

**RESOLUTION  
ROCK COUNTY BOARD OF SUPERVISORS**

Public Works Committee  
**INITIATED BY**

Lori Williams, Parks Director  
**DRAFTED BY**

Public Works Committee  
**SUBMITTED BY**



November 18, 2010  
**DATE DRAFTED**

**AUTHORIZING CONTRACT FOR CARVER-ROEHL  
AND MAGNOLIA BLUFF PARK PLANS**

1 **WHEREAS**, it is good management practice for the Rock County Parks Division to have long-range  
2 plans for its individual parks operations and assets; and,  
3

4 **WHEREAS**, the current Parks Outdoor Recreation and Open Space (POROS) Plan contains  
5 conceptual parks plans; and,  
6

7 **WHEREAS**, the Parks Division requested and was allocated funds in the 2010 budget for individual  
8 detailed park plans for Carver-Roehl and Magnolia Bluff Parks; and,  
9

10 **WHEREAS**, the Parks Division of Public Works prepared the scope of services outline and the Rock  
11 County Purchasing Division solicited qualification statements and proposals from various consultants;  
12 and,  
13

14 **WHEREAS**, the Parks Division Administrative Staff did review the submittals and is recommending a  
15 contract with MSA Professional Services, Inc., for \$30,798; and,  
16

17 **WHEREAS**, sufficient funds are included in the budget to contract with a consultant for the Carver-  
18 Roehl and Magnolia Bluff Park Plans.  
19

20 **NOW, THEREFORE, BE IT RESOLVED** by the Rock County Board of Supervisors duly  
21 assembled this 16<sup>th</sup> day of December, 2010, that a contract be awarded to MSA Professional  
22 Services Inc. of Madison WI, based on the terms and conditions set forth in the contract in the amount  
23 of \$30,798, and that payment be made to the vendor upon approval of the Public Works Committee.  
24

25 **BE IT FURTHER RESOLVED** that the Rock County Board of Supervisors hereby authorizes the  
26 Parks Director, Lori Williams, via the Public Works Committee, to act on behalf of Rock County to  
27 sign documents and take necessary action to undertake, direct and complete the approved project.

Respectfully submitted,

PUBLIC WORKS COMMITTEE

PURCHASING PROCEDURAL  
ENDORSEMENT

Reviewed and approved on a vote of

Kurtis L. Yankee  
Kurtis L. Yankee, Chair

5-0 12/7/10  
Phil Owens  
Phil Owens, Chair

Betty Jo Bussie  
Betty Jo Bussie, Vice-Chair

Eva M. Arnold  
Eva M. Arnold

Absent A  
David Diestler

Brent Fox  
Brent Fox

10-12A-219

FISCAL NOTE:

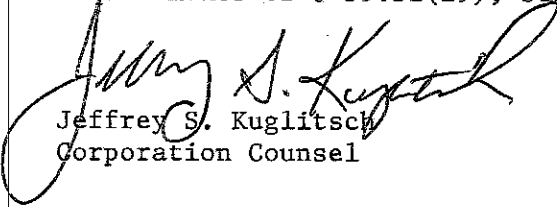
Sufficient funds are included in the Parks budget s/a 41-4551-4110 for the cost of this contract.



George Baltes  
Internal Auditor

LEGAL NOTE:

The County Board is authorized to take this action pursuant to secs. 59.01 and 59.51, Wis. Stats. Professional services are not subject to bidding requirements of § 59.52(29), Stats.



Jeffrey S. Kuglitsch  
Corporation Counsel

ADMINISTRATIVE NOTE:

Recommended.



Craig Knutson  
County Administrator

*- EXECUTIVE SUMMARY -*

The current Park, Outdoor Recreation and Open Space (POROS) Plan encompasses the timeframe 2009-2013. The current POROS plan contains conceptual plans for all our parks. The Parks Division staff desires to ultimately have a detailed individual park plan for each park. This year funds were budgeted for Carver-Roehl and Magnolia Bluff Park Plans.

We have completed the Request for Proposals process to select a consultant for the project. We received eight responses. Following evaluation of the RFP's, which included qualifications, project proposals and cost, we narrowed the field to three firms to check references. MSA Professional Services Inc. from Madison, Wisconsin was selected. The selection team felt they were far and away the best choice to produce a cutting edge plan for Carver-Roehl and Magnolia Bluff Parks that we will be able to utilize as active planning documents to chart our path for each respective park over the next five years.

The proposed professional services contract scope of services includes: project startup & formulation, site inventory and recreation demand analysis, public and community visioning sessions, opinion surveys, staff and committee visioning session, recreation program review, park planning analysis, capital improvement plan development, financial and operations budget development, and final plan development with implementation strategy for both respective parks.

The amount budgeted was \$35,000. The source of funds is the American Transmission Company Funds.

Respectfully submitted by,

A handwritten signature in cursive script that reads "Lori Williams".

Lori Williams, Parks Director

**ROCK COUNTY, WISCONSIN  
FINANCE DIRECTOR**

**PURCHASING DIVISION  
FAX (608) 757-5539  
PHONE (608) 757-5517**

 **ORIGINAL**



**PROJECT NUMBER** 2010-46  
**PROJECT NAME** PARKS PLAN CONSULTANT  
**PROPOSAL DUE DATE** OCTOBER 29, 2010 - 12:00 NOON  
**DEPARTMENT** PUBLIC WORKS - PARKS DIVISION

	MSA MADISON WI	JSD MADISON WI	SCHREIBER ANDERSON MADISON WI	DESIGN PERSPECTIVES NAPERVILLE IL	RH BATTERMAN BELOIT WI	YAGGY COLBY DELAFIELD WI	IRG LOMBARD IL	HITCHCOCK NAPERVILLE IL
MAGNOLIA BLUFF	16,810.00	16,500.00	15,989.00	13,780.00	19,360.00	19,664.00	20,000.00	31,500.00
CARVER ROEHL	12,368.00	12,500.00	14,699.00	8,780.00	14,440.00	14,929.00	15,000.00	29,000.00
COUNTYWIDE ASSESSMENT								
REIMBURSEABLES	1,620.00							9,500.00
<b>TOTAL COST</b>	<b>\$ 30,798.00</b>	<b>\$ 29,000.00</b>	<b>\$ 30,688.00</b>	<b>\$ 22,560.00</b>	<b>\$ 33,800.00</b>	<b>\$ 34,593.00</b>	<b>\$35,000.00</b>	<b>\$ 70,000.00</b>
IF DONE CONCURRENTLY			\$ 27,969.00	\$ 20,304.00	\$ 32,000.00			\$ 68,500.00
EVALUATOR 1	90	87	85	84	83	59	56	60
EVALUATOR 2	94	93	92	88	86	85	87	68
<b>TOTAL SCORE</b>	<b>184</b>	<b>180</b>	<b>177</b>	<b>172</b>	<b>169</b>	<b>144</b>	<b>143</b>	<b>128</b>
<b>AVERAGE SCORE</b>	<b>92</b>	<b>90</b>	<b>88.5</b>	<b>86</b>	<b>84.5</b>	<b>72</b>	<b>71.5</b>	<b>64</b>
<b>RANKING</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>

**Proposals were evaluated based on the following criteria:**

- General quality and adequacy of response
- Technical approach – quality of package provided
- Organization, personnel, experience, references
- Reasonableness of cost estimates
- Ability to complete work within a reasonable period of time

Request for Proposal was advertised in the Janesville Gazette and on the Internet. One additional firm was solicited that did not respond.

PREPARED BY: Jodi S. Miller

PURCHASING MANAGER

DEPARTMENT HEAD RECOMMENDATION: NSA Professional Services, Madison

SIGNATURE Burton J. Peterson 11-23-18 DATE

GOVERNING COMMITTEE APPROVAL:

CHAIR Watts L. Foster 45 VOTE 12-14-10 DATE

PURCHASING PROCEDURAL ENDORSEMENT:

/s/ Phillip Owens 5-0 VOTE 12/7/10 DATE