

A G E N D A



Recommendation for Council Action (CCO)

Austin City Council

Item ID:

67696

Agenda Number

5.

Meeting Date:

February 16, 2017

Department:

Capital Contracting Office

Subject

Authorize negotiation and execution of a professional services agreement with HALFF ASSOCIATES, INC., (staff recommendation) or one of the other qualified responders for Request for Qualifications Solicitation No. CLMP209 to provide planning and design services for the Walter E. Long Metropolitan Park Master Plan Project in an amount not to exceed \$350,000.

Amount and Source of Funding

Funding is available in the Fiscal Year 2016-2017 Capital Budget of the Parks and Recreation Department.

Fiscal Note

A fiscal note is attached.

Purchasing Language:

Staff recommendation is the most qualified firm out of five firms evaluated through the City's qualifications-based selection process.

Prior Council Action:

For More Information:

Rolando Fernandez, 512-974-7749; Sarah Torchin, 512-974-7141; Brian Block, 512-974-6777; Vera Labriola, 512-974-6716.

Boards and Commission Action:

Related Items:

MBE / WBE:

This contract will be awarded in compliance with City Code Chapter 2-9B (Minority Owned and Women Owned Business Enterprise Procurement Program) by meeting the goals with 18.90% MBE and 15.80% WBE participation.

Additional Backup Information

The City acquired the 1,872 acre tract of parkland known as Walter E. Long Metropolitan Park in 1965. The park is designated as a Metropolitan Park, a designation given to the largest parks in the Austin park system that have service areas which include the entire city.

A master plan for the Walter E. Long Park was completed in 1966, updated in 1968 and again in 1978. Components of this master plan that have been implemented include boat ramps, fishing piers, picnic areas, volleyball courts, a shooting range, and model airplane area.

The new master plan for the park will take a comprehensive approach and be driven by opportunities and constraints of the site, unmet recreational needs in the Northeast Austin area, as well as how the park fits into the broader recreational profile of the community including other undeveloped parkland, and community needs determined through a robust community engagement process.

This master plan will be used as the vision and road map for the future of the park. The Parks Department has heard from community stakeholders and there is a strong desire to develop more recreational facilities and park programming in this area of the City. The Parks Department intends to take a comprehensive approach with the master plan being driven by a variety of factors including a community engagement process.

The selected firm will provide a comprehensive market analysis for recreational programs and facilities to inform the planning process. In addition, the selected firm will assist with a business plan that is based on and aligned with the overall vision for the park; guide the financial, business operations, partnership and management strategy for the park with a special focus on major, revenue-generating recreational facilities.

The master plan and related business plan will be used as a roadmap for the future of the park. The planning will include enhancements to existing recreation facilities such as the trail, picnic areas, structures, restrooms, roadways as well as shoreline improvements. The Parks Department is also interested in opportunities for new amenities including, but not limited to water-related recreation, camping, and special event venues. An implementation plan shall also be a component of the master plan, and should include strategies for financing, phasing, partnerships and financial forecasts for the construction and operation of the proposed facilities.

It is anticipated that the selected firm will provide the following services:

1. Strategic Kickoff and Project Initiation
2. Site Analysis, Contextual Analysis, Market Demand and Business Planning Analysis
3. Stakeholder Engagement Strategy and Implementation
4. Vision Statement
5. Park Programming, Business Plan and Framework Alternatives
6. Preliminary Master Plan
7. Final Master Plan

This authorization provides for funding of services related to planning and design services. This request allows for the development of an agreement with the qualified responder that Council selects. If the City is unsuccessful in negotiating a satisfactory agreement with the selected responder, negotiations will cease with that provider. Staff will return to Council so that Council may select another qualified responder and authorize contract negotiations with that provider.

Information on this solicitation is available through the City's Austin Finance Online website. Link: [Solicitation Documents](#).

TOP RANKED FIRM: HALFF ASSOCIATES, INC. is located in Austin, TX

ALTERNATE FIRMS:

DESIGN WORKSHOP, INC. is located in Austin, TX