



## MEMORANDUM

**To:** Mayor and City Council

**From:** Jessica Carpenter, Director of Community Experiences

**Date:** September 12, 2023

**Reference:** Consider approval of a professional services agreement with Dunaway, in the amount of \$159,500.00, to prepare a comprehensive Community Experiences Department Master Plan; and authorizing the City Manager to sign any necessary documents.

**2040:** Sustainable City Government: Excellent and Well-Maintained City Infrastructure and Facilities

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### **Introduction:**

The purpose of this agenda item is to consider approval for the Community Experiences Department to enter into a professional services agreement with Dunaway for the development of the Community Experiences Master Plan.

### **Background:**

The Community Experiences Department completed its last Master Plan in July 2017. The major goals and objectives of that plan have either been completed or are due for reevaluation to align with current and future community needs. The National Recreation and Park Association (NRPA) recommends updating master plans every five to seven years as a standard for incorporating current and future trends into parks, facilities, and programs. The Master Plan is a requirement for the department to continue to achieve accreditation through the Commission for Accreditation of Park and Recreation Agencies (CAPRA).

The primary purpose of the Community Experiences Master Plan is to create a clear set of goals, policies and objectives that will provide direction to City staff, the Parks and Recreation Board and the City Council for redevelopment and enhancement of the City's Park system, open space, trails, facilities, and recreation programs for the short term (2025), the mid-term (2027) and the long term (2030).

The City of Coppell Procurement Division advertised a Request for Proposals (RFP) for the Community Experiences Master Plan in July of 2023. The City received one proposal for RFP No. 0136 from MHS Planning and Design. Due to the large scope and impact of this project, the

Community Experiences Department reached out to two additional consultants, Dunaway and Halff, to receive proposals. The department created an assessment panel that consisted of division managers, Assistant Directors, and the Director to conduct interviews with the three consultants.

Dunaway is the recommended consultant for the Community Experiences Master Plan based on the following criteria:

- Project Approach
- Project Team
- Past Experience and Client References
- Project Schedule
- Presentation of Proposal

The additional cost for this item is due to the increased public involvement/input meetings and opportunities that the Department sees as a priority. This proposal includes several opportunities for public input meetings, a public input survey, and community engagement at a City special event to provide the community multiple opportunities to express their wants and desires. These are outlined in the scope of work.

**Benefit to the Community:**

The Community Experiences Department Master Plan provides a vision for the redevelopment and enhancement of City parks, open spaces, department facilities, and programs that align with the community's needs and desires.

**Legal Review:**

The Procurement Division has reviewed the documents and determined that this is an appropriate method of contracting with the vendor.

**Fiscal Impact:**

The fiscal impact of this item is \$159,500.00; \$120,000.00 as budgeted and the remaining \$39,500.00 from General Fund fund balance.

**Recommendation:**

The Community Experiences Department recommends approval of this item.