



Madison Parks Division

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March 13, 2023

To: Lake Monona Waterfront Ad Hoc Committee

From: Eric Knepp, Parks Superintendent *EMK*

Re: Scoring Options for Selection of a Preferred Master Plan

Background

At the August 15, 2022 meeting, the Lake Monona Waterfront Ad-hoc Committee reviewed and approved the scoring matrix and Scope of Service that was included in the agreements with Agency Landscape + Planning, James Corner Field Operations, and Sasaki. The Scope of Service states, "At the conclusion of the public review phase, the Ad-hoc Committee will evaluate and score master plan submissions based on the following criteria:

- Alignment with the Design Challenge Guiding Principles outlined in section 2.1 [30 points]
- Overall quality of the master plan deliverables listed in section 5.1 [15 points]
- Project feasibility, including the presence of a detailed implementation plan and technically feasible project components [10 points]
- Response to and engagement with public input, specifically the Lake Monona Waterfront – Preliminary Report and the public review and engagement process described in section 6.1 [15 points]
- Overall project vision and cohesion [25 points]
- Local Vendor Preference [5 points]

The Ad-hoc Committee may contact Design Teams during the evaluation period for clarifications. Based on final scores, the Ad-hoc Committee will select a Preferred Master Plan Option for further refinement by the respective Design Team."

Recommended Options

At the February 15, 2023 meeting of the Lake Monona Waterfront Ad-hoc Committee, the members discussed the scoring strategy for the master plan submissions of the three firms. The committee Chair indicated concern that using the 100 point scale as described in Option A, below, would not result in a fair rating scale as compared to using a ranked order system as described in Option B, below.

After conferring with staff from the City's Finance Department, staff presents two Options below that can be used by the committee to create final scores, based on which the Ad-hoc Committee will select a Preferred Master Plan Option.

Option A

The City recommends utilizing a 100-point scale, as described in the Scope of Services, and using the average of those scores to make the selection. During this scoring process, the Committee would have the opportunity to discuss the committee members' initial scores, share information and perspectives about how each proposal meets the criteria, and review the scores to ensure fairness, after which committee members would submit their final scores. The Design Team with the highest cumulative average score would be selected as the preferred Master Plan Option. This scoring method follows the City's standard scoring process.

Option B

As an acceptable alternative, the Ad-Hoc Committee could utilize "rank choice" scores to make the final selection. While it is acceptable to use rank choices to develop the final scores, it is critical that each rater uses the criteria outlined in the Scope of Services to determine the initial scoring. Each committee member would score the proposals based on the criteria to determine their initial scores. The Committee would still have the opportunity discuss the initial scores, share information and perspectives about how each proposal meets the criteria, review the scores to ensure fairness, and to modify the initial scores. Once each committee member submits their final scores based on the 100 point scale, they would rank their preferred submittals 3, 2, or 1, with 3 being the highest ranking. The Design Team with the highest total ranking would be selected as the preferred Master Plan Option. While is not the City's standard scoring process, it would be a fair strategy for selecting the Preferred Master Plan Option.