



## SCOPE OF SERVICES

Solicitation Number: CLMP295A

Project Name: Zilker Metropolitan Park Master Plan Reissue

---

### PROJECT FOR:

CITY OF AUSTIN (CITY), PARKS AND RECREATION DEPARTMENT (PARD), THROUGH ITS CAPITAL CONTRACTING OFFICE (CCO)

### PROJECT TITLE:

ZILKER METROPOLITAN PARK MASTER PLAN REISSUE

### OBJECTIVES OF THE PROJECT:

The City of Austin (City), Parks and Recreation Department (PARD) seeks a nationally-recognized master planning and design services qualified firm with demonstrated experience and success in the development of a master plan for Zilker Metropolitan Park, an established, historically-significant, regional park of approximately 350 acres, which includes 77 acres of the Zilker Nature Preserve.

The primary goal of the planning project is to develop a visionary framework to guide the restoration and future development of Zilker Metropolitan Park and its numerous facilities and features through a robust public engagement process.

PARD has outlined the following outcomes for the planning project:

- Recommendations for enhancement of existing facilities and programs and/or development of new facilities and programs to meet unmet recreational and amenity needs, which consider how the park fits into the broader recreational portfolio of the community.
  - The development of a new Visitor Education Center has been previously identified as a recommendation for the park in the Zilker Park Bathhouse Zone Feasibility Study and should be considered as part of the master plan process.
  - Recommendations should include detailed recommendations to ensure adequate distribution of visitor amenities such as restrooms and picnic facilities throughout the entire park.
  - Recommendations should incorporate any and all anticipated infrastructure and utility upgrades to the park.
- Design standards to guide the future development of the park, which reflect the naturalized environment and historic character of the park with focus on sustainable systems and innovative methods for maintenance and increased park use. Set a vision for new built elements to be integral and harmonious with nature and Central Texas's unique regional characteristics.
- Restorative focus on the park's significant historic and cultural built environment and landscape resulting in enhanced appreciation and stewardship.

- Restorative focus on the ecological and environmental features of the park and associated watersheds resulting in a more sustainable and resilient landscape. Watersheds include Lady Bird Lake, Barton Creek, Eanes Creek and associated tributaries. Recommendations should reflect PARD's desire to balance recreational opportunities with ecological and environmental constraints such as impervious cover restrictions and floodplain regulations.
- Recommendations for how principles of universal design can be applied to existing and planned park development to make the park accessible to all people.
- An interpretive plan that includes detailed recommendations for a comprehensive wayfinding and an interpretive system of signage, providing opportunities to effectively orient, engage, and educate visitors through a variety of innovative means.
- A comprehensive transportation, circulation, and parking plan that reflects a holistic and forward-thinking approach to the movement and management of multi-modes of transportation including pedestrian, bike, electric scooters, vehicles, and public transit within the park as well as to the park. Planning process will reflect a highly collaborative and closely coordinated process with Austin Transportation Department (ATD) to ensure alignment with the Austin Strategic Mobility Plan. Final plan will:
  - Provide detailed recommendations to ensure "complete streets" with multi-modal improvements and safer intersections for all right-of-way and park roads that enter or intersect with the park including Barton Springs Road, Andrew Zilker Road, Columbus Drive, William Barton Drive, Lou Neff Road, Stratford Drive, Azie Morton Road, Rollingwood Drive, Nature Center Drive, and Arnulfo Alonzo Drive (also known as Zilker Clubhouse Road).
  - Provide detailed recommendations for the improvement and enhancement of major bike routes through the park.
  - Consider planned improvements to the vehicular bridge crossing of Barton Springs Road over Barton Creek, which is anticipated to add additional multi-modal access or accommodation.
  - Consider anticipated expansion of Mopac Expressway and resulting impacts to and opportunities for existing roadways and parking areas.
  - Provide detailed recommendations for internal park circulation strategies.
  - Provide detailed recommendations for the enhancement and expansion of the park's trail systems.
  - Provide strategies to phase out and/or redesign, ultimately reducing environmental impact of existing parking.
- Consider and align, where possible, with individual park and facility plans of Zilker Metropolitan Park that have previously been developed, system-wide plans such as the recently adopted PARD Long Range Plan and the Austin Strategic Mobility Plan, as well as recommendations from relevant council resolutions and/or task force reports.
- A business and management plan that guides financial, revenue generating, partnership, and operational strategies to support future development and financial sustainability of the park. The business and management plan is integral in the development of an overall vision for the park and will consider current programming and business plans of the park's individual amenities in developing an overall business approach for the entire Zilker Park. The analysis should also look at increasing revenue opportunities while

---

enhancing the recreational experience in the park. The business and management plan will include detailed financing and partnership strategies and should be developed in parallel with, as well as strategically aligned and integrated with, the programming plan for the park.

- A transparent and well-documented community engagement process, which engages the city as a whole, but also seeks and considers the input of interested persons and parties with direct involvement in park and/or parties that are impacted by the park. The engagement process shall include guiding values and vision and features a clear and iterative presentation of alternatives and the decision-making process associated with the final plan.
- An implementation plan that shall include strategies and sources for financing projects and/or phases, phasing plan, potential partners, and cost estimates for the plan.

The successful respondent team shall:

- Demonstrate experience and success with urban, waterfront park planning at a scope and scale comparable to this project.
- Demonstrate experience in the development and execution of robust community engagement processes for established regional parks with multiple stakeholder groups.
- Demonstrate a strong portfolio in the development of support facilities with environmental design solutions for visitor orientation and education; outdoor sports, adventure and water-based recreation; trail systems; special event and festival venues; as well as well as off leash dog areas.
- Demonstrate experience with addressing the needs of highly attended facilities located within the park, such as a botanical garden and a nature center as part of the overall master plan.
- Demonstrate experience in addressing park development in highly sensitive environmental and watershed areas with constraints such as impervious cover limitations and floodplain regulations.
- Demonstrate experience and knowledge of City of Austin codes, regulations, and permitting procedures.
- Demonstrate experience in historic preservation and cultural landscape approaches to park development.
- Have a strong portfolio in market analysis, partnership and management strategies for revenue generating facilities, demand projections, facility recommendations and financial analysis.

The Master Plan that results from this effort shall be used as a roadmap for the future of the park over the long term as well as a robust programming, business operations and management model that facilitates execution of early phases in the near term. The master plan will also be used as a promotional tool to generate public interest, support and funding for future parkland development and partnerships. The selected firm must demonstrate the ability to produce high quality illustrative media in a variety of forms that effectively convey the content and spirit of the design.

---

**BACKGROUND:**

Zilker Metropolitan Park, located 2100 Barton Springs Road, is Austin's oldest metropolitan park and is named after Andrew Jackson Zilker who donated parcels of land to the city starting in 1917. The park is sited at the juncture of Barton Creek and the Lady Bird Lake and comprises more than 350 acres of publicly owned land. A major era of park development took place in the 1930s through New Deal programs such as the Civil Works Administration and Civilian Conservation Corps. Zilker Metropolitan Park was listed to the National Register of Historic Places in 1997, and the park includes many resources of historical, architectural, and archeological significance.

Today, the park serves as a hub for many recreational activities and includes major facilities and amenities including, but not limited to, Barton Springs Pool, Zilker Botanical Garden, Austin Nature and Science Center, Zilker Clubhouse, Girl Scout Lodge, Sunshine Camp, Zilker Hillside Theater, Zilker Caretaker Lodge, Umlauf Sculpture Gardens, and McBeth Recreation Center, the Butler Hike and Bike Trail and Barton Creek Trail. The park is home to large-scale events such as the Austin City Limits Music Festival, the Trail of Lights, and Zilker Park Kite Festival.

**ANTICIPATED SERVICES:**

The project requires that the selected firm have experience in the planning, design, and programming of sustainable park facilities on environmentally sensitive landscapes, with a strong emphasis in community-based facilitation. The subject area of this master plan includes primarily areas already developed and programmed for active and passive park and recreational uses. The following are examples of consultant services that will be required, but are not limited to:

**1. Strategic Kick-Off and Project Initiation****1.1 Create a Work Plan that identifies the following project areas at a minimum:**

- 1.1.1 Organization of the selected firm's project team
- 1.1.2 Meeting schedule
- 1.1.3 Outline/list of tasks
- 1.1.4 Timeline for deliverables
- 1.1.5 Community Engagement Plan
- 1.1.6 Other required actions for the completion of the master plan

**1.2 Selected firm's senior project management staff and subconsultants will conduct a kickoff meeting with PARD project management and other key PARD staff. The purpose of the meeting will be to review PARD's goals for the planning effort, background and history of the effort, the transfer of all available information that may guide the planning effort, the proposed project schedule and key milestones, and proposed public involvement efforts. An outline summary of the meeting and key**

decisions or direction provided will be maintained by Consultant and provided to PARD for review and comment.

If necessary, the selected firm and PARD project management staff will meet with the PARD Director immediately following the kickoff meeting to ensure that PARD’s goals, relevant fiscal policies and direction, and key needs and expectations for the planning effort are communicated.

- 1.3 Engage, inform, and rely upon the City identified Technical Advisory Group (TAG) composed of representatives from city departments. These members will assure that Zilker Metropolitan Park’s and their respective departments’ goals, policies, plans, and constraints are understood and considered during the planning process by the selected firm. The selected firm shall conduct the TAG meetings after every public meeting.
- 1.4 Provide bi-weekly progress reports to the City Project Manager (PM) cumulatively detailing work completed.

**2. Site and Contextual Analysis and Data Collection**

- 2.1 Compile and analyze various reports that affect the project study area, including but not limited to adjacent public land and right-of-way. Report examples include, but are not limited to:

- 2.1.1 2019 Zilker Park Working Group Report
- 2.1.2 Zilker Park Bathhouse Zone Feasibility Study
- 2.1.3 Barton Springs Master Plan
- 2.1.4 Zilker Botanical Garden Master Plan
- 2.1.5 Zilker Park National Register Historic District nomination (to be updated in 2020)
- 2.1.6 Zilker Park Cultural Landscape Report
- 2.1.7 Natural Resources Assessment (in development in partnership with Barton Springs Conservancy; expected completion 2020)
- 2.1.8 Butler Trail Urban Forestry and Ecological Restoration Guidelines
- 2.1.9 Environmental Site Assessment Phase I
- 2.1.10 Parkland Events Task Force Final Report and Recommendations
- 2.1.11 PARD’s Long Range Plan for Land Facilities and Programs
- 2.1.12 2015 Parks and Recreation Department Public Facility American with Disabilities Act (ADA) Self-Assessment Survey
- 2.1.13 Austin Strategic Mobility Plan
- 2.1.14 City planning documents, policies, ordinances, neighborhood plans, master plans, CIP plans, GIS maps and data, emerging projects, and environmental studies.

- 2.2 Provide a draft Site Analysis and Existing Conditions Report that addresses existing conditions, opportunities and challenges of the site, programming analysis, and a Site Analysis Map to the City’s PM prior to conducting a TAG meeting where the draft report will be presented. The TAG and City PM will provide comments to the selected

firm prior to the report being finalized. The Site Analysis and Existing Conditions Report will include:

- 2.2.1 Site Conditions: Conduct site reconnaissance and develop a site analysis map to a level that will support a sound master planning process. The site analysis map shall record existing conditions, key features, opportunities, and environmental constraints of the site based on visual observation and analysis of information obtained.
  - 2.2.2 Existing Facilities: Reviewing programming, improvement plans and business plans for existing amenities including Barton Springs Bathhouse and Pool, Zilker Botanical Garden, Austin Nature and Science Center, Zilker Clubhouse, Girl Scout Lodge, Sunshine Camp, Zilker Hillside Theater, Zilker Caretaker Lodge, Umlauf Sculpture Gardens, and McBeth Recreation Center, the Butler Hike and Bike Trail and Barton Creek Trail.
  - 2.2.3 Existing events at the park: Review programming, City contracts, calendar etc. for park programming including Austin City Limits Festival, Trail of Lights.
  - 2.2.4 Existing and anticipated concessions: Review programming, City contracts, calendar etc. for park concessions including Zilker Zephyr; Canoe Rental etc.
  - 2.2.5 Maintenance Facilities: Conduct staff interviews to understand current and desired use of facilities for maintenance.
  - 2.2.6 Provide information on comparative parks in Austin and other cities to benchmark this project in terms of existing and potential visitor numbers, programs, operations and maintenance budget and structure, parking and traffic mitigation, funding sources, and possible revenue generation.
  - 2.2.7 Conduct a review and analysis of existing transportation systems, including roadways, public transit, trails, and parking, with an emphasis on the effects on circulation and parking from existing and proposed uses throughout Zilker Park.
  - 2.2.8 Conduct a review of the ecological and cultural/historic resources that are present in the park.
- 2.3 Present the Site Analysis and Existing Conditions Report of the park to the City PM. The selected firm is expected to work with PARD staff and the City's Technical Advisory Group (TAG) and the Working Group of the Parks and Recreation Board to develop guiding principles to be included into the report.
- 2.4 Board/Commission/Council Meetings:
- 2.4.1 Present the Site Analysis and Existing Conditions Report including Guiding Principles to the Environmental Commission and Urban Transportation Commission. The deliverable would be to ask the boards, commissions, and committees to provide feedback on the guiding principles in order to create a framework from which future recommendations could be based on.
  - 2.4.2 Present the Site Analysis and Existing Conditions Report and guiding principles including the feedback from the various boards and commissions mentioned in

2.4.1 to the City Manager and City Council for comment and possible further direction.

2.5 Community Wide Survey:

2.5.1 The Site Analysis and Existing Conditions Report including the guiding principles will be used on a community wide survey to gather feedback on the goals and principles based on the Site Analysis and Existing Conditions Report.

**3. Project Meetings**

The selected firm shall organize, schedule, and reserve all project and public meetings:

- 3.1 Prepare the agenda, sign-in sheets, notifications, invitations, press releases, and the handout and presentation materials. PARD Communication and Engagement Unit will review all materials before being released to the public.
- 3.2 Prepare and maintain a contact list of meeting participants, stakeholders, and interested parties. Provide this list to PARD, who will maintain an overall stakeholder database for the project.
- 3.3 Administer, organize and present primary content of all meetings. PARD will provide introductory remarks and present meeting content as required.
- 3.4 Assist with any media attending a meeting.
- 3.5 Be responsible for the setup and cleanup of the meeting sites.
- 3.6 Provide any necessary video, audio, or other equipment, as needed. The selected firm shall ensure, and provide if necessary, that all meetings are equipped with standard A/V equipment such as screens and projectors.
- 3.7 Maintain written minutes of each meeting, which shall include a list of participants, and a meeting summary of each meeting to be posted on the project web page.
- 3.8 Translation and interpretation to Spanish and other languages, if requested by stakeholders, which are widely used languages for Austin residents with limited English proficiency.

**4. Stakeholder/Public Participation**

- 4.1 Create a Public Outreach and Engagement Plan that facilitates effective and diverse outreach strategy within the greater Austin area, stakeholder/public participation, input collection and analysis, and presentation materials in collaboration with the City PM and PARD’s Communications and Engagement Unit.
  - 4.1.1 The goals of engagement (measure of success) will be as follows:
    - 4.1.1.1 Education - Engagement activities should result in key stakeholders being more informed about Zilker Metro Park, operations, and services, the Master Plan Update and process.
    - 4.1.1.2 Diverse stakeholder representation - There should be representation of diverse groups of stakeholders including but not limited to Zilker

---

Metro Park users, area residents, area businesses, groups and organizations that serve a similar population. Stakeholders should represent the demographics of Austin.

- 4.1.1.3 Consultation - Engagement activities should be designed in a way that gather input from stakeholders to inform the plan. It should be clear how the input will help develop the plan.

4.2 Conduct a minimum of five (5) public meetings, 20 pop-ups (2 for each City Council District), and (15) small group meetings. Additional public meetings or small group meetings may be required based on final scope development or community feedback. A sample outline for public meetings is as follows, but will be proposed by the selected firm:

4.2.1 Small Group and Public Meetings, Project Introduction and Information Gathering:

- 4.2.1.1 Conduct small-scale, focused group meetings to garner detailed information regarding programming, infrastructure, transportation, neighborhood connectivity, environmental concerns, and any other relevant issues affecting the development of Zilker Metropolitan Park. Relevant focus groups may include, but are not limited to, neighborhood groups, current park vendors/contractors, Spanish-speaking park users, conservancy groups, families, particularly interest groups, other limited English proficient park users.
- 4.2.1.2 Conduct a public meeting that introduces the Project, selected firm's project team, present the project approach, parameters, Council expectations, schedule, existing conditions, opportunities and challenges, Master Planning goals and guiding principles, and facilitate a community input exercise to gather the community's knowledge of, concerns about and desires for Zilker Metro Park. The selected firm shall close this meeting with information on the next steps.
- 4.2.1.3 Meeting should have a live-streaming component allowing additional residents to access meeting in live time.
- 4.2.1.4 Language interpretation of meetings shall be coordinated with PARD Communications and Engagement Unit.
- 4.2.1.5 Prepare an ADA accessible summary report of the meeting to be posted on the project web page no later than five (5) business days after the meeting, conduct a work session after this meeting with the TAG/Working Group and City PM to develop a framework for preliminary design concepts that responds to the public input received. This work session shall take place after the debriefing with the City PM.
- 4.2.1.6 Provide the public the opportunity to provide input on the content presented at the public meeting through the website. A video



recording of the meeting no later than five (5) business days after the meeting should be available on the website for the public to view and submit comments.

4.2.2 Public Meeting, Programming:

- 4.2.2.1 Conduct a meeting to discuss proposed programming uses, operations and maintenance, park enhancements, traffic, circulation, parking, events, brownfields/environmental, etc. to solicit public feedback and generate alternate ideas for the park's future.
- 4.2.2.2 Prepare a summary report of the meeting to be posted on the project web page no later than five (5) business days of the meeting and conduct a work session after this meeting with the TAG/Working Group and City staff to review all the public feedback received. This work session shall take place after the debriefing with the City PM.
- 4.2.2.3 Provide the public the opportunity to provide input on the content presented at the public meeting through the website. A video recording of the meeting no later than five (5) business days of the meeting on the website for the public to view and send comments.

4.2.3 Public Meeting, Alternatives:

- 4.2.3.1 Conduct a meeting to present the preliminary design concepts, with an emphasis on demonstrating how public input has influenced the concepts, and to solicit feedback, generate alternate ideas, etc. Prepare a summary report of the meeting to be posted on the project web page within 48 hours of the meeting and conduct a work session after this meeting with the TAG/Working Group and City staff to develop a framework for a rough draft of the master plan that responds to the public input received. This work session shall take place after the debriefing with the City PM.
- 4.2.3.2 Provide the public the opportunity to provide input on the content presented at the public meeting through the website. A video recording of the meeting no later than five (5) business days of the meeting on the website for the public to view and send comments.

4.2.4 Public Meeting, Draft Plan:

- 4.2.4.1 Conduct a meeting to present the draft master plan to the public. The meeting shall be designed to solicit feedback, generate alternate ideas, recommendations, and solutions to draft proposals. An emphasis shall be placed on soliciting feedback and generating alternate recommendations on proposals that are controversial or that lack consensus. A plan needs to be in place on how to report

- back to the community on the final master plan after soliciting their input at meeting #4.
- 4.2.4.2 Prepare a summary report of the meeting to be posted on the project web page no later than five (5) business days of the meeting and conduct a work session after this meeting with the TAG/Working Group and City staff to finalize a draft master plan that responds to the public input received. This work session shall take place after the debriefing with the City PM.
  - 4.2.4.3 Provide the public the opportunity to provide input on the content presented at the public meeting through the website. A video recording of the meeting no later than five (5) business days of the meeting on the website for the public to view and send comments.
  - 4.2.4.4 Results from public meeting #4 should be posted on the project website for viewing and comment from the public for a minimum of 3 weeks.
- 4.3 Additional engagement and outreach:
- 4.3.1 Online, use of Speak Up Austin (managed by the City of Austin), surveys, and social media.
  - 4.3.2 Intercept surveys-designed to quickly gain input from 'walk-up' facility users.
  - 4.3.3 Assist PARD with outreach through mainstream media and other relevant media including pop-up event meetings/gatherings.
- 4.4 Documentation of Public Process:
- 4.4.1 Prepare a contact list of stakeholders and interested parties for record keeping, consultation, and notification purposes. PARD will maintain the database of stakeholders.
  - 4.4.2 Prepare and maintain every meeting presentation and all meeting materials, sign-in sheets and meeting minutes. Provide to city for posting on website within 48 hours. Meeting material will also be included in an appendix of the final plan.
  - 4.4.3 Maintain every piece of public feedback, including feedback from meetings, online surveys, emails and phone calls, to be documented in an appendix of the final plan.
  - 4.4.4 Assist in preparation of PARD notifications on upcoming public meetings (6-8 weeks in advance), boards, commissions, City Council, including monthly project updates. Press releases shall be reviewed and disseminated by the PARD Communication and Engagement Office.
  - 4.4.5 Meet with the City PM the following day after each public meeting, or at a time mutually agreed to between the selected firm and the City PM, in order to debrief, discuss the input received, how the input shall be integrated into the master plan process, and next steps referenced in the Work Plan and Public Outreach and Engagement Plan.

---

## 5. City staff, Public Review/Boards, Commissions, Council Review

- 5.1 Prepare and conduct a project briefing/presentation of the draft master plan to PARD executive and leadership team. The draft master plan should reflect feedback from the City and public prior to presenting to the PARD executive and leadership team.
- 5.2 Make any necessary changes to the draft master plan, as advised by the City PM and PARD executive and leadership team prior to posting to the project website and any presentation to Boards, Commissions and City Council. This draft shall be noted as the final draft master plan.
- 5.3 Provide graphic materials to illustrate the final draft master plan ideas and concepts, including a plan, sections, perspectives, etc. Graphic materials shall be provided in a City approved electronic format for posting to the project website.
- 5.4 Prepare one presentation of approximately 10-20 slides and conduct up to eight (8) project presentations of the final draft master plan, which may include but not limited to: Design Commission, Urban Transportation Commission, Environmental Commission, Land & Facilities Committee, Parks and Recreation Board, City Manager's Office, and City Council.
- 5.5 Make any necessary changes to the final adopted master plan, as advised by the City Council and reviewed and approved by the City PM, prior to final acceptance by the City.

## 6. Master Plan Report Preparation

- 6.1 Provide graphic materials to illustrate the rough draft master plan ideas and concepts, including a plan, sections, perspectives, etc. The graphic materials shall be provided in a City approved electronic format for posting to the project website.
- 6.2 Provide a Needs Assessment Report based on Site Analysis and public feedback. The report should address current and future needs including, but not limited to, programming space, administrative space, accessibility, physical repairs, and preservation of environmentally sensitive features.
- 6.3 Provide a minimum of three (3) preliminary master plan concepts based on the site analysis, needs assessment, City staff and public input. The concepts shall be supported with graphic materials to illustrate ideas to City staff and the public.
- 6.4 Provide a Draft Master Plan Document that includes illustrative plan graphics, sections, perspectives, and an estimate of construction costs for proposed improvements in order to effectively communicate the master plan concepts to City staff and the public.
- 6.5 Provide an implementation strategy (Phasing Plan) for the Master Plan. The strategy shall define key projects and include preliminary budget estimates for each of these projects, an overall budget estimate for the entire master plan, and include preliminary operations and maintenance budgets. Potential funding strategies shall be included, such as public-private partnerships, revenue generating programs, on-site concessions, on-site stores, etc.
- 6.6 Provide a Final Draft Master Plan Document incorporating City and public feedback prior to any presentations to the Boards & Commissions and City Council.

- 6.7 Provide a Final Master Plan Document that synthesizes the master planning process into a single report and includes, but not limited to, the following:
  - 6.7.1 Site Analysis and Existing Conditions Report
  - 6.7.2 Guiding Principles
  - 6.7.3 Technical Advisory Group Input
  - 6.7.4 Community Engagement Summary
  - 6.7.5 Needs Assessment
  - 6.7.6 Recommendations/Options
  - 6.7.7 Final Draft Presentation
  - 6.7.8 Boards and Commission Recommendations
  - 6.7.9 Final Master Plan
  
- 6.8 Provide three (3) hard copies and a City approved electronic copy of the Final Master Plan Report and electronic copies of all related materials to the City PM.

**7. City Responsibilities**

- 7.1 Provide a topographical survey that indicating boundaries, easements, utilities, impervious cover and vegetation.
- 7.2 Create a Technical Advisory Group/Working Group to assist the selected firm with relevant city departments’ goals, policies, plans, and constraints.
- 7.3 Develop and maintain a webpage to post project information.
- 7.4 Disseminate all press releases, notifications, meeting invitations and other communications to the public.
- 7.5 Assign a project manager to coordinate with the selected firm on project organization, schedule of meetings, and other deliverables.

**PROPOSED PROCUREMENT SCHEDULE:**

Pre-Response Meeting: March 9, 2020  
 Submittals Due: April 1, 2020  
 City Council: July 2020  
 Contract Execution: September 2020

**COST ESTIMATE:**

The professional services fee is estimated to be \$600,000.

**MAJOR AND OTHER SCOPES OF WORK:**

Below is a list of the major scopes of work that the City has identified for this project. ***\*There must be representation for all major scopes of work listed in the prime’s statement of qualifications.*** The experience of the firms listed to perform the Major Scopes of Work,

whether a subconsultant or prime firm, will be evaluated under Consideration Item 6 – Major Scopes of Work – Comparable Project Experience.

In addition, the City has identified Other Scopes of work that MAY materialize during the course of the project. The City does not guarantee that the scopes listed under Other Scopes of work will materialize on this contract. If the prime consultant intends to enter into a subconsulting agreement on a scope of work not listed below, the prime consultant is required to contact SMBR and request an updated availability list of certified firms in each of the scopes of work for which the prime consultant intends to utilize a subconsultant.

**\* Major Scopes of Work**

Landscape Architecture  
 Urban Planning  
 Environmental Consulting (incl. Sustainability)  
 Public Information Services  
 Traffic and Transportation Engineering

**Other Scopes of Work**

Historic Preservation  
 Architecture Service  
 Cost Estimating  
 Civil Engineering

**Notes:**

- Construction Inspection and Public Information and Communications are **NOT** a subconsultant opportunity. These services will be performed in-house or under a separate contract, if needed, and will be determined when project assignment is made.
- Participation at the prime or subconsultant level may create a conflict of interest and thus necessitate exclusion from future contracting opportunities with the City.
- If the City determines that a conflict of interest exists at the prime or subconsultant level, the City reserves the right to replace/remove the prime or instruct the prime consultant to remove the subconsultant with the conflict of interest and to instruct the prime consultant to seek a post-award change to the prime consultant's compliance plan as described in City Code § 2-9B-23. Such substitutions will be dealt with on a case-by-case basis and will be considered for approval by Small and Minority Business Resources (SMBR) in the usual course of business. The City's decision to remove a prime or subconsultant because of a conflict of interest shall be final.
- A consultant performance evaluation will be performed on all professional services contracts. This evaluation will be conducted at the end of each Design and Construction phase.
- Please review the City of Austin's Public Participation Principles. (<http://austintexas.gov/page/public-participation-principles>)

---

**CITY OF AUSTIN PUBLIC PARTICIPATION PRINCIPLES:****Accountability and Transparency**

*The City will enable the public to participate in decision-making processes by providing clear information on the issues, the ways to participate, and how their participation contributes to the decision.*

**Fairness & Respect**

*The City will maintain a safe environment that cultivates and supports respectful public engagement and will expect participants to do so in turn.*

**Accessibility**

*The City will respect and encourage participation by providing ample public notice of opportunities and resources and accommodations that enable all to participate.*

**Predictability & Consistency**

*The City will prepare the public to participate by providing meeting agendas, discussion guidelines, notes, and information on next steps.*

**Creativity & Community Collaboration**

(Inclusivity and Diversity)

*The City will use innovative, proven, and customized engagement solutions that are appropriate to the needs of the projects and the participants.*

**Stewards of Resources**

*The City will balance its commitment to provide ample opportunities for public involvement with its commitment to delivering government services efficiently and using City resources wisely.*

### Contract Deliverables

Deliverables	Description	Timeline (due/completion date, reference date, or frequency)	Performance Measure/ Acceptance Criteria	Contract Reference
<b>Strategic Kick-Off and Project Initiation</b>				<b>1.0</b>
Project Work Plan	Detailed project description; communications protocol; milestone schedule	To be delivered within 30 days of contract execution	Review & accept	1.1
Kickoff Meeting	Kickoff Meeting	To be delivered within 45 days of contract execution	Completion	1.2
Technical Advisory Group Meetings	Conduct TAG meetings	PARD & City staff members will be engaged throughout process	Completion	1.3
Progress Reports	Provide cumulative progress reports to the City Project Manager (PM) detailing work completed	Bi-weekly	Review & accept	1.4
<b>Site and Contextual Analysis and Data Collection</b>				<b>2.0</b>
Site Analysis and Existing Conditions Report	Conduct site reconnaissance and develop a site analysis map	TBD	Review & accept	2.2
Presentation of the Site Analysis and Existing Conditions Report	Present to PARD PM, TAG Team and the Working Group of the Parks and Recreation Board	TBD	Completion	2.3
Presentation of the Site Analysis and Existing Conditions Report to City Commission, Boards, City Manager and City Council	Present to Boards, Commissions, City Manager and City Council	After presentation to PARD PM	Completion	2.4
Community Wide Survey	Survey to include Site Analysis and	TBD	Review and accept	2.5.1

	Existing Conditions Report and Guiding Principles			
<b>Project Meetings</b>				<b>3.0</b>
Project Meetings Materials	Prepare agenda, sign-in sheets, notifications, invitations; press releases, handout materials, and presentation materials	On-going	Review & accept	3.1
Stakeholder Contact List	Maintain stakeholder database	On-going		3.2
Meeting minutes and summaries	Maintain written minutes of each meeting and provide a Meeting Summary of each meeting	On-going	Review and accept	3.7
<b>Stakeholder/Public Participation</b>				<b>4.0</b>
Public Outreach and Engagement Plan	Plan that facilitates effective and diverse outreach strategy, stakeholder/public participation, input collection and analysis, presentation materials in collaboration with City Staff	Prior to first TAG Meeting	Review and accept	4.1
Public Engagement and Outreach	Includes a minimum of 5 public meetings, 15 small-scale focus-group meetings, 20 pop-ups (2 for each City Council District)	On-going	Completion	4.2
<b>City Staff, Public Review/Boards, Commissions, Council Review</b>				<b>5.0</b>
Draft Master Plan	Prepare and conduct a project briefing/presentation of the draft master plan to PARD executive and leadership team	Prior to development Final Draft Master Plan	Completion	5.1
Final Draft Master Plan Document	Incorporates City staff and public feedback prior to presentation to	After final public meetings	Review and accept	5.3



	Boards & Commissions and City Council			
Presentation of Final Draft Master Plan Document to City Commission, Boards, City Manager and City Council	PowerPoint presentation to City Commissions, Boards, City Manager and City Council	Upon Completion	Completion	5.4
<b>Master Plan Report Preparation</b>				<b>6.0</b>
Provide a Needs Assessment Report	The report should address current and future needs including, but not limited to, programming space, administrative space, accessibility, physical repairs, and preservation of environmentally sensitive features	Upon Completion	Completion	6.2
Preliminary Master Plan Concepts	Provide a minimum of three (3) preliminary master plan concepts based on the site analysis, needs assessment, City staff and public input	Upon Completion	Completion	6.3
Final Master Plan Document	Includes graphic materials to illustrate ideas; phased implementation strategy defining key projects; Preliminary budget estimates for phases; overall budget estimate for entire master plan; and potential funding strategies; three (3) hard copies and electronic copy of Final Master Plan Document and electronic copies of	Upon Completion	Completion	6.4/6.5

**SCOPE OF SERVICES**

---

	all related materials to City project manager			
--	---	--	--	--