



SCOPE OF SERVICES

Solicitation Number: CLMP295

Project Name: Zilker Metropolitan Park Master Plan

PROJECT FOR:

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

PROJECT TITLE:

ZILKER METROPOLITAN PARK MASTER PLAN

OBJECTIVES OF THE PROJECT

The City of Austin, 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 a historically significant regional park in a major urban city with waterfront parkland planning and design components, at a scope and scale comparable to this project. The City expects that the selected firm shall serve a role that is far more than symbolic, rather they shall act as planning team leader. To be considered, selected firm must clearly delineate the degree to which their firms and specific project personnel were instrumental in previous large regional and waterfront master planning efforts in major urban cities, and how those experiences translate to this project. Selected firm should also demonstrate a strong portfolio in the development of support facilities for recreational activities such as swimming, rowing, kayaking, stand up paddle boarding, fishing, outdoor special event and festival venues, adventure sports, BMX/skate parks, mountain biking, off leash areas and nature education/interpretation. In addition, the portfolio should include experience with incorporating the needs of highly attended facilities located within the park, such as a museum, a botanical garden, and a nature center as part of the overall master plan. The City also seeks recommendations for a comprehensive wayfinding and interpretive system of signage.

The selected firm should also have demonstrated experience in addressing highly sensitive environmental areas with impervious cover limitations. Recommendations should reflect opportunities for ecological restoration and adaptations needed to meet sustainability and resiliency goals.

In addition, the City seeks a comprehensive traffic, circulation, and parking plan that looks at improving the movement and management of all modes of transportation (pedestrian, bike, scooters and vehicles) within the park as well as to the park.

The City would like to also include a Business Plan that guides the management of the park and provides financial, revenue generating and partnership strategies to support future development and financial sustainability.

The business plan will constitute an integral part of the process of developing an overall vision and planning program for the park. The plan should 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 master plan should include a business plan that serves as a detailed financing and partnership strategy for implementation. It should be developed in parallel with, as well as strategically aligned and integrated with the programming plan for the park, rather than being treated as a separate project component. The Selected firm should have a project team member or subconsultant that has a strong portfolio in market analysis, partnership and management strategies for revenue generating facilities, demand projections, facility recommendations and financial analysis.

The Master Plan and related Business 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.

The planning effort will focus on approximately 350 acres of dedicated parkland, which includes the 77 acres comprised of the Zilker Nature Preserve located at 301 Nature Center Drive. The planning should include enhancements to existing recreational amenities such as the Butler hike and bike trail, picnic areas, restrooms, roadways as well as shoreline improvements. Recommended new and enhanced facilities and programming for the park should address unmet recreational and amenity needs regionally and should therefore take into consideration how the park fits into the broader recreational portfolio of the community. Recommendations should reflect PARD's desire to balance recreational opportunities, ecological and environmental constraints and restoration opportunities, along with historic and cultural interpretation opportunities. An implementation plan should also be a component of the master plan that includes strategies for financing, phasing, potential partners and cost estimates for the plan.

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 the selected firm with experience in the planning, design, and programming of sustainable park facilities, 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 Robust Community Engagement Plan
- 1.1.6 Other required actions for the completion of the master plan

1.2 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.

1.3 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 2019)
 - 2.1.6 Natural Resources Assessment (in development in partnership with Barton Springs Conservancy; expected completion 2020)
 - 2.1.7 Butler Trail Urban Forestry and Ecological Restoration Guidelines
 - 2.1.8 Environmental Site Assessment Phase I
 - 2.1.9 PARD's Long Range Plan for Land Facilities and Programs
 - 2.1.10 2015 Parks and Recreation Department Public Facility American with Disabilities Act (ADA) Self-Assessment Survey
 - 2.1.11 Austin Strategic Mobility Plan
 - 2.1.12 City planning documents, policies, ordinances, neighborhood plans, master plans, CIP plans, GIS maps and data, emerging projects, and environmental studies.
- 2.2 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.
- 2.3 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.
- 2.4 Existing events at the park: Review programming, City contracts, calendar etc. for park programming including Austin City Limits Festival, Trail of Lights.
- 2.5 Existing and anticipated concessions: Review programming, City contracts, calendar etc. for park concessions including Zilker Zephyr; Canoe Rental etc.
- 2.6 Maintenance Facilities: Conduct staff interviews to understand current and desired use of facilities for maintenance.
- 2.7 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.
- 2.8 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.
- 2.9 Conduct a review of the ecological and cultural/historic resources that are present in the park.

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- 2.10 Provide a draft Site Analysis 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/Working Group meeting where the draft report will be presented. The TAG/Working Group and City PM will provide comments to the selected firm prior to the report being finalized.
- 2.11 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 Committee (TAG) to develop guiding principles to be included into the report.
- 2.12 Board/Commission/Council Meetings:
- 2.12.1 Present the Site Analysis and Existing Conditions Report including guiding principles of to a Working Group of the Parks and Recreation Board, Environmental Commission and Urban Transportation Commission. The deliverable would be to ask the boards and the committees to provide feedback on the master plan goals and guiding principles in order to create a framework from which future recommendations could be based on.
- 2.12.2 Present the site analysis, existing conditions, and guiding principles including the feedback from the various boards and commissions mentioned in 2.12 to the City Council for comment and possible further direction.
- 2.13 Community Wide Survey:
- 2.13.1 The Site Analysis, 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, that 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 Project Manager 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 gathers input from stakeholders to inform the plan. It should be clear how the input will help develop the plan.
 - 4.1.2 The selected firm shall present the Public Outreach and Engagement Plan to the TAG/Working Group.
- 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 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 parks 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 Project Manager the following day after each public meeting, or at a time mutually agreed to between the selected firm 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

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 Project Manager 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.

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- 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, Planning 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, floor-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 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.
- 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 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 incorporating City and public feedback prior to any presentations to the Boards & Commissions and City Council.
- 6.7 Provide a Final Master Plan Report that synthesizes the master planning process into a single report and includes, but not limited to, the following:

- 6.7.1 Existing Conditions Report
- 6.7.2 Site Analysis
- 6.7.3 Technical Advisory Group Input
- 6.7.4 Stakeholder Input
- 6.7.5 Public Meeting Summaries
- 6.7.6 Needs Assessment
- 6.7.7 Recommendations/Options
- 6.7.8 Final Draft Presentation
- 6.7.9 Boards and Commission Recommendations
- 6.7.10 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

The City will:

- 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 Consultant 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 Consultant on project organization, schedule of meetings, and other deliverables.

PROPOSED PROCUREMENT SCHEDULE

Issue Date: February 17, 2020
 Pre-Response Meeting: February 24, 2020
 Submittals Due: March 25, 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
Public Information Services

Other Scopes of Work

Civil Engineering
Traffic and Transportation Engineering
Cost Estimating
Historic Preservation
Environmental Consulting (incl. Sustainability)

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.

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- 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.