REQUEST FOR QUALIFICATIONS

for

Parks and Recreation Assessment 2025

Issue Date: May 19, 2025

Brushy Creek
Municipal Utility District

ISSUE DATE: May 19, 2025

TO: Recreation Assessment Firms

FROM: Catherine Lanzara
Brushy Creek Municipal Utility District

SUBJECT: Request for Statements of Qualifications for Parks and Recreation Assessment

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Brushy Creek Municipal Utility District (the "District") is soliciting Statements of Qualifications (SOQ) from qualified consulting firms to develop a comprehensive cost-recovery plan and strategic financial analysis. The selected firm will assess current financial sustainability, provide budgetary forecasts, analyze staffing needs, evaluate programming quality, and support capital improvement funding strategies to maintain and enhance the District's parks and recreation amenities.

To be considered, your firm must meet the qualifications and satisfy the requirements set forth in the RFQ. If you are interested in being considered, **please submit your SOQ by 4 p.m., Wednesday, June 25, 2025** to the person listed below. The submission deadline for questions, clarifications, or **requests for general information is 4 p.m., Wednesday, June 18, 2025**. Any requests received after this date will be returned and not addressed. Note that all questions, clarifications, or request for general information are to be in writing via email to the following address: c.lanzara@bcmud.org.

A committee consisting of District staff will rate the SOQs using the evaluation criteria attached to this Request for Qualifications (RFQ). The selection committee may interview one or more firms to further evaluate qualifications. The selection committee will present their recommendations to the District Board of Directors who will formally select the consultant(s). In accordance with Chapter 2254 of the Texas Government Code, the District will select the most highly qualified provider of services on the basis of demonstrated competence and qualifications and will then attempt to negotiate a contract with that provider at a fair and reasonable price. If a satisfactory contract cannot be negotiated, then the District select the next most highly qualified provider and attempt to negotiate a contract with that provider at a fair and reasonable price.

Any questions and correspondence should be directed to:

Catherine Lanzara
Procurement Specialist
Brushy Creek Municipal Utility District
c.lanzara@bcmud.org.

Contact regarding this project with any District personnel or officials other than Ms. Catherine Lanzara or her designated representative after the issue date of this RFQ will be grounds for removal of the firm from consideration.

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REQUEST FOR STATEMENT OF QUALIFICATIONS
Brushy Creek MUD
PARKS AND RECREATION ASSESSMENT SERVICES

I. INTRODUCTION

A. Brushy Creek Municipal Utility District Information

Brushy Creek Municipal Utility District (District) includes approximately 2,300 acres encompassing two, non-contiguous areas. One area is generally located between Sam Bass Road and FM 1431 (Brushy Creek North) and the other area is generally located south of Brushy Creek, including an area south of FM 620. The District is located in the extra-territorial jurisdiction of the City of Round Rock. The District is governed by an elected Board of Directors and is responsible for providing water, wastewater and drainage services, as well as parks and recreation amenities and activities, to its residents and customers.

The Brushy Creek CDP median age is 39, with 28% of the population under 18 years old and 9% of the population 65 years or older. 4% have ambulatory difficulty, 3% a hearing difficulty, and 1% a vision difficulty. The average family size is 3.33. Local healthcare/Hospitals include Ascension Seton, St. Davids, Baylor Scott & White, Texas Children's Hospital, Dells Children's Medical Center, and Cedar Park Regional Medical Center. The race and ethnicity of Brushy Creek CPD includes American Indian (0.4%), Asian, 13%, Black or African American (5%), Hispanic (15%), Native Hawaiian or Other Pacific Islander (0.08%), White (63%), and Some Other Race (4%). The median income is $133k, and the poverty rate is 3%. Primary occupations are management, business, science, arts, service, health, sales, and production, with 58% of the population holding a bachelor's degree, and 22% having a graduate degree.

The District owns and operates a public water system and provides retail water service to its residents and customers by diverting raw water from Lake Georgetown that is treated at the District Water Treatment Facility located on Sam Bass Road prior to distribution to customers. The District also owns and operates groundwater well production facilities that produce groundwater that is treated at the Water Treatment Facility prior to distribution. The District also owns and operates a wastewater collection system within the District Boundaries. The District has contracted with Round Rock for wastewater treatment and disposal services. The wastewater is treated at the Brushy Creek Regional Wastewater Treatment Plant owned by the cities of Round Rock, Austin, and Cedar Park. In addition to utilities, the District owns and operates the drainage system within the District including a number of water quality ponds.

The District owns a number of parks throughout the District including Sendero Springs Park, Brushy Creek North Park, Creekside Park, Shirley McDonald Park (duck pond), Cat Hollow Park, Pepper Rock Park, Racine Woods Park, Little Village Park, Highland Horizon Park, Sendero Valley Park, and Community Park. The District has numerous trails and greenbelts and a Community Center with over 60,000 square feet of recreation and meeting space. The District also owns and operates four swimming pools.

The District has sought to provide a sense of community through exceptional utility services, parks, recreation, and a staff dedicated to maintaining the high quality Brushy Creek Life for residents.

B. General Information Regarding Procurement

Brushy Creek Municipal Utility District (the "District") is soliciting Statements of Qualifications (SOQ) from qualified consulting firms to develop a comprehensive cost-recovery plan and strategic financial analysis. The selected firm will assess current financial sustainability, provide budgetary forecasts, analyze staffing needs, evaluate programming quality, and support capital improvement funding strategies to maintain and enhance the District's parks and recreation amenities.

There is no expressed or implied obligation for the District to reimburse responding firms for any expenses incurred in the preparation of a SOQ in response to this request. The District reserves the right to increase or decrease the scope of work related to projects outlined in this RFQ after firms are selected to accommodate changes in the needs of the District and serve the best interests of the District.

The overall scope of work is set forth in Article II below. The intent of this Request for Qualifications (RFQ) is to provide information so that respondent can define the level of expertise, experience, personnel and approach necessary to perform the required services in a timely, cost-effective and professional manner.

C. Submittal Requirements

To be considered, submit your electronic SOQ, by **4 p.m., Wednesday, June 25, 2025** to the following email address: c.lanzara@bcmud.org. The District reserves the right to reject any or all SOQs submitted.

D. Evaluation and Selection

SOQs submitted will be evaluated by a committee consisting of District staff. During the evaluation process, the District reserves the right, where it may serve the District's best interest, to request additional information or clarifications from responders, or to allow corrections of errors or omissions.

Review of Proposals:

1. The committee will review the SOQs at its earliest convenience after the submittal deadline date.
2. The SOQs will be reviewed, scored and ranked relative to the evaluation criteria established and attached to this RFQ.
3. If necessary, the committee will invite one or more responsive firms to make a presentation before the committee or to the Board of Directors of the District.
4. After completing the evaluation process, the committee will recommend the firm(s) deemed the most qualified to the District Board of Directors for consultant selection.
5. The District's Board of Directors will consider the committee recommendation at its earliest convenience.
6. Following consultant selection, de-briefing meetings with District staff will be available only if time permits and will be by appointment with the Recreation Manager.
7. The District reserves the right to reject any or all Statement of Qualifications. The highest ranked Respondent(s) may be invited to enter into Contract negotiations with the District. The standard Professional Services Agreement can be found in Exhibit "C". Any proposed changes to this Agreement for discussion during negotiations must be submitted with the SOQ. Any proposed changes to the Agreement submitted after the acceptance of the SOQ will not be considered by the District and the District reserves the right to reject the SOQ. If an agreement cannot be reached with the highest ranked Respondent, the District shall notify the Respondent and terminate negotiations. The second highest respondent may be contacted for negotiations. The process may continue until successful negotiations are achieved. The District reserves the right to terminate negotiations with any and all Respondents should it be in the District's best interest.

II. NATURE OF SERVICES REQUIRED

The District is soliciting the services of interested qualified Parks and Recreation Assessment firms to provide consulting services outlined in this RFQ.

Please submit a SOQs demonstrating the firm's ability to provide the following services outlined in this RFQ. Please provide statements that describe the type of work that can be offered by the firm and any preferences on type of work. For the purposes of this solicitation, the following services may be included but are not limited to:

1. Review of Existing Recreation Services:
    a. Conduct a comprehensive review of current recreation services.
    b. Identify strengths, weaknesses, and areas for improvement.

2. Review of Operational Budget:
    a. Assess the existing operational budget and financial practices.
    b. Provide recommendations for improving financial efficiency.
3. Customer Outreach and Retention:
    a. Develop strategies to enhance customer outreach and retention.
    b. Identify best practices for engaging the community.
4. Cost-Recovery Plan and Metric Development:
    a. Develop a metric to measure and guide cost-recovery efforts.
    b. Establish benchmarks and financial sustainability targets.
5. Budgetary Forecasting:
    a. Provide budgetary forecasts to sustain the current infrastructure.
    b. Develop forecasts for implementing and sustaining planned capital improvement projects.
6. Staffing Analysis:
    a. Conduct an analysis of current staffing levels to support existing programming and amenities.
    b. Provide long-term staffing recommendations for future growth and enhancements.
7. Resident Survey and Needs Assessment:
    a. Conduct a survey to assess BCMUD residents' expectations, needs, and areas of interest in parks and recreation.
8. Quality Assessment of Programming:
    a. Evaluate the quality and effectiveness of Aquatics, Community Center, and Parks programming.
    b. Identify opportunities for improvement and innovation.
9. Revenue-Generating Strategies:
    a. Develop strategies to increase revenue streams, including guidance on creating programming business plans.
    b. Conduct a Cost of Service Analysis and Fee Study.
10. Capital Improvement Funding Support:
    a. Identify gaps in current facilities and infrastructure.
    b. Recommend funding strategies for future capital projects, including potential grant and bond funding opportunities.
    c. Align recommendations with the District's long-term capital planning priorities.
11. CAPRA Readiness Evaluation
    a. Review current practices against CAPRA standards.
    b. Identify areas of improvement and outline a roadmap toward CAPRA accreditation, if pursued in FY26.

12. Reporting and Presentation
    a. Provide an Executive Summary, detailed findings, and all associated data and analysis.
    b. Deliver a Final Report and digital files in editable formats (Word, Excel, ArcGIS, etc.).

III. PROPOSED SCHEDULE

Deadline for Questions	June 13, 2025
Q&A and/or Addendum Posted	June 18, 2025
SOQ Due	June 25, 2025
Anticipated District Selection	July 10, 2025

IV. SUBMISSION OF STATEMENTS OF QUALIFICATIONS

Interested and qualified firms or teams are invited to submit one (1) digital copy of materials that demonstrate their experience in performing Parks and Recreation Assessment services. Provide a list of references from clients, funding agencies, governmental units or partners worked with (Exhibit B). The SOQ shall be submitted by a lead firm but may contain services from subconsultants. Documentation should be limited to 20 single-sided pages and include the below items. Statement of Interest Letter and Resumes do not count in the 20 page limit.

1. District is interested in the profile of the firm, including the following information:
    - State the firm's name, business address, phone number, fax number and e-mail or website information.
    - Provide a summary of the firm's history including information on parent company if applicable.
    - Provide a listing of present office locations and state the location of the office(s) which will provide services to the District.
    - Provide a list of employees that may perform work for the District and give a summary of their qualifications and experience. Identify the primary contact/project manager for the District.
2. District is interested in the experience of the Project Manager, Project Principal and the firm(s) similar project experience to the projects described in this solicitation. Project Manager and Project Principal must be employed by the lead firm and may be the same individual. List the location of the offices proposed to work on the projects as well as contact information and who is to be the sole agent for contact with the District for the projects.
3. Lead firm and sub consultants must have adequate and experienced current staff (including professionals registered in applicable fields, other professionals, and technicians) to competently and efficiently perform the work. Provide detail of the firm's qualifications as well as aspects of each firm that will benefit this project if

selected. Identify project leadership, reporting responsibilities, how lead firm will interface with District's project manager and the sponsoring department, and how sub consultants will work within the management structure. Provide resumes of each firm/team member along with a list of major services offered by each firm/team member.

4. District is interested in the lead firm's history and success with similar services and clients as the services described in this solicitation. List no more than five projects for meeting these criteria which have been completed in the past five years. In addition, District may consider history of firm in complying with project programs, schedules, and budgets on previous District projects.
5. Areas of sub consulting which will be evaluated are identified in the project description. The District is interested in the proposed sub consultants' history and success with projects of similar programs, budgets, and/or clients as the project described in this solicitation. List no more than three (3) projects per sub consultant meeting these criteria which have been completed in the past five years. In addition, District may consider history of firms in complying with project programs, schedules, and budgets based on previous District projects.
6. District is interested in team's (including sub consultants) experience within Central Texas, as may be evidenced by the existence of local offices or work in the area during the past five (5) years. Briefly describe experience in the development of Parks and Recreation Assessments.
7. District is interested in team's organizational structure, their understanding of the project issues and their approach to the project. Describe how the project will be formatted from Design to Completion, any firm specific tools that will be used in the project and describe any significant project issues with the team's approach in addressing those issues.

8. **Submittals shall be delivered to:**
   Catherine Lanzara, Procurement Specialist
   Brushy Creek Municipal Utility District
   c.lanzara@bcmud.org.

   All submittals must be received no later than 4 p.m., Wednesday, June 25, 2025.

V. ADDITIONAL MATERIALS

Any information or material provided beyond that requested in this RFQ may not be considered by the District.

VI. RESERVATION OF RIGHTS

In connection with the RFQ, the District reserves all rights (which rights may be exercised by the District in its sole discretion) available to it under applicable laws, including without limitation, and with or without cause and with or without notice, the right to:

1. Cancel this RFQ, in whole or in part at any time before the execution of a contract by the District, without incurring any cost, obligations or liabilities.
2. Issue addenda, supplements, and modifications to this RFQ.
3. Revise and modify, at any time before the RFQ submittal due date, the factors and/or weights of factors the District will consider in evaluating RFQ submittals and to otherwise revise or expand its evaluation methodology as set forth herein.
4. Extend the RFQ submittal due date.
5. Investigate the qualifications of any firm under consideration and require confirmation of information furnished by a firm.
6. Require additional information from a firm concerning contents of its RFQ submittal and/or require additional evidence of qualifications.
7. Waive irregularities or permit corrections to data submitted with any response to this RFQ until such time as the District declares, in writing, that a particular stage or phase of its review of the responses has been completed or closed.
8. Reject at any time, any or all submittals, responses and RFQ submittals received.
9. Terminate, at any time, evaluations of responses received.
10. Appoint an evaluation committee to review RFQ submittals or responses, make recommendations and seek the assistance of outside technical experts and consultants in RFQ submittal evaluation.
11. Hold interviews and conduct discussions and correspondence with one or more of the firms responding to this RFQ to seek an improved understanding and evaluation of the responses to this RFQ.
12. Seek or obtain data from any source that has the potential to improve the understanding and evaluation of the responses to this RFQ.

13. Disclose information contained in an RFQ submittal to the public as required under the Texas Public Information Act.
14. Authorize firms to substitute key personnel until the District declares, in writing, that a particular stage or phase of its review has been completed and closed.
15. Waive deficiencies in an RFQ submittal, accept and review a non-conforming RFQ submittal or seek clarifications or supplements to an RFQ submittal.
16. Exercise any other right reserved or afforded to the District under this RFQ or applicable law. The District reserves the right to modify the process, in its sole discretion, to address applicable law and/or the best interest of the District.

The District shall not, under any circumstances, be bound by or be liable for any obligations with respect to the services until such time (if at all) a contract has been awarded and all approvals obtained in form and substance satisfactory to the District have been executed and authorized by the District, and then only to the extent of such agreements.

EXHIBIT A: Evaluation Criteria

PROFESSIONAL SERVICES
CONSULTANT SELECTION EVALUATION CRITERIA

The following is a description of items to receive consideration in the evaluation of responses for providing professional Parks and Recreation Assessment Services to the District. Following each description are the evaluation points associated with the item. TOTAL POSSIBLE POINTS EQUALS 100. The evaluation committee may recommend an award based solely on the written responses or may request interviews/presentations. Interviews/presentations, if deemed beneficial by the evaluation committee, will consist of the highest scoring Proposers. The invited Proposers will be notified of the time, place, and format of the interview and presentation. Final selection of firm(s) will be determined by the Selection Committee following the interview and presentation process, if required. Wherever used, "lead firm" denotes a single firm or a joint venture responding as the prime consultant. Wherever used, "page" refers to single-sided, single spaced, 11-point minimum font printed 8-1/2 x 11-inch pages. The lead firm shall perform the largest share of the assignment (on an estimated percentage of total agreement basis). Responses failing to show the lead firm performing the plurality of the services shall be rejected as non-responsive. Limitations on volume of requested information apply equally to single firms and joint ventures regardless of the number of firms partnering in the joint venture. Responses with excess volume or which do not include information for the evaluation of all consideration items may not be thoroughly reviewed or may be rejected as non-responsive.

Consideration Item 1: Experience of Project Manager and Project Principal (Past 10 Years)
District is interested in the experience of the Project Manager and Project Principal, for similar services to the services described in this solicitation. Points will be awarded as indicated below. Only one individual per job responsibility should be designated. Project Manager and Project Principal must be employed by the lead firm and may be the same individual. List no more than five (5) projects meeting these criteria which have been completed in the past ten (10) years for each individual.
(Project Manager – 20 points; Project Principal – 10 points) **30 Points Maximum**

Consideration Item 2: Experience and Availability of Proposed Staff
Lead 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.
15 Points Maximum

Consideration Item 3: Lead Firm's Comparable Project Experience (past 5 years)
District is interested in the lead firm's history and success with services on similar programs, budgets, and/or clients as the services described in this solicitation. List no more than five projects meeting these criteria which have been completed in the past five years. In addition, District may consider history of firm in complying with project programs, schedules, and budgets on previous District projects, if applicable.
25 points maximum if subconsultants are used, otherwise, 40 points

Consideration Item 4: Subconsultant Firms' Comparable Project Experience (past 5 years)
The District is interested in the proposed subconsultants' history and success with services on similar programs, budgets, and/or clients as the project described in this solicitation. List no more than three (3) projects per subconsultant meeting these criteria which have been completed in the past five years. In addition, District may consider history of firms in complying with project programs, schedules, and budgets based on previous District projects.
15 points maximum if subconsultants are used, otherwise, 0 points

Consideration Item 5: Team's Structure and General Approach for Parks and Recreation Assessment Services
District is interested in team's organizational structure, their understanding of the design services and their approach to the working with the District. Identify project leadership, reporting responsibilities, how lead firm will interface with District's project manager and the sponsoring department, and how subconsultants will work within the management structure.
15 points maximum if subconsultants are used, otherwise, 0 points

EXHIBIT B: References

References for [FIRM NAME]
Parks and Recreation Assessment Services.

Please list three (3) references of current or recent past customers who can verify the quality of service your company provides within the last 2 -5 years. The District prefers customers of similar size and scope of work to this RFQ**.**

Reference 1
Government/ Company Name:
Address:
Contact Person and Title:
Phone:
Email Address:
Contract Period:
Scope of Work:

Reference 2
Government/ Company Name:
Address:
Contact Person and Title:
Phone:
Email Address:
Contract Period:
Scope of Work:

Reference 3
Government/ Company Name:
Address:
Contact Person and Title:
Phone:
Email Address:
Contract Period:
Scope of Work: