

**REQUEST FOR QUALIFICATIONS NO.  
CITY OF AUSTIN PURCHASING OFFICE  
COLONY PARK SUSTAINABLE COMMUNITY INITIATIVE –  
PUBLIC ENGAGEMENT LIAISON  
SECTION 0500: STATEMENT OF WORK**

The City of Austin’s Neighborhood Housing and Community Development Office (the “City”) is seeking the services of a Public Engagement Liaison (“Liaison”) to conduct outreach and facilitate communications between parties engaged in the Colony Park Sustainable Community Initiative.

**1. PROJECT BACKGROUND**

In November 2011, the City of Austin was awarded a \$3 million Community Challenge Grant from the U.S. Department of Housing and Urban Development (HUD) to support the development of a Master Plan for 208 acres of publicly-owned land in the Colony Park neighborhood that will lead to a sustainable and livable mixed-use, mixed-income community. The initiative has three overarching outcomes:

- (1) Further land-use planning and development of 208 acres of publicly-owned land at Colony Park inspired by the U.S. Department of Housing and Urban Development (HUD) Livability Principles.
- (2) Foster cross-department/ agency coordination and create successful models of comprehensive systems change to support sustainable and equitable development.
- (3) Support capacity building and community transformation goals of Colony Park area residents and stakeholders.

The Colony Park Sustainable Community Initiative is a proposed Master Planned, 208-acre development that will incorporate best practice strategies for energy-efficient building design, water conservation and zero waste technology standards to create a model sustainable and livable mixed-use, mixed-income community in Austin, Texas. The project will include completion of a Master Plan, resulting in rezoning; engineering for subdivision and site planning for review and approval by the City of Austin; infrastructure construction plans, architectural design templates and plans for new sustainable residential and commercial development.

Through its outright ownership of this 208-acre tract of land, the City of Austin is in a unique position to mold this pilot project to be completely responsive to the grant outcomes. The initiative will be led by the City of Austin Neighborhood Housing and Community Development Office (NHCD), in partnership with the Austin Housing Finance Corporation (AHFC). AHFC will serve as developer of the site and as builder for a portion of the housing. AHFC will also partner with private sector builders for development of both single-family and multi-family housing. Funding for a Master Plan and predevelopment design and engineering is critical for implementing this model sustainable community.

The Colony Park Sustainable Community Initiative, funded through the HUD Challenge Grant, will also provide a platform for collaboration between the City of Austin and other local entities with national reputations for excellence in sustainable initiatives, including the

**REQUEST FOR QUALIFICATIONS NO.  
CITY OF AUSTIN PURCHASING OFFICE  
COLONY PARK SUSTAINABLE COMMUNITY INITIATIVE –  
PUBLIC ENGAGEMENT LIAISON  
SECTION 0500: STATEMENT OF WORK**

Office of Sustainability, Austin Energy Green Building Program, Austin Resource Recovery, the Austin Water Utility, and Pecan Street, Inc.

This innovative collaborative will create a replicable model for communities across the country, responsive to the U.S. Department of Housing and Urban Development's Livability Principles, which are as follows:

1. Provide more transportation choices.
2. Promote equitable, affordable housing.
3. Enhance economic competitiveness.
4. Support existing communities.
5. Coordinate policies and leverage investment.
6. Value communities and neighborhoods.

**2. PROJECT PURPOSE**

A key outcome of the HUD Community Challenge grant is *increased participation and decision-making in developing and implementing a plan, code, development strategy, or project by populations traditionally marginalized in public planning processes, including underserved populations.*<sup>1</sup>

Currently, there are a significantly greater number of households in the Colony Park area that are underserved or traditionally under-represented, as compared to the City of Austin average. The percentage of minority households (87%) is much higher than the percentage of minority households in the City of Austin as a whole (50%). Furthermore, the income of Colony Park residents is much less than the City as a whole (\$38,422 as compared to \$63,431). This disparity is further emphasized by the poverty rate in the Colony Park area (18.4%), which is also significantly higher than the poverty rate in the City of Austin as a whole (6.6%).

The residents of the Colony Park area have also been traditionally under-represented in the public engagement process. Voting records show that voter turnout in the Colony Park area is consistently lower than the City of Austin as a whole over the last 5 years. One possible factor for this low voting rate is disproportionately high percentage of residents in Colony Park with limited English proficiency (8.5%). See Appendix 1 for a complete demographic

---

<sup>1</sup> HUD defines underserved populations as groups of individuals who fall within one or more of the categories protected under the Fair Housing Act or who are: of an immigrant population (especially racial and ethnic minorities who are Limited English Proficiency (LEP) individuals); in rural populations; homeless; persons with disabilities (e.g., physical or mental) who can be historically documented to have been subject to discriminatory practices not having been the focus of federal, state or local fair housing enforcement efforts; persons in areas that are heavily populated with minorities where there is inadequate protection or ability to provide service from the state or local government or private fair housing organizations; or populations that have faced generational economic disadvantage, job dislocation, or other forces that prevent them from achieving individual and family self-sufficiency.

**REQUEST FOR QUALIFICATIONS NO.  
CITY OF AUSTIN PURCHASING OFFICE  
COLONY PARK SUSTAINABLE COMMUNITY INITIATIVE –  
PUBLIC ENGAGEMENT LIAISON  
SECTION 0500: STATEMENT OF WORK**

profile of the Colony Park area as compared to the City of Austin. See Appendix 2 for a map of the project area.

While innovative community engagement methods such as social media and interactive meeting technology may be considered for specific engagement objectives, the overall public engagement strategy will focus on obtaining public feedback and creating buy-in with key stakeholder groups in the Colony Park area through face-to-face interaction in settings with existing constituencies, such as neighborhood association meetings, religious events, and business organizations.

### **3. SCOPE OF WORK**

#### **3.1 Program Title**

The program title is the Colony Park Sustainable Community Initiative Public Engagement Liaison. The City of Austin seeks a public engagement liaison to lead the community engagement portion of the master planning process. The liaison will develop the public participation plan which will include assessment of current conditions, goals and opportunities, and facilitation of a community vision that will guide the master plan. Once the Public Engagement Liaison is hired, the liaison will work closely with the Neighborhood Housing and Community Development Office staff to develop the Public Participation Plan for the initiative. This Public Participation Plan will also include the formation of a Colony Park Sustainable Initiative Steering Committee, which will meet regularly to provide input on the proposed Master Plan and receive updates on the progress of the development.

In addition to the Neighborhood Housing and Community Development Department, the Public Engagement Liaison will work in coordination with the City of Austin's Communications and Public Information Office to ensure that strategies are in alignment with the City's core principles for community engagement.<sup>2</sup> Specifically, the Communications and Public Information Office will assist the liaison with:

- Development of the public participation plan, in consultation with key community leaders and stakeholders
- Creation and facilitation of the steering committee (described below)
- Identification of – and outreach to – stakeholder groups to enhance the outreach and engagement program (described below)
- Coordination of events and workshops, as well as the deployment of any online tools utilized during the public participation process

#### **3.2 Timeframe**

Public engagement activities will occur over the 3-year grant planning period. The Public Engagement Liaison will design a Public Engagement Strategy to encompass the 3-year

---

<sup>2</sup> The City of Austin's public participation approach generally follows standards developed by the International Association for Public Participation (IAP2) and the National Coalition for Dialogue and Deliberation (NCDD).

**REQUEST FOR QUALIFICATIONS NO.  
CITY OF AUSTIN PURCHASING OFFICE  
COLONY PARK SUSTAINABLE COMMUNITY INITIATIVE –  
PUBLIC ENGAGEMENT LIAISON  
SECTION 0500: STATEMENT OF WORK**

period. The Liaison will lead the engagement and outreach activities for the first 12 months of the planning grant.

**3.3 Colony Park Sustainable Initiative Neighborhood Steering Committee**

The Neighborhood Steering Committee is a key stakeholder group that will help guide and facilitate the outcomes of the planning phase of the Colony Park Master Plan and overall planning initiative. The Public Engagement Liaison will recruit, develop and coordinate regular meetings with the Neighborhood Steering Committee, which will serve to further the awareness of the initiative and seek to enhance the overall outreach and engagement program

In addition, the Liaison will also engage additional stakeholder groups to enhance the outreach and engagement program, including the Technical Assistance Group (TAG) and the City of Austin Community Development Commission (CDC).

*Technical Assistance Group (TAG)*

The Technical Assistance Group (TAG) will ensure that the development will achieve the City's goals of maximizing the use of sustainable building and smart growth techniques in the development process. The team will be made up of City of Austin departments and local organizations committed to the inclusion of best practices in sustainable development. The team will consider the inclusion of the analytic tool being created as a component of the HUD Sustainable Communities grant, as well as the Star Community Index. NHCD will convene regular meetings between all participating partners on a quarterly basis throughout the master planning process to discuss the progress of the project, data gathered on output measures, and any unforeseen challenges that may arise along the way. Designated project leads from each agency will communicate on a regular basis in order to ensure smooth communication flow and remain up-to-date on changes in best-practice techniques in each industry.

*Community Development Commission (CDC)*

CDC will serve as an important resource in the Colony Park public participation plan. The CDC is composed of fifteen members appointed by the City Council, including seven members from historically low-income, underrepresented neighborhoods. NHCD provides staff support to the CDC and considers the commission a critical community resource in coordinating community outreach opportunities related to the Colony Park master planning process. Colony Park is one of the geographic areas represented by a member of the CDC; and that commissioner will be invited to participate and engage in all planning activities related to the Colony Park development.

The Public Engagement Liaison will provide regular reports to the above referenced groups throughout the engagement process.

**3.4 Deliverables/Products**

**REQUEST FOR QUALIFICATIONS NO.  
CITY OF AUSTIN PURCHASING OFFICE  
COLONY PARK SUSTAINABLE COMMUNITY INITIATIVE –  
PUBLIC ENGAGEMENT LIAISON  
SECTION 0500: STATEMENT OF WORK**

The Public Engagement Liaison for the Colony Park Project will lead the design, development and implementation of **four key product areas** that will drive the success of the engagement process including a (1) Database of stakeholders and participants; (2) Creation and kickoff of the Public Participation Plan; (3) Implementation of the Public Participation Plan, including Livability Principles Framework and Vision; and (4) Presentation(s) to executive and/ or senior level City of Austin leadership and the Austin City Council. These deliverables will be coordinated in conjunction with the Neighborhood Housing and Community Development Project Team and the Communication and Public Information Office.

**(1) Database of Program Stakeholders and Corresponding Issues**

**Task 1:** Develop and maintain a database of program stakeholders and participants, which will serve to inform all stakeholders for all forms of communication related to the program to be accessed by City of Austin representatives as needed.

**Task 2:** Serve as a point of contact for stakeholders and interested parties. Specifically this task will include: (a) Maintain a project hotline allowing stakeholders to speak to a person during normal business hours and leave messages after-hours; (b) Respond to routine calls, and route non-routine calls to the appropriate project team member for response; (c) Monitor and respond to email correspondence; and (d) Initiate one-on-one contact, as needed, to accomplish project aims. The Liaison will track issue resolution and/ or status of commitments made.

**Task 3:** Provide regular reports and updates generated from the database management system to inform City representatives and stakeholders of issues and resolutions.

The Liaison will be expected to track the following data related to the project:

- *Output:* Number of unduplicated outreach contacts to area residents within the designated Colony Park planning area.
  - *Performance Measure:* Number of area residents (defined as residents of the specified planning area) and number of residents meeting the definition of underserved who participate in Master Plan public meetings and community engagement mechanisms. Measures will include total number of participants and percentage of participants who participate throughout the public engagement process.

**(2) Creation and Kickoff of the Public Participation Plan**

**Task 1:** Submit a written Public Participation Plan within the first two weeks of the program that will serve to facilitate the development of a sustainable master plan for Colony Park through the education, engagement and empowerment of the community. Begin implementation of the Public Participation Plan within three weeks of contract execution. The Plan will identify the engagement process

**REQUEST FOR QUALIFICATIONS NO.  
CITY OF AUSTIN PURCHASING OFFICE  
COLONY PARK SUSTAINABLE COMMUNITY INITIATIVE –  
PUBLIC ENGAGEMENT LIAISON  
SECTION 0500: STATEMENT OF WORK**

throughout the 3-year planning process, with the Liaison leading the engagement activities the first 12 months to include a three phased approach.

Components of the Public Participation Plan will include:

**-Phase One (August):** Assessment of current conditions; Design of Public Engagement process; Process to utilize the Neighborhood Steering Committee.

**-Phase Two (September - November):** Goals and Opportunities; In-Person Interviews; Community Workshop Series; Forums and Open Houses; Community Education on Livability Principles; Metrics for determining long-term impact of Public Participation Plan.

**-Phase Three (December – July):** Master Plan Kick Off Event; Community Visioning Workshop Series; Public event co-sponsored with the Capital Area Texas Sustainability Consortium.

**Task 2:** Recruit the Neighborhood Steering Committee and facilitate the monthly meetings. A key component of the engagement program will be the facilitation, scheduling, and convening of monthly meetings of the Neighborhood Steering Committee to share information on the planning process, collect and provide input on the proposed Master Plan, and facilitate communications and connections with other city and community entities. The Neighborhood Steering Committee will serve as an advisory body to develop the Livability Framework, which will serve as guiding principles for the Master Plan.

**Task 3:** Develop and submit news releases, Web site content and other written collateral and materials to advance outreach and educational efforts.

**Task 4:** Provide meeting summaries/ documentation on a monthly basis, depending on project activity; prepare project updates to keep stakeholders aware of activities and inform stakeholders of upcoming activity. Circulate the electronic update to NHCD to distribute to the public using multiple mediums, including the Web site and stakeholder distribution lists.

**(3) Public Participation Plan Implementation**

**Task 1:** Develop the Guiding Principles Framework document incorporating HUD's livability principles and stakeholders' feedback throughout the engagement process. The Guiding Principles Framework will serve as the guiding principles for the Colony Park Master Plan

**Task 2:** Plan and coordinate logistics for the Master Plan Kick Off event.

**Task 3:** Coordinate with NHCD/ AHFC Project Team and Sustainable Design Team (consultants) to facilitate the Master Plan kickoff event and all corresponding Visioning Workshop Series of the Initiative.

**Task 4:** In consultation with the Sustainable Design Team consultants, develop a Vision for the Colony Park Sustainable Community Initiative Master Plan.

**(4) Public Presentations**

**REQUEST FOR QUALIFICATIONS NO.  
CITY OF AUSTIN PURCHASING OFFICE  
COLONY PARK SUSTAINABLE COMMUNITY INITIATIVE –  
PUBLIC ENGAGEMENT LIAISON  
SECTION 0500: STATEMENT OF WORK**

**Task 1:** Separate and apart of the engagement plan tasks and outcomes, the Liaison is to write and develop two presentations to be presented to executive officials and/ or elected officials for the City of Austin communicating results of the 12-month engagement period.

**Task 2:** Present the engagement plan program process and outcomes to City of Austin executive and/ or elected officials at up to four events at the discretion of the NHCD Contract Manager.

**4. MANAGEMENT OF PROJECT TEAM**

A designated representative of the City of Austin’s Neighborhood Housing and Community Development Office will be the contract manager and will direct the efforts of the Liaison. The Neighborhood Focus Team will provide input and serve in an advisory capacity throughout the public engagement process.

**5. PROPERTY OF THE CITY OF AUSTIN**

All proposals received will become the property of the City and will not be returned. The City reserves the right to reject any or all proposals as its sole discretion.

**6. PROPOSED SOLICITATION SCHEDULE**

June 6-13, 2012	RFQ Public Comment Period
June 19, 2012	RFQ Posted
July 9, 2012	Proposals Due
July 9 <sup>th</sup> - 13 <sup>th</sup> , 2012	Conduct Preliminary Scoring
July 16 <sup>th</sup> - 23 <sup>rd</sup>	Conduct Community Input Session & final scoring
August 2, 2012	Contract finalized (Council action required)
August 10, 2012	Contract period begins

**7. ESTIMATED PROGRAM TIMELINE (12 MONTHS)**

August 10, 2012	Contract Period Begins
August 30, 2012	Public Participation Plan Submitted to NHCD
October 1, 2012	First Steering Committee Meeting meets
December 1, 2012	DRAFT Guiding Principles Framework submitted
December 15, 2012	Master Plan Kick Off Event
January 2013 - June 2013	Visioning Workshop Series (minimum 1 per month)

**REQUEST FOR QUALIFICATIONS NO.  
CITY OF AUSTIN PURCHASING OFFICE  
COLONY PARK SUSTAINABLE COMMUNITY INITIATIVE –  
PUBLIC ENGAGEMENT LIAISON  
SECTION 0500: STATEMENT OF WORK**

July 1, 2013	Adoption of Guiding Principles Framework by Steering Committee
July 15, 2013	Public Event Co-sponsored with the Capital Area Texas Sustainability Consortium

**8. ACCEPTANCE OF WORK**

8.1 Proposals should reflect a detailed plan based on the Scope of Work.

8.2 The Consultant (Liaison) shall submit monthly, or as otherwise agreed upon by the City and the Consultant, progress reports to the City and the NHCD or designee as appointed by the City or NHCD. The reports shall describe significant achievements and problems, which have a potential effect on schedule or costs. The reports should be sufficiently detailed to assure that directions being pursued are consistent with those established by the City.

8.3 The Consultant (Liaison) is also to provide one draft product for each product and/ or deliverable required to the designated NHCD representative for acceptance.

8.4 The Consultant (Liaison) is also to provide two presentations to executive officials and/ or elected officials for the City of Austin communicating results of the 12-month engagement period.

8.5 All travel costs and per diems incurred by the Consultant (Liaison) should be included in the proposal and broken down by respective fee scopes.

**9. QUALIFICATIONS & PROPOSAL PACKAGE**

Respondents must provide the following as a minimum:

9.1 A general description of the firm, including the number of employees and respective areas of expertise. Note any experience in the program area.

9.2 Respondents should demonstrate experience in Outreach to Underserved and Low Income Persons.

9.3 Respondents must provide at minimum (1) one sample of a Public Participation Plan or similar product, with name, address, and telephone number of a contact person. Sample(s) should be included as an attachment and will be considered a part of the proposal.

9.4 Resume/ qualifications of the personnel and subconsultants who will be assigned to the project, including relevant experience.

9.5 Timeline for completing the requirements within the established time frame.

9.6 The proposal package shall discuss in detail the consultant's recommendations of a preliminary detailed scope of services for the project, and the number of expected hours to be billed to the assignment along with a schedule of other charges related to the project.

9.7 The Fee Statement shall reflect a "not to exceed" amount of \$65,000 and will provide billable hourly rates by position. The final scope of services and the "not to exceed" amount

**REQUEST FOR QUALIFICATIONS NO.  
CITY OF AUSTIN PURCHASING OFFICE  
COLONY PARK SUSTAINABLE COMMUNITY INITIATIVE –  
PUBLIC ENGAGEMENT LIAISON  
SECTION 0500: STATEMENT OF WORK**

is to be negotiated at the time of contract award. The contract award will be made with the option to renew for two (2) twelve- (12) month periods.

**10. EVALUATION OF PROPOSALS AND CRITERIA**

A Selection Committee will evaluate each response to the RFQ. Respondents will be scored according to the following criteria set forth below. Respondents with the highest scores will be invited to present at a community input session to receive input from area residents and stakeholders. Evaluation Factors will be scored as follows:

i. 100 points.

Quality and depth of applicable knowledge and experience	25 Points
Demonstrated community engagement and outreach work with underserved communities	25 Points
Community Input Session	20 Points
References from related projects	10 Points
Proposed timeline and Work Product Outline to complete the work	10 Points
Minority/Women-Owned Business	10 Points
<b>MAXIMUM TOTAL POINTS</b>	<b>100 Points</b>

ii. Detailed Assessment Activities, Optional. Detailed assessment activities may be conducted at the discretion of the City. Maximum forty (40) points

**11. OTHER CONSIDERATIONS**

*Affirmatively Furthering Fair Housing.* As a recipient of HUD funding, the City of Austin is committed to affirmatively furthering fair housing. As such, the City’s Analysis of Impediments (AI) is an assessment of the City’s laws, regulations, administrative policies, procedures, and practices as they affect the location, availability and accessibility of fair housing choice.

The Liaison will be expected to include a fair housing component in all public input activities and events, in alignment with the outcomes defined in the Community Challenge Planning Grant in promoting the primary and secondary fair housing objectives of this grant application:

-*Primary*: Promote racially, ethnically, and socio-economically diverse communities; and

-*Secondary*: Help overcome any impediments to fair housing choice related to the assisted program or activity itself.

**REQUEST FOR QUALIFICATIONS NO.  
CITY OF AUSTIN PURCHASING OFFICE  
COLONY PARK SUSTAINABLE COMMUNITY INITIATIVE –  
PUBLIC ENGAGEMENT LIAISON  
SECTION 0500: STATEMENT OF WORK**

The creation of an inclusive community designed to maximize mobility options and provide a multitude of housing opportunities and neighborhood amenities will promote fair housing choice in Austin. NHCD will work closely with the City’s Fair Housing Office to increase awareness about fair housing in all public participation opportunities related to the proposed development.

**12. PROJECT MILESTONES**

Payment will be made in accordance with the following Milestone Deliveries and Payment Schedule unless otherwise negotiated and within thirty (30) days. “Final Acceptance” shall mean the acceptance and sign-off by the City of Austin’s Contract Manager that the services provided substantially meet or exceed all of the requirements specified in the RFQ and resulting contract.

	<b>MILESTONE</b>	<b>PAYMENT LEVEL</b>
1	City acceptance of Public Participation Plan and/ or Project Plan	10 percent of the contract amount
2	City acceptance of completion of Phase One of Participation Plan	20 percent of the contract amount
3	City acceptance of completion of Phase Two of Participation Plan	20 percent of the contract amount
4	City acceptance of completion of Phase Three of Participation Plan	20 percent of the contract amount
5	City acceptance of the Vision Statement and Final Guiding Principles Framework Product	20 percent of the contract amount
6	Final presentations to community and/ or Austin City Council	10 percent of the contract amount

**13. DOCUMENTATION**

The Consultant is required to provide copies of all proposals, deliverables, and other documentation in electronic and hard copy forms as part of the contract.

**14. WORKSPACE, COMMUNICATION, AND EQUIPMENT REQUIREMENTS**

There shall be no expectation that the City will provide administrative services to on-site Consultant personnel. No computer may be attached to the City of Austin/ NHCD network without the expressed permission of the City and NHCD.

**REQUEST FOR QUALIFICATIONS NO.  
CITY OF AUSTIN PURCHASING OFFICE  
COLONY PARK SUSTAINABLE COMMUNITY INITIATIVE –  
PUBLIC ENGAGEMENT LIAISON  
SECTION 0500: STATEMENT OF WORK**

**15. SELECTION NOTICE**

The City and NHCD shall provide written notice of the selection of the successful consultant (two weeks) prior to the council date. The selection shall be contingent upon successful negotiations of the final contract between the City and the Consultant whose proposal is accepted by the NHCD and Austin City Council.

**16. COSTS INCURRED IN RESPONDING**

All costs directly or indirectly related to the preparation of this RFQ shall be the sole responsibility of and shall be borne by the firm responding.

**17. CONCLUSION**

Proposal packages will be received at the office of [insert] until [insert]. The consultant shall submit one (1) signed original and four (4) copies of the Proposal Package and one (1) sealed fee statement, clearly marked on the front of the “RFQ” for the Public Engagement Liaison/ Colony Park Sustainable Community Initiative.