



MEMORANDUM

To: CMAP Board

From: Dolores Dowdle
Deputy Executive Director, Finance and Administration

Date: January 7, 2015

Re: Contract Approval for Renderings, Illustrations and other Visualizations
for Local Technical Assistance Projects

The CMAP Local Technical Assistance (LTA) program advances the implementation of GO TO 2040 by providing resources to local government. Over 90 LTA projects have been completed through the LTA program, with 50 more underway and 30 more set to begin in the near future. Projects include comprehensive plans, corridor or subarea plans, studies of special topics such as housing or water resources, and similar planning activities.

Many of the LTA projects are enhanced by the inclusion of high-quality visualizations demonstrating the impact that alternative planning or policy directions would have on a specific site or area within a community. Often, visualizations are the best way to communicate planning concepts to the public, as they allow residents to envision what a site or area could look like in the future. The term “visualizations” includes a wide range of products including renderings, illustrations, sketches, photosimulations, animations, and others, and including both street-level and birds-eye views. These products appear within the relevant local plans, and also are used by CMAP to illustrate the results of the LTA program. The visualizations will likely appear on CMAP’s website and in presentations, videos, and printed materials, and therefore must be of the highest quality.

A Request for Proposal (RFP) was issued to firms to provide renderings, illustrations, and other visualizations for LTA Projects over the next two years. The RFP was sent to potential contractors as well as posted on the CMAP website. Six proposals were received from Bondy Studio, Gregory Ramon, Houseal Lavigne, Solomon Cordwell Buenz (SCB), Ratio, and Teska.

The proposals were reviewed by a team comprised of Erin Aleman, Bob Dean, and Brian Daly. The team based the following evaluation on the criteria listed in the RFP:

1. The demonstrated record of experience of the firm and identified individuals in providing the professional services identified in the Scope of Services.
2. The quality and relevance of the example visualizations provided for each of the four representative visualization types.
3. The appropriateness and quality of the proposed process for preparing each of the visualizations.
4. The reputation of the firm based on references.
5. Cost to CMAP, including consideration of per-hour costs.

The review team reviewed all proposals. The review team ranked all other proposals and interviewed Bondy Studio and SCB, the two proposals receiving the highest scores. The rankings of the proposals are based on the written proposals and interviews. The proposals included cost consideration based on various types of renderings (bird's eye – large scale, bird's eye – medium scale, street level rendering, photosimulation). The score for the cost were based on the average cost for the four different visualization types.

Criteria	Maximum Score	Bondy Studio	Gregory Ramon	HLA	Ratio	SCB	Teska
Experience of firm and staff	25	22.5	10.5	17.5	21.2	24.2	18.0
Quality and relevance of examples	50	43.8	9.6	28.3	33.3	45.0	30.4
Appropriateness and quality of proposed process	15	12.2	3.8	13.0	10.8	13.7	11.8
Cost	10	8.0	2.0	6.2	5.6	6.8	6.6
Total	100	86.5	25.9	65.0	70.9	89.7	66.8
Rank		2	6	5	3	1	4

Based on the strength of proposal, presentation, and performance during interviews, staff recommends that both Bondy Studio and SCB be selected for this procurement. Both firms have excellent visualization skills and excel at all the scales of visualizations requested. The difference between the two firms is the style of visualization. Bondy Studio produces almost exclusively hand-drawn renderings and SCB's work is computer rendered. Depending on the community's desired "feel" of the visualization, staff would issue a specific project authorization to either Bondy or SCB.

It is recommended that the Board approve two contracts for the renderings, illustrations and other visualizations for Local Technical Assistance Projects; one with Solomon Cordwell Buenz and one with Bondy Studio. The contracts will be for a one-year period with an option to exercise a second year. The total expenditure for the two contracts will not annually exceed \$50,000, or a total of \$100,000 if the option year is exercised. This contract amount will support the development of multiple illustrations of the types described above for use in several LTA projects. Support for the contract is included in the FY 2015 UWP contract grant.

ACTION REQUESTED: Approval

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