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PFLUGERVILLE
T E X A S

**REQUEST FOR
STATEMENT OF QUALIFICATIONS
Comprehensive Plan**



SECTION 1. GENERAL INFORMATION

1.1 Summary

The City of Pflugerville is soliciting highly qualified consulting firms to submit a statement of qualifications and related information for the preparation of a new Comprehensive Plan for the City, a fast-growing community in Central Texas. The Comprehensive Plan serves as the guiding policy document for the development of the City and will reflect the community's collective goals and vision for its future. The City seeks a multi-disciplinary team with significant experience in the development of comprehensive plans that incorporates substantial public input and provides a broad understanding of regional growth patterns and utilizes principles that encourage a viable built environment, resilient economy, harmony with nature, healthy community, and responsible regionalism.

1.2 History and Background

The City of Pflugerville was founded in 1849 and incorporated in 1965. Pflugerville is the 2nd largest city in Travis County, encompassing 25.57 square miles within the city limits and another 38.6 square miles within the extraterritorial jurisdiction (ETJ). The City is bounded by the cities of Round Rock and Hutto to the north and by the City of Austin to the west and south. The Central Texas region has seen an explosion of growth over the past decade and that growth pattern is expected to continue. Pflugerville's population has grown from 16,335 in 2000 to 46,936 in 2010 to a current estimated population of 70,332. The population by 2030 is projected to be approximately 100,000.

Historically, Pflugerville was an agriculture and bedroom community to the state's capital, Austin, but since 2000, Pflugerville has seen a rise employment opportunities, an influx of retail and improved transportation with the opening of the SH130 and SH45 toll facilities aiding in the ability of residents to live and work within Pflugerville.

As City of Pflugerville has grown, it has become a very active community with a wide variety of events and programs held throughout the year that promotes the community's sense of pfun. Some examples of the largest anchors of community are the City's parks, trails and library. The City has an outstanding public parkland and trail system with a total of more than 1,478 acres of public parkland and over 55 miles of trails. One of the City's greatest amenities is Lake Pflugerville, a surface water reservoir that has evolve into a regional park asset where the City hosts two triathlons a year and hosts multiple 5k pfun runs. Due to an increasing need for recreational facilities and open space suitable for active programming and sports fields, the City purchased 320 acres of land in the eastern portion of the City as another regional park that will have several multi-purpose fields and other recreational amenities. Another component of the city that provides for a wide array of programming and resources and serves as the City's "living room" is the Pflugerville Public Library. The Library provides many services and programs in addition to managing the Heritage House Museum, a community facility dedicated to preserving local history through educational programming. With the services provided by the Parks and Recreation Department and Library, the city is not only a place to live and work but also a place to have pfun.

The current Comprehensive Plan was adopted in 2010 and has been subsequently amended with the adoption of the following Plan elements:

- 2011 – Parks, Recreation and Open Space Master Plan
- 2014 and 2019 – Wastewater Master Plans
- 2014 and 2019 – Water Master Plan
- 2015 – Reclaimed Water Master Plan
- 2015 and 2019 – Master Transportation Plans

1.3 Scope of Services

- Executive Summary
- Community Profile
- Development of Goals, Policies, & Action Items
 - Land Use & Development Character
 - Parks and Recreation
 - Transportation
 - Infrastructure
 - Facilities
 - Economic Development
 - Community Building & Engagement
- Future Land Use Plan and Map
- Growth Management Plan Element
- Sustainability / Resiliency
- Implementation Plan
- Add Alternates
 - Special Planning Areas
 - Supplemental Economic Analysis

1.4 Schedule

- Issue RFQ: January 8, 2020
- Advertise: January 15, 2020 and January 22, 2020
- Deadline for Questions: January 29, 2020
- Submission Deadline: February 5, 2020
- Selection of Consultant: February 21, 2020
- Contract Award: Contract award is upon City Council approval (Estimated date – March 24, 2020)
- Project Completion: Within 18 months of contract approval

SECTION 2. SUBMITTAL, EVALUATION, SELECTION, AWARD

2.1 Submittal Content

Interested firms are required to submit documentation as listed below. Any information or material provided beyond that requested in this RFQ may not be considered by the City.

- Letter of Interest
- An organizational chart of the project team including identification of project manager, professional support staff, principal in charge, and known sub-consultant/contractor relationships.
- Statements of qualifications and resumes for project team members with specific mention of related projects including specific knowledge and experience.
- A statement of project approach.

- ❑ A demonstrated record of completing similar projects on schedule within budget, including references and contacts.
- ❑ A design and project approach that highlights project specific approach, innovation and creativity. This should include some knowledge of the local area within the regional context.

2.2 Submittal Requirements

Your firm must meet the qualifications and satisfy the submittal and content requirements set forth in the RFQ and demonstrate their experience in performing a project of this scale and complexity. To be considered, 1 (one) original, 7 (seven) hardcopies and 1 (one) digital .pdf format of the SOQ must be received, as outlined in Section 2 of this RFQ, by no later than **12 p.m., February 5, 2020** to the person listed below with the label “Pflugerville Comprehensive Plan RFQ”). The City of Pflugerville reserves the right to reject any or all SOQ’s submitted.

Submittals shall EITHER be mailed to:

Ms. Emily M. Barron, AICP, Planning Director
 C/O Sabrina Schmidt
 City of Pflugerville
 P.O. Box 589
 Pflugerville, Texas 78691-0589

OR submittals shall be delivered to:

Ms. Emily M. Barron, AICP, Planning Director
 C/O Sabrina Schmidt
 City of Pflugerville
 100 East Main Street, Suite 100
 Pflugerville, TX 78660

The submission date for questions, clarifications, or **requests for general information is 12 p.m., January 29, 2020**. Any requests received after this date will be returned and not addressed. Note that all questions, clarifications, or request for general information are to be **in writing via email** to the City’s Project Manager, Emily Barron, AICP. Any questions and correspondence should be directed to:

Ms. Emily M. Barron, AICP
 Planning Director
 City of Pflugerville
 (512) 990-6300
emilyb@pflugervilletx.gov

Contact regarding this project with any City of Pflugerville personnel or officials other than Ms. Emily Barron or her designated representative after the issue date of this RFQ will be grounds for removal of the firm from consideration.

There is no expressed or implied obligation for the City of Pflugerville to reimburse responding firms for any expenses incurred in the preparation of a SOQ in response to this request. The City reserves the right to increase or decrease the scope of work related to this project as outlined in this RFQ after a firm is selected to accommodate changes in the needs of the City and serve the best interests of the City.

2.2 Evaluation & Selection

A committee consisting of City of Pflugerville staff will rate the SOQs using the evaluation criteria developed for this project. Said evaluation criteria are attached to this RFQ. During the evaluation process, the City of Pflugerville reserves the right, where it may serve the City of Pflugerville’s best interest, to request additional information or clarifications from responders, or to allow corrections of errors or omissions. The selection committee may interview one or more firms to further evaluate

qualifications. The selection committee will present their recommendations to the City Council who will select the consultant for this project. The evaluation of the SOQs will generally follow the process outlined below.

1. The committee will review the SOQ's at its earliest convenience after the submittal deadline date.
2. The SOQ's will be reviewed and rated relative to the evaluation criteria established for this project. Said evaluation criteria are included in this RFQ.
3. If necessary, the committee will invite one or more responsive firms to make a presentation before the committee.
4. After completing the evaluation process, the committee will recommend the firm deemed the most qualified to City Council for consultant selection.
5. City Council will consider the committee recommendation at its earliest convenience.
6. Following consultant selection, de-briefing meetings with City staff will be available only if time permits and will be by appointment with the City's Project Manager.

SECTION 3. SCOPE OF WORK – EXPECTATIONS OF CONSULTANT

The selected consultant is expected to use visualization techniques to graphically depict pertinent information for each element as the Plan is developed through extensive public outreach and participatory processes, including but not limited to:

- Geographic Information Systems (GIS) analysis and mapping
- Demographics
- Surveys & Infographics
- Photographs
- Illustrations and Renderings

3.1 Executive Summary

An executive summary is expected to be developed that outlines the Community's vision, goals, objectives, and policy statements that are laid out in the Comprehensive Plan. This executive summary is intended to be used as a guide for decision making and as a means to educate the public about the Community. It is expected that the executive summary will be located within the Comprehensive Plan document, but can also be a stand-alone document in a form that is suitable for easy distribution and marketing purposes.

3.2 Community Profile

Inventory, review and analysis of existing conditions to include, as a minimum, community history, existing land uses, thoroughfares, community facilities, demographics and economic profile.

3.3 Development of Goals, Policies, & Action Items

The goals, policies, and action items of the Comprehensive Plan should be developed with significant City department and public participation in order to ensure a viable vision and guide for the community where

all government functions and community interests are represented and at minimum, it must address the following:

- ❑ Gaps or conflicts between current codes and ordinances and the 2030 Comprehensive Plan, Parks, Recreation, and Open Space Master Plan, Master Transportation Plan, and City Department Strategic Plans.
- ❑ Integrate new Community elements: Communications, Community Building and Cohesiveness, Partnerships, and Community Wellbeing.
- ❑ Integrate healthy community principles into all pertinent elements of the Comprehensive Plan.

3.4 Land Use & Development Character

Develop realistic population projections and build-out scenarios utilizing preferred land-use patterns. The build-out scenarios shall include land use projections, population densities, development phasing models, infrastructure improvements required. The Future Land Use Map shall be updated to account for existing development and future development trends. The Future Land Use Map shall be created in GIS format (.shp file format) and utilize a combination of parcel by parcel format and a “paintbrush” approach. Review, analyze and provide the land use and development character goal, policy, and action items of the 2030 Plan and refine as needed to account for shifting demographics and vision of the community.

3.5 Parks & Recreation

Incorporate the Parks, Recreation and Open Space Master Plan and Trails Master Plan into the new Comprehensive. Currently, future parkland is based on a combination of the Land Sensitivity Map and the Travis County Green Print Plan. The City desires a Future Parks and Open Space Map which incorporates existing publically owned parkland, the City’s new 1849 Regional Park, and environmentally sensitive land including floodplains. Review the Trails Master Plan for consistency with Transportation Master in terms of right-of-way width assignments in order to ensure feasibility.

3.6 Transportation

Incorporate the goals and recommendations of the 2019 Transportation Master Plan.

3.7 Infrastructure

Incorporate the goals and recommendations of 2019/2020 Water Master Plan Update, and 2019/2020 Wastewater Master Plan Update. Recommend goal, policy, and action items for a stormwater utility component to infrastructure. Address growth management strategies as it relates to infrastructure.

3.8 Facilities

Review and analyze existing city facilities, including, but not limited to, City Hall, Library, Recreation Center, Justice Center and Public Works Offices. Develop projections and benchmarks for facility needs based on population projections.

3.9 Economic Development

Review, analyze, and update local, state, regional and global factors that influence the future development, redevelopment, and tourism opportunities in Pflugerville. Specify the economic impacts for major components of the Plan. The plan should indicate opportunities for the growth and enhancement of Pflugerville as a desirable tourism and meeting destination, identify the impediments and recommend strategies to overcome them. The plan should incorporate goals, policies, and action items based on findings from an economic market study to be conducted by a separate consultant, working on behalf of the Pflugerville Community Development Corporation (PCDC), a Type 4B economic development

corporation. Close the gap between the desired development form and the market limiting factors to development within the SH 130 and SH 45 Corridor. The consultant should incorporate the latest research and recommendations for developing a resilient economy.

3.10 Community Building & Engagement

Develop goal, policy, and action items encompassing community interests and wellbeing. This element of the Plan will incorporate the services provided by the Pflugerville Public Library, Police Department, Travis County Emergency Services District #2 (TCESD#2), Parks and Recreation Department, Pflugerville Animal Welfare Services (PAWS), and the Communications Division. The element should include, at minimum, the following elements:

- Communications
- Community Building
- Community Cohesiveness
- Community Wellbeing
- Services and Programming
- Partnerships

3.12 Implementation Plan

The Plan will include recommendations for implementation strategies. Benchmarks, priorities, and measures of accountability should also be established for the Plan.

3.13 Add Alternates

- Supplemental economic analysis of the proposed build-out scenarios
- Special Planning Areas
 - SH 130 & 45 Corridor
 - Lake Pflugerville

3.14 Public Participation

The City considers citizen participation essential to a successful Comprehensive Plan. The Comprehensive Plan process shall be structured to efficiently maximize citizen involvement and participation. The consultant shall be responsible for designing a public engagement strategy, including an online platform, which incorporates effective and innovative participation techniques and encourages participation throughout the development of the Comprehensive Plan. Participation by residents, businesses, agencies, organizations, all city departments, and public officials is a must throughout the planning process. The proposed public engagement strategy must include the latest technologies and be creative, inclusive, efficient, and reliable with the goal of channeling this input into realistic alternatives for consideration by the public. The consultant team must demonstrate extensive expertise and experience in the public participation and facilitation process. The consultant team must have strong leadership and creativity to provide clear direction in participation techniques that result in inclusive and timely decisions.

3.15 Deliverables

The following items must be provided to the City at the end of the project:

- Fifteen (15) bound copies of the final document;
- Digital copy of the final plan document at 300dpi;
- All .mpk, .shp, .gdb, or other GIS files created for this project;
- Any additional maps created for this project.

Digital products shall be provided on USB drives or via a FTP site in the following forms as appropriate. Electronic copies shall be formatted and indexed for easy download from a website.

- Text: MS WORD and PDF (must be searchable and editable; table of contents and relevant sections must be linked within the document to make them more user friendly)
- Spreadsheets: MS EXCEL
- Database: MS Access
- Mapping Products: ESRI ArcGIS software

Products and materials produced as part of the plan process, including but not limited to, GIS files, studies, drawings, etc. shall be the property of the City of Pflugerville.

SECTION 4. PROFESSIONAL SERVICES CONSULTANT SELECTION – EVALUATION CRITERIA

The following is a description of items to receive consideration in the evaluation of responses for providing professional engineering/architectural services to the City of Pflugerville. Following each description are the evaluation points associated with the item. TOTAL POSSIBLE POINTS EQUALS 100 (plus 25 points for interviews, if conducted). Wherever used, “prime firm” denotes a single firm or a team including sub-consultants responding as the prime consultant. The prime firm shall perform the largest share of the assignment (on an estimated percentage of total agreement basis). Responses failing to show the prime firm performing the plurality of the services shall be rejected as non-responsive.

**Consideration Item 1: Experience of Project Manager and Project Principal (Past 10 Years)
(Project Manager – 20 points; Project Principal – 10 points)**

City is interested in the experience of the Project Manager and Project Principal, on projects similar to the project described in this solicitation. Points will be awarded as indicated above. Only one individual per job responsibility should be designated. List no more than five (5) projects meeting these criteria which have been completed in the past ten (10) years for each individual.

30 Points Maximum

Consideration Item 2: Experience and Availability of Proposed Staff

Prime firm must have adequate and experienced current staff (including professionals registered in applicable fields, other professionals, and technicians) to competently and efficiently perform the work. Prime firm must commit that staff proposed in this submittal would be available for the proposed work. City may desire to visit team’s business addresses on a regular basis to follow progress of the work.

10 Points Maximum

Consideration Item 3: Firm's Comparable Project Experience (past 5 years)

City is interested in the prime firm's history and success with projects of similar programs, budgets, and/or clients as the project described in this solicitation. List no more than five projects meeting these criteria which have been completed in the past five years. In addition, City may consider history of firm in complying with project programs, schedules, and budgets on previous City projects.

20 points Maximum

Consideration Item 4: Firm's Structure and Project Approach

City is interested in the firm's organizational structure, their understanding of the project issues and their approach to the project. Identify project leadership, reporting responsibilities, how prime firm will interface with City's project manager and City staff, and how sub-consultants will be used. Describe any significant project issues and the team's approach in addressing those issues.

40 Points Maximum

Consideration Item 5: Interview (Optional)

The City may determine that it is necessary to interview short-listed firms prior to making a recommendation to the City Council. Generally, staff may interview the top firms based on the results of the Evaluation Committee.

25 Points Maximum

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