



Proposal for Pflugerville City Hall Complex Reuse Advisory

Date of Submission

February 27, 2026

Submitted To:

Emily Barron
Assistant City Manager, City Manager's Office
City of Pflugerville
Email: emilyb@pflugervilletx.gov

Submitted By:

Jenifer Boss
Managing Director
Hayat Brown LLC
Email: jenifer.boss@hayatbrown.com

February 27, 2026

Emily Barron
Assistant City Manager, City Manager's Office
City of Pflugerville
emilyb@pflugervilletx.gov

RE: Pflugerville City Hall Complex Reuse Advisory

Dear Ms. Barron:

Hayat Brown is pleased to submit this proposal to support the City of Pflugerville ("City") as it executes a strategic opportunity to enhance and support historic Downtown Pflugerville while preparing to relocate its administrative offices to the new City Hall facility within the Downtown East Project.

Hayat Brown is a woman-owned, diversely staffed engineering and advisory firm providing expertise to public and private institutions involved in the planning, construction, and operation of civil and social infrastructure projects, as well as commercial real estate development, particularly in urban areas. Our mission is to improve society by helping governments, private companies, and institutions deliver capital improvements that promote equitable and financially stable communities for living, learning, justice, and health. We bring a unique combination of engineering technical skills, public-private partnership (P3) experience, and real estate advisory expertise to provide governments and educational institutions with comprehensive solutions to complex real estate, capital improvement, and economic development endeavors.

We welcome the opportunity to serve as your consultant and have provided herein our proposal to support the selection of a developer and the structuring of a transaction that will maintain active uses on Main Street and catalyze private investment in the City's downtown core.

Hayat Brown will consider signature of this proposal document as a formal Notice to Proceed, while we await a formal purchase order or procurement document from the City.

Respectfully submitted,



Jay Brown
Managing Director
Hayat Brown LLC

BACKGROUND

The forthcoming buildout of Downtown East has the potential to transform not only the Pfluger Tract, but surrounding districts, including Pflugerville's historic old town. The extension of Main Street between these two areas will create new accessibility between these distinct but synergistic destinations. In 2025, Hayat Brown led a strategic planning effort to support economic development and placemaking in Pflugerville's historic downtown core. A key recommendation from that study is the reuse of the current city hall complex on East and West Main Streets. This engagement intends to implement that recommendation by soliciting interest, selecting a developer, and structuring a transaction that will harness existing real estate assets and private investment to amplify positive community impacts.

SCOPE OF WORK: OVERVIEW OF MAJOR ACTIVITIES

Hayat Brown is led by seasoned professionals with deep institutional experience in providing real estate and P3 advisory services to higher education institutions and state and local governments. All Hayat Brown technical work will be overseen by Jenifer Boss, Managing Director, who will serve as the Project Executive and Mark Gilbert, who will serve as Project Manager and central point of contact for technical delivery and execution.

The Hayat Brown Team proposes a Scope of Work organized into five (5) distinct activities:

Task 1 - Transaction Structure

- Define project delivery method and preferred ownership / leasing structure – ground lease, space lease, etc.
- Assess potential public subsidies for project.
- Evaluate risks and responsibilities.
- Conduct targeted market sounding with potential developers and/or occupants.

DELIVERABLES:

- ✓ Recommended deal structure – preferred ownership, improvement, delivery model, and key lease terms to be presented the solicitation.
- ✓ Risk and responsibilities assessment – preferred allocation of project risks and responsibilities between the City and lessee to convey in the solicitation.
- ✓ Market sounding findings summary.

Task 2 – Solicitation Development / Pre-Solicitation Activities

- Review City-drafted request for developer documentation, including all required financial, schedule, and cost information to be submitted in response to a two-step process consisting of Step 1: Proposal for Development and Step 2: Best and Final Offer (BAFO).
 - Validate City's proposed developer selection structure to meet City's goals and schedule.
 - Coordinate with the City on standard solicitation-related documents, requisite attachments, and requirements for the release.
- Support a pre-submittal conference to provide detailed instructions and information to potential respondents.
- Prepare responses to questions asked during pre-submittal conference and in the solicitation's Q&A period.
- Develop scoring sheets and evaluation templates to be used by the selection team as well as coordinate, prepare, and facilitate evaluation team preparation meetings.

DELIVERABLES:

- ✓ Request for Proposed Offers Package – package will include all elements for proposers to properly respond to offer and will be developed in close concert with City staff including legal, finance, facilities, and any other City project consultants.
- ✓ Presentation for pre-submittal conference – materials for the pre-submittal conference.
- ✓ Evaluation scoring sheets and templates - templates and scoring sheets will be developed to ensure a consistent methodology is implemented for the evaluation of all teams and offers submitted.

Task 3 - Proposal Evaluation – Step 1

- Conduct proposal compliance check.
- Evaluate all proposal factors with a focus on pro formas, construction budgets, financial plan, and financial capability.
- Develop summary of evaluation results.
- Coordinate confidential workshops with evaluation committee.
- Prepare interview questions and participate in one-on-one interviews.
- Attend coordination calls.

DELIVERABLES:

- ✓ Summary findings for proposal review - summary to document findings associated with the evaluation of initial offers.
- ✓ Interview questions - develop and submit a list of questions to be addressed during one-on-one interviews with short-listed teams.

Task 4 - Best and Final Offer Support and Partner Selection – Step 2

- Draft BAFO request for shortlisted firms and evaluation templates.
- Evaluate and summarize BAFO responses.
- Attend BAFO workshop with evaluation committee.
- Prepare and present recommendation to Council.
- Attend coordination calls.

DELIVERABLES:

- ✓ Summary of best and final offers - summary to document their findings associated with the evaluation of refined offers submitted to the City.

Task 5 – Negotiations and Closing

- Negotiate and execute term sheet.
- Negotiate lease and other definitive documents.
 - Participate in periodic calls with relevant parties to coordinate on financing, development, and legal aspects of the project.
 - In conjunction with the City's legal counsel, review drafts of the project agreements and advise on specific business terms.
- Prepare stakeholder briefings for legal documents.
- Attend Council meetings as needed.

Firm Fixed Price by Major Activity

Task	Hours	Labor Fee
Task 1 - Transaction Structure	60	\$ 14,004
Task 2- RFP Development	82	\$ 28,946
Task 3 - Proposal Evaluation	160	\$ 51,562
Task 4 - BAFO Support and Partner Selection	44	\$ 15,024
Task 5 - Negotiations and Closing	98	\$ 36,258
LABOR TOTAL	444	\$ 145,794
Travel (4 on-site events)		\$ 5,540
Total NTE Amount		\$ 151,334

Hourly Rates

Hayat Brown will invoice on a monthly basis using the fully loaded hourly rates shown below.

Labor Category	Hourly Rates
Managing Director	\$446
Senior Director	\$371
Director	\$339
Manager	\$297
Senior Associate	\$255
Associate	\$223
Analyst	\$202
Technical Writer	\$144

Pricing Assumptions

The following assumptions apply to the total firm fixed price. Should any of the conditions below change during the period of performance, formal contract modification(s) by the City will be required to increase the price.

- The Hayat Brown Team will maximize the use of virtual meetings where possible.
- One (1) final presentation to the City Council is included (Task 5).
- City representatives will be available in a timely manner for scheduled progress and decision meetings throughout the period of performance.
- One (1) draft and one (1) final version of each deliverable will be submitted to the City. Each draft deliverable will incorporate one (1) round of consolidated feedback provided by the City within seven (7) days of Hayat Brown's submission.

ACCEPTANCE AND SIGNATURES

City of Pflugerville:

Hayat Brown LLC:



Emily Barron
Assistant City Manager
City of Pflugerville

Jay Brown
Chairman and Managing Director
Hayat Brown LLC