




Interoffice Memorandum

June 13, 2014

~~APPROVED~~  
~~BY ORANGE COUNTY BOARD~~ SEE MINUTES  
~~OF COUNTY COMMISSIONERS~~ FOR MOTION  
JUL 08 2014 NP/KH

TO: Mayor Teresa Jacobs  
and the Board of County Commissioners

FROM:  Johnny M. Richardson, Manager  
Procurement Division

CONTACT: John P. (Jack) McGowan, Capital Planning Manager, OCCC  
(407) 685-5838

SUBJECT: Selection of Consultant, RFP Y14-809-SB  
Orange County Convention Center (OCCC) Market Feasibility  
Study and Campus Master Plan Program

**RECOMMENDATION**

Selection of one firm and two ranked alternates to provide professional services for the Orange County Convention Center (OCCC) Market Feasibility Study and Campus Master Plan Program, Request for Proposal Y14-809-SB, from the following firms listed alphabetically. Further recommend the Board authorize negotiation and execution of the final contract by the Procurement Division provided it doesn't exceed the budget amount of \$650,000.

Fentress Architects, LTD  
Populous, Inc.  
RTKL Associates, Inc.

This item was reviewed and approved by the Procurement Committee on June 11, 2014. Commissioner Ted Edwards was assigned to the Procurement Committee.

**PURPOSE**

To select a firm to provide services for the OCCC Market Feasibility Study and Campus Master Plan Program.

**DISCUSSION**

The Consultant will assist in the evaluation of the OCCC campus and develop a Market Feasibility Study and Campus Master Plan Program to include appropriate technology enhancements as well as an action plan addressing utilization of sustainable practices for implementation of any recommendations and conclusions developed through the performance of these services.

Four proposals were received for this solicitation. The proposal received from Conventional Wisdom Corp (290 points) failed to achieve a sufficient score for Board consideration.

This project will be negotiated in phases with the first phase being the market feasibility study. This phase will include the following tasks:

- Task 1: Analysis of Facilities Necessary to Increase Market Share
- Task 2: Long-Range Market Demand Analysis and Booking Strategies
- Task 3: Comparable/Competitive Facility Analysis
- Task 4: Report Preparation

Upon completion of the Market Feasibility Study, the Consultant shall formulate a Campus Master Plan Program Statement to identify and incorporate the solutions and requirements identified through the Market Feasibility Study and address the programmatic requirements identified below.

**Part A: Conceptual Architectural Sketch and Program**

- Task 1: Space Utilization Analysis
- Task 2: Repurposing of Existing Assets Analysis/Additional Programmatic Spaces
- Task 3: Pedestrian Circulation and Connectivity Analysis
- Task 4: Traffic Circulation Analysis
- Task 5: Freight Delivery/Staging Area Analysis
- Task 6: Parking Request Analysis

**Part B: Budget for Design & Construction for Implementation of Program Recommendation**


- Task 7: Technology Requirement Analysis
- Task 8: Report Preparation
- Task 9: Formal Presentations

RFP#:Y14-809-SB	PROJECT		PROJECT		PROJECT		M/WBE		LOCATION		VOLUME		SCOPE		WELFARE		VETERANS		TOTAL
	MANAGER (Factor 1.666)		Market Feasibility Analyst (Factor 1.666)		Team														
WEIGHT	15		10		15		15		10		5		30		1		2		
	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	
Populous, Inc.	1.5	37.5	3	50.0	4	60.0	4	60.0	0	0.0	5	25.0	4.5	135.0	0	0.0	1	2.0	369.5
Fentress Architects, LTD	0	0.0	3	50.0	4	60.0	4	60.0	2	20.0	5	25.0	4	120.0	0	0.0	0	0.0	335.0
RTKL Associates, Inc.	2	50.0	3	50.0	3	45.0	4	60.0	1	10.0	5	25.0	3	90.0	0	0.0	0	0.0	330.0




Interoffice Memorandum

**BUSINESS DEVELOPMENT DIVISION**

DATE: June 9, 2014  
TO: Sally Bergman, Contracts Section Supervisor, Procurement Division  
FROM: *A.B.* Angela Brown, Senior Contract Administrator, Business Development Division  
SUBJ: Y14-809-SB / Orange County Convention Center (OCCC) Market Feasibility Study and Campus Master Plan Program  
APPROVED:   
**Errick Young, BDD Manager**

Listed below are respondents to the subject RFP with their sub-consultants and M/WBE participation score on a 1 – 5 scale (RFP GOALS: M/WBE-27% & EEO-24%):

	<b>Projected %</b>	<b>Sub-Consultant Role</b>
<b>CONVENTIONAL WISDOM CORP</b> <b>Majority Prime</b>		
<b><u>M/WBE Subconsultants:</u></b>		
Borrelli + Partners, Inc. (Hispanic Male)	10%	Architecture & Landscaping Design
*H.W. Fort Construction, Inc.	2%	<del>Project Cost Consulting</del>
GMB Engineers & Planners, Inc. (Asian Islander Male)	10%	Transportation Consulting
Milan Engineering, Inc. (Asian Islander Male)	5.4%	Mechanical, Electrical, Plumbing Consulting
<b>*Certification Expired</b>		
<b>Total M/WBE Participation:</b>	<b>25.4%</b>	
<b>EEO Staff:</b>	<b>0%</b>	
<b>Points:</b>	<b>3</b>	



**BONUS POINTS:**

**No Welfare Recipient(s) Proposed**

**No Registered Service Disabled Veteran(s) Proposed**

**Total Bonus Points: 0**

**FENTRESS ARCHITECTS, LTD  
Majority Prime**

**M/WBE Subconsultants:**

Planning Design Group, Inc. (African American Male)	20%	Planning
Ruth Hamberg Landscape Architecture & Urban Design (White Female)	7%	Landscape Architecture/Urban Design

**Total M/WBE Participation: 27%**  
**EEO Staff: 37%**

**Points: 4**

**BONUS POINTS:**

**No Welfare Recipient(s) Proposed**

**No Registered Service Disabled Veteran(s) Proposed**

**Total Bonus Points: 0**

**POPULOUS, INC.  
Majority Prime**

C.T. Hsu & Associates, Inc. (Asian Pacific Male)	12%	Local Architecture and Urban Planning
SGM Engineering, Inc. (Asian Pacific Male)	6%	MEP Engineering and Technology
WBQ Design & Engineering, Inc. (African American Male)	5%	Civil Engineering
Anderson & Associates, PA (African American Female)	1%	Community Outreach and Contract Compliance

GMB Engineers & Planners, Inc. (Asian Islander Male)	5%	Traffic and Parking Engineering
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<b>Total M/WBE Participation:</b>	<b>29%</b>	
<b>EEO Staff:</b>	<b>32%</b>	

<b>Points:</b>	<b>4</b>	
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**BONUS POINTS:**

**No Welfare Recipient(s) Proposed**

**Registered Service Disabled Veteran(s) Proposed:**

Blue Cord Design and Construction, LLC	1	Cost Estimating
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<b>Total Bonus Points:</b>	<b>2</b>	
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**RTKL ASSOCIATES, INC.  
Majority Prime**

Dix.Hite + Partners, Inc. (White Female)	3.5%	Landscape Architect
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EAC Consulting, Inc. (African American Male)	6%	Civil Engineering
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Hahn & Hann Team, Inc. (Hispanic Female)	2%	Public Involvement and Stakeholder Outreach
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Luke Transportation Engineering Consultants, Inc. (Hispanic Male)	3.5%	Data Collection and Analysis for Pedestrian Circulation and Connectivity Analysis and Traffic Circulation Analysis
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MLM-Martin Architects, Inc. (Hispanic Male)	6.5%	Architecture
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Milan Engineering, Inc. (Asian Islander Male)	5.5%	MEP Engineering Services
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<b>Total M/WBE Participation:</b>	<b>27%</b>	
<b>EEO Staff:</b>	<b>64%</b>	

<b>Points:</b>	<b>4</b>	
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**BONUS POINTS:**

**No Welfare Recipient(s) Proposed**

**No Registered Service Disabled Veteran(s) Proposed**

<b>Total Bonus Points:</b>	<b>0</b>	
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