



# City of San Antonio

## Agenda Memorandum

**File Number:**

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**Agenda Item Number:** 30

**Agenda Date:** June 15, 2023

**In Control:** City Council A Session

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**DEPARTMENT:** Parks & Recreation Department

**DEPARTMENT HEAD:** Homer Garcia III

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

Professional Service Agreement with Wallace Roberts & Todd, LLC. for Parks and Recreation Youth Services Master Plan

**SUMMARY:**

An ordinance authorizing the execution of a Professional Services Agreement with Wallace Roberts & Todd, LLC to develop a comprehensive youth services master plan for the Parks and Recreation Department in an amount up to \$289,070.00. Funding is available in the FY 2023 General Fund Budget.

**BACKGROUND INFORMATION:**

Parks and Recreation offers hundreds of individual programs for all ages at a variety of locations for the community to include art, science, nature, fitness, sports, youth leagues, cultural programming, special events, and more. Additionally, the Department offers out-of-school camps during the local school districts' breaks to include Thanksgiving, Winter Holiday, and Spring Break. The Summer Youth Program is also offered in partnership with local school districts at Community Centers as well as school campuses.

As San Antonio continues to grow and diversify, there is a need to analyze multiple data points to include demographics and programming trends to ensure that service delivery and programming needs are being met. The Plan will also be utilized to guide future operational modifications to potentially include expanded availability of operational hours, additional partnerships, programming offerings, and opportunities to establish recreation services in areas of need. The data may be derived from various aspects including current national trends, community input and feedback.

The Finance Department, on behalf of the Parks and Recreation Department, released a Request for Proposals (RFP) on March 20, 2023, to select one or more qualified respondents, both individuals and organizations, interested in developing a comprehensive youth master plan.

The RFPs were advertised in the San Antonio Hart-Beat Newspaper, TVSA, the City's Bidding & Contracting Opportunities website, the San Antonio e-Procurement System (SAEPS), and an email notification was released to a list of potential respondents. Responses were due on April 26, 2023. One (1) response was received for RFP - Youth Services Master Plan for Parks and Recreation and was deemed eligible for review. On May 8, 2023, the submission was reviewed by the evaluation committee members which included representatives from the City of San Antonio Parks and Recreation Department, Human Services Department, and Morgan's Wonderland. The proposal was evaluated and scored based on the following: Proposed Plan (35 points), Background, Experience, and Qualifications (30 points); Price (15 points); Local Preference (10 points); Small Business Economic Development Advocacy Program (5 points); Veteran-Owned Small Business (5 points).

Based on consensus scoring, the evaluation committee recommends Wallace Roberts & Todd, LLC (WRT) to develop a comprehensive youth services master plan for the Parks and Recreation Department.

WRT is an established national leader in planning and design with a specialty in parks, open space, and park system planning. WRT has a decade of experience with parks and recreation system plans, park planning and design projects, and is well qualified to assist with targeted development of youth programming, equity mapping and policy, community engagement, and can provide other areas of support.

The comprehensive Youth Services Master Plan (Plan) will include information such as program descriptions, participation statistics, financial data, website content, marketing & engagement efforts, focus groups, partner & stakeholder interviews, and discussions with multiple levels of staff. The Plan will address recreation from a system perspective, as well as provide information on individual program offerings. The Plan will also incorporate existing partnerships and opportunities for additional collaboration with key City Departments such as Health, Library and Human Services, among others, as well as outside stakeholder groups to ensure a holistic view is taken with the Plan's creation. Overall, the Plan should provide an in-depth perspective of recreation program offerings at Parks and Recreation centers to help identify strengths, weaknesses, opportunities, threats, and best practices. The plan is anticipated to be completed by the end of FY 2024.

The Community Health, Environmental, and Cultural (CHEC) Committee received a briefing on

the Youth Services Master Plan on May 25, 2023.

#### **ISSUE:**

This ordinance authorizes the execution of a Professional Services Agreement with Wallace Roberts & Todd, LLC to develop a comprehensive youth services master plan for the Parks and Recreation Department. This action is consistent with the adopted SA Parks System Plan by standardizing a process for reviewing programs and features in the park system in addition to being responsive to the needs of the community as one of the four core principles. Additionally, this proposed action supports the Parks and Recreation Department's recent National Accreditation certification and future re-accreditation efforts.

This contract will be awarded in compliance with the Small Business Economic Development Advocacy (SBEDA) Program. The Goal Setting Committee applied the Small Business Enterprise (SBE) Prime Contract Program with five (5) evaluation preference points, however Wallace Roberts & Todd, LLC was not eligible to receive any points.

The Local Preference Program (LPP) was applied to this solicitation; however, the evaluation of the one response was based on consensus scoring. No LPP points were applied.

The Veteran-Owned Small Business Preference Program (VOSBPP) was applied to this solicitation; however, the evaluation of the one response was based on consensus scoring. No VOSBPP points were applied.

#### **ALTERNATIVES:**

City Council could elect not to approve this action and the Department would continue to offer youth programming in its current form and offerings foregoing the benefit of a data-driven guiding document and inclusive of community input.

#### **FISCAL IMPACT:**

This ordinance authorizing the execution of a Professional Services Agreement with Wallace Roberts & Todd, LLC to develop a comprehensive youth services master plan for the Parks and Recreation Department in an amount up to \$289,070.00. Funding is available in the FY 2023 General Fund Budget.

#### **RECOMMENDATION:**

Staff recommends approval to execute a Professional Services Agreement with Wallace Roberts & Todd, LLC to develop a comprehensive youth services master plan for the Parks and Recreation Department.

This contract is procured by the means of Request for Proposals, and the Contracts Disclosure Form is attached.