

PROPOSAL FOR PROFESSIONAL SERVICES
FOR
PARKS, RECREATION, AND OPEN SPACE MASTER PLAN UPDATE
Little Elm, Texas

August 11, 2023

I. PROJECT DESCRIPTION

Dunaway Associates, LLC. (“Dunaway”) will perform professional planning and landscape architectural services for the Town of Little Elm (“Town”) for the preparation of a Parks, Recreation, & Open Space Master Plan Update (“Master Plan”). Dunaway has prepared this Scope of Services based upon conference calls with Town staff on June 21 and August 2, 2023, in which staff discussed the previous 2016 Master Plan and process desired for this update.

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. National Service Research (NSR) will assist Dunaway on the Needs Assessment portion of the project. It is assumed that Town staff and the Community Development Corporation (CDC) will 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

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

Deliverables:

- Base map in PDF Format

2. Inventory & Facility Analysis

- a. Dunaway team members will attend one (1) kick-off meeting with Town staff to discuss the 2016 Master Plan and pieces to be utilized, planning process & milestones, and overall project schedule.
- b. The Town will provide Dunaway a complete listing of the current inventory for the park system. The Town will provide the following information to Dunaway:
 - 1) Public parks, trails, recreational facilities, and open space areas owned by the Town, by individual site and quantities of existing acreage, amenities, and assets.
 - 2) Facility inventory of LEISD, as available, by individual site and existing amenities for athletics and recreational facilities
 - 3) Facility inventory for private facilities and recreational resources
 - 4) Town's current maintenance practices, standards, and policies
- c. On the same day as item A.2.a, Dunaway team members and Town staff will perform a tour of 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 format

3. Population Analysis & Demographic Trends

- a. The Town will provide Dunaway the most current demographics and population data including age segments, trends, income, education, etc.
- b. Dunaway will review the demographic trends and a prepare GIS map/exhibit that depicts key characteristics of the overall Town.

Deliverables:

- Population Analysis in PDF Format

4. Standards Analysis

- a. Dunaway will evaluate the Town's current classifications for park acreage and park facilities.
- b. Dunaway will provide recommendations for park acreage standards and park facility standards based upon appropriate NRPA guidelines and DFW region standards.

Deliverables:

- Park acreage standards & Park facility standards in PDF format
- Park service area map in PDF format

5. Demand Analysis & Needs Assessment

- a. Dunaway and NSR will attend one (1) meeting with Town 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. Dunaway and NSR will conduct one (1) Town Hall meeting to garner broad-based input on the interests and community desires for parks and recreational facilities. The Town will be responsible for advertising the meeting and arranging the venue location.
- c. Dunaway and NSR will conduct three (3) Focus Groups with specific park users and organizations. The Focus Groups will occur on the same day/evening, and the Town will be responsible for recruiting the Focus Group participants and arranging the venue location.
- d. Based upon the input received during the Town Hall meeting and Focus Groups, NSR will develop an online survey to gather community input and needs for the current community park system.
- e. After final approval, NSR will program and provide the citizen survey online link to the Town for posting on their website. The Town 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 Town. NSR can provide up to 300 copies of the paper surveys to be available at facilities, Town Hall, and other public places.

- f. NSR will design and print a postcard mailer to 4,000 households in the Town. The postcard will have the online survey link printed on the postcard so citizens can take the survey. A full list of Town addresses will be provided by the Town to NSR in an excel format. NSR will select 4,000 households at random throughout all geographic regions for mail-out of the postcard.
- g. NSR will prepare an analysis of the survey data along with a Final Report containing an executive summary and the detailed results.
- h. Dunaway and NSR will attend one (1) meeting with the Advisory Committee and Town staff and the CDC to present the survey results.

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

1. Priority Rankings

- a. Dunaway will prepare a priority criteria system/matrix to be used in ranking of priorities.
- b. Dunaway will complete the priority ranking matrix based upon the previous community feedback, CDC input, Town staff input, and Dunaway team input.

Deliverables:

- Priority ranking matrix in PDF format

2. Action Plan

- a. Based upon the priority ranking results, Dunaway will prepare a preliminary Parks Action Plan for short-term, mid-term, and long-term priorities.

- b. Dunaway will prepare a digital 10-year Parks Action Plan exhibit/map depicting priority items throughout the park system, including the layer for trails throughout the Town.
- c. Dunaway will prepare a digital exhibit/map depicting the proposed locations for the preliminary Action Plan recommendations.
- d. Dunaway will identify possible areas for acquisition of new parkland or open space.
- e. Dunaway team members will attend one (1) meeting with Town staff and CDC to review the preliminary Parks Action Plan.

Deliverables:

- Preliminary Action Plan in PDF format
- Action Plan exhibit/map in PDF format

3. Implementation Plan

- a. Dunaway will prepare an Implementation Plan for the projected budgets/capital costs outlined within the Action Plan recommendations.
- b. Dunaway will prepare a list of funding recommendations for the Action Plan.
- c. Dunaway will provide recommendations for creative partnerships, grants, joint-use agreements, etc.

Deliverables:

- Action Plan with funding recommendations in PDF format

4. 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 Town for review and comments. Town 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 Town staff to review 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)

5. Final Master Plan

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

Deliverables:

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

6. Interactive Story Map - **(Optional Service)**

- a. Dunaway will prepare a GIS formatted interactive story map for the Town to post on the Town's website.
- b. Dunaway will assist Town staff in coordinating the final format for the Town to use in posting the Interactive Story Map.

Deliverables:

- Interactive Story Map in GIS format

III. COMPENSATION

A. PHASE I – INVENTORY AND NEEDS ASSESSMENT

1. Data Collection & Base Map Preparation	\$	5,800
2. Inventory & Facility Analysis	\$	7,800
3. Population Analysis & Demographic Trends	\$	4,300
4. Standards Analysis	\$	4,900
5. Demand Analysis & Needs Assessment	\$	30,100
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PHASE I SUBTOTAL – BASIC SERVICES	\$	52,900

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

1. Priority Rankings	\$	6,500
2. Action Plan	\$	11,000
3. Implementation Plan	\$	7,500
4. Preliminary Master Plan	\$	11,500
5. Final Master Plan	\$	10,300
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PHASE II SUBTOTAL – BASIC SERVICES	\$	46,800
 TOTAL FEE (Phase I and Phase II)*	 \$	 99,700

Optional Service

6. Interactive Story Map	\$	8,800
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* 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 Town, will be covered as Additional Services as authorized by the Town. Additional services may include, but are not limited to the following: Town Hall meetings; public meetings; focus groups; videotaping any meetings; citizen survey(s); benchmarking; 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 Town 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 Town is assumed to be accurate and complete, unless otherwise indicated by the Town. Any information required to complete this scope of services that cannot be readily provided by the Town will remain the responsibility of the Town.
- B. Dunaway will attend the meetings as described within this scope of services. Additional meetings or presentations will be considered as additional services as authorized by the Town.
- C. This scope of services does not include any Town ordinance recommendations or amendments.
- D. This scope of services does not include any coordination with other agencies such as the Texas Parks & Wildlife Department, NCTCOG, FEMA, USACE, TCEQ, etc.
- E. This scope of services does not include design or production of any marketing materials to be utilized by the Town for such items as press releases, brochures, flyers, posters, 3D animations, videos, etc.
- F. This scope of services does not include any grant writing or grant application submittals to such agencies as the Texas Parks & Wildlife Department.
- G. This scope of services does not include any final design or construction documents for specific parks and/or recreational facilities within Little Elm's park system.