentations were made and the Evaluation Committee ranked the proposals. The two highest ranked firms are:

Barth Associates, LLC	462 Points
GreenPlay, LLC	442 Points

The Evaluation Committee recommends that the City Commission authorize the negotiation of an agreement with the highest ranked firm, Barth Associates, LLC.

Once a successfully negotiated agreement has been reached, City staff will have the authorization to execute and award.

If during negotiations an agreement cannot be reached with Barth Associates, LLC, staff will terminate negotiations with Barth Associates, LLC, and will continue negotiations with the next highest ranked firm, GreenPlay, LLC, until an agreement is reached.

Recommended for inclusion on the agenda by:  
Renee Richards, Grants & Special Projects Manager  
David Vazquez, Interim Director, Parks, Recreation & Cultural Arts  
Gus Zambrano, Assistant City Manager. Sustainable Development