

**PROFESSIONAL SERVICES PROPOSAL
FOR
COMMUNITY EXPERIENCES MASTER PLAN
Coppell, Texas**

August 29, 2023

I. PROJECT DESCRIPTION

Dunaway Associates, L.P. (“Dunaway”) will perform professional planning and landscape architectural services for the City of Coppell (“City”) for the preparation of a Parks, Recreation & Open Space Master Plan (“Master Plan”). The Scope of Services will be performed in two (2) phases with Phase I including the Inventory and Needs Assessment, and Phase II the Parks, Recreation & Open Space Master Plan. As additional expertise to the team, Dunaway will retain the services of National Service Research (“NSR”) and PROS Consulting (“PROS”).

Dunaway has prepared the following Scope of Services based upon initial discussion with the City of Coppell on August 1, 2023. It is assumed that the City will assist in coordination with Park Board to interact with the Dunaway team at key milestones of the project.

II. SCOPE OF SERVICES

A. PHASE I – INVENTORY AND NEEDS ASSESSMENT

1. Data Collection, Base Map Preparation, & Branded Project Website

- a. The City will provide Dunaway the latest digital data for the current mapping of the City. This will include GIS data, digital aerial photographs, zoning maps, land use maps, thoroughfare maps, utility maps, and other mapping of the City. The digital information will be provided by the City in a file format that has been coordinated with Dunaway.
- b. Based upon the information provided by the City, Dunaway will prepare a digital base map that will illustrate information such as park sites, school sites, streets, major destinations, city facilities, drainage corridors, trails, vegetation, etc.

Deliverables:

- Base map in PDF Format

2. Inventory & Facility Analysis

- a. Dunaway team members will attend one (1) kick-off meeting with City staff to discuss the vision for the Master Plan, project goals & objectives, planning process & milestones, overall project schedule, and diversity of parks/recreation providers in Coppell.
- b. Dunaway team members will attend one (1) meeting with the Park Board and the Youth Sports Council to discuss the planning process & milestones, overall project schedule, and goals for the project.
- c. The City will provide Dunaway with a complete listing of the current citywide inventory for the park system. The City will provide the following information to Dunaway:
 - 1) Public parks, recreational facilities, and open space areas owned by the City by individual site, quantities, and condition assessment (if available) of existing amenities/assets at each site
 - 2) Facility inventory and use agreements with the local schools, by individual site and existing amenities for athletics and recreational facilities.
 - 3) Land that is targeted or proposed for dedication of parks and/or open space
 - 4) Parks, land, facilities, and programs offered by other service providers within the community (i.e. private, public, or not-for-profit organizations)
 - 5) Existing youth and adult sports associations including number of teams, participation levels, facilities used, and projected annual growth of each association.
 - 6) Existing youth and adult recreation programs offered by the City and/or other providers, and the projected growth of each program
- d. Dunaway team members and City representatives will perform a citywide tour to review the existing parks and recreation facilities. The park sites will be documented photographically for existing conditions and amenities.

Deliverables:

- Notes from kick-off meeting

- Inventory Spreadsheet of parks with acreage and amenities/quantities at each park site in PDF & Excel format

3. Population Analysis

- a. The City will provide Dunaway with the most recent population & demographic data including age segments, ethnicity, growth trends, family income, education, etc.
- b. Dunaway will prepare GIS maps/exhibits that depict key characteristics of Coppell.

Deliverables:

- Population Analysis in PDF Format

4. Standards Analysis

- a. Dunaway will evaluate the City's current classifications for park acreage and park facilities based on the 2015 Master Plan.
- b. Dunaway will provide recommendations for park acreage standards and park facility standards as appropriate for Coppell.
- c. Dunaway will prepare a geographic distribution (service gap) analysis map.

Deliverables:

- Park acreage standards & Park facility standards in PDF format

5. Benchmarking

- a. Dunaway and PROS will coordinate with City staff to select four to five (4-5) cities in the DFW region or other parts of Texas with similar characteristics such as built-out communities, evolving demographics, and key urban spaces. Additional comparisons will be sought for services Coppell is providing that may be unique to the region.
- b. Dunaway and PROS will compare park system data for park types, acreage, facilities, programs, and position analysis.

Deliverables:

- Benchmarking summary in PDF format

6. Recreation Program Analysis

- a. PROS will conduct a recreation program analysis based on current programs offered (i.e. age segment distribution, lifecycle analysis, core programs, similar providers/duplication, market position, marketing methods, etc.)
- b. PROS will provide recommendations for program enhancements that result in successful & innovative recreation program offerings.

Deliverables:

- Recreation Program Analysis in PDF Format

7. Demand Analysis & Needs Assessment

- a. Dunaway and NSR will attend one (1) strategy meeting with City staff to outline the public involvement methodology to be undertaken. The group will outline the community engagement process and define milestone dates and events.
- b. Throughout the engagement process the Dunaway team will collaborate with the city to incorporate an equitable strategy as it relates to diverse cultures and demographics located in Coppell.
- c. Dunaway, NSR, and PROS, will conduct three (3) Public Workshops to garner broad-based input on the interests and community desires for parks and recreational facilities. The City will be responsible for advertising the Public Workshops and arranging the venue location. It is initially expected to conduct two (2) in person workshops and one (1) virtual workshop.
- d. Dunaway, NSR and PROS will conduct up to three (3) key interviews with City staff from other departments. These interviews will occur during one day at City offices. City staff will assist Dunaway in arranging these interviews and designating representatives to attend from other departments.
- e. Dunaway and NSR will attend up to one (1) special event already planned in the City of Coppell during the planning process. The team will develop a brief handout to utilize at public information booths, open houses, and other events.

This handout will provide information to citizens about the parks master plan, and some general topics/questions for soliciting public input on parks and recreation.

- f. Based upon the input received during the Public Workshops, Special Events, and department interviews, NSR will design a concise citizen survey document to assist in documenting citizen demand for park and recreation services.
- g. After final approval, NSR will program and provide the citizen survey online link to the City for posting on their website. The City will advertise the survey on various social media sites, through email notifications to citizens, emails to HOA's, notices in water bills, park and recreation mailers, etc. prior to and throughout the data collection phase. The online survey link will be programmed so only one survey per IP address can be completed. NSR will keep the survey live for 4 weeks, or as directed by the City. NSR can provide up to 300 copies of the paper surveys to be available at recreation centers, City Hall, and other public places.
- h. NSR will design and print a postcard mailer to 4,000 households in the City. The postcard will have the online survey link printed on the postcard so citizens can take the survey. A full list of City addresses will be provided by the City to NSR in an excel format. NSR will select 4,000 households at random throughout all geographic regions for mail-out of the postcard.
- i. NSR will prepare an analysis of the survey data along with a Final Report containing an executive summary and the detailed results.
- j. Dunaway and NSR will attend (1) meeting with City staff to present the survey results.
- k. Dunaway will attend one (1) City Council meeting to present a status update at the completion of Phase I and next steps moving into Phase II.

Deliverables:

- Needs assessment final report in PDF format.
- Key data breakdown in Excel format
- Powerpoint presentation in PDF Format

B. PHASE II – PARKS, RECREATION & OPEN SPACE MASTER PLAN

8. Priority Rankings

- a. Dunaway will prepare a priority criteria system, with City-approved weighted values, to be used in ranking priorities.
- b. Dunaway will complete the priority ranking matrix based upon citizen survey, Dunaway recommendations, and other sources of input.
- c. Dunaway will submit the priority ranking matrix to City staff for review and consensus.

Deliverables:

- Priority ranking matrix in PDF format

9. Action Plan

- a. Based upon the priority ranking results, Dunaway will prepare a preliminary Park Action Plan for park related improvements and renovations & improvements to recreational facilities. The Action Plan will address a 5-to-10-year period.
- b. Dunaway will prepare a digital exhibit/map depicting the proposed locations for the preliminary Action Plan recommendations.
- c. Dunaway will confirm and recommend a vision and mission statement for the Park System for adoption.
- d. Dunaway will attend one (1) meeting with City Staff to discuss the preliminary Action Plan.
- e. Dunaway will attend one (1) meeting with Park Board to discuss the preliminary Action Plan.

Deliverables:

- Preliminary Action Plan in PDF format
- Action Plan exhibit/map in PDF format (Dunaway will coordinate final format with City staff)

10. Implementation Plan

- a. Dunaway will prepare an Implementation Plan that outlines CIP for the designated priorities within the Action Plan.

- b. Dunaway and PROS will prepare a list of funding recommendations for the Action Plan, including an estimated timeline for implementation.
- c. PROS will provide recommendations for optimizing maintenance operations and management structure of the Parks Department.

Deliverables:

- Implementation Plan with funding recommendations in PDF format

11. Financial Assessment

- a. PROS will perform an analysis to identify the financial situation of the Parks Department over the past five (5) years. The financial analysis will look at the current budget against past budgets for the years the city would like us to review. The analysis will look at existing financial policies such as user fees polices, current policies towards revenue generating opportunities, grant opportunities, dedicated funding options, foundations, grants and the other revenue strategies in best practice organizations.

This work will also focus on what the financial situation is for each core program area such as Fitness, Aquatics, Sports, Seniors, Arts, Outdoor Recreation and Education, Camps, Tennis, Field Use, Special Events and another core program broken down by revenue and expenses, unit costs such as cost per experience, cost per hour, cost per visitor etc., and for each core facility in the system. PROS will evaluate areas that can be strengthened based on efficiency and through business practices changes.

Deliverables:

- Draft Financial Assessment report in PDF format
- Final Financial Assessment report in PDF format

12. Preliminary Master Plan

- a. Dunaway will prepare a Preliminary Master Plan report in narrative format outlining the entire process, findings and recommendations.
- b. Dunaway will prepare Preliminary Master Plan exhibits/maps for the various sections within the report.
- c. Dunaway will submit one (1) unbound hardcopy and one (1) digital format of the Preliminary Master Plan report to the City for review and comments. City staff

will be responsible for printing & distributing copies of the Preliminary Master Plan for review by others.

- d. Dunaway will attend one (1) meeting with City staff to present the Preliminary Master Plan.

Deliverables:

- One (1) unbound hardcopy of the Preliminary Master Plan report
- One (1) digital format of the Preliminary Master Plan Report (PDF)

13. Final Master Plan

- a. Based upon comments from City staff, Dunaway will prepare the final narrative and color exhibits/maps for the Final Master Plan.
- b. Dunaway will submit one (1) unbound hardcopy, five (5) bound copies, and one (1) PDF of the Master Plan document. The City will be responsible for printing & binding multiple copies of the Master Plan document.
- c. Dunaway will assist City staff in attending one (1) presentation of the Master Plan to the Park Board for recommendation for adoption.
- d. Dunaway will assist City staff in attending one (1) presentation of the Master Plan to the City Council for adoption.

Deliverables:

- One (1) unbound hardcopy of the Final Park Master Plan report
- five (5) bound copies of the Final Master Plan Report
- One (1) PDF file of the Final Master Plan Report

III. COMPENSATION

A. PHASE I – INVENTORY AND NEEDS ASSESSMENT

1. Data Collection, Base Map Preparation, Branded Website	\$ 8,000
2. Inventory & Facility Analysis	\$ 15,000
3. Population Analysis & Demographic Trends	\$ 5,000
4. Standards Analysis	\$ 8,500
5. Benchmarking	\$ 10,000
6. Recreation Program Analysis	\$ 7,500
7. Demand Analysis & Needs Assessment	\$ 43,000

PHASE I SUBTOTAL – BASIC SERVICES **\$ 97,000**

B. PHASE II – PARKS, RECREATION & OPEN SPACE MASTER PLAN

8. Priority Rankings	\$ 7,000
9. Action Plan	\$ 11,000
10. Implementation Plan	\$ 10,000
11. Financial Assessment	\$ 7,500
12. Preliminary Master Plan	\$ 17,000
13. Final Master Plan	\$ 10,000

PHASE II SUBTOTAL – BASIC SERVICES **\$ 62,500**

TOTAL FEE (Phase I and Phase II)* **\$ 159,500**

* Customary in-house expenses incurred by Dunaway related to performing this Scope of Services are included in the lump sum fee listed above (e.g., in-house copies, mileage, tolls, computer plotting, photography, meals, etc.). Special request expenses for out-of-house services are not included in the lump sum fee listed above and will be billed as a reimbursable expense. These may include, but are not limited to: couriers/deliveries, repro services, multiple print copies, binding, dry mounting, etc.

IV. ADDITIONAL SERVICES

Any additional items not included in this proposed Scope of Services, which are requested by the City, will be covered as Additional Services as authorized by the City. Additional services may include, but are not limited to the following: additional public meetings; videotaping any meetings; special presentation graphics; additional printing of Master Plan books/documents; additional printing of color maps or exhibits for the Master Plan, etc.

V. ASSUMPTIONS

- A. The City will provide, as expeditiously as possible, all existing data and base information currently in its possession and as necessary to complete the scope of services described herein. This includes the electronic files from other past or ongoing planning studies. This scope of services does not include any detailed site reviews to obtain park inventory information or condition assessment evaluations. All information provided by the City is assumed to be accurate and complete, unless otherwise indicated by the City. Any information required to complete this scope of services that cannot be readily provided by the City will remain the responsibility of the City.
- B. This scope of services does not include any topographic surveys or boundary surveys.
- C. This scope of services does not include any hydraulic or hydrology engineering modeling or design services for any creeks, lakes, etc.
- D. This scope of services does not include any traffic studies or transportation engineering/planning studies.

- E. This scope of services does not include any coordination with other agencies such as the Texas Parks & Wildlife Department, NCTCOG, FEMA, USACE, TCEQ, etc.
- F. Dunaway will attend the meetings as described within this scope of services. Additional community meetings, public hearings, focus groups, etc. as requested by the City will be considered as additional services as authorized by the City.
- G. This scope of services does not include design or production of any marketing materials to be utilized by the City for such items as press releases, brochures, flyers, posters, 3D animations, videos, etc.
- H. This scope of services does not include any grant writing or grant application submittals to such agencies as the Texas Parks & Wildlife Department.
- I. This scope of services does not include any final design or construction documents for specific parks and/or recreational facilities within Coppell's park system.
- J. If branded website option is selected, the City will be responsible for hosting fees of an online website for progress updates, information, and announcements during the master planning process.