



REQUEST FOR GRAND RAPIDS EDA ACTION

AGENDA DATE: April 28, 2022

STATEMENT OF ISSUE: Consider approval of a contract with SRF Consulting Group for professional planning services to complete a new Downtown Master Plan

PREPARED BY: Rob Mattei, GREDA Executive Director

BACKGROUND:

At the March 2 meeting, GREDA approved and authorized the issuance of a Request for Proposals (RFP) seeking qualified consultants to assist in the preparation of an updated Downtown Master Plan.

Four proposals were received, which were submitted by the following firms: LHB, HKGi, Asakura Robinson, and SRF Consulting Group.

Commissioners Rick Blake, Commissioner Connelly, Eric Trast City Zoning Administrator and myself each independently reviewed the proposals using the attached scoring matrix. We then met as a group to discuss our independent evaluations and, subsequent to that, also to review the cost proposals, which ranged in value from \$76,697 to \$153,600.

The consensus was around the strength of the work plan submitted by SRF Consulting Group. It was also agreed that the other proposals did not address the requested market analysis/economic niche identification adequately or at all. The original cost proposal submitted by SRF was for \$97,795.25. I asked that they look at where they could create some efficiencies in their work approach without sacrificing content. They amended their proposal, shown as Exhibit A1 in the attached contract, to include work examples focused on downtown planning and less on community size and their revised cost proposal, which came in at \$87,769.25. The revised cost proposal reflects some refinement of staffing levels throughout the project, and elimination of second round of pop-up events proposed in Task 4.

As you'll recall, GREDA's original budget for the project is \$80,000, with \$60,000 coming from Blandin Foundation and IRRR grants.

Based upon their review of the proposals, the review committee is recommending GREDA enter into a professional services contract with SRF Consulting Group.

REQUIRED ACTION: Pass a motion approving the attached professional services contract with SRF Consulting Group.