



	Approved	Denied
Action taken	7/26/04	
Other:		
Verified by:	<i>Smith</i>	

WASILLA CITY COUNCIL ACTION MEMORANDUM

AM No. 04-52

TITLE: CONTRACT AWARD TO McDOWELL GROUP IN THE AMOUNT OF \$24,050 TO DEVELOP A FEE STRUCTURE FOR CITY PARKS AND RECREATION SERVICES

Agenda of: July 26, 2004
 Originator: Public Works Director

Date: July 20, 2004

Route to:	Department	Signature/Date
	Police	
	Recreational and Cultural Services Library, Museum	
X	Public Works Planning	<i>[Signature]</i> 7/20/04
X	Finance *signature required	<i>[Signature]</i>
X	Clerk	<i>Smith</i>

REVIEWED BY MAYOR DIANNE M. KELLER: *Dianne M. Keller*

FISCAL IMPACT: yes \$24,050 or no Funds Available yes no
 Account name/number: 001-sport complex

SUMMARY STATEMENT: McDowell Group responded to the City's July 2004 Request for Proposal to develop a fee structure for City parks and recreation services. McDowell Group was the only responder to the City's request for proposal. The proposal was reviewed by the recreational and cultural services manager and found to be responsive and within the City's budget.

STAFF RECOMMENDED ACTION: Council is requested to authorize the contract award to McDowell Group in the amount of \$24,050 to develop a fee structure for City parks and recreation services.

July 12, 2004

Archie Giddings
Public Works Director
City of Wasilla
290 East Herning Avenue
Wasilla, Alaska 99654

Dear Mr. Giddings:

The McDowell Group is pleased to provide this professional services proposal to the City of Wasilla. The proposal is in response to the City's Request for Proposal for Professional Services to Identify a Fee Structure for Parks and Recreation Services.

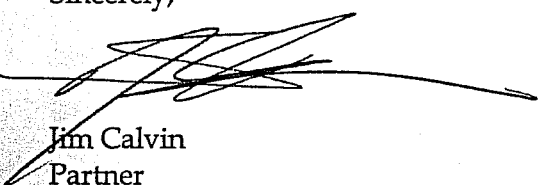
We can provide the highest-quality fee structure analysis for the following reasons:

- We have specific relevant experience in assessments of recreation projects and facilities development. For instance, we prepared the *Juneau Recreation Center Demand Assessment*, *Juneau Golf Course Visitor Market Demand Study*, *Ketchikan Recreation Demand Analysis*, and *Indoor Soccer Facility Market Demand Study* (for the City and Borough of Juneau). In 2003, we completed a *Demand Study for Facilities Related to Hatcher Pass Ski Area*.
- We have experience with fee assessment research in several industries, such as transportation services, governmental services, and various tourism business ventures.
- Our multi-disciplinary professional staff of twelve brings to this project the skills to address all phases of the project, from case study analyses, executive interviews research techniques, financial and operational analysis, to design of effective marketing strategies.
- The McDowell Group is Alaska's oldest and most experienced market research and consulting firm. We have conducted over 1,200 research and consulting assignments for 250 public and private sector clients in Alaska over the past 31 years.

We believe our specific recreation-related experience, coupled with our overall research and consulting expertise, will provide you with the highest quality professional consulting services possible.

We appreciate this opportunity to offer our professional services to the City of Wasilla. Please feel free to me at (907) 586-6126 or Donna Logan in our Anchorage office at (907) 274-3222 if you have any questions or if you need additional information about McDowell Group.

Sincerely,



Jim Calvin
Partner

PROJECT MANAGEMENT AND COSTS

The firm's Alaska business and Matanuska-Susitna Borough business licenses are attached in the Appendix. The McDowell Group is insured by Shattuck & Grummett, Inc. for liability and workers compensation. A copy of the insurance coverage for the firm is also attached in the Appendix.

Donna Logan, Project Manager, will communicate frequently with the client and produce monthly progress reports. Below is a timeline for the study process.

ID	Task Name	Start	Finish	Duration	Aug 2004				Sep 2004			
					8/1	8/8	8/15	8/22	8/29	9/5	9/12	9/19
1	Task 1. Community Priorities Research	8/2/2004	8/18/2004	13d								
2	Task 2. Case Study Research	8/16/2004	9/3/2004	15d								
3	Task 3. Research Available Alternatives	8/12/2004	9/3/2004	17d								
4	Task 4. Analysis and Report Production	9/3/2004	9/24/2004	18d								

The McDowell Group anticipates that the workload of key staff assigned to the project will be as follows:

Staff	Project Roles	Percent of Time
Jim Calvin	Project advisor and oversight	10%
Donna Logan	Project Manager/Principal Project Contact Secondary research, Co-author, Quality control	30
Scott Miller	Primary Analyst, Secondary research, Primary Author	35
Lorraine Cordova	Research and analysis	50

The total budget proposed for this project including professional fees and expenses is \$24,050. The hourly rates for McDowell Group Staff are: Jim Calvin (\$120/hour); Scott Miller and Donna Logan (\$100/hour), and Lorraine Cordova (\$90/hour). The following table outlines personnel assigned and costs by task.

Tasks	Staffing	Cost
Professional Fees		
Project Management, Coordination and Communication	Jim Calvin, Donna Logan	\$2,000
Task 1: Community Priorities Research	Scott Miller, Lorraine Cordova	3,000
Task 2: Case Study Research	Donna Logan, Scott Miller, Lorraine Cordova	6,800
Task 3: Available Alternatives Research	Scott Miller, Lorraine Cordova	7,600
Task 4: Analysis and Report Production	Donna Logan, Scott Miller, Lorraine Cordova	4,000
Sub-total		\$23,400
Expenses		
Printing		500
Miscellaneous (telephone, fuel, courier, supplies)		150
Sub-total		\$650
TOTAL		\$24,050

The final report will include: executive summary, purpose, methodology, survey findings with data presented in table or graphic form. We will provide five bound copies of the final draft, and an electronic version of the study. If desired, we are prepared to provide a formal PowerPoint presentation of results and analysis.