

**CITY OF AUSTIN
SCOPE OF WORK
PARKS AND RECREATION LONG RANGE PLAN FOR LAND, FACILITIES AND PROGRAMS
SOLICITATION NUMBER: RFP 8600 SLW0522**

1. PURPOSE

The City of Austin (City) through its Parks and Recreation Department (PARAD) seeks to establish a contract with firms and Consultants (Consultant) with expertise in long-range planning and the field of parks and recreation parks and recreation to develop a Long Range Plan for the Austin park system. PARAD's *Long Range Plan for Land, Facilities and Programs* (LRP) is developed every 10 years and provides a blueprint to guide land acquisition, capital improvements and the development of programs and new amenities. PARAD has established a budget of \$400,000 for this purpose and anticipates completion within one year of contract execution.

2. BACKGROUND

PARAD's mission is to inspire Austin to learn, play, protect and connect by creating diverse programs and experiences in sustainable natural spaces and public places.

PARAD's primary service areas include community and recreation services; facility and park maintenance; and planning and facility construction. The Department oversees more than 20,000 acres of land containing 220 miles of trails, 147 playgrounds, five public cemeteries, 15 nature preserves, 39 greenbelts, and six public golf courses. Facilities include 23 recreation centers, three senior activity centers, 52 public pool facilities, and 11 museums, arts centers, cultural centers and nature centers (Attachment A: Parkland Inventory). PARAD has 27 planning areas throughout the city (Attachment B: Park Planning Areas). The Department has 14 divisions: Golf Services, Operations and Maintenance, Asset Management, Park Development, Aquatics and Athletics, Marketing and Communications, Community Programs, Centralized Programs, Nature-Based Programs, Management Services, Cultural Centers and Museums, Financial Services, Special Events, and Park Planning (Attachment C: Divisions). It is divided into three geographic districts: northwest, northeast; and central south.

3. SCOPE OF SERVICES

3.1. No stamped documents are required for this project.

3.2. Minimum requirements

3.2.1. Consultant shall use Collector for ArcGIS™ with a high accuracy receiver on an Android or IOS system to collect photo and/data for inventories, evaluation, and/or conditions assessments. Consultant shall have a City of Austin organizational Austin GIS On Line (AGOL) account that shall fall under a specific private group, which includes all the data.

3.2.2. Prime consultant's firm shall have completed no less than two long range plans for a public entity within the last seven years. Park and recreation plans for cities of similar size and scope as contained in this solicitation are preferred, but not required.

3.2.3. It is preferred that sub-consultants have completed no less than one long range plan for a public entity within last seven years, but not required.

4. SCOPE OF WORK

4.1. Consultant's Responsibilities

4.1.1. Consultant is responsible for tasks 4.2-4.7 and shall work with PARAD staff throughout the process and development of the Long Range Plan elements.

4.2. Project Organization

4.2.1. Project Work Plan (PWP) – The Consultant shall prepare a PWP, which shall be subject to review and approval by the PARAD project manager. This document shall include Consultant's project team's organization, schedule of meetings, list of tasks, timeline for deliverables, and any other required actions for the completion of the Master Plan. The Consultant shall assign a project manager who shall manage overall communication and coordination that shall be undertaken by members of the Consultant and City of Austin during this project.

4.2.2. Kickoff Meeting – The Consultant shall attend a project kickoff with key members of the PARAD staff to review the PWP and discuss the approach to the project. This meeting shall

**CITY OF AUSTIN
SCOPE OF WORK
PARKS AND RECREATION LONG RANGE PLAN FOR LAND, FACILITIES AND PROGRAMS
SOLICITATION NUMBER: RFP 8600 SLW0522**

include a discussion of previous planning efforts, data collection, and project goals and objectives.

- 4.2.3. Technical Advisory Group (TAG) – Consultant shall engage, inform, and rely upon a TAG identified by the City whose members will assure their respective departments’ goals, policies, plans and constraints are understood and considered during the planning process by the Consultant.
- 4.3. **Data Needs Request and Data Exchange** – The Consultant shall submit to the City a written request for data, plans, policies & procedures, maps, reports and any other materials required to conduct the work as described in this Scope.
- 4.4. **Community Engagement and Outreach**
 - 4.4.1. Public Engagement Plan (PEP) – The Consultant shall provide a PEP, which shall clearly state the goals and process for public engagement. Public engagement shall be inclusive of Austin’s diverse communities with a focus on citizens with language barriers and limited access to technology. The PEP shall include a description of all outreach activities and efforts, noting how each integrates with the planning process. Minimum requirements for the PEP include:
 - 4.4.1.1. On-line digital public engagement survey tool that shall enable meaningful and far reaching public involvement. City staff will review and approve the survey tool and questions.
 - 4.4.1.2. Up to 10 public meetings, including facilitation;
 - 4.4.1.2.1. Create, print, distribute, and present meeting materials including invitations, flyers, signs, sign-in sheets, agendas, handouts, presentation materials, etc.
 - 4.4.1.2.2. Provide all presentation materials for all project and public meetings. Also, set up, provide hosting, assist attending media, and break down and cleanup for all project meetings.
 - 4.4.1.3. Focus groups – PEP shall include at least five focus groups to engage a demographically diverse group of people in a guided discussion about PARD’s long-range goals.
 - 4.4.1.4. A strategy for engaging diverse communities specifically addressing language barriers and limited access to technology.
 - 4.4.1.5. Community Engagement Summary – Consultant shall provide a report that details the goals of community engagement, how the goals were met, and at a minimum, the following information about the participants and/or respondents: domicile by zip code, race, ethnicity, sex, age.
- 4.5. **Long Range Plan Elements**
 - 4.5.1. Introduction
 - 4.5.1.1. Austin’s Park and Recreation Story – Consultant shall work with the City to develop a citywide message. This message shall explain the goals and standards that guide the development of the Long-Range Plan with emphasis on:
 - 4.5.1.1.1. PARD’s Mission, Vision, Guiding Principles, Strategic Plan;
 - 4.5.1.1.2. Plan organization and time period of plan (10 year plan with 5 year update);
 - 4.5.1.1.3. Texas Parks and Wildlife Department Master Plan requirements;
 - 4.5.1.1.4. Commission for Accreditation of Park & Recreation Agencies;

**CITY OF AUSTIN
SCOPE OF WORK
PARKS AND RECREATION LONG RANGE PLAN FOR LAND, FACILITIES AND PROGRAMS
SOLICITATION NUMBER: RFP 8600 SLW0522**

- 4.5.1.1.5. Imagine Austin and other City initiatives;
- 4.5.1.1.6. Impact of Austin parks and recreation on public health, economic development, climate change, mobility, etc.
- 4.5.1.2. History and Overview of the Austin Park System
 - 4.5.1.2.1. Concise narrative and key historic photos
 - 4.5.1.2.2. Maps documenting park acquisitions over time, existing parks, facilities, trails, museums, co-facilities with AISD/Libraries; 10 council districts “At a Glance.”
- 4.5.2. State of the Parks and Recreation System
 - 4.5.2.1. Definitions and standards for parks, facilities and trails – Consultant shall review the 2010 LRP and affirm existing and/or proposed new definitions and standards for the development and maintenance of parks, trails, greenways and facilities.
 - 4.5.2.1.1. The standards shall reflect best practices for communities with highly urbanized areas and take into consideration Imagine Austin comprehensive plan policies related to the environment, economic development, health and the creative community, and provide goals for land acquisition, development and programming.
 - 4.5.2.1.2. Standards shall also include the City's stated goal of providing all residents with park access within a ¼ mile to ½ mile (Attachment D: Resolution No 2009119-068) PARD's Deficient Park Area Map (Attachment E) shows areas that do not meet that standard and should be incorporated into the standards determination.
 - 4.5.2.2. Inventory & Conditions Assessment of Parks, and Facilities
 - 4.5.2.2.1. Consultant shall conduct a physical asset inventory and condition assessment of all COA park assets referencing technical requirements stated in section 3.2.1. Inventory and inspection data shall be the basis for “resource-based” needs analysis and should be based on NRPA Facility and Amenity Classes (Attachment F: NRPA Facility and Amenity Classes). Inventory shall include PARD recreational, cultural, arts and environmental facilities, programming space and storage capacity. Lands maintained but not owned by PARD shall also be evaluated. The evaluation methodology shall be reviewed and approved by the City. Inventory results shall be placed in a GIS database and update existing GIS inventory data. It shall also incorporate existing departmental assessments, reports and master plans. Existing data is provided in Attachment G: Existing Data or can be found at the link: [Existing Data](#).
 - 4.5.2.2.2. Consultant shall develop a “report card” for all neighborhood and pocket parks. The Report Card shall communicate the results of the above assessment, showing the evaluation of the facilities.
 - 4.5.2.2.3. A planning area profile document shall be developed that summarizes PARD planning area statistics related to existing park acreage, demographics, park multi-modal access and park amenities and facilities (i.e. state of each planning area). The Profile shall incorporate the Report Card ratings for facilities in each Park Planning Area presented in a mapped format.

**CITY OF AUSTIN
SCOPE OF WORK
PARKS AND RECREATION LONG RANGE PLAN FOR LAND, FACILITIES AND PROGRAMS
SOLICITATION NUMBER: RFP 8600 SLW0522**

- 4.5.2.3. Consultant shall provide a summary of national and local trends, opportunities and challenges in the field of parks and recreation and the implications for long-range planning.
- 4.5.2.4. Consultant shall provide an overview of existing funding strategies related to operation and maintenance of the City of Austin parks and recreation system. The overview shall include existing funding streams such as the General Fund, Parkland Dedication and Capital Bond Program; the available nonprofit sector funding and volunteers, including park conservancies and partners; and philanthropic sector.
- 4.5.3. Needs Assessment and Analysis
 - 4.5.3.1. Consultant shall perform a demographic and socio-economic analysis that shall demonstrate the areas in the city of greatest need and the presence of vulnerable populations and general growth patterns. Analysis will be done city-wide by Planning Areas and shall include:
 - 4.5.3.1.1. Methodology and demographic overview;
 - 4.5.3.1.2. Population growth and density including projected growth;
 - 4.5.3.1.3. Gender, age (broken into ranges), ethnicity, race, household income and household type (presence of children, grandparents, single parents in households, marital status);
 - 4.5.3.1.4. Low-income & poor children: child age, ethnicity, race; children on free lunch program; public assistance, i.e. Medicaid, food stamps, WIC, AISD free and reduced lunch participants; Residential Move, i.e. Children who have recently moved to US by income level; parental nativity, i.e. children in low income families by parent's nativity, i.e. immigrant parents vs. native-born parents; parental employment status, education status and marital status;
 - 4.5.3.1.5. Low-income and poor seniors: ethnicity and race, home ownership, social security income, public assistance, i.e. food stamps, Medicare;
 - 4.5.3.1.6. Overall growth patterns of elderly and low-income/poor youth;
 - 4.5.3.1.7. Presence of vehicles in a household or customary transportation choice;
 - 4.5.3.1.8. Health data as available for Travis County (Epidemiology and Health Statistics Unit data for obesity and other health trends like diabetes, heart, etc., Community Health Assessment Program (CHP) data, and City of Austin Office of Sustainability food desert and community garden data to analyze places where programming and facilities should focus on food provision and /or education);
 - 4.5.3.1.9. City of Austin APD crime and crash data that to describe and map safety around parks;
 - 4.5.3.1.10. Locations of public and low-income housing;
 - 4.5.3.1.11. Population projection data by planning area including City of Austin 2040 Population Projections (available on City GIS), recent residential permit building activity or other evidence of growth projections on the ground, if needed, or other local data available to discuss projections;
 - 4.5.3.1.12. Summary of demographic analysis, comparison from 2011 Long Range Plan, population projection, and implications for park and recreation planning including public health impacts.

**CITY OF AUSTIN
SCOPE OF WORK
PARKS AND RECREATION LONG RANGE PLAN FOR LAND, FACILITIES AND PROGRAMS
SOLICITATION NUMBER: RFP 8600 SLW0522**

- 4.5.3.2. Consultant shall provide a summary of the major needs and themes communicated by the public through the LRP process. Detailed list of all public feedback shall be provided in an appendix of the plan. Each comment shall be organized by Planning Area and according to the topics below:
- 4.5.3.2.1. Existing parks
 - 4.5.3.2.2. Undeveloped parks
 - 4.5.3.2.3. Programs (athletics, after-school, summer, aquatics, etc)
 - 4.5.3.2.4. Recreation Centers and Senior Centers
 - 4.5.3.2.5. Environmental Centers (Gardens, Preserves, Education Facilities, etc.)
 - 4.5.3.2.6. Cultural Centers and Museums
- 4.5.3.3. Consultant shall use the Planning Area Profiles and Report Cards, as well as already-completed PARD studies of Playscapes, Aquatics, Cemeteries and ADA Accessibility, to determine areas of the city that are underserved by park and recreation facilities. GIS-based analysis shall be incorporated in order to visually show park system gaps. Gap analyses shall be conducted by a standards-based approach and a resource-based approach.
- 4.5.3.3.1. Standard-based approach – Using the standards established in 4.5.2.1 Consultant shall evaluate Park amenities based on the following:
- 1) Determine how well park acreage is spread throughout the system; gap analysis should look at age and other demographics of residents to determine if existing acreage location and sizes is sufficient to serve the population density. Standards-based analysis should produce GIS mapping of park service coverage throughout the City and incorporate PARD’s Park Deficient GIS layer for areas of the city not within ¼-mile and ½-mile walking catchments of a park.
 - 2) Determine if enough amenities are available to meet standards (for example, multi-purpose fields per 1,000 population). Gap analysis should look at the ages and other demographics of residents to determine if the acreage is sufficient to serve the population density and whether population characteristics warrant facilities. For swimming facilities, Consultants will use the already-approved PARD Aquatics Master Plan as the analysis information.
 - 3) Determine Trails and Greenbelt land acquisition and development needs, including new greenbelts along creeks in developing watersheds; land needed to connect greenbelts and trails to parkland, particularly in urbanized areas where the City of Austin Urban Trails Master Plan identifies potential connections; and trail construction and amenities needed to improve the city’s Trails and Greenbelt system.
- 4.5.3.3.2. Resource-based approach – Using the inventory in 4.5.2.2., Consultant shall determine where and how park buildings and centers should be expanded and maintained to meet program gaps. The analysis should include:
- 1) Facility needs for indoor recreation, arts, culture, history, environment and other program needs identified by community feedback, including facility retrofits and new facilities needed to improve and expand programs, exhibits, and performance spaces,

CITY OF AUSTIN
SCOPE OF WORK
PARKS AND RECREATION LONG RANGE PLAN FOR LAND, FACILITIES AND PROGRAMS
SOLICITATION NUMBER: RFP 8600 SLW0522

as well as storage needs to support programs, exhibits and performance spaces. Consultant shall consider health; safety and security of facilities; as well as equity in facility location and specialized programming needed at some locations, and incorporate suggestions from PARD's most recent ADA assessment of its facilities.

- 2) Consultant shall analyze PARD maintenance buildings and yards and determine if current locations will continue to be feasible or if new facilities should be developed based on park system locational growth. Consultant shall also evaluate current maintenance district boundaries and make recommendations if improvements are needed.
- 4.5.4. Consultant shall propose and execute a methodology to form and prioritize Long-Range Plan recommendations by Park Planning Area and system-wide needs for trails, aquatics, sports, nature-play opportunities and cultural and historic programming. The scoring system shall be reviewed by Parks Department staff and based on the following: (1) Standards and Resource-Based gaps, including demographics, (2) Community feedback about park and recreation needs (both thematic and park-specific), (3) Recommendations already listed in approved Park Master Plans, (4) PARD Guiding Values, including equity, and (5) park themes and growth corridors envisioned by the Imagine Austin Comprehensive Plan.
- 4.5.5. Long Range Plan Recommendations and Implementation Guide
- 4.5.5.1. Based on the scoring matrix, Consultant shall list recommendations by Park Planning Area for land acquisition and possible funding sources for the following categories:
 - 4.5.5.1.1. Priority areas for land acquisition to meet population growth projections, implement Imagine Austin growth objectives, and reduce park deficient areas;
 - 4.5.5.1.2. Priority undeveloped parks to master plan for future development based on population growth projections and community feedback.
 - 4.5.5.2. Consultant shall develop a list of large capital projects, cost estimates and possible funding sources for park development by Park Planning Area that includes:
 - 4.5.5.2.1. Neighborhood and Pocket Park Projects by rank, including strategies to encourage all-abilities play features to be incorporated into existing parks;
 - 4.5.5.2.2. Projects by rank for District and Metro Parks, specifically including an all-abilities playground at a major park;
 - 4.5.5.2.3. Projects by rank for the following systems:
 - 1) Trails and greenbelts
 - 2) Aquatics, Golf, Tennis and Athletics facilities
 - 3) Recreation Centers and Senior Centers
 - 4) Environmental Centers
 - 5) Museums and Cultural Centers, including performance and exhibition spaces
 - 6) Municipal Cemeteries (based on existing Cemetery Master Plan
 - 7) Grounds and Building Maintenance Facilities and storage
 - 4.5.5.3. The Consultant shall develop an implementation strategy that includes:

**CITY OF AUSTIN
SCOPE OF WORK
PARKS AND RECREATION LONG RANGE PLAN FOR LAND, FACILITIES AND PROGRAMS
SOLICITATION NUMBER: RFP 8600 SLW0522**

- Overview of annual funding needs inclusive of land, facilities and programs including staff resources
 - Potential funding sources for capital improvements and maintenance
 - Method for tracking plan implementation, performance and recommended update schedule
 - Identification of improved or new opportunities for partnerships or conservancies
- 4.5.5.4. The Consultants shall make recommendations for Park system management of the following:
- 4.5.5.4.1. Consultant shall develop a summary of major recommendations related to cultural/historic resource management including best practices for the identification, preservation, stewardship and interpretation of historic resources.
 - 4.5.5.4.2. Consultant shall develop a summary of major recommendations related to natural resource management. Summary shall include overview of best practices in natural resource management in the park system and consider strategies adopted for trees in the City's Urban Forest Plan.
 - 4.5.5.4.3. Consultant shall develop a summary of strategies for increasing sustainable practices in building construction and on-going operations and management; strategies for reduction of energy and water consumption, increasing use of renewable energy and reclaimed water, and adopting policies related to the City of Austin's zero waste initiative.
- 4.6. **Final Report and Supporting Documentation**
- 4.6.1. Consultant shall prepare a plan document that concisely describes the planning process, participants, methodology and recommendations. The plan shall rely on charts, graphs, tables, maps, and graphic exhibits to communicate ideas and information. Consultant shall make any necessary changes to the final adopted master plan, as advised by the City Council and reviewed and approved by the Contract Manager or designee, prior to final acceptance by the City. The final plan shall be formatted for print as well as electronic distribution. The form of this document should be a bound or spiral book and shall also be mobile-friendly.
 - 4.6.2. Consultant shall develop a concise executive summary document to be viewed in the context of the full plan or as a stand-alone document to be viewed independently. The summary should be geographically based.
 - 4.6.3. Consultant shall provide the technical documentation as an appendix to the plan and shall be intended for limited production. This documentation may be a compilation of technical data & analysis and outreach summaries. The intent shall be to provide technical information in a format that is accessible to individuals, agencies, and organizations that shall benefit from access to the information generated during the planning process.
 - 4.6.4. Throughout the development of the LRP, the Consultant shall maintain GIS data and analysis on ArcGIS online, Collector for ArcGIS. This data shall be organized in a structure supportive of future use. GIS electronic maps shall also be provided.
- 4.7. **Plan Adoption** – The Consultant shall support City staff through the required process to adopt the plan. This shall include development of PowerPoint presentations for:
- 4.7.1. PARD Executive and Leadership Teams
 - 4.7.2. Parks and Recreation Board

**CITY OF AUSTIN
SCOPE OF WORK
PARKS AND RECREATION LONG RANGE PLAN FOR LAND, FACILITIES AND PROGRAMS
SOLICITATION NUMBER: RFP 8600 SLW0522**

4.7.3. Planning Commission

4.7.4. City Council

4.8. The City's Responsibilities

4.8.1. The City will be responsible for providing the following data upon request:

4.8.1.1. Technical data (e.g. GIS data, RecTrac participant data)

4.8.1.2. Applicable documents (e.g. departmental plans and assessments such as PARD Strategic Plan, Playground Assessments, Aquatic Strategic Master Plan, ADA Transition Plan). The following link provides a number of departmental plans: [Departmental Plans](#)

4.8.1.3. Other plans/reports – Additional city-wide plans include Urban Parks Workgroup, Special Events Taskforce Workgroup, Children and Families Task Force, Quality of Life Initiative reports, Housing, and Environmental plans, local ordinances.

4.8.2. The City will provide the following services towards the PEP:

4.8.2.1. Logo for project;

4.8.2.2. Host City website with unique URL that represents the branded moniker for the project; Includes Mail Chimp account allowing email sign-up;

4.8.2.3. Social Media and NextDoor;

4.8.2.4. Direct email blasts;

4.8.2.5. Speak-Up Austin discussions;

4.8.2.6. Publication of the process and public engagement opportunities through media advisories and on-site signage in parks and facilities;

4.8.2.7. Meeting logistics including: reservation of meeting space, assurance that audio/visual requirements are met, assistance for participants requiring assistance with accommodations in access to meetings and communication, i.e. sign language interpretation.

4.8.3. Advisory Bodies

4.8.3.1. The City will identify a representative body, made up of community representatives and a working group of the Parks and Recreation Board, to serve as the Community Engagement Advisory Committee to help guide the outreach process and members shall serve as ambassadors of the planning process, assisting in dissemination of the information. The City will be responsible for coordination with the committee (setting up meeting, creating meeting minutes, etc).

4.8.3.2. PARD staff shall provide a spreadsheet/matrix of all recommendations from previous relevant planning efforts to Consultant so recommendations can be weighted.