

**CITY OF AUSTIN  
PURCHASING OFFICE  
SOLICITATION NO. RFP TVN0051**

**LAMAR BEACH MASTER PLAN  
SCOPE OF WORK**

**I. PURPOSE**

The City of Austin (City) through its Parks and Recreation Department (PARD), seeks proposals from firms and Consultants with expertise in master planning consulting. The goal of this project is to provide a master plan to guide future development and use of Lamar Beach in Town Lake Metropolitan Park located at 2200 S. Lakeshore Blvd. Austin, Texas.

**II. BACKGROUND**

The Lamar Beach property consists of approximately 65.4 acres of parkland bounded by Lady Bird Lake to the south, YMCA of Austin, railroad tracks and various parcels to the north, Austin High School and MoPac Expressway/Loop 1 (MoPac) to the west and North Lamar Boulevard to the east. Current uses of the park include 6 ball fields, 2 multi-use fields, Lance Armstrong Bikeway, Austin Pets Alive Adoption Center, Roy and Ann Butler Hike and Bike Trail and the Texas Rowing Center. Currently, West Austin Youth Association (WAYA) utilizes 4 ball fields and the multi-use fields for youth sports programs.

Pressler Street, located just north of the Lamar Beach Park will be extended and connected to W. Cesar Chavez. This extension will bisect the western portion of the property. Current plans will be available to the Consultant for incorporation into the Lamar Beach Master Plan.

Currently, a feasibility study is being performed to provide site constraints and impervious cover limits for future development of the property. This feasibility study will be available to the Consultant for incorporation into the Lamar Beach Master Plan.

The major stakeholders currently using the property include West Austin Youth Association (WAYA) and Austin Pets Alive (APA). Other stakeholders adjacent to the property include: West Austin Youth Association (WAYA), the YMCA, and Austin Independent School District (Austin High).

**III. SCOPE OF WORK**

- A. **Site Analysis and Data Collection:** The Consultant shall be responsible for the following tasks:
1. Compile and analyze various reports that affect the project study area, including but not limited to adjacent public land and right-of-way, Austin High Campus, and Old Austin Neighborhood. Report examples include the Lamar Beach Feasibility Study, city planning documents, policies, ordinances, neighborhood plans, master plans, CIP plans, GIS maps and data, emerging projects, and environmental studies.
  2. Conduct site reconnaissance and develop a site analysis map to a level that will support a sound master planning process. The analysis map will record existing conditions, key features, opportunities and constraints of the site based on visual observation and analysis of information obtained from section 1 above.
  3. 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, funding sources and possible revenue generation.
  4. Conduct a review and analysis of existing transportation system, including roadways, public transit, trails and parking, with an emphasis on the effects on circulation and parking from existing and proposed uses of parkland.

**CITY OF AUSTIN  
PURCHASING OFFICE  
SOLICITATION NO. RFP TVN0051**

5. Conduct a review and analysis of the Lady Bird Lake corridor, including previously completed plans and design documents, to identify opportunities for connectivity, habitat improvement and the development of compatible uses on the project site.
6. Provide a draft Existing Conditions, Opportunities and Challenges Report (ECOC) to the City's Project Manager (PM) prior to conducting a Technical Advisory Group (TAG) meeting where the draft report will be presented to the TAG. The TAG and PM will provide comments to the consultant, who will finalize the report on this basis.
7. Present the ECOC report and Public Outreach and Engagement Plan to the PM and facilitate the formulation of PM goals and guiding principles for the project.

**B. Project Organization:** The Consultant shall be responsible for the following tasks:

1. Creation of an *Information Management Plan* that describes the 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.
2. Consultant shall engage, inform, and rely upon a Technical Advisory Group (TAG) identified by the City whose members will assure that their respective departments' goals, policies, plans and constraints are understood and considered during the planning process by the Consultant.
3. A phased implementation strategy for the Master Plan. The strategy will define key projects and include preliminary budget estimates for each phase, an overall budget estimate for the entire master plan, and include preliminary operations and maintenance budgets. Potential funding strategies will be included, such as public-private partnerships, revenue generating programs, on-site concessions, etc.
4. Graphic materials to illustrate the rough draft master plan ideas and concepts, including a plan, sections, perspectives, etc. Graphic materials should also be provided in electronic format for posting to the project website. A model may also be requested.
5. A rough draft master plan, including a slide presentation to present to the PM and TAG.
6. Consultant shall work with TAG as necessary to develop a rough draft master plan that is responsive to stakeholder and public input in order to meet as many project goals and guiding principles as possible.

**C. Stakeholder/Public Participation:** The Consultant shall be responsible for the following tasks:

1. Create a Public Outreach and Engagement Plan that facilitates effective and diverse outreach strategy, stakeholder/public participation, input collection and analysis, presentation materials in collaboration with City Staff.
2. Conduct a minimum of, three (3) public meetings following the format hereafter described
  - a. Public Meeting #1:
    - i. The purpose of this meeting will be to introduce the Consultant's project team, present the project approach, parameters, schedule, existing conditions, opportunities and challenges, MASTER PLANNING goals and guiding principles, and facilitate a preliminary PARK (Preserve, Add, Remove, Kept Out) input exercise or other similar exercise. Consultant to close meeting with information on next steps.

**CITY OF AUSTIN  
PURCHASING OFFICE  
SOLICITATION NO. RFP TVN0051**

- ii. Consultant shall conduct a work session after public meeting #1 with the TAG and staff to develop a framework for preliminary design concepts that responds to the public input received. The work session will take place after the debriefing with the PM.
    - iii. Consultant shall develop preliminary design concepts for the master plan area and present them to the PM prior to any TAG or public distribution.
  - b. Public Meeting #2:
    - i. Consultant shall conduct public meeting #2. The purpose of this meeting will be to present preliminary design concepts, with an emphasis on demonstrating how public input has influenced the concepts, including information from the youth event, and solicit feedback, generate alternate ideas, etc.
    - ii. Consultant shall conduct a work session after public meeting #2 with the TAG and staff to develop a framework for a rough draft master plan that responds to the public input received. The work session will take place after the debriefing with the PM.
    - iii. Consultant shall develop a preliminary draft master plan and present and receive approval from the PM prior to distribution to the TAG or public.
  - c. Public Meeting #3:
    - i. Consultant to conduct public meeting #3. The purpose of this meeting will be to present the rough draft master plan to the public. The meeting will be designed to solicit feedback, generate alternate ideas, recommendations, and solutions to draft proposals, etc. An emphasis will be placed on soliciting feedback and generating alternate recommendations on proposals that are controversial or that lack consensus.
    - ii. Consultant to conduct a work session after public meeting #3 with the TAG and staff to finalize a draft master plan that responds to the public input received. The work session will take place after the debriefing with the PM.
    - iii. Consultant shall develop the final draft master plan and present and receive approval from the PM prior to distribution to the TAG or public.
- 3. Conduct small-scale, focus group meetings to garner detailed information regarding programming, infrastructure, transportation, neighborhood connectivity, environmental concerns, and any other relevant issues affecting the development of the parkland.
- 4. Prepare and maintain a contact list of stakeholders and interested parties for record keeping, consultation and notification purposes.
- 5. Review PARD notifications on upcoming public meetings, boards, commissions, city council, including monthly project updates. Press releases will be reviewed and disseminated by PARD PIO/City PIO.
- 6. Prepare and provide a draft summary of meeting notes, for all public and project meetings, to the PM a day after each meeting.
- 7. Create, print, distribute, and present meeting materials including invitations, flyers, signs, sign-in sheets, agendas, handouts, presentation materials, etc.
- 8. Provide all presentation materials for all project and public meetings.

**CITY OF AUSTIN  
PURCHASING OFFICE  
SOLICITATION NO. RFP TVN0051**

9. Set up, provide hosting, assist attending media, break down and cleanup for all project meetings.
10. Meet with PM the day after each public meeting in order to debrief, discuss the input received, how the input will be integrated into the master plan process, and next steps referenced in the Information Management Plan and Public Outreach and Engagement Plan.

**D Public Review/Boards, Commissions, Council Review:** The Consultant shall be responsible for the following tasks:

1. Make any necessary changes to the final draft master plan, as advised by the PM, prior to posting to the project website and presentation to boards, commissions and city council.
2. Provide graphic materials to illustrate the final draft master plan ideas and concepts, including a plan, sections, perspectives, etc. Graphic materials should also be provided in electronic format for posting to the project website.
3. Conduct up to five (5) project briefings or presentations of the final draft master plan, which may include: Arts Commission, Waterfront Advisory Board, Design Commission, Environmental Board, Planning Commission, Land & Facilities Committee, Parks and Recreation Board, City Manager's Office, and City Council.
4. Make any necessary changes to the final adopted master plan, as advised by the City Council and reviewed and approved by the PM, prior to final acceptance by the City.