



MEMORANDUM

To: Community Maritime Park Associates Board of Trustees

From: Edward E. Spears, Loaned Executive Community Maritime Park Associates, Inc.

Date: April 3, 2007

Re: Request for Qualifications #2007-01: Design Criteria Package
Technical Review

As per the RFQ Evaluation and Ranking process approved by the Board of Trustees at the meeting on March 30, staff has completed a technical review of the nine submissions to the Request for Qualifications (RFQ) #2007-01: Design Criteria Package. Of the nine submissions, eight met the requirements detailed in the RFQ. One submission significantly exceeded the page limit set forth in the RFQ. Two other submissions would exceed the page limit if the cover letters are counted with the total number of pages. The Board will have to determine if these three submissions will be evaluated and ranked. As per the RFQ, it is within the Board's prerogative to waive any irregularities, technicalities, or informalities, if deemed in the best interest of the CMPA.

1. All Florida Fence and Deck: Did not provide the correct number of copies. Proposal met page requirement. No information is provided that could be evaluated in relation to the requirements of the RFQ. References are provided. Submission is disqualified and should not be scored or ranked.
2. Caldwell Associates Architects: Provided correct number of copies. Met page limit. Expansive project team, with substantial experience. Project team is:

Caldwell Associates, Pensacola, FL, master planning, project management, design;
HKS, Orlando, FL, programming design;
Urban Design Associates, Pittsburgh, PA, design criteria, master planning;
Sasaki, Inc, Boston, MA, landscape architecture;
Marketing Development, Inc., Philadelphia, PA, marketing strategies and evaluation;
Hatch Mott MacDonald, Pensacola, FL, structural and environmental engineering;
Waveguide Consulting, Inc., Atlanta, GA, technology systems;
Fabre Engineering, Pensacola, FL, civil engineering;
MEP Engineering Solutions, Pensacola, FL, mechanical engineering;
Klocke & Associates, Inc., Pensacola, FL, electrical engineering;
Caldwell Associates Interiors, Pensacola, FL, interior design;
Qore, Inc., Tampa, FL, environmental consulting;
The National Consulting Team, Atlanta, GA, scheduling;
The Facility Group, Atlanta, GA, program management; and
Renaissance Financial Group, Jacksonville, FL, economic advisor.

Collectively, over 200 years of experience and over 300 employees primarily in the United States. Project manager, H. Miller Caldwell, Pensacola, FL., is primary point of contact for CMPA. Amount of time to be dedicated by project manager is not specified. Materials provided document extensive company and staff experience in architecture, design, planning, engineering, and programming. References are provided. Six team members are located in Pensacola, FL. One Minority Business Enterprise identified. Team demonstrates extensive experience in programming and design of project similar to the Community Maritime Park project. Team has substantial, direct experience with Community Maritime Park project, specifically, Urban Design Associates, a team member, developed the Conceptual Plan adopted by City Council. Team has appropriate Florida licensure.

3. Clifton C. James & Associates – Provided correct number of copies. Proposal significantly exceeded page limits. Project team is:

Clifton C. James & Associates, New Orleans, LA, project management;
Hebert/Smolkin Associates, Louisiana company, market analyst;
Dr. Beverly Wright, New Orleans, LA, environmental sciences,
Selvin Green, Goshen, NY, development, construction;
Daniel P. Coffey & Associates, Chicago, IL, architecture and planning;
Sergio Capello, Baton Rouge, LA, architecture and project management;
Mimi Loftus, New Orleans, LA, research and writing.

Unable to determine collective years of experience or number of staff for each firm. Clifton James is the project manager and point of contact. Response states that he will be

fully available for the duration of the project. No local partners are identified. CJA is a small and minority owned firm. Unable to determine if partners are working independently or if firms are involved. Proposals demonstrate wide variety of past projects, but are unclear as to responsibility of team members for production of these projects. Florida licensure is not represented. References are provided.

4. Destin Architecture Group (DAG): Provided correct number of copies. Proposal meets page limit, however, if cover letter is included, page limit is exceeded. Project team is:

DAG, Pensacola, FL, project management and architecture;
Bay Design, Pensacola, FL, architecture;
Wood and Partners, landscape architecture and planning; and
Tetra Tech, Inc. resource management, infrastructure design, engineering.

Collectively over 100 year experience and 54 employees. Project managers and points of contact are Dave Luttrell of DAG Architects and Steve Jernigan of Bay Design. Amount of time to be dedicated by project managers not specified. DAG and Bay Design are identified as local businesses. Bay Design is identified as a small business. Materials provided demonstrate significant experience with waterfront projects similar to the Community Maritime Park project. References provided. Team has appropriate Florida licensure.

5. Goodwyn, Mills and Cawood: Provided correct number of copies. Proposal meets page limit, however, if cover letter is included, page limit is exceeded. Project team is:

GMC, Montgomery, AL, project management, architecture;
Spectrum, LLC, engineering;
LH, Inc., cost estimating; and
H.M. Yonge & Associates, mechanical engineering.

Collectively, over 300 staff in offices in Florida and Alabama. Over 100 year collective experience. All work will be performed in the GMC offices in Crestview, FL. Project manager, John Larson, Crestview, FL. Jim Walker, Crestview, FL., is primary point of contact. Please note, Crestview, FL is defined as "local" by definition in RFQ. Amount of time to be dedicated by project manager not specified, however, narrative details "sufficient time" to be dedicated to this project. Spectrum, LLC is a small, minority business and LH, Inc. is a small business. Materials provided document substantial experience in related projects in Alabama. Relevant Florida experience not demonstrated. References provided. Team has appropriate Florida licensure.

6. Hellmuth, Obata and Kassabaum (HOK): Provided correct number of copies. Met page limit. Project team is:

HOK, Atlanta, GA
STOA Architects, Pensacola, FL

Collectively, over 75 years experience with 2100 employees worldwide. HOK is divided into groups, three of which are represented in the proposal: Planning, Advanced Strategies Consulting (comprehensive facilities planning) and Construction Services. HOK Planning Group has over 120 professionals in 12 offices worldwide – the Community Maritime Park project team will be headquartered in the Atlanta, GA office. Project manager, Herman Howard, Atlanta office of HOK, will be the single point of contact for CMPA and will dedicate 1/3 of his time to this project. Materials provided document extensive company and staff experience in architecture, design and planning. References are provided. Local partner is STOA Architects, Pensacola, FL. Small and/or minority representation not identified. Of note, materials document extensive knowledge and experience with LEED certification which could result in significant operations and maintenance costs savings over life of project. HOK Advanced Strategies Group demonstrated experience in programming of large projects. Team has appropriate Florida licensure.

7. MAD Architects: Provided correct number of copies. Proposal meets page limits. Project team is MAD Architects, Pensacola, FL. Project manager is not identified. Firm has 4 years experience and 3 staff. No partners are identified. MAD Architects is a small, local firm. Firm does not demonstrate significant, relevant experience with similar projects. References are not provided. Appropriate Florida licensure is presented.

8. RMPK Group: Provided correct number of copies. Met page limit. Project team is:

RMPK Group, Sarasota, FL, project management, planning and landscape architecture;
Hoyt Architecture, Sarasota, FL, architecture;
CM&D, Inc., construction management and development.

Collectively over 50 years experience. Unable to identify number of staff collectively. Project manager, Russell Moore, RMPK Group, Sarasota, FL, will be primary point of contact. Amount of time to be dedicated by project manager not specified. Materials provided document significant experience in design and planning of waterfront parks. References are not provided. Extensive programming experience is not demonstrated. Small, minority or local partners are not identified. Team has appropriate Florida licensure.

9. STOA Architects: Provided correct number of copies. Proposal meets page limits.
Project team is:

STOA Architects, Pensacola, FL, project management, architecture and programming;
EDAW, Atlanta, GA, conceptual site design and facilities programming;
Schmidt Dell Associates, Inc, Pensacola, FL, mechanical, electrical, structural
engineering and telecommunication programming services;
Wolf Riddle & Associates, Pensacola, FL, landscape architecture, conceptual civil,
stormwater and utility design services;
MACTEC, Inc, Alpharetta, GA, environmental engineering services; and
L-3 Communications, Titan Group, Niceville, FL, cost estimating.

Collectively, hundreds of years experience and thousands of employees worldwide.
Project manager and point of contact is Mark Gilliland, STOA Architects. Amount of
time to be dedicated by the project manager not specified, however, material states will
remain involved and available throughout the course of the project. STOA, Schmidt
Dell, Wolf Riddle, MACTEC, and L-3 are all local companies. STOA, Schmidt Dell and
Wolf Riddle are small businesses. Materials provided demonstrate significant experience
with waterfront projects similar to the Community Maritime Park project. References
provided. Team has appropriate Florida licensure.