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16.2 LAMEROO TOWN CENTRE PLAN PROJECT - AWARDING OF CONTRACT

Responsible officer: Jason Taylor, Chief Executive Officer

Attachments: 1. Quotation Evaluation - Lameroo Town Centre Plan Project - Confidential

Section under the Act	The grounds on which part of the Council or Committee may be closed to the public are listed in Section 90(2) & (3) of the <i>Local Government Act 1999</i> .
Sub-clause and Reason:	(k) - tenders for the supply of goods, the provision of services or the carrying out of works.

Executive Summary

The purpose of this report is to enable Council to determine the awarding of the lump sum contract for the delivery of the Lameroo town centre plan project. There is a detailed quotation evaluation report attached to this report.

Council allocated \$40,000 it is annual business plan and budget for this project. This project is part of the urban design and amenity suite of projects.

The preferred contractor for this project is Birdseye Studios for a lump sum contract price of \$26,810.00 (excluding GST).

RECOMMENDATION

That Council awards the lump sum contract for the delivery of the Lameroo town centre plan project to Birdseye Studios for a contract price of \$26,810.00 (excluding GST).

**MOVED COUNCILLOR REBECCA BOSELEY
SECONDED COUNCILLOR JEFFREY NICKOLLS**

That Council awards the lump sum contract for the delivery of the Lameroo town centre plan project to Birdseye Studios for a contract price of \$26,810.00 (excluding GST).

CARRIED.

Background

Council prepared a detailed project brief and draft professional services agreement for this project in July 2019. Council initiated a request for quotation and uploaded these documents to the South Australian Tenders & Contracts website on 17 July 2019. The request for quotation was open until 5pm on 15 August 2019. A project briefing session for interested firms was held in Lameroo on 31 July 2019.

Context

Council’s annual business plan and budget 2019/20 has a suite of urban design and amenity projects worth \$280,000. These projects include planning and implementation projects. This project is a key planning project in that program of works, with early stage implementation to

follow. Specifically there is an allocation of \$20,000 for implementation of the Pinnaroo Village Green Masterplan and Lameroo Town Centre Plan.

Policy and statutory implications

Council has undertaken the request for quotation process and evaluation in accordance with its Procurement policy.

Issues

Council has been progressing this project since the end of the 2018/19 financial year as a potential project for the 2019/20 annual business plan and budget. The project was supported by elected members in the preparation of the 2019/20 business plan process.

The project was included in the draft 2019/20 annual business plan and budget which Council consulted on.

The request for quotation process resulted in very high levels of interest from urban design firms from Adelaide, regional South Australia, Victoria and New South Wales. There were a total of 11 quotations submitted.

An evaluation panel was formed to evaluate the quotations received consisting of the Chief Executive Officer, Manager Infrastructure Services and Manager Corporate Services. The evaluation panel met to evaluate the quotations on Tuesday 27 August 2019.

Birdseye Studios scored the equal highest (with Wax Design) against the evaluation criteria with a total score of 86 out of 100. However, Birdseye is almost exactly \$13,000 cheaper than Wax. Despite the lower quotation we consider that Birdseye will produce a product of similar quality and is thus considered to have the best quotation proposal. Birdseye Studios is a well-known and highly regarded urban design firm based in Adelaide.

Birdseye Studios provided a very high quality quotation submission demonstrating an excellent understanding of the project, offering a really sound community engagement proposal, evidence of related experience and presentation of a very well suited and experienced project team. The director and owner of the firm has allocated considerable amounts of his own time to the project.

The evaluation panel was unanimous in its preferred quotation and is confident Birdseye Studios will deliver a high quality plan that is built on quality and extensive community engagement and ownership of the plan.

Alternate options

Council has undertaken a public request for quotation process that has generated a substantial number of high quality proposals. The process accords with our procurement practices. No other alternative options are present.

Financial implications

The total project budget for the development of the plan is \$40,000.

Work Health and Safety and Risk implications

This report raises no new work health and safety or risk issues. The project has broad community support and is included in Council's annual business plan and budget and has been promoted as a project that will be dependent on a high level of community engagement and community ownership of the outputs.

Consultation

The community was consulted on the draft annual business plan and budget. Council recently sought nominations for community involvement on the project steering committee for this project and that attracted high levels of interest and resulted in six community positions on the committee being successfully filled.

Quotation evaluation report

Lameroo Town Centre Project

1. Contract details

1.1 Type of contract

This contract is a lump sum contract.

1.2 Term of contract

25 September 2019, duration up to 18 months

1.3 Budget

- \$40,000

2. Submitters

Thirteen quotations were received by the closing time/date of 5:00 pm Thursday 15 August 2019.

Submitter	PRICE
Beyond Ink / Clover	\$29,850.00
Birdseye	\$26,810.00
Hames Sharley	\$39,500.00
Holmes Dyer Pty Ltd	\$33,504.55
JPE	\$32,680.00
Mosel (Survey only)	\$9,500.00
Outer Space	\$39,865.00
Oxigen	\$36,000.00
Pollen Studio	\$20,713.00
Rhizome	\$32,500.00
Wax Design	\$39,830.00

All submitters, except one, indicated that their quotations conformed with the specification. Mosel provided a non-conforming quotation for survey services only.

All quotations except Mosel have been assessed.

No. of quotations conforming - **ten**
 No. of quotations non-conforming - **one**

3. Evaluation panel

An evaluation panel was formed to evaluate the quotations received consisting of:

- Jason Taylor, Chief Executive Officer
- Matthew Sherman, Manager Infrastructure Services
- Tony Secomb, Manager Corporate Services

The evaluation panel met to evaluate the quotations on Tuesday 27 August 2019.

4. Evaluation criteria

The quotations were evaluated according to the following criteria in order of priority and weighting:-

1. Cost to council	40%
- Direct	
- Indirect	
2. Response to specification/project brief	25%
3. Experience and qualifications	25%
4. Risk management	0%
5. Business capacity	0%
6. Financial capacity	0%
7. Quality management	10%

Only the six quotations that achieved a score above 28 progressed to the next criteria assessment after 1. Cost to Council.

Selection Criteria 1 – Cost to Council			
<ul style="list-style-type: none"> - Direct <p>The quotation price submitted for the provision of goods, services or works.</p> <ul style="list-style-type: none"> - Indirect <p>All costs associated with the management, including risk management and contract management, of the contract supervision shall be applied consistently to each tender submission. For example contract supervision, asset resource utilisation and risk management. Should significant differences in requirement of Council be apparent the comparative indirect costs borne by Council must form part of the evaluation.</p>			
1.	Beyond Ink / Clover	Competitive overall price and hourly rates	30 out of 40
2.	Birdseye	Competitive overall price and hourly rates. Director involvement high and Director rate competitive.	37 out of 40
3.	Hames Sharley	Overall rate at the top end of the budget.	26 out of 40
4.	Holmes Dyer Pty Ltd	Video proposal excluded. Overall price not competitive.	27 out of 40
5.	JPE	Competitive overall price, with high hourly rates	29 out of 40
6.	Outer Space	Overall rate at the top end of the budget	26 out of 40
7.	Oxigen	Competitive overall price, with high hourly rates.	29 out of 40
8.	Pollen Studio	Competitive overall price and hourly rates. Director involvement high and Director rate competitive. Excluding traffic engineering.	32 out of 40
9.	Rhizome	Competitive overall price. Limiting detail on price.	24 out of 40
10.	Wax Design	Overall rate at the top end of the budget Competitive overall price and hourly rates.	30 out of 40

<p style="text-align: center;">Selection Criteria 2 – Response to specification/project brief</p> <p>A specification/project brief is a clear, complete and accurate statement of the description and technical requirements of a material, an item or a service. It may include the procedure to be followed to determine if the requirements are met</p>			
1.	Beyond Ink / Clover	Design output good. Public consultation not defined.	13 out of 25
2.	Birdseye	Design outputs good Public consultation clear and well considered.	21 out of 25
3.	JPE	Design outputs good Public consultation clear and well considered.	20 out of 25
4.	Oxigen	Public consultation omitting finer details	17 out of 25
5.	Pollen Studio	Design outputs good Public consultation should include more detail.	16 out of 25
6.	Wax Design	Design outputs good Public consultation clear, detailed and very well considered. It is highly suited to the project and community. Includes a focus on engagement with elected members.	24 out of 25

Selection Criteria 3 – Experience and qualifications			
Details of the submitter’s previous experience with similar projects together with the qualifications of the submitting firm’s proposed staffing.			
1.	Beyond Ink /Clover	Urban focused SA experience	14 out of 25
2.	Birdseye	Qualifications and experience directly relevant to project	23 out of 25
3.	JPE	Quality experience and appropriate staffing, somewhat urban focused	21 out of 25
4.	Oxigen	Quality experience and appropriate staffing, good regional experience	22 out of 25
5.	Pollen Studio	Good team and experience. No SA experience documented.	18 out of 25
6.	Wax Design	Good team and experience.	23 out of 25

Selection Criteria 7 – Quality management			
The commitment of the submitter towards a quality system or process.			
1.	Beyond Ink / Clover	Extensive	8 out of 10
2.	Birdseye	Minimal details	5 out of 10
3.	JPE	Extensive	8 out of 10
4.	Oxigen	Minimal details	4 out of 10
5.	Pollen Studio	Minimal details	4 out of 10
6.	Wax Design	Extensive	9 out of 10

5. Evaluation scores

The overall scores, after evaluating the six quotations that scored highest on cost and were then evaluated on the other three criteria, was as follows:-

Submitter	Score
Birdseye	86 out of 100
Wax Design	86 out of 100
JPE	78 out of 100
Oxigen	72 out of 100
Pollen Studio	70 out of 100
Beyond Ink / Clover	65 out of 100

As can be seen, Birdseye and Wax Design scored equal highest against the evaluation criteria. Birdseye is almost exactly \$13,000 cheaper than Wax. Despite the lower quotation we consider that Birdseye will produce a product of similar quality and is thus considered to have the best quotation proposal.

6. Issues of concern

The following issues of concern were identified and addressed in the evaluation.

Nil issues of concern were identified.

Birdseye is a very well-known and highly regarded urban design firm. The Director has identified considerable allocation of his own time to the project.

7. Summary

Birdseye provided a very high quality quotation submission demonstrating an excellent understanding of the project, really sound community engagement proposal, evidence of related experience and presentation of a very well suited and experienced project team. A notable difference to other quotations is the level of director involvement in the project and the quality of the community engagement proposal.

The three highest scoring firms would be able to undertake this project and deliver a high quality product. Wax Design and Birdseye had particularly strong and well considered community engagement proposals. Birdseye has presented a much more competitive quotation amount about \$5,000 less than JPE and \$13,000 less than Wax.

The panel also considers that there is benefit in different firms undertaking the Lameroo and Pinnaroo project, primarily to enable unique approaches tailored to each town and enabling a focus on a single town. One firm having both jobs may result in a firm sacrificing time and quality in each of the towns to minimize travel and accommodation costs. Additionally there is no substantial cost savings in Wax being appointed for both projects.

The evaluation panel was unanimous in its preferred quotation and is confident Birdseye will deliver a high quality plan that is built on quality and extensive community engagement and ownership of the plan.

8. Recommendation of evaluation panel

That Council awards the lump sum contract for the development of the Lameroo Town Centre Plan to Birdseye Studios for a contract price of **\$26,810.00** (excluding GST).

9 Evaluation panel

Endorsement of the recommendation.



Jason Taylor, Chief Executive Officer

Date: 6 September 2019



Matthew Sherman, Manager Infrastructure Services

Date: 6 September 2019



Tony Secomb, Manager Corporate Services

Date: 6 September 2019

RECOMMENDATION

That having considered agenda Item 16.2 in confidence under section 90 (2) and (3) (k) of the Local Government Act 1999, the Council pursuant to section 91 (7) of the Act orders that the documents considered by the Council, including the officer's report and all minutes be retained in confidence. This order is to be reviewed at or before the ordinary Council meeting to be held in January 2020, as to if this order is to continue in operation.

**MOVED COUNCILLOR NEVILLE PFEIFFER
SECONDED COUNCILLOR MICK SPARNON**

That having considered agenda Item 16.2 in confidence under section 90 (2) and (3) (k) of the Local Government Act 1999, the Council pursuant to section 91 (7) of the Act orders that the documents considered by the Council, including the officer's report and all minutes be retained in confidence. This order is to be reviewed at or before the ordinary Council meeting to be held in January 2020, as to if this order is to continue in operation.

CARRIED.