



# Milwaukee County

## DEPARTMENT OF ADMINISTRATIVE SERVICES ECONOMIC DEVELOPMENT DIVISION/MCAMLIS CONSULTANT RETENTION/CONSULTANT SELECTION APPROVAL

Date: December 7, 2012

### I. PROJECT DESCRIPTION

Project Title: MCAMLIS BUSINESS NEEDS ASSESSMENT

Stipulated Lump Sum - Not-To-Exceed                      **Type "D" Agreement**

Project No.: 1199-12002

Agency: 119    Org. No.: 1199                      Object No.: 6149

Project Code: -----                                      Activity: ---

Function: ----    Category:

### II. CONSULTANT SELECTION PROCEDURE

Requests for proposals were sent to 15 firms. Section 1 of the attached report lists the consultants that received notification of the MCAMLIS Business Needs Assessment Request for Proposal (RFP). These firms were identified through a list compiled by MCAMLIS Steering Committee Members, the Wisconsin State Cartographers Office, and through the advertisement process.

Section 2 of the attached report is a copy of the packet of information that was available through the on-line RFP services provided by the Department of Transportation Consultant RFP/RFQ website link. Copies of the email sent to 12 of the 15 firms with the RFP notification dated August 21, 2012 through September 12, 2012 are included in this section.

Section 3 of the report contains a copy of the advertisement that was sent to the Daily Reporter on August 20, 2012, to alert any interested firms in the Milwaukee area of the proposal package.

Six proposals were received in the Milwaukee County Land Information Office by the deadline of 2:00 PM, September 21, 2012.

The following firms submitted proposals:

1. Sanborn
2. GeoPlanning Services LLC
3. PlanGraphics, Inc.
4. BLACK & VEATCH CORP
5. GEODECISIONS
6. Graef

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At its regular meeting held on March 20<sup>th</sup> 2012, the MCAMLIS Steering Committee, acting on a MCAMLIS Staff recommendation, authorized the Chairman of Steering Committee to appoint a sub-committee including MCAMLIS Steering Committee members and others to be named. The Sub-Committee was charged with the task of formulating a MCAMLIS 'Work Program' to be conducted over a span of the next three (3) to five (5) years and report progress to the Steering Committee at the next Steering Committee meeting.

The Steering Committee Chair appointed a six (6) member sub-committee and a workgroup made up of three (3) sub-committee members. The workgroup was formed to draft a mission and objectives statement and present the draft to the full subcommittee for comment and approval. The workgroup met three (3) times at MMSD Offices on 6/21, 7/13 & 8/17/2012. The sub-committee members via email commented and approved the draft mission and objectives document and the contents therein were then incorporated within the MCAMLIS Business Needs Assessment RFP.

The RFP was published on 8/17/2012 and was closed on 9/21/2012. The full MCAMLIS 'Work Program' Sub-Committee aka: 'MCAMLIS Steering Business Plan Sub-Committee' met three (3) times in October and November 2012. The meetings were held at MMSD Offices on 10/3, 10/16 & 11/2/2012. Members and alternates of the full Sub-Committee also serve as the consultant selection committee.

The consultant selection committee evaluated each MCAMLIS Business Needs Assessment proposals. Appointed Staff (S), Workgroup (W), Alternate (A) and Member (M) of the Sub-Committee include:

- Don Nehmer (M, W) - MCAMLIS Steering Committee Chair, Capital Program Manager, MMSD
- Nancy A. Olson (M) - MCAMLIS Steering Committee Vice-chair, Chief Information Officer, City of Milwaukee
- John Bennett (M) - Inter-governmental Coordinating Council (ICC) member representative to the MCAMLIS Steering Committee, City Engineer, City of Franklin
- Greg High (M) - DAS/Facilities Management - Director, AE & ES Division
- Emily Champagne (M, W) - Senior GIS Analyst, MMSD
- Kevin Bruhn (A, S) - representing Greg High, GIS Specialist, MCAMLIS Staff, Milwaukee County
- Todd Niedermeyer (A) - representing John Bennett, City of Franklin, GIS Consultant
- William Shaw (M, W, S) - MCAMLIS Project Manager, Milwaukee County

The selection team evaluated and scored each of the submitted proposals based on but not limited to the following factors:

1. Experience of Firm in related projects

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2. Response to overall Scope of Work
3. Cost

Section 4 of the report contains a form detailing these factors and their weighted value.

Each of the six (6) proposals were initially rated by MCAMLIS Staff and uniformly scored based on the proposed 'Experience and Scope of Work' using a form designed to rate each proposal.

MCAMLIS Staff considered four (4) proposals as meeting a minimum requirement of a 50% score or higher rating. A packet of rating forms was provided to each member of the sub-committee to score and tabulate the remaining four (4) proposals. These packets were completed through the period of September 26, 2012 to October 3, 2012, prior to the selection committee meeting. A copy of these completed forms are included in Section 4.

On October 3, 2012, members and alternates of the consultant selection committee met for about 2 hours to review the proposals. By consensus the selection committee members (comprised of four (4) appointed and two (2) alternates) decided to short-list all four firms for interviews. The four short-listed firms were Sanborn, PlanGraphics, Inc., BLACK & VEATCH CORP and GEODECISIONS. Section 4 contains a consultant evaluation matrix showing rank and score.

On October 16, 2012, interviews with the four short-listed firms were conducted in the MMSD offices at 260 W Seeboth Street. The committee could not reach consensus on the final selection at this meeting because one (1) member who attended the interviews could not be present for the follow-up discussion. The selection committee was then evenly split between GEODECISIONS and PlanGraphics. The selection committee members present elected that a final decision could be made by four (4) appointed members at a meeting to be scheduled. A final meeting on November 2, 2012 was held at MMSD offices and the consensus of the committee members present elected to recommend award of the contract to GEODECISIONS. Copies of the interview questions and notes taken by the selection committee are contained in Section 5.

III. RECOMMENDED CONSULTANT SELECTION

The consultant selection committee recommends that a Professional Services Standard Agreement (Type D) be entered into with:

GEODECISIONS  
1515 Market Street, Suite 2020  
Philadelphia, PA 19102

Estimated Lump Sum Fee \$149,845.00

See Section 6 for GEODECISIONS project approach/scope of

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services, schedule, and consultant effort breakdown by task and the consultant proposal form. The consultants approach and scope closely match with the MCAMLIS Steering Committee's desired work effort. A firm scope and price will be clarified when the selection of GEODECISIONS is confirmed.

DBE UTILIZATION

Section 7 of the report contains the Approved DBE Participation Recommendation Form that established a 5% DBE utilization goal for this project.

The recommended consultant, GEODECISIONS, has committed to at least 5% DBE involvement on this project. GEODECISIONS proposes to identify a certified DBE for this purpose within seven (7) days of receipt of Milwaukee County's Notice to Proceed.

The recommended consultant has not yet submitted a DBE Utilization Plan. The submitted plan will be forwarded to the CDBP Office for approval upon confirmation of the selection of GEODECISIONS. The approved plan will be included in the agreement.

V. FISCAL NOTE

There are sufficient funds in the 2013 MCAMLIS Budget allocation for MCAMLIS Business Needs Assessment project for retaining the recommended consultant.

VI. SPECIAL NOTES

1. The Milwaukee County DAS STIPULATED SUM (LUMP SUM) STANDARD PRIME CONSULTANT AGREEMENT FOR PROFESSIONAL SERVICES (Type "D" Agreement) will be used upon completion of the negotiation of final scope of services, fee and expenses.

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PREPARED BY: William Shaw, MCAMLIS Project Manager

OWNER DEPARTMENT APPROVAL

Consultant Retention Approved:

 12/4/12  
Don R. Nehmer Date  
Chair, MCAMLIS Steering Committee


DIRECTOR OF DAS/ECONOMIC DEVELOPMENT

Consultant Selection Approved:

  
Brian Taffora Date  
Director,  
DAS/Economic Development

DIRECTOR OF DEPARTMENT OF ADMINISTRATIVE SERVICES

Consultant Selection Approved:

 12-19-12  
Patrick Farley Date  
Director,  
Department of Administrative Services

=====  
COPIES AFTER APPROVAL

cc: W. Shaw, MCAMLIS, Economic Development  
N. Soler, CDBP

Project File - Original

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Section 6 Consultant Approach/Scope, Schedule and  
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Section 7 Approved DBE Participation Recommendation Form