

**Council Meeting: March 6, 2012****SUBJECT: Award of Contract to Provide Playground Equipment for Serra Park Playground (F1003-95)****BACKGROUND**

Approval is requested to award a contract in the amount of \$175,368, excluding applicable taxes, to Ross Recreation Equipment Co. of Santa Rosa, CA to provide Landscape Structures playground equipment for Serra Park.

The requested contract is for equipment to replace the Serra Park wood play structures. The wood structures were installed as long ago as the 1960s and had reached the end of their service life. The structures, which are scheduled to be replaced in FY 2011/2012, were removed in 2011. The replacement equipment will provide equal play area/value while meeting more stringent current play equipment safety standards.

DISCUSSION

Request for Proposals No. F1003-95, to provide and install playground equipment, surfacing materials and site furnishings, was developed by Department of Public Works and Purchasing. The Request for Proposals (RFP) process was selected because, unlike an Invitation for Bids, it allows for consideration of factors in addition to cost to select an alternative that provides the best overall value to the City. In this instance, staff determined that proposals would be evaluated based on responsiveness to the City's specification requirements, industry experience and total cost.

On April 6, 2011 Request for Proposals No. F1003-95 was issued and directly distributed to five firms known to have participated in similar projects. In addition, the RFP was advertised on the City's website and notification of the project was distributed to other potential consultants through the Onvia DemandStar public procurement network. Twenty-nine firms requested proposal documents. On May 4, 2011 four responsive proposals were received, as follows:

Proposer	Cost
Ross Recreation Equipment Co. – Option 2	\$211,286
PlayCore Wisconsin, Inc. dba GameTime	\$307,350
Ross Recreation Equipment Co. – Option 1	*\$394,420
Community Playgrounds, Inc.	\$424,295
*Ross Recreation Equipment Co. cost is original proposed cost. After contract negotiations and reconfiguration, cost was reduced to \$363,098. This final cost is represented as "Option 3" in Attachment B.	

The evaluation committee was led by the Department of Finance and included representatives of the Department of Public Works. The committee unanimously agreed that the Option 1 playground equipment design submitted by Ross Recreation offered the best value to the City. The play equipment size and play value were both the most highly rated and most similar to the former play equipment at the site. Although the Ross Recreation Option 2 proposal and the proposal submitted by GameTime were lower cost than the Ross Recreation Option 1 proposal, in both cases the proposed play equipment did not meet the scope of the project with regard to size or play value.

Award of a contract for only the playground equipment is requested at this time. A separate bid is currently being conducted for the installation portion of the project and will be brought forward for contract award at the conclusion of the bidding process.

Prices for the Landscape Structures playground equipment proposed by Ross Recreation were increased 3% at the beginning of this calendar year. The contract amount reflects the increased pricing as well as a 6% materials discount from Ross Recreation and a 3% discount from Landscape Structures.

FISCAL IMPACT

The contract amount is \$175,368, excluding applicable taxes. Funds for the contract are available in Project 820270, Playground Equipment Replacement.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, in the Council Chambers lobby, in the Office of the City Clerk, at the Library, Senior Center, Community Center and Department of Public Safety; posting the agenda and report on the City's web site; and making the report available at the Library and the Office of the City Clerk.

RECOMMENDATION

It is recommended that Council award a contract, in substantially the same form as the attached draft purchase order and in the amount of \$175,368, to Ross Recreation Equipment Co. to provide playground equipment for Serra Park.

Reviewed by:

Grace K. Leung, Director of Finance
Prepared by: Pete Gonda, Purchasing Officer

Reviewed by:

Kent Steffens
Director of Public Works

Approved by:

Gary M. Luebbbers
City Manager

Attachments

- A. Draft Purchase Order
- B. Proposal Pricing Page
- C. Ross Recreation Quote dated 2/16/2012

PROPOSER RESPONSE PAGES (TO BE RETURNED)

Honorable City Council
City of Sunnyvale
Sunnyvale, California

The undersigned proposer hereby offers to remove and replace existing playground equipment located at Serra Park, Sunnyvale California in strict compliance with the specifications, terms and conditions set forth in this Request for Proposals.

A. PROPOSAL PRICE

OPTION 3
(A REVISION OF OPT 1)

1. New Playground Equipment	\$ <u>181,102</u>
2. Labor for Demolition and Removal of Existing Play Structure	\$ <u>14,100</u>
3. Labor for Installation of New Playground Equipment	\$ <u>47,286</u>
4. Labor for Installation of Rubber Surfacing including displacement of sand on site and installation of sub base, shredded rubber padding and poured-in-place surfacing.	\$ <u>74,571</u>
5. Labor and Materials for Installation of concrete Pathways and Fencing for the New Playground Area	\$ <u>42,977</u>
6. Other Costs – Please describe. Any costs not listed below will not be paid by City.	
a. <u>Relocate light pole in youth area, if needed</u>	\$ <u>3,062</u>
b. _____	\$ _____
c. _____	\$ _____
d. _____	\$ _____
Grand Total	\$ <u>363,098</u>

A. General Information

1. Company Name: Ross Recreation Equipment Company
 2. Company Address: 100 Brush Creek Road, #206, Santa Rosa, CA 95404
 3. Number of Employees: 10
- Average annual business volume over last three calendar years \$ 9 million

ATTACHMENT C



Prepared By Judy Ogburn
 Address 100 Brush Creek Road
 Suite 206
 Santa Rosa, CA 95404
 E-mail judyo@rossrec.com
 Phone (707) 538-3800
 Fax (707) 538-3826

Quote Number 00004179
 Project Serra Park
 Opportunity Name Serra Park Play Equipment
 Quote Name Serra Play Equipment 2012

Quote Date 2/16/2012
 Expiration Date 5/16/2012
 Lead Time 8-12 weeks

Bill To Name Sunnyvale, City of
 Bill To P.O. Box 3707
 Sunnyvale, CA 94088-3707
 Customer Credit Terms Net 30 On Materials Shipment

Ship To Sunnyvale, CA
 City/County Tax Rate Santa Clara County 8.250%

Quantity	Product	Product Description	Sales Price	Total Price
1.00	Playshaper	Landscape Structures Age 2-5 Play Equipment Plan # 40992-1-11 -1 (2012 pricing)	\$30,987.00	\$30,987.00
1.00	Playbooster, 5-12	Landscape Structures Age 5-12 Play Equipment Plan #40992-1-11-2 (2012 pricing)	\$150,923.00	\$150,923.00
1.00	Discount-EP	6% Materials Discount by Ross Recreation Equipment	(\$10,915.00)	(\$10,915.00)
1.00	LSI Discount	Landscape Structures Discount Carried forward from quote in November	(\$8,402.00)	(\$8,402.00)

Materials Amount \$162,593.00
 Tax Amount \$13,413.92
 Labor Total \$0.00
 Freight \$12,775.00
 Total \$188,781.92

Notes to Customer

Freight dims 28+28 and 96+96

Signature _____

Name _____

Title _____

Date _____