

**PROFESSIONAL SERVICES PROPOSAL
FOR
PARKS, RECREATION & OPEN SPACE MASTER PLAN
Prosper, Texas**

November 29, 2023

I. PROJECT DESCRIPTION

Dunaway Associates, L.P. (“Dunaway”) will perform professional planning and landscape architectural services for the Town of Prosper (“Town”) 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 an initial discussion with Town staff on October 26, 2023, and a Scope of Work outline as prepared by Dunaway on October 27, 2023. It is assumed that the Town will assist in coordination with the Parks and Recreation 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

- a. The Town will provide Dunaway the latest 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 information provided by the Town, Dunaway will prepare a digital base map that will illustrate information such as park sites, school sites, streets, major destinations, Town facilities, drainage corridors, trails, vegetation, etc.

Deliverables:

- Base map in PDF Format

2. Inventory & Supply Analysis

- a. Dunaway team members will attend one (1) kick-off meeting with Town staff and the Advisory Committee to discuss the project goals & objectives, planning process & milestones, overall project schedule, and diversity of parks/recreation providers in Prosper.
- b. The Town will provide Dunaway with a complete listing of the current inventory for the park system. The Town will provide the following information to Dunaway:
 - 1) Public parks, recreational facilities, and open space areas owned by the Town by individual site, quantities, and staff noted 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 Town and/or other providers, and the projected growth of each program.
- c. Dunaway team members and Town representatives will perform a systemwide 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 Town 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 Prosper.

Deliverables:

- Population Analysis in PDF Format

4. Standards Analysis

- a. Dunaway will evaluate the Town's current classifications for park acreage and park facilities based on the previous Master Plan.
- b. Dunaway will provide recommendations for park acreage standards and park facility standards as appropriate for Prosper.
- 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 Town staff to select four to five (4-5) cities in the DFW region with similar characteristics such as Prosper.
- b. Dunaway and PROS will compare park system data for park types, acreage, facilities, programs, and other resources.

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 (including future needs/programs for indoor recreation).

Deliverables:

- Recreation Program Analysis in PDF Format

7. Demand Analysis & Needs Assessment

- a. Dunaway and NSR will attend one (1) strategy 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, NSR, and PROS, will conduct two (2) Focus Groups to receive input on the interests and desires for parks and recreational facilities. The Town will be responsible for advertising the Focus Groups and arranging the meeting location.
- c. Based upon the input received during the Focus Groups, NSR will design a concise citizen survey document to assist in documenting citizen demand for park and recreation resources (including possible future recreation facility and future community parks).
- d. 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.
- e. 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 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.
- f. NSR will prepare an analysis of the survey data along with a Final Report containing an executive summary and the detailed results.
- g. Dunaway and NSR will attend one (1) meeting with Town staff and the Advisory Committee 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

8. Priority Rankings

- a. Dunaway will prepare a priority criteria system, with Town-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 Town 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 participate in one (1) virtual meeting with Town Staff to discuss the preliminary Action Plan.
- d. Dunaway will attend one (1) meeting with the Advisory Committee to present the Action Plan.

Deliverables:

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

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.

Deliverables:

- Implementation Plan with funding recommendations in PDF format

11. 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 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)

12. Final Master Plan

- a. Based upon comments from Town 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 Town will be responsible for printing & binding multiple copies of the Master Plan document.
- c. Dunaway will assist Town staff in attending one (1) presentation of the Master Plan to the Park Board for recommendation for adoption.
- d. Dunaway will assist Town staff in attending one (1) presentation of the Master Plan to the Town 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	\$ 5,960
2. Inventory & Supply Analysis	\$13,750
3. Population Analysis	\$ 6,550
4. Standards Analysis	\$ 6,100
5. Benchmarking	\$ 8,950
6. Recreation Program Analysis	\$ 7,800
7. Demand Analysis & Needs Assessment	\$24,800

PHASE I SUBTOTAL – BASIC SERVICES **\$73,910**

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

8. Priority Rankings	\$ 7,880
9. Action Plan	\$10,350
10. Implementation Plan	\$ 7,580
11. Preliminary Master Plan	\$16,420
12. Final Master Plan	\$13,200

PHASE II SUBTOTAL – BASIC SERVICES **\$55,430**

TOTAL FEE (Phase I and Phase II)* **\$129,340**

* 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: additional focus group 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 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. 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, streams, 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, focus groups, etc. as requested by the Town will be considered as additional services as authorized by the Town.
- 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 the park system.