

REQUEST FOR QUALIFICATIONS CONSULTANT SERVICES FOR DOWNTOWN MASTER PLAN

PART I GENERAL INFORMATION

1. PROJECT UNDERSTANDING

The City of Round Rock is developing an integrated land use, transportation, and economic development Downtown Master Plan. Our vision for downtown is a thriving town center, beyond the two-block historic area, that features a viable mix of residential, commercial, retail, dining, entertainment and public space uses in a walkable environment that enhances Round Rock's economy, quality of life, and sense of place. To initiate this effort, the City conducted an interactive three-day scoping effort with vested stakeholders – business owners, property owners, neighborhood leaders, and area residents.

The Downtown Master Plan will include the creation of an urban design vision for the area, land development regulations, public space development, guidance for transportation and utility infrastructure, steps for neighborhood preservation, and economic development strategies necessary to support the desired vision, and will establish a regulatory framework to guide future private investment. The regulations may vary significantly for different portions of the study area.

The issues identified during a series of studies and workshops conducted last year (2007) will help to guide the scope of a Downtown Master Plan. To view the reports summarizing the City's work to date on downtown redevelopment, visit roundrocktexas.gov/downtownrfq.

2. PURPOSE

The City of Round Rock, hereinafter referred to as the City, seeks response to this Request for Qualifications (RFQ) from consulting agencies qualified and experienced in developing and implementing programs designed to facilitate the successful implementation of large, complex projects. Qualified firms shall also demonstrate proven history of successful implementation of citizen participation programs in a timely and efficient manner.

3. CONTACT

All responses to this Request for Qualifications (RFQ), as well as any questions, clarifications, or requests for general information are to be directed to:

City of Round Rock
Randy Barker, Purchasing Supervisor
221 E. Main St.
Round Rock, TX 78664-5299
(P): 512-218-3295
(F): 512-218-7028
rbarker@round-rock.tx.us

The individual listed above may be contacted by telephone or email for clarification of the specifications of this Request for Qualifications only. No authority is intended or implied that specifications may be amended or alternates accepted prior to closing date without written approval of the City. Under no circumstances will private meetings be scheduled between responders and City Staff.

4. CONFLICT OF INTEREST

Chapter 176 of the Texas Local Government Code (House Bill 914) requires that any vendor or person considering doing business with a governmental entity disclose the vendor or person's affiliation of business relationship that might cause a conflict of interest with a local government entity. The Conflict of Interest Questionnaire form is available from the Texas Ethics Commission at www.ethics.state.tx.us. Completed Conflict of Interest Questionnaire may be mailed or delivered by hand to the City Secretary. If mailing a completed form, please mail to:

**City of Round Rock
Sara White, City Secretary
221 East Main Street
Round Rock, TX 78664**

Any attempt to intentionally or unintentionally conceal or obfuscate a conflict of interest may automatically result in the disqualification of the vendor's bid.

5. EX PARTE COMMUNICATIONS

Please note that to insure the proper and fair evaluation of a response, the City of Round Rock prohibits ex parte communication (e.g., unsolicited) initiated by prospective Firms to the City Official or Employee evaluating or considering the response prior to the time a decision has been made. Communication between Firms and the City will be initiated by the appropriate City Official or Employee in order to obtain information or clarification needed to develop a proper and accurate evaluation of the response. Ex parte communication may be grounds for disqualifying the offering Firm from consideration or award of the solicitation then in evaluation, or any future solicitation.

6. PROCESS & PARTICIPANTS

The Downtown Master Plan process will be led by a project team including pertinent City of Round Rock departments.

6.1. Project Management – City of Round Rock

6.2. Consultant Team (to include, but not limited to):

- 6.2.1.** Urban Designer (Project Manager);
- 6.2.2.** Architect;
- 6.2.3.** Landscape Architect;
- 6.2.4.** Planner/Code Writer;
- 6.2.5.** Transportation Planner;
- 6.2.6.** Civil Engineer;
- 6.2.7.** Wayfinding Specialist;
- 6.2.8.** Real Estate Market Analyst;
- 6.2.9.** Preservationist

7. **SOLICITATION SCHEDULE**

It is the City's intention to comply with the following solicitation timeline:

- | | | |
|------|---|--------------------------|
| 7.1. | Request for Qualifications released | February 14, 2008 |
| 7.2. | Deadline for questions | February 27, 2008 |
| 7.3. | City response to all questions/addendums | March 5, 2008 |
| 7.4. | Responses for RFQ due by 3:00 p.m. | March 14, 2008 |

NOTE: These dates represent a tentative schedule of events. The City reserves the right to modify these dates at any time, with appropriate notice to prospective Responder.

- 7.5. All questions regarding the RFP shall be submitted in writing (either electronically, fax, or regular mail) by **5:00 pm** on **February 27, 2008** to above named City Contact. All interested firms will be provided with a copy of the questions submitted and the City's response.

8. **INDEMNIFICATION**

The successful Responder shall indemnify, save harmless and exempt the City, its officers, agents, servants, and employees from and against any and all suits, actions, legal proceedings, claims, demands, damages, costs, expenses, attorney fees and any and all other costs or fees incident to any work done as a result of this quote and arising out of a willful or negligent act or omission of the successful Responder, its officers, agents, servants, and employees; provided, however, that the successful Responder shall not be liable for any suits, actions, legal proceedings, claims, demands, damages, costs, expenses and attorney fees arising out of a willful or negligent act or omission of the City, its officers, agents, servants and employees, or third parties.

9. **INSURANCE**

The successful Responder shall meet or exceed ALL insurance requirements set forth by the City of Round Rock as identified in **Attachment A** to the specifications. Any additional insurance requirements of participating or cooperative parties will be included as subsequent Attachments and shall require mandatory compliance.

10. **VENUE**

The agreement shall be governed by and construed in accordance with the laws of the State of Texas. Venue shall be in the applicable court, Williamson County, Texas.

11. **RIGHT TO REPRODUCE DOCUMENTATION AND OTHER INFORMATION**

- 11.1. The City shall have the right to reproduce any and all manuals, documentation, software or other information stored on electronic media supplied pursuant to the agreement at no additional cost to the City, regardless of whether the same be copyrighted or otherwise restricted as proprietary information; provided, however, that such reproductions shall be subject to the same restrictions on use and disclosure as are set forth in the agreement.
- 11.2. The Awarded Proposer agrees to execute any non-exclusive copyright assignments or reproduction authorizations that may be necessary for the City to utilize the rights granted in this subparagraph.

PART II SCOPE OF SERVICES

1. **PROJECT MANAGEMENT, COORDINATION AND COMMUNICATION**

In addition to the specific services detailed below, the Consultant Team shall coordinate with the City of Round Rock the documented scope of services contained herein, participate in team conference calls, and provide timely invoicing and reporting of project progress.

2. **PUBLIC INVOLVEMENT STRATEGY**

The Consultant Team shall work with the Project Management team to develop a public involvement strategy to engage participation at all levels of the community, from elected officials to the general public throughout the length of the planning process. This task may include public meetings, individual interviews, workshops, surveys, charrettes, or other means.

Deliverables: The firm shall identify methods of communication and ability to obtain consent from stakeholders. A familiarity with the Systematic Development of Informed Consent (SDIC) method is preferred.

3. **CONTEXTUAL ANALYSIS AND DEVELOPMENT OF ISSUES AND OPPORTUNITIES**

The Consultant Team shall work with the City to assess background information needs and availability. Based on this information, the Consultant Team shall analyze existing conditions from the standpoint of urban design, transportation, land use, housing, and market suitability. The outcome of this analysis shall be a list of issues and opportunities to guide the objectives of the Master Plan. Specific items to be studied are:

- 3.1. **Physical Inventory** – The Consultant Team shall analyze and map existing and proposed future land uses, ecological features, historical/cultural features, vacant or underutilized land, public space/parks, neighborhoods, building and development patterns, etc.
- 3.2. **Land Use History** – The Consultant Team shall develop a description of the land use and development history of the downtown area in order to place past trends in the context of future opportunities.
- 3.3. **Transportation Assessment** - The transportation assessment shall include an existing-conditions analysis and micro-simulation as well as a 20-year forecast establishing the relationship of the transportation system to the surroundings; and identification of necessary additions or enhancements for better circulation, or connectivity. The assessment shall include existing traffic operations and transit, pedestrian, and bicycle circulation.
- 3.4. **Demographic Assessment** – The Consultant Team shall develop a demographic evaluation of the Downtown study area.
- 3.5. **Land Utilization** - Utilizing existing City property parcel information, physical assessments and land use information, the Consultant Team shall create a land utilization assessment of the study area to identify candidate catalytic redevelopment opportunities in the corridor.
- 3.6. **Documentation (Community Analysis)** - The Consultant Team shall create a series of urban context diagrams that graphically illustrate the various issues to highlight their importance. Examples of these diagrams include development history, districts, neighborhoods, parks and open space, transportation/access, building massing and scale, development opportunities, etc.

Deliverables: The Consultant Team shall summarize these findings in a draft technical memorandum to be delivered to the City of Round Rock and shall deliver this memorandum in an editable electronic format compatible with the City's computing capabilities.

4. **MARKET STUDY**

- 4.1. The Consultant Team shall prepare an economic analysis to quantify the residential, non-residential, mixed-use development and redevelopment, and tourism opportunities within the study area. This study shall focus on quantifying the level of opportunity for retail and employment land uses and assessing the current and projected market conditions for both market rate and affordable housing.

Deliverable: The Consultant Team shall prepare an analysis and summary of key conclusions relative to the issues and opportunities in the study area from a market, economic and demographic viewpoint. The study shall be developed to identify the short-term, mid-term, and long-term market options for this area and shall not be limited to only those uses that can be supported by the current development for the area.

5. **MASTER PLAN**

The Consultant Team shall develop a master plan for the Downtown that:

- 5.1. Identifies major urban design character districts and recommends associated design and land use considerations for each district including the illustrative plans;
- 5.2. Presents urban design guidelines in a highly illustrated form; the narrative portion written with the assumption that the City's consultant will take the role of codification into land development regulations under a separate contract;
- 5.3. Prioritizes public investment projects necessary to facilitate the goals and objectives of the City;
- 5.4. Proposes an implementation schedule;
- 5.5. Outlines potential funding strategies;
- 5.6. Identifies public space opportunities and requirements for effective programming.

Deliverables: As a result of this task, The Consultant Team shall produce an overall Illustrative urban design plan, an overall land use plan, an overall transportation circulation plan, redevelopment plans for "catalyst sites" phasing diagrams illustrating redevelopment of the catalyst sites and other study locations over time, proposed transportation improvements, including desired street cross-sections for key streets, which may include: Mays Street, McNeil Road, Main Street, Round Rock Avenue, and Georgetown Street, conceptual street plans for identified framework streets including streetscape and amenities, vehicular lane configurations and pedestrian and bicycle facilities, at least three (3) Illustrative design sketches (eye-level and aerial renderings), parking plan and strategy, public transportation plan and recommendations for addressing the redevelopment issues presented by the Union Pacific Railroad.

6. **MARKET STRATEGY**

- 6.1. The Consultant Team shall define a desirable development program applicable to identified catalyst sites including detailed feasibility, financing and risk analysis. This shall include an identification of the minimum level of development initially needed to ensure the long-term viability of downtown redevelopment. This task will also identify and evaluate alternative financing arrangements available for the proposed development program.
- 6.2. In addition, the study will include development and redevelopment programs for potential catalyst development sites, assess the appropriate mix of land uses within Downtown, target market segments to be attracted, and develop timing as well as other implementation and market strategies.

Deliverables: The Consultant Team shall prepare a detailed program for each site, including the mix of uses, schedule and phasing, optimum housing mix and projections of absorption within the local market context.

7. **DESIGN PARAMETERS FOR THE FORM-BASED CODE**

During this task, the Consultant Team shall develop the design parameters for a new code that will regulate development to ensure high-quality public spaces defined by a variety of building types and uses including housing, retail, restaurant, entertainment, and office space. The new code will incorporate a regulating plan, building form standards, street standards (plan and section), parking form, use regulations as needed, descriptive building or lot types, and other elements needed to implement the principles of functional and vital urbanism and practical management of growth. Sections of this document would typically include the following:

- 7.1. Overview, including definitions, principles, and intent; and explanation of the regulations and process in clear user-friendly language;
- 7.2. Regulating Plan (a schematic representation of the master plan) illustrating the location of streets, blocks, public spaces (such as greens, squares, and parks), and other special features. Regulating plans may also include aspects of Building Form Standards such as “build-to-lines” or “required building lines” and building type or form designations;
- 7.3. Building Form Standards governing basic building form, placement, and fundamental urban elements to ensure that all buildings complement neighboring structures and the street. These standards should be based upon study of building types appropriate for the region, climate, and neighborhood vitality;
- 7.4. Public Space/Street Standards defining design attributes and geometries that balance the needs of motorists, pedestrians, bicyclists, and transit riders while promoting a vital public realm. These standards should include design specifications for sidewalks, travel lane widths, on- and off-street parking, curb geometry, trees, and lighting;
- 7.5. Optional sections may include building or lot types, architectural standards (exterior materials and quality) and landscape standards, individual lot parking location and parking management standards, etc.

Deliverables: The Consultant Team shall prepare a set of design parameters for a new form-based code for part or all of the study area. The deliverable will be able to be integrated by City staff into the City's existing regulatory framework (zoning and land development regulations) in a manner that insures procedural consistency, meshes with state and local legal requirements, provides clarity as to applicability of existing regulations, and maximizes the effectiveness of the code. In addition, the Consultant Team shall prepare an analysis of the staffing needs to enforce the new code.

8. **INFRASTRUCTURE NEEDS ASSESSMENT AND CAPITAL PLAN**

The Consultant Team shall prepare a long-range (25 year) and short-range (5 year) infrastructure needs assessment and capital facilities plan. Both plans shall identify needs, capacities, and preliminary cost estimates for infrastructure improvements within Downtown that will be necessary to encourage and support the development envisioned by the Master Plan.

- 8.1. The specific projects to be included will be a result of recommendations made in the master plan. While the exact type and nature of projects are not known at this time, prototype projects may include those designed to address pedestrian mobility and safety, circulation, parks and open space, bicycle facilities, parking, traffic signalization, streetscape improvements and public facilities improvements. They could include a diverse range of structures, roads, and other facilities.

Deliverables: The Consultant Team shall identify the lead responsibility, the supporting roles and their responsibilities, and order-of-magnitude cost estimates.

9. PROJECT SCHEDULE

The Consultant Team, in consultation with the City, shall perform its work in such a manner as to comply with a mutually agreed schedule. Pending unforeseen scheduling issues, the Downtown Master Plan shall be completed within a twelve month timeframe.

**PART III
SUBMISSION, EVALUATION AND AWARD**

1. MINIMUM SUBMISSION REQUIREMENTS

- 1.1.** Interested and qualified firms or teams shall submit one (1) original and ten (10) copies of materials that demonstrate their experience in performing projects of this scale and complexity.
- 1.2.** Documentation shall include the following:
 - 1.2.1.** Identification of the firm/team responding to the RFQ. **If a team of firms is proposed, the lead firm shall be identified.**
 - 1.2.2.** Location of the headquarters office of the lead team shall be indicated, as well as the location of each lead/firm team member office where work on this City project will be performed.
 - 1.2.3.** A brief description of each firm/team member shall be provided along with a list of major services offered by each firm/team member and a summary of their experience.
 - 1.2.4.** A summary demonstrating the firm's/team's qualifications to satisfy all the areas identified in the "Scope of Services" section described above.
 - 1.2.5.** A work plan, including an explanation of the methodology to be followed to perform the services required.
 - 1.2.5.1.** Work plan shall include a proposed schedule for the number of hours/percentage of time allocation associated with each task.
 - 1.2.6.** A representative list of clients with contact names.
 - 1.2.7.** A representative list of projects of a scale and complexity similar to the project that is being considered by the City to include all:
 - 1.2.7.1.** The list shall include the project location, description, cost, date of implementation, services provided by your firm for the project, and an owner contact name.
 - 1.2.7.1.1.** Current projects
 - 1.2.7.1.2.** Projects within the past 2 years

2. RESPONSE REQUIREMENTS

- 2.1.** Responses to this RFQ shall be directed to:
City of Round Rock
Attn: Purchasing
221 E. Main Street
Round Rock, TX 78664-5299
- 2.2.** **Not later than 3:00 P.M. March 14, 2008.**

- 2.3. Responses received after the time and date specified will not be considered and will be returned unopened.
- 2.4. Responses shall be enclosed in a sealed envelope and marked “**RFQ 08-022 CONSULTANT SERVICES FOR DOWNTOWN MASTER PLAN – DO NOT OPEN**”.
- 2.5. Responses shall be signed by a duly authorized official of the Responder’s organization.
- 2.6. Facsimile or electronically transmitted proposals are not acceptable.
- 2.7. The City reserves the right to reject any or all responses and to request additional information.
- 2.8. The Responder shall be responsible for any and all costs associated with the preparation, transmittal, presentation, or material submitted in response to this RFQ.

3. **EVALUATION CRITERIA**

- 3.1. Responses will be evaluated by using the following criteria:
 - 3.1.1. Responder’s overall experience and qualifications
 - 3.1.2. Experience and qualifications of Responder’s staff
 - 3.1.3. Completeness, technical competence, and clarity of the response
 - 3.1.4. Approach to providing the services
 - 3.1.5. References
 - 3.1.6. Any relevant criteria specifically mentioned in the solicitation

4. **SELECTION PROCESS**

- 4.1. The City of Round Rock is seeking a response for the projects identified in this RFQ. A committee will review the responses to the RFQ and may develop a short list of one or more firms. At the City’s discretion, interviews may be conducted with each of the firms to discuss the firm’s qualifications, resources and availability to provide the services requested.
- 4.2. Based upon the interviews, and/or the RFQ, the selection committee will ask the recommended firm to sign and execute a standard City of Round Rock Professional Services Contract.

5. **ORAL PRESENTATIONS AND INTERVIEWS**

- 5.1. Responders may be required to make oral presentations/interviews regarding their responses. These presentations/interviews provide an opportunity for the Responder to clarify their response to ensure mutual understanding of the services to be provided and the responder’s approach to providing these services.

6. **CONTRACT NEGOTIATIONS**

- 6.1. The City will use the following procedure to negotiate a contract with the Responders of this RFQ:
 - 6.1.1. First select the most highly qualified Responder as determined by the criteria.
 - 6.1.2. Attempt to negotiate with that Responder a contract at fair and reasonable terms, conditions, and cost.
 - 6.1.3. If negotiations are successful, enter into a contract.
 - 6.1.4. If not successful, formally end negotiations with that Responder.
- 6.2. Select the next most highly qualified Responder and attempt to negotiate a contract at fair and reasonable terms, conditions, and cost with that Responder.
 - 6.2.1. The City shall continue this process until a contract is entered into.