



SCOPE OF SERVICES

Solicitation Number: CLMP260

Project Name: George Washington Carver Museum, Cultural and Genealogy Center Master Plan

PROJECT FOR:

CITY OF AUSTIN, PARKS AND RECREATION DEPARTMENT, THROUGH ITS CAPITAL CONTRACTING OFFICE

PROJECT TITLE:

GEORGE WASHINGTON CARVER MUSEUM, CULTURAL AND GENEALOGY CENTER MASTER PLAN

OBJECTIVES OF THE PROJECT:

The City, through its Capital Contracting Office and Parks and Recreation Department (PARC) seeks Statements of Qualifications from qualified firms to provide planning and design services for the preparation of a master plan to guide the future development and use of the George Washington Carver Museum, Cultural and Genealogy Center located at 1165 Angelina St, Austin, TX 78702. The contract will be used by the City's Park and Recreation Department (PARC).

The City seeks a highly qualified and widely recognized master planning team with specific, representative work that demonstrates a high aptitude for museum and cultural center planning and design at a scope and scale comparable to this project. To be considered, applicants must clearly delineate the degree to which their firms and specific project personnel were instrumental in previous museum and cultural center projects, and how those experiences translate to this project.

BACKGROUND:

The George Washington Carver Museum, Cultural and Genealogy Center (Carver Museum) is dedicated to the collection, preservation, research, interpretation and exhibition of historical and cultural materials reflecting all dimensions of experiences of persons of African descent living in Austin, Travis County, and in the United States. The museum is also a key source of information on the history and celebration of Juneteenth.

The Carver Museum is currently housed in a 36,000 square-foot facility that includes four galleries, a conference room, classroom, darkroom, dance studio, 134-seat theatre, and archival space. The galleries feature a core exhibit on Juneteenth, a permanent exhibit on Austin African-American families, an Artists' Gallery, and a children's exhibit on African-American scientists and inventors. Other programming includes theater rental, education programs, summer camps and genealogy programs.

The Carver Museum began with a community desire to upgrade the original 1600sf facility and create a multi-facility campus for a “Living Museum” that would be immersed in African American experience, culture, history and traditions. In 1985, a survey of the community confirmed the desire to improve the Carver Museum, and in 1986 an initial feasibility study was conducted. In 1998, bond funding was approved for the Carver Museum expansion. In 2000, a Feasibility Study for the Expansion of the George Washington Carver Museum & Cultural Center was conducted, and a 3-phase building program was developed. The phase 1 development outlined in this study was opened in 2005. The expansion included a lobby with reception, lecture hall/theater, classrooms, dance studio, dark room, conference room, commercial kitchen, storage, outdoor plazas and expanded parking.

Today, the Carver Museum is facing growth challenges with a new desire to expand programming and events. The 2000 Feasibility Study outlined Phase 2 and 3 improvements that have not been realized. Some of these planned future improvements include a museum store, recording studio, outdoor concessions, choir/vocal studio, new education building, new theater and additional parking. The City desires a review of these proposed elements, current programming, revenue generation, facility condition and capacity and current community desire to develop a new Carver Museum master plan to meet the community needs of today.

ANTICIPATED SERVICES:

This project requires a consultant team with experience in the planning, design and programming of museums and cultural centers, with a strong emphasis in community-based facilitation and engagement. The subject area of this Master Plan includes an existing museum and cultural center and surrounding park land and must consider current uses, programming goals and anticipated future use.

1. Strategic Kick-Off and Project Initiation

- 1.1.1.1 Create a Work Plan that identifies the following project areas at a minimum:
 - 1.1.1.1.1 Organization of the Contractor’s project team
 - 1.1.1.1.2 Meeting schedule
 - 1.1.1.1.3 Outline/list of tasks
 - 1.1.1.1.4 Timeline for deliverables
 - 1.1.1.1.5 Other required actions for the completion of the Master Plan
- 1.1.1.2 Engage, inform, and rely upon the City identified Technical Advisory Group (TAG) and/or Carver Museum Working Group. These members will assure that the Carver Museum’s and their respective

departments' goals, policies, plans, and constraints are understood and considered during the planning process by the Contractor.

- 1.1.1.3 Provide bi-weekly progress reports to City Project Manager cumulatively detailing work completed.

2. Site and Building Analysis and Data Collection

- 2.1.1.1 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 the 2000 Feasibility Study for the Expansion of the George Washington Carver Museum & Cultural Center and Carver Branch Library, 2015 Parks and Recreation Department Public Facility ADA Self-Assessment Survey, City planning documents, policies, ordinances, neighborhood plans, master plans, CIP plans, GIS maps and data, emerging projects, and environmental studies.
- 2.1.1.2 Site Conditions: Conduct site reconnaissance and develop a site analysis map to a level that will support a sound master planning process. The analysis map shall record existing conditions, key features, opportunities, and constraints of the site based on visual observation and analysis of information obtained.
- 2.1.1.3 Building Condition: Perform staff interviews, review previous reports and conduct a visual inspection to analyze the current state of the buildings including, but not limited to, the following items: physical condition, security, lighting, efficiency, windows, hvac, circulation, plumbing, landscaping and accessibility.
- 2.1.1.4 Programming: Conduct staff interviews to understand current and desired programming, current programming space and needed programming space. This includes, but is not limited to: performance spaces, gallery spaces, studio spaces, theater spaces, classrooms, dance studios, multi-purpose spaces, museum shop etc. Additionally, the analysis should address technological needs to accommodate multimedia art exhibits with video, audio and/or interactive mediums.
- 2.1.1.5 Administrative Facilities: Conduct staff interviews to understand current and desired use of facilities for offices, storage, catering and custodial facilities.
- 2.1.1.6 Provide information on comparative cultural centers 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.

- 2.1.1.7 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 of the Carver Museum and grounds.
- 2.1.1.8 Provide a draft Site and Building Analysis Report that addresses existing conditions, opportunities and challenges of the site and building, programming analysis, and a Site Analysis Map to the City's Project Manager prior to conducting a TAG/Working Group meeting where the draft report will be presented. The TAG/Working Group and City Project Manager will provide comments to the Contractor prior to the report being finalized.
- 2.1.1.9 Present the final Site and Building Analysis Report to the City Project Manager. This report is intended to facilitate the formulation of The City's goals and guiding principles for this master plan project.

3. Project Meetings

The Contractor shall:

- 3.1.1.1 Organize and schedule all project and public meetings.
- 3.1.1.2 Prepare the agenda, sign-in sheets, notifications, invitations, press releases, and the handout and presentation materials.
- 3.1.1.3 Prepare and maintain a contact list of stakeholders and interested parties.
- 3.1.1.4 Administer and lead meetings.
- 3.1.1.5 Assist any media attending a meeting.
- 3.1.1.6 Be responsible for the setup and cleanup of the meeting sites.
- 3.1.1.7 Provide any necessary video, audio, or other equipment.
- 3.1.1.8 Maintain written minutes of each meeting, which shall include a Meeting Summary of each meeting to be posted on the project web page.

4. Stakeholder/Public Participation

The Contractor shall:

4.1.1.1 Create a Public Outreach and Engagement Plan that facilitates effective and diverse outreach strategy, stakeholder/public participation, input collection and analysis, and presentation materials in collaboration with the City Project Manager and PARD's Communications and Engagement Office.

4.1.1.1.1 The goals of engagement (measure of success) will be as follows:

1. Education - Engagement activities should result in key stakeholders being more informed about the Carver Museum facility, operations, and services, the Master Plan Update and process.
2. Diverse stakeholder representation - There should be representation of diverse groups of stakeholders including but not limited to Carver Museum users area residents, area businesses, groups and organizations that serve a similar population.
3. Consultation - Engagement activities should be designed in a way that gathers input from stakeholders to inform the plan. It should be clear how the input with help develop the plan.

4.1.1.1.2 In developing a public engagement plan, the design team shall be aware of and incorporate the City of Austin Public Participation Principles:

1. 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.
2. 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.
3. Accessibility - The City will respect and encourage participation by providing ample public notice of opportunities and resources and accommodations that enable all to participate.
4. Predictability & Consistency - The City will prepare the public to participate by providing meeting agendas, discussion guidelines, notes, and information on next steps.

5. 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.
6. 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.

4.1.1.1.3 The Contractor shall present the Public Outreach and Engagement Plan to the TAG/Working Group.

4.1.1.2 Conduct a minimum of three (3) public meetings according to the following format. Additional public meetings may be required based on final scope development or community feedback.

4.1.1.2.1 *Public Meeting #1, Project Introduction:*

4.1.1.2.1.1 Conduct a meeting that introduces the Project, Contractor's project team, present the project approach, parameters, 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 the Museum and Cultural Center. The Contractor shall close this meeting with information on the next steps.

4.1.1.2.1.2 Prepare a summary report of the meeting to be posted on the project web page within 48 hours of the meeting, conduct a work session after this meeting with the TAG/Working Group and City staff 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 Project Manager.

4.1.1.2.2 *Public Meeting #2, Alternatives:*

4.1.1.2.2.1 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.

4.1.1.2.2.2 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 Project Manager.

4.1.1.2.3 *Public Meeting #3, Draft Plan:*

4.1.1.2.3.1 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, etc. An emphasis shall be placed on soliciting feedback and generating alternate recommendations on proposals that are controversial or that lack consensus.

4.1.1.2.3.2 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 finalize a draft master plan that responds to the public input received. This work session shall take place after the debriefing with the City Project Manager.

4.1.1.3 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. Relevant focus groups may include African American Resource Advisory Carver Working Group, Six Square, Neighborhood Associations – Central East Austin, Rosewood.

4.1.1.4 Additional engagement

1. Online, use of Speak Up Austin, surveys, and social media
2. Intercept surveys- designed to quickly gain input from ‘walk-up’ facility users

- 4.1.1.5 Documentation of Public Process:
 1. Prepare and maintain a contact list of stakeholders and interested parties for record keeping, consultation, and notification purposes.
 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.
 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.
- 4.1.1.6 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.
- 4.1.1.7 Meet with the City Project Manager the following day after each public meeting, or at a time mutually agreed to between the Contractor and the City Project Manager, 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

The Contractor shall:

- 5.1.1.1 Prepare and conduct a project briefing or presentation of the draft master plan to PARD executive and leadership teams.
- 5.1.1.2 Make any necessary changes to the draft master plan, as advised by the City Project Manager, and based on feedback from the City and public 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.
- 5.1.1.3 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.
- 5.1.1.4 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: African American Resource Advisory Commission, Design Commission, Planning Commission, Land & Facilities Committee, Parks and Recreation Board, City Manager's Office, and City Council.

- 5.1.1.5 Make any necessary changes to the final adopted master plan, as advised by the City Council and reviewed and approved by the City Project Manager, prior to final acceptance by the City.

6. Master Plan Report Preparation

The Contractor shall:

- 6.1.1.1 Provide graphic materials to illustrate the rough draft master plan ideas and concepts, including a plan, floor-plan, sections, perspectives, etc. The graphic materials shall be provided in a City approved electronic format for posting to the project website.
- 6.1.1.2 Provide a Needs Assessment Report based Site and Building Analysis and public feedback. The report should address current and future needs including, but not limited to, programming space, administrative space, accessibility, physical repairs.
- 6.1.1.3 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.
- 6.1.1.4 Provide a Draft Master Plan 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.
- 6.1.1.5 Provide a phased implementation strategy for the Master Plan. The strategy shall 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 shall be included, such as public-private partnerships, revenue generating programs, on-site concessions, on-site stores, etc.
- 6.1.1.6 Provide a Final Draft Master Plan incorporating City and public feedback prior to any presentations to the Boards & Commissions and City Council.

- 6.1.1.7 Provide a Final Master Plan Report that synthesizes the master planning process into a single report and includes, but not limited to, the following:
 - 6.1.1.7.1 Existing Conditions Report
 - 6.1.1.7.2 Site Analysis
 - 6.1.1.7.3 Technical Advisory Group Input
 - 6.1.1.7.4 Stakeholder Input
 - 6.1.1.7.5 Public Meeting Summaries
 - 6.1.1.7.6 Needs Assessment
 - 6.1.1.7.7 Recommendations/Options
 - 6.1.1.7.8 Final Draft Presentation
 - 6.1.1.7.9 Boards and Commission Recommendations
 - 6.1.1.7.10 Final Master Plan

- 6.1.1.8 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 Project Manager.

7. City Requirements

The City will:

- 7.1 Create a TAG/Working Group to assist the Contractor with relevant city departments’ goals, policies, plans, and constraints.

- 7.2 Develop and maintain a webpage to post project information.

- 7.3 Assign a project manager to coordinate with the Contractor on project organization, schedule of meetings, and other deliverables.

PROPOSED PROJECT SCHEDULE:

The master planning process including presentation of final documents to City staff, Boards, Commissions and City Council is anticipated to be 12 months from the issuance of Notice to Proceed.

PROPOSED PROCUREMENT SCHEDULE

- RFQ Issue Date:** March 25, 2019
- Pre-Response Meeting Date:** April 9, 2019
- Submittal Due Date:** May 9, 2019
- Anticipated Council Date:** August 2019
- Contract Execution:** October 2019

COST ESTIMATE:

The professional services fee is estimated to be \$300,000.

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**

Architecture & Design
Landscape Architecture & Design
Urban Planning & Design
Public Engagement

Other Scopes of Work

Civil Engineering
Traffic Engineering and/or Planning
Structural Engineering
Cost Estimating

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. ***(To be used for the CI RL RFQ only: Construction Inspection firms will not be allowed to perform inspection services on those capital improvement projects in which they performed prior services in either a prime or subconsultant capacity.)***

Stand-Alone RFQ NARRATIVE:

- 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.