

# Request for Qualifications

Preparation of Parks and Recreation Master Plan

City of Bastrop, Texas

Responses Due: Friday, June 17, 2022 @ 3:00 PM

Project ID #PK-2201

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## SECTION 1 – INTRODUCTION

### 1.1 Purpose

The City of Bastrop, Texas is issuing this RFQ (Request for Qualifications) to qualified professional consulting firms interested in updating and further developing a Parks and Recreation Master Plan. The firm selected will provide a ten-year plan for Bastrop’s recreational future.

It is the City’s intention to integrate the essential information from various other plans and studies affecting the city with new data and recommendations to develop a highly visual, descriptive, and comprehensive plan. The document will be a living document with a broad scope and detailed analyses that will allow for updating every 3-5 years. It will incorporate the priorities of the City Council focus areas including Uniquely Bastrop and Unique Environment. Uniquely Bastrop looks to maintain and enhance our historic community feel by leveraging the unique combination of community, parks, cultural, and recreational assets that make Bastrop a special place to live and work. Unique Environment seeks to continue beautification of natural areas, green spaces, and the Colorado River.

This RFQ is also posted on the City of Bastrop’s website at: [www.cityofbastrop.org](http://www.cityofbastrop.org) in addition to being available at Bastrop City Hall, 1311 Chestnut Street, Bastrop, Texas, 78602.

If additional information or clarification regarding this RFP is desired, please submit a written email request, Rebecca Gleason, Assistant City Manager, at the following email address: [rgleason@cityofbastrop.org](mailto:rgleason@cityofbastrop.org)

### 1.2 Background

A fast-growing municipality, situated in Central Texas, approximately twenty-five miles east of Austin, Bastrop’s population in 2000 was 5,340 and consisted of approximately 2,367 households. The 2020 census numbers show a population growth of just under 10,000 individuals. The growth is evident in all of Bastrop County with a population of 102,058 in 2021. The City of Bastrop is the county seat and experiences the influx of county residents due to the availability of shopping and services. Library, and Recreation services are open to county residents for an additional cost.

Bastrop’s most recent Parks Master Plan was prepared in August 2008 with a Parks and Open Space update in 2015.

City operated Recreation programs is a new venture for Bastrop. In December 2020, after a 10-year partnership, the Austin YMCA closed its office in Bastrop leaving a recreational gap in the community. The January 2021, the city made the decision to continue certain services recreational services. After offering programs in rented facilities for 6 months, the City opened a 3,000 sq ft center in July 2021. With fitness being a focus, the program does offer limited youth and adult activities.

### 1.3 Additional Resources

The following resources will be made available for review by the consultant:

- City Mission Statement
- City Focus Areas
- Current Comprehensive Plan
- Current Parks Master Plan

- Cultural Arts Master Plan
- City Maps (ETJ, Zoning, CCN, etc.)
- Utility maps
- Bastrop Building Block (B<sup>3</sup>) Code
- B<sup>3</sup> Code Technical Manual
- Bastrop EDC data and documents
- Approved Master Development Plans

Other resources may be available, as requested by the Consultant.

## SECTION 2 – THE PLAN

### 2.1 Expectations and Focus Areas

**Be Community-Based** –engagement is critical to the success of the plan long term. The selected firm will be required to work with the City contracted Diversity and Inclusion Specialist to help shape the community engagement plan. The goal is to reach parts of the community who typically sit on the sidelines. To reach these segments of the community, it is expected that engagement practices will expand outside the methods typically used. These methods, both face to face and virtually, could include, but would not be limited to, community meetings, pop-up events, artistic activity discussions, neighborhood meetings, and more. It is the desire of the City to have an appropriate number of responses and input to represent most of the residents. It is also expected that involvement and input from the city’s various advisory boards including the Parks Board, Youth Advisory Committee, Cultural Arts Commission, and Main Street Advisory Board. Stakeholders to give input will also include the City Council and City staff members to provide the element of a global and realistic plan that can be implemented.

**Be Action-Oriented** – A strong implementation component shall be included to ensure that this plan does not just “sit on a shelf”. The plan should include segments of implementation, policies for ongoing decision-making as well as specific, achievable actions. It should be driven with short and long-term goals concerning park acquisition and development, recreation program needs, accessibility, and trail connectivity.

**Be a Visionary Tool** – The final plan should include a visionary element that includes the current park, recreation, and trail assets coupled with expressions of enhancement. It should include opportunities for expansion and new development. Assets should be seen as usable by more than just one sector of the community. An example would be how a space could be used actively programmed and/or passively, for families and as well as individuals.

**Be an Investigative Tool into the Need for Sports Facilities** – It’s been discussed as to the need of such facilities as an economic driver. The City would like to explore the feasibility of building such a facility in our community to ensure it would have a strong return on investment.

**Be User Friendly** – The plan’s format shall include understandable language and encourage usage by a broad audience. The plan should utilize a combination of maps, illustrations, tables, and succinct writing to convey its message. Users should be able to determine what the objectives are, and the steps needed to reach the goals.

**Adoption of Plan** – The City anticipates the planning process to be completed between July 2022 and December 2022, with the a draft plan Master Plan presented to Council in February 2023 and a final Master Plan to be completed and approved by City Council no later than May 2023.

## 2.2 Meetings and Stakeholder Engagement

In the Proposal, the Consultant shall include a community outreach and information strategy to ensure a high level of involvement and input from citizens, business owners, and other community stakeholders noting that a detailed Community Engagement Plan will be created by the City’s contracted Diversity and Inclusion Specialist after coordination with the chosen firm. The City anticipates the following stakeholder engagement activities on the part of the firm selected for the Master Plan:

- Initial meeting with staff to review the project schedule, schedule future meetings, and facilitate data acquisition
- Kick-off workshop with steering committee
- Focus group meetings for specific stakeholder groups
- Public workshops
- Presentations to the City Council and other Commissions
- Creation of collateral branded materials to be used during data collection pop-ups hosted by community members
- Creation of branded social media content to be used to seek engagement through the City’s social media channels
- A branded website to provide information and seek stakeholder input

## 2.3 Deliverables

The main deliverables to be included with the Plan are as follows:

Document/file formats:

- Ten (10) bound hardcopy final documents submission
- One (1) electronic submission, consisting of all Plan elements in pdf format
- All editable files in Word or InDesign
- All pictures and graphics in a separate file in 300 dpi minimum resolution
- All spreadsheets with calculations
- All GIS shapefiles, geodatabases, and .mxd files, and map packages to recreate maps

Engagement:

- Facilitation aids for public outreach and citizen participation.
- The consultant shall provide a demand-based assessment which identifies what the community wants and what they are willing to support.
- In depth research and engagement with community that is statistically valid.
- Information gathering session with various City Boards and Commissions.
- Workshop with Diversity and Inclusion Specialist and community groups to support creation of the DI Specialist’s Community Engagement Plan.

Presentation:

- Informational updates for public through written quarterly reports with more informal updates occurring more often.
- Introduction and conclusion presentations to the Parks Board.
- Introduction and conclusion presentations to the City Council.

Outcomes:

- Recommendations as to land acquisition, park and facility development, park improvements, recreational programming and health, trail connectivity, and policy recommendations.
- A citywide trails masterplan including integration of the public sidewalk system.
- Community scaled park survey plan developed park by park.
- Programming recommendations based on wants and feasibility.
- A detailed Parks and Recreation Master Plan document for the City of Bastrop, with short, medium, and long-term goals.
- Financial data report and recommendations to support the implementation of the plan.
- A conclusive discussion document that explores the need and feasibility for a Sport Facility in the City of Bastrop.
- A community profile and needs assessment. It should be standards-based with a complete accessibility analysis.
- Creation of marketing materials to be used during future funding efforts.
- Evaluation and recommendation for existing civic and parkland space to determine if adequately meeting community needs.
- Evaluation and recommendations for new civic space and parkland requirements for new development, focused on policies for amount of land dedicated and park improvements provided by private development.
- Provide a comparative review of parkland dedication requirements in the area and proposed amount for dedication and park development fees.
- Park condition assessment of current spaces with recommendations for replacement, rehabilitation, and reconstruction.
- Design of a comprehensive City Park Style Guide focused on entryway and internal signage.

## SECTION 3 – QUALIFICATIONS FORMAT AND SUBMISSION

### 3.1 Qualifications Submission Requirements

The Consultant shall submit one (1) original, three (3) hardcopies, and one (1) electronic copy ( USB drive) of the Qualification according to the following specifications:

- Limited to a maximum of 40 front to back pages, excluding the title page, index/table of contents, work sample attachments, and dividers.
- The Proposal shall be organized into tabbed sections as specified below.
- Hardcopies shall be bound in wire or a three-ring binder.

The deadline for Qualification submission is: June 17, 2022 @ 3:00 PM CDT. Qualifications submitted after this time will not be considered.

The Qualifications and any associated materials shall be submitted in a sealed envelope labeled “DO NOT OPEN – PARKS AND RECREATION MASTER PLAN” to:

City of Bastrop – City Hall  
ATTN: Rebecca Gleason  
1311 Chestnut Street  
Bastrop, TX 78602

### 3.2 Qualifications Format

**Title Page** – Provide the name of your firm, address, telephone number, and name of contact person.

**TAB #1 Letter of Transmittal**

- 1.1. Briefly state your firm’s understanding of the services to be performed and express a positive commitment to provide the services as specified.
- 1.2. Provide the name(s), title(s), and contact information of the person(s) authorized to make representations for your firm.
- 1.3. The letter of transmittal shall be signed by an individual who has the authority to legally bind the firm. Include the printed name and title of the individual signing the proposal immediately below their signature.

**TAB #2 Table of Contents** – Clearly identify the materials by Tab and Page Number.

**TAB #3 Project Team Experience**

- 3.1. Identify the project team (including sub-consultants and/or sub-contractors) and provide a statement of qualifications for each that includes credentials such as: education, professional registrations, area of expertise, and years of service in their respective field.
- 3.2. Provide an organizational chart that identifies the Project Manager, as well as the role of each individual team member, including sub-consultants and/or sub-contractors.

**TAB #4 Available Resources and Consultant Location**

- 4.1. Provide information on the size, location, available resources, and business history of your firm.

**TAB #5 Issues Facing Bastrop**

- 5.1. Provide information that demonstrates your firm’s understanding of the unique issues facing the City of Bastrop and how those issues will impact the methodology and approach to the Comprehensive Plan.

**TAB #6 Methodology and Approach**

- 6.1. Provide a description of the method and approach your firm intends to utilize when developing the Comprehensive Plan, which shall specifically include the following:

- Community engagement strategies, tools, and techniques
- Citizen and staff steering committee roles
- Meeting facilitation tools and techniques
- Plan drafting and revision processes
- Proposed maps and graphics
- Other techniques unique to your firm

**TAB #7 Timeline**

Provide a proposed preliminary schedule for the complete project as described in this RFQ.

**TAB #8 Work Samples and References**

- 8.1. Include on USB flash drive a minimum of three (3) completed and adopted Comprehensive Plans for other similar municipalities by the proposed Project Manager.
- 8.2. Provide a list of references, along with their contact information, for municipal officials that were involved with the preparation and implementation of the Comprehensive Plans provided in Tab 9.1.

**TAB #9 Supporting Information (Optional)**

- 9.1. Provide additional supporting information not otherwise requested (industry awards, certifications, etc.).

**3.3 Additional Submittal Information**

- 3.3.1 Failure to provide the information requested in Section 3.2 will be sufficient reason to disqualify the Proposal from consideration.
- 3.3.2 To the extent permitted by law, all documents pertaining to the Proposal will be kept confidential until a contract is awarded. No information about any proposal will be released to the public until the selection process is complete.

## SECTION 4 – EVALUATION AND CONSULTANT SELECTION

### 4.1 Evaluation Criteria

Proposals that comply with the instructions set forth in this document will be evaluated by the City; however, the City reserves the right to reject any or all proposals. At its discretion, the City may choose to waive non-material irregularities or deviations from the RFQ instructions.

All proposals received may be evaluated based on the best value for the City. In determining best value, the City may consider:

- Reputation of Respondent and of Respondent’s services;
- Quality of Respondent’s services;
- Respondent’s past relationship with the City;
- The extent to which the services meet the City’s needs;
- Any relevant criteria specifically listed in the solicitation.

The Consultant Selection Committee will review each submittal and assign a consensus score based on the following weighted criteria:

Proposed Approach to Project	35 Points
Project Team Qualifications and Experience	20 Points
Performance Record (Work Samples, References)	20 Points
Available Resources & Consultant Location	15 Points
Past Working Relationship with City	5 Points
<u>Completeness of Submittal</u>	<u>5 Points</u>
Total Points Available	100 Points

The evaluation process may reveal additional information for consideration. The City reserves the right to modify, without notice, the evaluation structure, and weighting criteria to accommodate these additional considerations to serve the best interest of the City.

### 4.2 Selection Process

The results of the review and evaluation of the responses to the criteria outlined herein will be used to select up to three consultants to meet with the Consultant Selection Committee for interviews.

Upon completion of successful interviews, the Consultant Selection Committee will rank the responses and select a firm based on the evaluation criteria, after which the City may enter negotiations with the successful Consultant to provide a scope of work and a price proposal.

In the event the negotiations between the selected Consultant and the City cannot be completed because of an inability to reach an agreement on the fee to services, or the scope of work to be performed, then at the option of the City, the contract may be awarded to the second-ranked Consultant. Negotiations will continue in this sequence until a contract is finalized, or all proposals are rejected.

### 4.3 Tentative Project Schedule

The City anticipates the following project schedule:

Issue RFP:	<u>Thursday, May 12, 2022</u>
Pre-Submission Virtual Meeting:	<u>Monday, May 16, 2022 @2:30 PM CDT</u>
Deadline for Questions / Clarifications:	<u>Thursday, May 19, 2022 @ 5:00 PM CDT</u>
City Responses and/or Addenda:	<u>Tuesday, May 24, 2022</u>
RFP Submittal Deadline:	<u>Friday, June 17, 2022 @ 3:00 PM CDT</u>
Selection Committee Reviews Complete:	<u>Wednesday, June 22, 2022</u>
Schedule Consultant Interviews:	<u>Friday, June 24, 2022</u>
Selection of Consultant:	<u>Tuesday, June 28, 2022</u>
Award Contract:	<u>June/July 2022</u>

### 4.4 Pre-Submission Meeting

The City will hold a pre-submission virtual meeting in order to fully acquaint Respondents with the unique needs of the City and invite feedback regarding the RFQ. The pre-submission meeting will be held on Wednesday, May 16, 2022 at 2:30 PM CDT. To participate, requests should be made to: Rebecca Gleason at [rgleason@cityofbastrop.org](mailto:rgleason@cityofbastrop.org).

Attendance at the pre-submission meeting is highly encouraged, but not mandatory.

## SECTION 5 – SUPPLEMENTARY INFORMATION

### 5.1 Conditions and Limitations

- 5.1.1 Qualifications that do not include all of the submittal requirements outlined herein shall not be considered.
- 5.1.2 At the City’s sole discretion, the City may choose to republish this RFQ.
- 5.1.3 Until such time the professional services agreement is executed, there are no express or implied obligations or commitments on the part of either the City or the Consultant concerning either this RFQ or any proposal associated with it.
- 5.1.4 At the City’s sole discretion and with notice being provided to the Consultants, the City may amend the Selection Process and/or Tentative Project Schedule at any time.
- 5.1.5 By submitting materials for the City’s consideration pursuant to this RFQ, the Consultant is waiving any claim of confidentiality, trade secrets or privilege with respect to materials submitted. All submittal materials are subject to disclosure under the Texas Open Records Act.
- 5.1.6 If warranted, any updates, revisions or modifications to this RFQ shall be posted on the City of Bastrop’s website at: [www.cityofbastrop.org](http://www.cityofbastrop.org) during the advertising period, and it shall be the responsibility of the Consultant to review the website during the advertising period to verify if any such updates, revisions or modifications have been made to this RFQ.
- 5.1.7 Any changes resulting from the questions submitted affecting specifications, the scope of work, or which may require an extension to the proposal due date will be reduced to writing in the form of an addendum to this RFQ. Addenda will be posted on the City’s website. It is the Consultant’s responsibility to check the website to determine if the City has issued any addenda and/or schedule changes.
- 5.1.8 The selection of a Consultant and the execution of a contract, while anticipated, is not guaranteed by the City. The City reserves the right to determine which Qualifications represents the City’s best interest and to award the contract on that basis.
- 5.1.9 The City Council will consider the final contract for award to the selected Consultant.

# CONFLICT OF INTEREST QUESTIONNAIRE

For vendor doing business with local governmental entity

## FORM CIQ

This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

### OFFICE USE ONLY

Date Received

**1** Name of vendor who has a business relationship with local governmental entity.

**2**  Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

**3** Name of local government officer about whom the information is being disclosed.

\_\_\_\_\_  
Name of Officer

**4** Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

Yes       No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

Yes       No

**5** Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.

**6**  Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

**7**

\_\_\_\_\_  
Signature of vendor doing business with the governmental entity

\_\_\_\_\_  
Date

## **CONFLICT OF INTEREST QUESTIONNAIRE**

### **For vendor doing business with local governmental entity**

A complete copy of Chapter 176 of the Local Government Code may be found at <http://www.statutes.legis.state.tx.us/Docs/LG/htm/LG.176.htm>. For easy reference, below are some of the sections cited on this form.

**Local Government Code § 176.001(1-a):** "Business relationship" means a connection between two or more parties based on commercial activity of one of the parties. The term does not include a connection based on:

- (A) a transaction that is subject to rate or fee regulation by a federal, state, or local governmental entity or an agency of a federal, state, or local governmental entity;
- (B) a transaction conducted at a price and subject to terms available to the public; or
- (C) a purchase or lease of goods or services from a person that is chartered by a state or federal agency and that is subject to regular examination by, and reporting to, that agency.

**Local Government Code § 176.003(a)(2)(A) and (B):**

(a) A local government officer shall file a conflicts disclosure statement with respect to a vendor if:

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(2) the vendor:

(A) has an employment or other business relationship with the local government officer or a family member of the officer that results in the officer or family member receiving taxable income, other than investment income, that exceeds \$2,500 during the 12-month period preceding the date that the officer becomes aware that

(i) a contract between the local governmental entity and vendor has been executed;  
or

(ii) the local governmental entity is considering entering into a contract with the vendor;

(B) has given to the local government officer or a family member of the officer one or more gifts that have an aggregate value of more than \$100 in the 12-month period preceding the date the officer becomes aware that:

(i) a contract between the local governmental entity and vendor has been executed; or

(ii) the local governmental entity is considering entering into a contract with the vendor.

**Local Government Code § 176.006(a) and (a-1)**

(a) A vendor shall file a completed conflict of interest questionnaire if the vendor has a business relationship with a local governmental entity and:

(1) has an employment or other business relationship with a local government officer of that local governmental entity, or a family member of the officer, described by Section 176.003(a)(2)(A);

(2) has given a local government officer of that local governmental entity, or a family member of the officer, one or more gifts with the aggregate value specified by Section 176.003(a)(2)(B), excluding any gift described by Section 176.003(a-1); or

(3) has a family relationship with a local government officer of that local governmental entity.

(a-1) The completed conflict of interest questionnaire must be filed with the appropriate records administrator not later than the seventh business day after the later of:

(1) the date that the vendor:

(A) begins discussions or negotiations to enter into a contract with the local governmental entity; or

(B) submits to the local governmental entity an application, response to a request for proposals or bids, correspondence, or another writing related to a potential contract with the local governmental entity; or

(2) the date the vendor becomes aware:

(A) of an employment or other business relationship with a local government officer, or a family member of the officer, described by Subsection (a);

(B) that the vendor has given one or more gifts described by Subsection (a); or

(C) of a family relationship with a local government officer.