

Request for Proposal – Professional Services Parks, Recreation, and Open Space Master Plan

Parks and Recreation Department
City of Lakeway, Texas
Proposal Due: January 23, 2008 @ 2:00 P.M.

Invitation

The City of Lakeway, Texas, Parks and Recreation Department, is now accepting proposals for qualified professional service providers to develop a comprehensive master plan for its parks, recreation, and open space system. **Proposals will be received until 2:00 P.M. on the date above at the Parks and Recreation Department, 1102 Lohmans Crossing, Lakeway, Texas, 78734-5159.** Proposals will be considered from any professional firm with demonstrated experience and success in developing and preparing parks, recreation, and open space master plans for units of government.

Overview

The City of Lakeway is a relatively young community that has experienced extensive growth since its incorporation in 1974. Studies conducted by the City indicate that Lakeway's population had grown to 8,085 by 1997. Currently the population is estimated at over 13,000 residents for 2006. Lakeway is located in Travis County, Texas, covering 5,957 acres and 9.31 square miles.

Background

The City of Lakeway's Parks and Recreation Department are stewards over a 64 acre **City Park** that is beautifully maintained; a 20 acre scenic **Canyonland trail system**; A 3.049 acre **Dragon Park**, located at 702-A Dragon, is equipped with swings, two (2) playscapes; basketball court, volleyball area, and a small athletic field; **Hamilton Greenbelt**, approximately 100 acres, provides the citizens of Lakeway with several miles of wonderful hiking trails, which wander along Hurst Creek and Yaupon Creek; **Heritage Park**, 1.92 acres at the intersection of Lohmans Crossing and Hurst Creek, is the home of the Spirit of Freedom Memorial and the new Heritage Center; The **Lakeway Boulevard Hike and Bike Trail** begins at the intersection of Lakeway Boulevard and Lakeway Drive and meanders down the middle of the boulevard median all the way to the entrance of Lakeway Estates; **Porpoise Park**, 1.683 acres is a small neighborhood park right in the middle of town; **Smith Greenbelt**, 4.564 acres, provides the citizens of Lakeway with a short, but wonderful hiking trail, which wanders along Hurst Creek; **Swim Center Park** encompasses 9.14 acres that include a municipal pool complex, walking/bike trail, sand volleyball area, mini basketball court, picnic tables w/grills, and a 9000 sq. ft. **Skateboard Park**; **Ranger Field** (located in City Park) is a multi-purpose sports field open to the public; **Hurst Creek Preserve** is a natural area that provides hike/bike trails; The **Activity Center** is a

14,000 sq. ft. multi-purpose facility offering many activities for all ages; the department also provides many **recreational classes, programs, and special events;** and **teen programs** are very popular with an ever growing population of teens.

Project Objectives of the Master Plan

The City seeks to establish a master plan for its parks and recreation system that will guide decision making with regard to policy, operations, maintenance, and capital improvements over the next ten years. The Parks, Recreation, and Open Space Master Plan for the City of Lakeway should provide a vision for the future, taking into account the existing condition of facilities and the total parks and recreation needs and desires of the residents of the City of Lakeway. The Master Plan will be utilized to assist the City in implementation of recommended capital improvements, securing funds for parks and recreation, and in guiding policy decisions regarding future development in the City of Lakeway.

GOAL/PURPOSE OF THE MASTER PLAN

- Establish a direction which will give guidance for future decisions.
- Develop a comprehensive planning approach that will result in the enhancement and expansion of parks, recreation, and open spaces for the City of Lakeway.
- Define needs, both current and future, including criteria for the justification of the various needs and how they may be satisfied.
- Determine attitudes, community needs, goals and develop support for future actions related to park and recreation program and facility development.

SURVEY AND ANALYZE EXISTING AND FUTURE CONDITIONS

- Survey and analyze natural features as they relate to a master plan for parks and recreation.
- Natural Features - Study directed to the location of areas best suited for preservation (limited use), passive recreation (moderate use) and active recreation (intensive use) Factors to be considered in the investigation include soils, water, climate, geology, topography, and flora /fauna.
- Growth Factors – Review current and future growth trends including annexation possibilities, multi-jurisdictional issues, linkage issues, and like opportunities.

INVENTORY OF EXISTING ORGANIZATIONS AND FACILITIES

- Inventory all existing programs, services, and facilities operated by the City of Lakeway Parks and Recreation Department.

- Investigate, inventory, and classify all public, private or commercial organizations involved in park and recreation activities in the Lakeway area.
- Investigate, inventory, and classify all recreation program opportunities provided by public, private, and commercial organizations, including fees, charges, and gaps in service.
- Inventory, classify, and map all existing public, private and commercial park and recreation facilities. This would include regional, Travis County, facilities within a ten (10) mile radius of Lakeway, and local facilities with primary emphasis on local public parks and recreation facilities and school facilities.

SURVEY OF RECREATIONAL ATTITUDES AND INTERESTS TO DETERMINE NEEDS

- Since the residents of the community will be the primary users of existing and proposed parks, recreation, cultural arts, facilities, programs, and services, it will be essential to have input from the citizens during the various planning phases. This would include an initial assessment of attitudes, interests, growth areas, and needs, as well as the eventual review of proposed plans. Citizen participation is required through the following means:
- Interviews
- Focus Groups
- Media Coverage
- “Town Meetings”
- Staff interviews
- Questionnaire/Survey/Other Methods
- Any other means the Consultant could use to ensure citizen participation.

DEVELOP PARKS, RECREATION, AND OPEN SPACE POLICIES/STANDARDS

- Determine the goals and policies of the community relative to parks and recreation and develop specific recreation and open space standards.
- Review and evaluate nationally and regionally recognized recreation and open space standards. Utilizing information gained from the survey and analyses of existing conditions and from the survey of recreational attitudes, interests and needs evaluate local facilities against nationally and regionally recognized standards.

EVALUATION OF EXISTING PARKS, RECREATION, FACILITIES, AND OPEN SPACE STANDARDS, PROGRAMS AND SERVICES.

- Using survey response in addition to local, regional and national benchmarks and data, compare and evaluate the quality and quantity of programs and services offered by the department
- Through citizen, customer, and staff input, evaluates all existing programs, services, and facilities.
- Evaluate the adequacy of existing grounds and facilities in relation to individual sites and the relationship of these sites to a Master Plan including parks, recreation, and open spaces.
- Determine the adequacy of existing parks and recreation facilities, programs, and services on the basis of size and location in relation to existing and future population. Also, examine the adequacy of site, and equipment in relation to program and expressed community needs in meeting recreation and open space goals, policies, and standards.

EVALUATION OF POTENTIAL LAND ACQUISITION AND IMPROVEMENTS

- This evaluation would include an identification of major opportunities for open space acquisition and the establishment of priorities of such acquisition.
- Analyze potential recreation and open space areas to evaluate physical capabilities in relation to prospective use, type, size, location, and accessibility to existing and future population, availability and land use.

OPEN SPACE PLAN AND ACTION PROGRAM

- Develop recommendations and plans to meet defined needs of the residents/citizens.
- Prepare detailed Concept Development Plans to be specified for all or selected sites presently owned.
- Short-Range Plan - Consideration of potential types of open space acquisition and facility development that may reasonably be executed within a five (5) to ten (10) year period.
- Long-Range Plan - Consideration of potential types of open space acquisition and facility development as in the short-range plan, but relating to lower priorities that may not necessarily be implemented for a period of ten (10) years or more. Relates to the designation of general land areas for future open space acquisition and development.

ANALYSIS OF CAPABILITIES AND CONSTRAINTS

Examine and evaluate present management and financial structures.

- Management Structures- Determine the effectiveness of the current management structures including their responsibilities and capability in carrying out these responsibilities.
- Financial Structures – Determine the ability of present and projected fiscal resources to meet the needs of current and future program and facility needs.
- Funding Vehicles – Explore various funding alternatives to implement including, but not limited to:
 - X Fees
 - X Grants
 - X Easements
 - X Life Estates
 - X Partnerships
 - X Gifts Catalog
 - X Bond Issues

CITY TO PROVIDE

In the interest of making the most efficient use of the consultant's time and expertise, the City of Lakeway will furnish the following to the selected consultant:

- Base maps and aerial photographs, park boundaries, contours, water features and drainage, road centerlines, zoning, parcels, and schools. Some of this information may be available in digital format. Base maps may include, but not limited to utilities, right of way, and topography.
- Selected census data.
- Department financial information.
- Most recent copies of the City's plans including the Comprehensive Plan, and Parks and Recreation Master Plan.
- Known names, addresses, phone numbers of organizations involved in parks and recreation activities.
- Current inventory of existing facilities and major events.

The City will also commit staff to assist under the direction of the consultant on citizen participation activities including:

- Organizing focus groups and public meetings including meetings with City Council, Parks and Recreation Commission, and other boards as needed.

PRODUCT AND SCHEDULE

Detailed description of and list of all deliverables: In general, the City typically requires preliminary alternatives, potential cost calculations, any analysis worksheets and reports, final plans and maps, project construction cost estimates, recommendations and priorities of phasing project and estimated timelines, and copies of all correspondence.

Ten (10) copies of a draft Master Plan for distribution and review and ten (10) copies of the final Master Plan shall be provided by the consultant. The final Master Plan shall include elements detailed within this RFP (as well as one (1) set of any slides and color graphs and/or maps used in presentations and final plan) in a format compatible with City software on CD. Black and white and rendered prints of all Concept Development Plans as listed above. Maps shall include a minimum of: 1) trail system for the City of Lakeway, including regional connection points to existing and/or future trails within the area, 2) current and projected proposed park sites, including existing and future school sites, 3) combined color-coded map showing all existing public properties maintained by the Parks and Recreation Department, including trails, open lands, parks, recreational facilities, and 4) cultural, historic, archeological resource map showing all identified historic homesteads and trails.

Deliverable Products:

Draft Executive Summary, 10 Copies

Draft Report, 10 Copies

Facilities Map, 24" x 36", 5 Copies

Final Executive Summary, 10 Copies

Final Report, 10 Copies

Project Schedule

- Advertisement for Proposal – November 18, 2007
- Proposal Deadline – January 23, 2008 @ 2:00 P.M.
- Award of Project- February 7, 2008
- Draft Reports Due- May 1, 2008
- Final Reports Due – June 5, 2008*

**-Target date for completion*

Progress Reports

The consultant and the City's Project Manager (Parks and Recreation Director), and other City officials as deemed necessary, shall hold progress meetings as often as necessary, but no less than once per month, until the final plan is approved by the City of Lakeway Council. The consultant shall supply the project manager with draft reports as necessary prior to meetings with ample time for review. The project manager shall schedule committee meetings, and any other related meetings deemed necessary by the consultant and the city.

As a minimum the consultant shall hold the following meetings:

1. One orientation meeting to be held with the Parks and Recreation Commission. The main purpose of the meeting is to review a final work program, timeline, and details of the master planning effort.

2. Monthly progress meetings with the project manager and key City staff, not to exceed two (2) hours per meeting.
3. A minimum of four meetings and/or presentations with the Parks and Recreation Commission, and other City staff at key points in the process.
4. Four (4) community meetings to allow broad-based citizen input to specifically determine qualities of Parks and Recreation. Two (2) general meetings pertaining to the whole issue of improving quality of life issues for the Lakeway community and establishing goals and objectives for the plan; and two (2) meetings inviting public input to preliminary and final plan recommendations.
5. One (1) Parks and Recreation Commission public hearing; and one (1) Lakeway City Council public hearing for the adoption of the Master Plan.

At their discretion, the City may adjust the nature of the above meetings.

Proposal Preparation

In order to facilitate evaluation of proposals, each respondent is instructed to follow the outline below in responding. Proposals that do not follow the outline, or do not contain the required information, may be considered as incomplete proposals. The response is due in two parts.

1.) Statement of Qualifications: Experience and Understanding of Work, etc.

Proposal shall include:

- **Understanding of the Request:** Provide a statement from the respondent that they understand the City's request for services. Include experience and resources of the proposing company, ownership, history, primary contact information relating to financial viability, and etc.
- **Personnel:** Identify key personnel who will provide the required services directly to the City under this request, including their qualifications, education, and relevant experience.
- **References:** Provide for personnel assigned to Lakeway, a list of three (3) previous and current references with local governments or similar organizations for projects that are similar to the scope of services requested in the RFP. Reference information should include:
 - 1) Contract duration, including dates
 - 2) Services performed
 - 3) Name, address, and telephone number of contracting agency which may be contacted for verification of all data submitted.
- **Statement of Qualifications:** Experience and resources of the respondent, including the ownership and financial knowledge to assume the work identified herein.
- **Sample of Work:** Include two recent samples of work (reports and RFP) that the respondent feels most closely parallels the work required under this request that

will reflect the experience and qualifications desired. Include the project manager and team identification.

- **Proposed Detail Work Plan:** The respondent should detail the methodology necessary to complete the project as they recommend.
- **Signature:** The proposal shall be signed by an official authorized to bind the respondent; and shall contain a statement to the effect that the proposal is a guaranteed offer for a sixty (60) day period. The proposal shall provide the following information:

Name, title, address, and telephone number of individual(s) with authority to contractually bind the respondent; and also who may be contacted during the period of the proposal evaluation for the purpose of clarifying submitted information.

- Proposals may be withdrawn prior to the opening date and time upon written request of the respondent. Proposals received after the time so indicated shall be returned unopened. No modifications may be made to the proposal after the time so indicated. No exceptions to these requirements will be permitted.
- The respondent shall not divulge, discuss or compare his/her proposal with other respondents and shall not collude with any other respondents or parties to any other respondent whatsoever. (Note. No premiums rebates or gratuities are permitted either with, prior to, or after any proposal is delivered. Any violation will result in the cancellation and the removal from consideration of any responses to this request.)
- Proposals will be considered for any service that meets or exceeds the quality of the specification listed. On all such proposals, the respondent shall specify the service they are proposing.

Contracting / Selection Process

It shall be understood by all parties that although parts of the following criteria are quantitative in nature, the selection of the consultant will be made with due consideration of all facets of the proposal presentation.

The criteria, listed below, do not indicate an order of importance and will be considered during the review of the candidate firms.

- Experience with projects of similar scope and complexity and project approach.
- Project staffing which reflects specific experience in projects similar to the proposed Parks, Recreation, and Open Space Master Plan.

- Project schedule and detailed description of deliverables.
- Understanding the general nature of the project.
- The consultant shall discuss any issues which could influence the planning schedule, costs, etc.
- Willingness to work under a contract.

The City of Lakeway will award this contract based on review of the merits of the proposals received. City staff will review proposals along with the Parks and Recreation Commission and make a recommendation to the City Council. Upon City Council authorization, the consultant will be contacted to negotiate a final agreement and fee structure.

The City of Lakeway will only award a contract to responsible respondents. In order to qualify as responsible, a prospective respondent must meet the following standards as they relate to this request:

- Have the adequate financial resources for performance or have the ability to obtain such resources as required during performance.
- Have the necessary experience, organization, technical and professional qualifications, skills, and facilities.
- Be able to comply with the proposed or required time of completion or performance schedule.
- Have a satisfactory record of performance.

All material submitted regarding this RFP becomes the property of the City. The City has the right to use any or all ideas presented in the reply to this RFP. Disqualification of a consultant does not eliminate this right. The City reserves the right to reject or accept any or all proposals or waive any formalities, informalities, or information herein, The City also reserves the right to ask for additional clarification or information on a proposal after the initial deadline.

The contract may be awarded as soon as practical after the proposal opening unless otherwise stated, but generally not before fourteen (14) working days from the proposal opening. It is requested that interested parties refrain from making inquiries during this period. No telephone requests for results will be given.

Disqualification of Consultant or Proposal

Awards will not be made to any person, firm, or company in default of a contract with the City of Lakeway, State of Texas or the Federal Government. This includes default upon the payment of any financial obligation.

Questions:

May be directed to Jessica Blair, Administrative Secretary/Parks and Recreation Dept. at:
jessicablair@cityoflakeway.com or at: 512-314-7530.