

## A G E N D A

**RCA - CLMD**

Austin City Council

**Item ID:**

4894

**Meeting Date:**

April 7, 2011

**Department:**

Contract and Land Management

**Subject**

Authorize the negotiation and execution of a professional services agreement with MICHAEL VAN VALKENBURGH ASSOCIATES, INC., LANDSCAPE ARCHITECTS, Cambridge, MA, or one of the other qualified responders to RFQ Solicitation CLMP047A, to provide Professional Planning Services for the Holly Shores/Festival Beach Master Plan project with an amount not to exceed \$350,000.

**Amount and Source of Funding**

Funding is available in the Fiscal Year 2010-2011 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 nine firms evaluated through the City's qualification-based selection process.

**Prior Council Action:****For More Information:**

Marty Stump 974-9460; Rolando Fernandez 974-3064; April Shaw 974-7141

**Boards and****Commission Action:****MBE / WBE:**

This contract will be awarded in compliance with Chapter 2-9B of the City Code (Minority Owned and Women Owned Business Enterprise Procurement Program) by meeting the goals with 16.00% MBE and 16.00% WBE subconsultant participation.

**Related Items:****Additional Backup Information**

The Holly Shores/Festival Beach Master Plan area consists of parkland along the north shore of Lady Bird Lake from I-35 east to Pleasant Valley Road and south of Canterbury Street. The master planning area includes 9.3 acres of newly dedicated parkland at the Holly Street Power Plant as well as approximately 91 acres of existing parkland. The geographical, environmental, recreational, historical and cultural qualities of the project area offer a rare opportunity for enhancement of the immediate community as well as for the City overall.

The selected firm will provide professional master planning services that will include the following:

- Preparation of Master Plan process and schedule documents
- Develop information management plan to facilitate process for stakeholder and general public participation
- Provide review and analysis of existing and proposed parkland and facilities; prepare GIS based mapping
- Provide review and analysis of existing parkland and facility uses and make recommendations for alterations, modifications and adaptive re-use strategies

- Provide review and analysis of neighborhood interests and priorities for parkland
- Provide review and analysis of greater Lady Bird Lake corridor to identify opportunities for connectivity and compatible uses
- Provide review and analysis of all pertinent zoning, land use and environmental regulations
- Establish and prioritize a project program
- Generate and present graphics at intermediate project stages
- Prepare final graphics with plan, section and perspective drawings to demonstrate recommendations
- Prepare phased implementation of recommended site improvements
- Prepare budget estimates for recommended site improvements
- Provide an Implementation Plan that includes priorities, sequencing, and funding opportunities
- Prepare final print and electronic versions of final master plan documents
- Provide an analysis of potential revenue generating/vending partnership opportunities
- Present pre-final, final draft, and final documents to various City staff and Boards and Commissions

This request allows for the development of a professional service agreement with the recommended firm. If the City is unsuccessful in negotiating a satisfactory agreement with the recommended firm, negotiations will cease with that firm. Staff will return to Council and request authorization to begin negotiations with the alternate recommendation listed below.

RECOMMENDED FIRM: Michael Van Valkenburgh Associates, Inc. Landscape Architects, Cambridge, MA  
 ALTERNATE FIRM: Design Workshop, Inc.; Austin, TX

The participation subgoals stated in the solicitation were 1.90% African American; 9.00% Hispanic; 4.90% Asian/Native; 15.80% WBE. The recommended and alternate firms provided MBE /WBE Compliance Plans that met the goals of the solicitation and were approved by the Small and Minority Business Resources Department.

Notification of issuance of a Request for Qualifications (RFQ) for the subject services was sent to 487 firms on October 8, 2010. The RFQ was obtained by 134 firms, and 10 firms submitted qualification statements. None of the firms were a certified MBE /WBE firm.