



Request for Qualifications

City Master Plan Services

“Rockdale, Mid-Century”

The City of Rockdale and the Rockdale Municipal Development District are releasing a Request for Qualifications (RFQ) from interested and qualified consulting planning firms for professional planning services to assist the City in the creation of a Community Vision, preparation and provision of a City Master Plan which will include a review and update of the existing City Comprehensive Plan and related planning documents, a Growth and Land Use Plan, Parks Master Plan, and City Utility Assessment. The City wishes to create a governing document and policy framework for intelligent growth over a 30 year period where Rockdale retains its community character.

Please carefully review this RFQ for a detailed scope of work, submission instructions, review and award procedures, and implementation schedule.

Rockdale MDD Board Authorization to Release RFQ: May 23, 2022

Rockdale City Council Authorization to Release RFQ: July 11, 2022

Request for Qualifications Due: September 12, 2022

Board Selection of Consultant and Authorization to Negotiate Contract: September 26, 2022

MDD Approval of Contract: October 24, 2022

Background

The City of Rockdale is located approximately 65 miles northeast of Austin and Milam County is adjacent to the Austin-Round Rock MSA, one of the fastest growing areas of Texas and the United States. Further, the 31,000 acre former ALCOA site recently sold to a group of industrial development investors who have grand visions for a development. The growth emanating from Austin is affecting the City of Rockdale in positive ways. Recent industrial announcements in the Austin MSA (Tesla, Samsung, etc.) necessitate the Rockdale leadership to think seriously about growth issues and how the City can best capitalize on the opportunities before it.

The City adopted its Comprehensive Plan in 2018 with quality of life, parks, transportation, utility, and economic development components. These sections need a review and updating to account for new realities.

The Rockdale Municipal Development District is taking an active leadership role in this project, both securing the funding of the project and assisting the City with implementation.

**REQUEST FOR QUALIFICATIONS
Rockdale City Master Plan**

“Rockdale, Mid-Century”

I. INTRODUCTION

The Rockdale Municipal Development District (RMDD) seeks to enter into an agreement with a qualified Individual, Firm or Corporation (Offeror) with substantial and relevant experience and expertise to develop a City Master Plan. This RFQ is issued in accordance with applicable laws that allow an agreement with a consultant firm that demonstrates and has proven experience and knowledge in urban planning, effective public involvement processes, and utility planning that will work closely with City staff in the preparation of a City Master Plan.

There is no expressed or implied obligation for the RMDD to reimburse responding firms for any expenses incurred in responding to this request. In no event will the RMDD or any of its respective agents, representative, consultants, directors, officers, or employees be liable for, or otherwise be obligated to reimburse, the costs incurred in preparing any response, or any other related costs. The prospective firms shall be fully responsible for all costs incurred in the preparation and/or presentation of submittals. The submittals will become the property of the RMDD upon submission and shall be subject to the Texas Public Information Act unless the respondent clearly and prominently identifies a particular submittal item as proprietary and said item unequivocally qualifies for this exception under the Act as determined by the Texas Attorney General in accordance with the law.

The RMDD 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 RMDD and serve the best interests of the City. The RMDD further reserves the right to terminate this process and to cancel or modify this solicitation at any time. The following information is offered as the overall scope of work. The intent of this Request for Qualifications is to provide information so that Offeror can define the level of expertise, experience, personnel, and approach necessary to perform the required services in a timely, cost-effective and professional manner.

II. SCOPE OF SERVICE

Community Visioning

The City of Rockdale and the Rockdale MDD want to engage in a public participation process to establish a community vision. As Rockdale is a fringe development area in the Austin-Round Rock MSA, it is important that Rockdale has a clear understanding of its community character. What aspects of Rockdale can be changed with growth? What community elements are sacred and need to be preserved? What does Rockdale want to look like and be at the end of the planning period? This vision will serve as the foundation for the other component parts of the City Master Plan and will inform the Parks plan, the utility plan, and a separate community branding and marketing plan (not included in this RFQ).

Future Land Use and Growth Plan

The consultant will develop realistic population projections and build-out scenarios utilizing preferred land use patterns for the City and ETJ. The build-out scenarios shall include land use projections, population densities, development phasing models, and infrastructure improvements as required. This future growth and development model will consider the location of the City's existing water and wastewater infrastructure and be informed by existing Southwest Milam Water Supply Corporation infrastructure. One objective is to identify potential growth corridors and areas where the City can expand its CCN. Review, analyze and provide the land use and development character goal, policy and action items of the Plan and refine as needed to account for shifting demographics and vision of the community.

The consultant will also provide guidance on how the City can utilize alternative tools such as Public Improvement Districts (PID's), Municipal Utility Districts (MUD's), and Tax Increment Reinvestment Zones (TIRZ's) to finance infrastructure extensions.

Parks, Open Space, and Trails (POST) Master Plan

The City has a commitment to provide high quality parks and recreation facilities and programs for the community. The POST Master Plan will analyze past and current facilities and services and will recommend future facilities and services required to satisfy these identified needs,

including but not limited to, outdoor, indoor, fitness, athletic, aquatic, and special events. The planning process will consist of, but not be limited to, the following components: needs assessment, visioning, identifying and evaluating community needs, priorities, opportunities and creating a phased implementation and financial plan. The firm selected will create a document for distribution to the public which summarizes the planning process, data collected, the analysis of forecasted needs, and implementation strategies for review and approval by the City.

This plan should comply with the Texas Parks and Wildlife Master Plan requirements so that the City will be eligible for grant funding. This plan will cover the entire City of Rockdale city limits plus all the extra-territorial jurisdiction (ETJ) area, but the report will distinguish between the two in any reporting, evaluations and or future projections.

The POST Master Plan will require presentations to the Planning and Zoning Commission and approval from the Parks Board, Rockdale Municipal Development District Board, and the City Council.

This completed and adopted citizen-driven master plan will establish a clear direction to guide City staff, parks board and elected officials as to the growth, development and enhancement of the community's parks, public spaces, recreation programs, services, and facilities.

Utility Capacity Plan

The consultant will create a high-level utility system master plan using the City Future Land Use and Growth Plan and an assessment of the City's current water and wastewater system. The consultant will also factor in the City's \$27.4 million water line replacement plan and sewer treatment plant upgrade. This Utility Capacity Plan is not meant to be a full utility system water and wastewater model; it does seek guidance on the following issues:

Water production capacity – given the City's current population and projected growth rates, when will the City need to create additional water capacity. What is the best method for securing this water capacity? Given the nature and age of the current water treatment plant, will it make economic sense to refurbish the current plant or construct a newer, larger plant?

Wastewater treatment capacity – The City's existing waste water treatment plant is operating at about 30% of its planned capacity. With the City's current population and

projected growth rates, will the City need to create additional treatment capacity at the wastewater treatment plant?

City Master Plan

Public Engagement

The City of Rockdale considers public participation essential to a successful Comprehensive Plan. The Plan process shall be structured to efficiently maximize citizen involvement and participation. The selected consultant shall be responsible for designing a public engagement strategy which incorporates effective and innovative participation techniques and encourages participation throughout the development of the Master Plan. Participation by residents, businesses, agencies, organizations, all city departments, and public officials is a must throughout the planning process. Part of the public participation plan will be the establishment of a Plan Task Force to provide guidance 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 selected consultant team must demonstrate extensive expertise and experience in the public participation and facilitation process. The selected consultant team must have strong leadership and creativity to provide clear direction in participation techniques that result in inclusive and timely decisions.

Incorporating Pre-Existing Planning Documents

The City of Rockdale updated its Comprehensive Plan in 2018. The Rockdale Municipal Development District engaged the services of a landscape architecture firm and design team to work with a group of community stakeholders to create an area-specific vision for the East Cameron Corridor. The planning process in this RFQ will incorporate the East Cameron Corridor vision and plan into the final document. Also, the City recently completed a planning process through Texas A&M – Corpus Christi, *Communities As Start-Ups* (CASU); some key areas of improvement were already highlighted and the plan document can be provided once it is available. The City is completing the design phase of a \$27 million water line replacement and sewer treatment plant project funded through the Texas Water Development Board. Finally, in 2012, the City completed a Downtown Master Plan. All pre-existing plans are available upon request.

Community Assessment and Conditions

The Consultant will collect and analyze a range of information about existing conditions and the potential for the future of the City of Rockdale, including a Current Community Assessment. This will be based on a thorough understanding of existing plans and programs affecting the city, and on input, inventories, and analyses undertaken by the Consultant. Previously compiled data will be used and incorporated where possible. Emphasis will be on the identification of features and conditions that may influence or affect the planning process, rather than extensive documentation of existing conditions other than what is necessary to comply with State standards.

Master Plan

Recognizing that development investment and potential new residents/entrepreneurs will be lured to Rockdale by an enviable quality of life/place, the nature of the Master Plan will be one that emphasizes improvements in this area.

Using the City's 2018 Comprehensive Plan and the other planning elements in this RFQ as a point of departure, the Consultant will consider the current community assessment, any existing planning documents, input from the community and Plan Task Force to make recommendations for the City of Rockdale's Community Goals element to effectively manifest the community's vision and direction for the future. The consultant will lead multiple interactive discussions with the community, staff, and Plan Task Force to gain meaningful participation and input in order to either prepare a new list of community goals and/or policies, or Character Area-specific goals along with a defining narrative. The list must be reviewed by the Task Force with new or revised items going through a SWOT (strengths, weaknesses, opportunities, and threats) or similar analysis and then prioritized. The Needs and Opportunities that the community identified as high priority must be followed-up with corresponding implementation measures.

Implementation Program

The final product will not be an academic analysis but will be a plan for the next 10-20 years with metrics for work to be completed and timelines that should be followed to complete the goals of the plan. The Consultant will not only create an Implementation Program to incorporate any new or revised Needs and Opportunities identified during the process, but also revise any implementation measures and specific activities the community plans to undertake during the next five and ten years to address the priority Needs and Opportunities, identified Target Areas

(if applicable), or to achieve portions of the Community Goals. This includes any activities, initiatives, programs, ordinances, administrative systems (such as site plan review, design review, etc.) to be put in place to implement the plan. The Implementation Program will include the following information for each listed activity: • Brief description of the activity; • Legal authorization for the activity, if applicable; • Timeframe for initiating and completing the activity; • Responsible party for implementing the activity; • Estimated cost (if any) of implementing the activity; and • Funding source(s), if applicable.

The consultant will evaluate existing Overlays and Character Areas and draft and present in map form, along with text descriptions, recommendations for “Character Areas” that identify unique sub-areas of the City. These recommendations could re-establish the existing character areas, amend them, or delete them in favor of new areas. Possibilities include, but are not limited to, Downtown Rockdale, East Cameron Avenue, old Rockdale, and West Cameron Avenue.

III. PROPOSED SCHEDULE

RFQ Release Date – after final approval by the Rockdale City Council	July 11, 2022
Deadline for Questions	August 1, 2022
Responses to Questions Posted	August 15, 2022
Submission Due Date	September 12, 2022
Respondent Selection	September 26, 2022
Contract Execution/Notice to Proceed	October 24, 2022
Anticipated Project Completion and Adoption	June 15, 2023

IV. Project Questions

Clarification questions regarding this Request for Qualifications should be directed in writing to:

James P. Gibson, CEcD MEDP
Economic Development Director
Rockdale Municipal Development District

At

Jim.gibson@rockdalemdd.org

The deadline to submit written clarification questions will be on August 1, 2022, and the deadline to post answers to questions is on August 15, 2022.

V. SUBMISSION

Interested and qualified firms or teams are invited to submit FOUR (4) paper copies of an SOQ for the City Master “Rockdale Mid-Century” Plan (inclusive of all required documents and affirmations) that demonstrate their experience in performing a project of this scale and complexity. Provide a list of references from clients, funding agencies, governmental units or partners. The SOQ shall be submitted by a lead firm but may contain services from sub consultants. Documentation should be limited to 15 single sided pages and include the items below. Statement of Interest Letter and Resumes do not count in the 15-page limit.

Item 1: The City is interested in the experience of the Project Manager, Project Principal and the firm’s projects similar to the project described in this solicitation. Project Manager and Project Principal must be employed by the prime firm and may be the same individual. List the location of the offices proposed to work on the project as well as contact information and who is to be the sole agent for contact with the City for this project. List no more than five (5) projects meeting these criteria which have been completed in the past ten (10) years for each individual.

Item 2: Firm Information

- A. Prime firm and subconsultants must have adequate and experienced current staff (including professionals registered in applicable fields, other professionals, and technicians) to competently and efficiently perform the work.
- B. Prime firm and subconsultants must commit that staff proposed in this submittal would be available for the proposed work.
- C. Provide detail of the firm’s qualifications as well as aspects of each subcontracting firm that will benefit this project if selected.
- D. At least two, and no more than five, references of directly relevant work must be provided from the last five years. Specific projects relevant to this assignment with dates, outcomes, clients, and specific references that could comment on the quality of the work should be identified. The results of any reference checks will be provided to the evaluation committee and used when scoring the written qualifications.
- E. Statement should include the firms’ other current projects, involvement of proposed staff, current status of the project and expected completion of that project, if relevant to this submittal.

Item 3: Project manager must be licensed in the state of Texas at the time of submittal. Included should be examples of previous master plan studies, personnel involved, and the process utilized.

Item 4: The Consultants' understanding and approach to the project is an important aspect of the RFQ process. The Consultant should provide a clear and concise understanding of the project based on the information given as well as project goals and requirements. The proposer should explain their plan development process including their proposed strategy for completing the tasks identified in the scope. Describe experience with creative approaches for public outreach and availability to manage this process. City is interested in team's organizational structure, their understanding of the project issues and their approach to the project. Identify project leadership, reporting responsibilities, how firm will interface with City's project manager and the sponsoring department, and how subconsultants will work within the management structure. Describe any significant project issues and the team's approach in addressing those issues.

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

Four (4) Copies of Submittals shall be delivered to:

James P. Gibson, CEcD MEDP
Economic Development Director
Rockdale Municipal Development District
Rockdale Parks Master Plan RFQ
134 N. Main Street
Rockdale, TX 76567

All submittals must be received no later than 2 p.m., Monday, September 12, 2022

VI. Selection Methodology

A combined Council/Board/Staff committee consisting of the City of Rockdale and Rockdale MDD will rate the SOQ's using the evaluation criteria developed for this project. A draft scoring sheet is attached to this RFQ. The selection committee may interview one or more firms to further evaluate qualifications. The selection committee will present their recommendations to the Rockdale MDD Board who will make a recommendation to the Rockdale City Council for the project consultant. During the evaluation process, the Rockdale MDD reserves the right, where it may serve the City of Rockdale's best interest, to request additional information or clarifications from responders, or to allow corrections of errors or omissions.

Review of SOQ's:

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 attached to this RFQ.
3. If necessary, the committee will invite one or more responsive firms to make a presentation before the committee.
4. After completion of the evaluation process, staff will commence with negotiating the scope of the project and associated contract. After the agreed upon scope and contract terms have been established the committee will make recommendation to Rockdale MDD for consultant selection.
5. The Rockdale MDD Board will consider the committee recommendation at its earliest convenience and make a recommendation to the Rockdale City Council for final selection.

CITY OF ROCKDALE/ROCKDALE MUNICIPAL DEVELOPMENT DISTRICT

Rockdale City Master Plan

Scoring Sheet

Date: _____

Reviewer: _____

Item	Points Available	Points Given
<p>1. Project Manager Experience</p> <p>The experience of the Project Manager, Project Principal and the firm's projects similar to the project described in this solicitation. Project Manager and Project Principal must be employed by the prime firm and may be the same individual. List the location of the offices proposed to work on the project as well as contact information and who is to be the sole agent for contact with the City for this project.</p>	25	
<p>2. Firm Information</p> <ul style="list-style-type: none"> A. Prime firm and subconsultants must have adequate and experienced current staff (including professionals registered in applicable fields, other professionals, and technicians) to competently and efficiently perform the work. B. Prime firm and subconsultants must commit that staff proposed in this submittal would be available for the proposed work. C. Provide detail of the firm's qualifications as well as aspects of each subcontracting firm that will benefit this project if selected. D. At least two, and no more than five, references of directly relevant work must be provided from the last five years. Specific projects relevant to this assignment with dates, outcomes, clients, and specific references that could comment on the quality of the work should be identified. The results of any reference checks will be provided to the evaluation committee and used when scoring the written qualifications. E. Statement should include the firms' other current projects, involvement of proposed staff, current status of the project and expected completion of that project, if relevant to this submittal. 	35	
<p>3. Firm Must be Located in Texas</p>	5	
<p>4. Project Approach</p> <p>The Consultants' understanding and approach to the project is an important aspect of the RFQ process. The Consultant should provide a clear and concise understanding of the project based on the information given as well as project goals and requirements. The proposer should explain their plan development process including their proposed strategy for completing the tasks identified in the scope. Describe experience with creative approaches for public outreach and availability to manage this process. City is interested in team's organizational structure, their understanding of the project issues and their approach to the project. Identify project leadership, reporting responsibilities, how firm will interface with City's project manager and the sponsoring department, and how subconsultants will work within the management structure. Describe any significant project issues and the team's approach in addressing those issues.</p>	35	
<p>TOTAL</p>	100	