

## Report to Community & Protective Services Committee

**To:** Chair and Members  
Community & Protective Services Committee

**From:** Kelly J. Scherr  
Deputy City Manager, Environment and Infrastructure  
Cheryl Smith  
Deputy City Manager, Neighbourhood and Community-Wide Services

**Subject:** Request for Proposal 2025-389 – Consulting Services for the Parks and Recreation Master Plan Update

**Date:** April 7, 2025

## Recommendation

That, on the recommendation of the Deputy City Manager, Environment and Infrastructure and the Deputy City Manager, Neighbourhood and Community-Wide Services, the following actions be taken with respect to the Request for Proposals 2025-389 Consulting Services for the Parks and Recreation Master Plan Update:

- (a) The bid submitted by Monteith Brown Planning Consultants, 302-219 Oxford Street West, London, Ontario N6H 1S5 for Consulting Services in accordance with RFP2025-389, at its bid price of \$251,986.00 excluding HST **BE ACCEPTED**; it being noted that the bid submitted by Monteith Brown Planning Consultants meets the City's specifications and requirements in all areas;
- (b) The financing for this project **BE APPROVED** as set out in the Source of Financing Report attached as Appendix "A";
- (c) The Civic Administration **BE AUTHORIZED** to undertake all the administrative acts that are necessary in connection with this project; and,
- (d) The Mayor and City Clerk **BE AUTHORIZED** to execute any contract or other documents, if required, to give effect to these recommendations.

## Executive Summary

The City completed a competitive Request for Proposal (RFP) process in accordance with Section 12 of the Procurement of Goods and Services Policy, seeking proposals for Consulting Services for the Parks and Recreation Master Plan Update. Proposals were received from two (2) proponents and evaluated based on the four primary criteria included in the RFP. Proposals were evaluated separately by staff in Recreation and Sport, Parks and Forestry, Procurement and Supply Operations, and Strategic Communications. The proposal submitted by Monteith Brown Planning Consultants is within budget and meets all City requirements.

## Linkage to the Corporate Strategic Plan

The Parks and Recreation Master Plan is aligned with the Strategic Areas of Focus and the following outcomes in the City of London's 2023-2027 Strategic Plan:

- Reconciliation, Equity, Accessibility and Inclusion
- Economic Growth, Culture, and Prosperity
- Mobility and Transportation
- Wellbeing and Safety
- Climate Action and Sustainable Growth
- Safe London for Women, Girls, and Gender-Diverse and Trans People
- Well-Run City

## Outcomes:

- The City of London is a leader in becoming an equitable and inclusive community.
- A well-planned and growing community.
- London has safe, vibrant, and healthy neighbourhoods and communities.
- London is an affordable and supportive community for individuals and families.
- The City of London demonstrates leadership by taking meaningful actions to address and eliminate all forms of violence against women and girls, gender-based violence, and sexual violence.
- London is a destination of choice.
- Londoners of all identities, abilities and means can move throughout the city safely and efficiently.
- London has a strong and healthy environment.
- London is one of the greenest and most resilient cities in Canada in alignment with the Council-declared climate emergency and the Climate Emergency Action Plan.
- London's infrastructure and systems are built, maintained, and operated to meet the long-term needs of the community.
- Londoners experience good stewardship, exceptional and valued service.

## Analysis

### 1.0 Background Information

#### 1.1 Previous Reports Related to this Matter

- [Community and Protective Services Committee \(CPSC\) - Parks and Recreation Master Plan Update \(November 11, 2024\)](#)

#### 1.2 Parks and Recreation Master Plan Update

On November 26, 2024, Council resolved the following:

*That, on the recommendation of the Deputy City Manager, Environment and Infrastructure and the Deputy City Manager, Neighbourhood and Community-Wide Services, the following actions be taken with respect to the Parks and Recreation Master Plan update:*

*a) the following report **BE RECEIVED** for information and the project milestones and timelines identified in Section 2.4 **BE ENDORSED**;*

*b) the following matters **BE ENDORSED** for review with the update:*

- I. projected city-wide population growth and the geographic distribution of future users of park and recreation services;*
- II. a forecast of parkland needs;*
- III. park types, definitions and servicing areas;*
- IV. equity and inclusion strategies and opportunities;*
- V. strategies and standards to provide mitigation and adaptation to Climate Change;*
- VI. municipal park infrastructure provision best practices (demographics, trends, types of amenities, etc.);*
- VII. quality and quantity standards for parkland and park amenities;*
- VIII. quality and quantity standards for pathways, park system linkages and open space lands;*
- IX. the confirmation of provision targets and service standards for pickleball, cricket, community gardens, dog parks, community gathering spaces, public washrooms, and the provision of potable water;*
- X. infrastructure requirements for parks located near intensified growth areas;*
- XI. opportunities for service provision partnerships, including school boards and businesses;*
- XII. identification of policies, strategies and action plans to guide Master Plan implementation; and,*

*XIII. a 15-year forecast of park infrastructure needs to inform updates to the capital budget and growth needs for the 2027 Development Charges Background Study.*

*It being noted that operational service delivery standards and detailed lifecycle renewal needs are outside of the scope of the Parks and Recreation Master Plan.*

The consultant retained for this project will work with staff to prepare an update to the Parks and Recreation Master Plan, informed by public feedback. This update is needed now, to align future servicing needs with City Council's approved population growth projections and consistent with the regular 5-year update cycle previously adopted. This information will support the 2028 Development Charges Background Study which informs the funding of growth-related capital infrastructure.

### **1.3 Request for Proposal RFP 2025-389**

In accordance with Section 12 of the Procurement of Goods and Services Policy, a Request for Proposal (RFP) was prepared and advertised via Bids and Tenders. This RFP was seeking professional Consulting Services for the Parks and Recreation Master Plan Update. Each proposal was evaluated separately. The RFP was published on January 23, 2025, and subsequently closed on February 27, 2025. Two (2) proposals were received.

## **2.0 Discussion and Considerations**

### **2.1 RFP Evaluation Process**

The following submissions were received for RFP-2025-389:

- Monteith Brown Planning Consultants
- Arcadis Professional Services (Canada) Inc.

The submissions were reviewed by staff from Recreation and Sport, Parks and Forestry, Strategic Communications and Procurement and Supply Operations to ensure compliance with the City's Procurement of Goods and Services Policy.

Both technical proposals were evaluated via a weighted scoring system by the review team based on the following four criteria. Each criterion had a specific weighting and was rated on a scale from 0 to 5. To determine a proponent's technical score, all evaluators' scores were averaged for each criterion.

Category 1: Qualifications and Experience  
Category 2: Project Understanding and Approach  
Category 3: Proposed Work Plan  
Category 4: Scheduling

Technical proposal submissions with a score of 49 points or greater move on to have the cost proposal criteria evaluated and factored into the total proposal evaluation. The technical proposal submitted by Monteith Brown Planning Consultants ranked above the minimum score and the cost proposal was factored in. This submission scored the highest based on this scoring system and offered the best overall value to the City.

The evaluation team noted that Monteith Brown Planning Consultants offers a wealth of strategic planning experience and expertise that aligns with the City's needs in terms of recreation planning, municipal parks, communications and municipal finance. Their knowledge of the local context also adds value.

2.2 Project Timeline

The project timeline and milestones are identified below in Table 1.

Table 1: Parks and Recreation Master Plan Update – Timeline and Milestones

| Item  | Timeline          | Milestone   |
|---|-------------------|---|
| Background research and information gathering         | Q1 2025 – Q2 2025 | Updated inventories, growth allocations, best practice scans and identification of servicing trends |
| Public engagement (education and consultation)        | Q2 2025 – Q4 2025 | Community open houses, social media postings and Get Involved website                               |
| Draft Master Plan update preparation                  | Q2 2025 – Q4 2025 | Draft Master Plan update document   |
| Tabling of draft Master Plan update                   | Q4 2025           | Council receipt of draft Master Plan update document  |
| Public consultation on draft Master Plan update       | Q4 2025 – Q1 2026 | Community open houses, social media postings and Get Involved website                               |
| Finalize Master Plan update                           | Q1 2026           | Revised Master Plan update document   |
| Submission of Master Plan update for Council approval | Q2 2026           | Adopted Parks and Recreation Master Plan update   |

It is anticipated that project components and milestones will have overlapping timelines. Importantly, the Parks and Recreation Master Plan Update is required to be concluded by early 2026 in order to be incorporated into the 2028 Development Charges Background Study.

2.3 Public Engagement

The project consultant will be assisting with public engagement activities to inform the servicing needs and recommendations of the Master Plan Update. Public input will be sought at the outset of the project to provide information on current service standards outlined in the 2019 Parks and Recreation Master Plan and to receive preliminary feedback on current levels of parkland provision and availability of community amenities. Additional public engagement will take place through open houses, the City’s Get Involved London website, and other available channels. Recommendations pertaining to changes to the Parks and Recreation Master Plan update will be provided to the public in advance of Council’s consideration of final approval.

As outlined in the November 2024 project initiation report, public engagement will principally focus on parkland needs and associated amenities. Recreation and sporting needs will be assessed based on updated population and demographic projections, as well as participation trends; however, this assessment will primarily be of a technical nature. As the recreational service delivery standards contained in the 2019 Parks and Recreation Master Plan are generally current and implementation experienced unexpected delays due to the Covid-19 pandemic, only targeted consultation with the public and user groups will be undertaken (e.g., cricket).

3.0 Financial Impacts and Considerations

The City’s Multi-Year Budget included a capital project for the Master Plan Update and it can accommodate the requested consulting fees of \$251,986, excluding HST. Approval of the recommendations of this report will bring forward the required funding to 2025 from the previously identified timing of 2027, which was established prior to the adjustment to the timing of the upcoming Development Charges By-law. Works

identified in this Master Plan Update will inform the Development Charges Background Study.

Financial and implementation plans identified in the updated Master Plan will be inputs to the next multi-year budget cycle including, 10-year capital plan adjustments, and future operational budgets needs where necessary.

A source of financing is attached in Appendix A.

**4.0 Next steps**

Civic Administration will initiate work with the successful proponent and continue with background research and information gathering, as well as confirming the communication strategy for ramping up public engagement sessions.

It is anticipated that a report to Council will follow later this year, to present a Report of Findings and the Draft Parks and Recreation Master Plan update.

**Conclusion**

The City has completed a fair and competitive Request for Proposal in accordance with Section 12.0 of the Procurement of Goods and Services Policy to procure Consulting Services for the Parks and Recreation Master Plan Update. With Council’s approval, awarding the RFP to the successful proponent will allow Civic Administration to initiate work with the consultant on preparing the Master Plan update.

- Prepared by:

Julie Michaud, Landscape Architect, Parks Long Range Planning & Design  
Stephanie Page, Manager, Parks Long Range Planning & Design
- Submitted by:

Paul Yeoman, Director, Parks and Forestry  
Jon-Paul McGonigle, Director, Recreation and Sports
- Recommended by:

Kelly J. Scherr, Deputy City Manager, Environment & Infrastructure  
Cheryl Smith, Deputy City Manager, Neighbourhood and Community-Wide Services