



**BARKER
RINKER
SEACAT**
ARCHITECTURE

May 10, 2024 (Original Proposal)
June 17, 2024 (Revised Proposal)

Tyler Bybee
Parks and Recreation Director
City of Taylor, Texas

It is with great pleasure that our **Barker Rinker Seacat Architecture (BRS)** team is submitting a proposal to provide conceptualization for a future wellness/ recreation center in Taylor, Texas.

Unparalleled experience. Since 1975 BRS has been designing “Community Centers” where people play, learn, and gather – this has been the focus of our practice. Our firm comprises design professionals in Denver and Dallas with the knowledge, experience, and passion for recreation architectural programming and design. Our expertise in the design of over 350 recreation projects across the nation has resulted in our reputation as national leaders in the design and planning of community facilities. We will be happy to share our experience in the development of the concept design of the Taylor Wellness/ Recreation Center

Project Understanding. We have drafted the attached work plan containing details about the process in which we are proposing. The primary goals for this effort will be as follows:

RESEARCH AND MARKET ANALYSIS

1. Evaluate current recreational facilities and programming in and around the City of Taylor.
2. Evaluate community and residents' needs and preferences relative to the programs and associated amenities of a possible Center.
3. Assess partnership opportunities, including identification of collaborative partners in the public, private and not-for-profit sectors, and how such partnerships and program synergies/coordination and asset sharing may impact the funding, spatial needs, and operations of a Center.

DFW RECREATION CENTER TOURS OF 5 TO 6 RECREATION CENTERS: (See detailed information at the end of this document)

1. Two days with a one-night stay
2. Mick Massey leading tours

PUBLIC OUTREACH & COMMUNITY ENGAGEMENT

1. The consultants shall engage the community and conduct necessary research and analysis to identify and evaluate community needs for a future recreation center. Engagement to include, but not be limited to: review of Envision Taylor Comprehensive Plan and 2020 Parks Master Plan, interviews with key City Staff/Elected Officials, Parks and Recreation Advisory board members, Community Wellness representatives, Taylor Independent School District representatives, and other possible stakeholder groups. Recommendations for this public outreach and engagement component should be included in the response to this RFQ.

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3457 RINGSBY COURT
UNIT 200
DENVER, CO 80216
303.455.1366

PROFESSIONAL SERVICES

DALLAS
129 S. MAIN ST.
UNIT 230
GRAPEVINE, TX 76051
817.527.6880

1. Evaluate potential sites suitable for building a new center to accommodate existing and future programs and services.
2. Determine concept options regarding facility and program scope, size, features and amenities. Estimate/range of the total project cost for each concept option to include hard and soft costs, financing, site preparation, demolition, etc.
3. Operations analysis for a Community Recreation Center, including attendance projections by facility component, fee schedule, personnel staffing requirements, and costs and revenue sources.
4. Operations Partnership Comparison with Benchmark Cities, (See detailed information at the end of this document)
5. A final report presented to the Parks and Recreation Advisory Board or Taylor City Council.

Professional fees. The total fee will be billed monthly on a precent completion basis of the overall project. The conceptual study proposed budget we have developed is **\$152,635** (including sub-consultants from Ballard*King, Halff, Water Technologies, inc., and Blundall Estimates. Includes reimbursable expenses).

Deliverables. The final concept design report will include an executive summary, the defined architectural program and phasing, 2D building diagrams and graphics, and concept site plans illustrating phasing, and documentation of the planning process.

Additional services. Additional Services beyond those set forth within the Scope of Services identified in Exhibit A may be provided if authorized or confirmed in writing by the Owner in addition to the compensation for basic services. The Owner and BRS will agree to these services before initiating work. Additional Services also include services resulting from significant changes in the general scope of the work plan but not limited to changes in complexity, schedule, or revising previously accepted studies, reports, or design documents when such revisions are required by changes in laws, rules, regulations, ordinances, codes, or directives after the agreement for this proposal is enacted.

Additional Services from June 10, 2024, Zoom meeting:

Option 1 - Ballard*King Associates (B*K) and ETC Institute led **Scientifically valid survey**, 400+ Responses, **\$18,700** (See detailed information at the end of this document)

Option 2 - B*K led On-line Survey, **\$ 7,700** (See detailed information at the end of this document)

Standard of Care. In providing the services outlined in this proposal, BRS will endeavor to perform our work in a manner consistent with the degree of care and skill ordinarily exercised by members of the same profession currently practicing under similar circumstances. BRS will perform the services outlined in the scope of work as expeditiously as is consistent with professional skill and care for the orderly progress of the project as it is conducted. Regardless of any other term or condition of this Agreement, BRS makes no expressed or implied warranty of any sort.

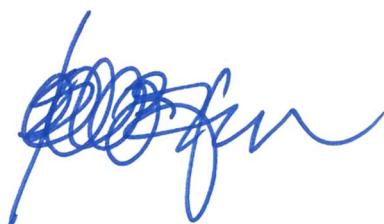
Proposal Clarifications. The following clarifications and assumptions are provided to outline the services in this proposal further:

1. Detailed cost estimating beyond providing an Opinion of Probable Cost using our historic recreation database is excluded.
2. Services or products requested beyond the scope of work understanding in the attached Exhibit A outlining the project approach, schedule, and work plan.

3. Site surveys – New topographic and boundary surveys are excluded from this scope of service.
4. Geotechnical and hydrological surveys – New investigations are excluded from this scope of service.
5. Existing on-site and off-site utility information and plans are to be provided by Owner.
6. Existing Condition Base information – AutoCAD base files indicating property lines, building footprints, plans, elevations, sections, and details of proposed buildings and any other architectural feature, curbs, setbacks, existing and proposed utilities, and improvements are to be provided by the Owner if available.

We are excited about the future vision for the Taylor Wellness/ Recreation Center and look forward to being part of the project to help create overall health and wellness in the **Taylor** community.

Sincerely,



Keith Hayes, AIA | LEED AP
Principal, Business Partner

Accepted by City of Taylor, Texas:

Signature

Title

Date

Attachment A: Study Work Plan | Attachment B: Graphic Diagram Examples

DETAILED INFORMATION ON DFW RECREATION CENTER TOURS

- a. DFW Recreation Center tours of 5 to 6 recreation centers over two days with a one-night stay
- b. Mick Massey leading tours
- c. Day One
 - i. Drive to Grapevine, TX meet BRS for Lunch
 - ii. Tour The REC of Grapevine
 - iii. Tour The Lewisville THRIVE Recreation Center
 - iv. Tour Stephen G. Terrell Recreation Center, Allen, TX
 - v. Dinner in Grapevine
 - vi. Lodging near Grapevine
- d. Day Two
 - i. Breakfast on your own at hotel
 - ii. Tour the MARQ of Southlake
 - iii. Tour the Beacon of Arlington,
 - iv. Tour The EPIC and EPIC Waters
 - v. Lunch at Chicken-n-Pickle
 - vi. Drive to Taylor
- e. BRS to provide:
 - i. One or two tour guides, depending on the City of Taylor's option.
 - ii. Agenda arrangements with each City, including question sessions with each City's staff about operations, management, and facility design satisfaction.
- f. City of Taylor to provide:
 - i. Transportation for City of Taylor, tour participants
 - ii. Lodging & meals

DETAILED INFORMATION ON POTENTIAL OPERATIONAL PARTNERSHIP COMPARISON WITH BENCHMARK CITIES, (SEE DETAILED INFORMATION AT THE END OF THIS DOCUMENT)

- a. Research Central Texas Cities with third party operators of publicly funded recreation centers
- b. Public investment could include capital costs or subsidies for operations, management, and maintenance.
- c. Compare and contrast benchmark private third party partnerships with benchmark cities.

ADDITIONAL SERVICES FOR PUBLIC SURVEY

Option 1 - Ballard*King Associates (B*K) and ETC Institute, led Scientifical valid survey, 400+ Responses, \$18,700

- a. **Task 1: Design the Survey and Prepare the Sampling Plan.** Task 1 will include the following services:
 - i. Working with Ballard*King and City of Taylor staff to develop the content of the survey. ETC Institute will meet by phone/video conference with Ballard*King and the City to discuss the goals and objectives for the project. To facilitate the survey design process, ETC Institute will provide sample surveys created for similar projects. It is anticipated that 3-4 drafts of the survey will be prepared before the survey is approved by the City. The survey will be up to 5 pages in length.
 - ii. Participating in phone/video conference meetings to develop the survey.
 - iii. Conducting a pilot test of the survey to ensure the questions are understood. Based on the pilot test results, ETC Institute will recommend changes (if needed) to the survey.
 - iv. Selecting a random sample of residents to be contacted for the survey. The sample will be address-based.
 - v. **Deliverable Task 1.** ETC Institute will provide a copy of the approved survey instrument.
- b. **Task 2: Administer the Survey.** Task 2 will include the following services:
 - i. ETC Institute will mail the survey and a cover letter (on City letterhead) to a random sample of households in the City. Only one survey per household will be sent. Postage-paid envelopes will be provided by ETC Institute for each respondent. The City will provide a cover letter for the mailed survey. The cover letter will contain a link to an online version of the survey. Residents who receive the survey can return the printed survey by mail or complete it online.
 - ii. ETC Institute will follow up with residents who receive the mailed survey by sending texts, postcards, and a second mailing (if needed) to maximize participation in the survey. ETC Institute will continue following up with households until reaching the targeted number of completed surveys. Listed below are two sampling plan options for your consideration.
 - iii. A sample of 400 completed surveys. A sample size of 400 completed surveys will provide results that have a margin of error of +/-4.9% at the 95% level of confidence at the City level.
 - iv. ETC Institute will promote awareness of the survey using social media ads on Facebook and Instagram to encourage participation.
 - v. All respondents who complete the survey online will be required to provide their home address when they finish the survey. ETC Institute will match addresses from respondents who complete the survey online to the addresses that were selected for the random sample to ensure the participant is part of the random sample. If a respondent does not provide an address or the address is not part of the random sample, it will not be included.
 - vi. ETC Institute will monitor the distribution of the sample to ensure that the sample reasonably reflects the demographic composition of the city with regard to geographic dispersion, age, gender, race/ethnicity and other factors. ETC Institute will weight the data as needed if one or more demographic groups is over/underrepresented relative to recent Census estimates for the City's population.
 - vii. **Deliverable Task 2.** ETC Institute will provide a copy of the overall results for each question on the survey.

c. **Task 3: Analysis and Final Report.** ETC Institute will submit a final report based on the statistically valid survey to the City. At a minimum, this report will include the following items:

- i. Formal report that includes an executive summary of the survey methodology and a description of major findings. Charts and graphs that show the overall results of each question on the survey. Priorities-Investment Rating analysis that will identify the facilities and programs that should receive the highest priority for investment from the City. Tabular data that shows the results for each question on the survey, including open ended questions. A copy of the survey instrument
- ii. Deliverable Task 3: ETC Institute will submit the survey findings report in an electronic format. ETC Institute will also provide the raw data in an Excel database, or other format as requested by the City.
- iii. ETC Institute's typical timeline for administering a community survey:
 1. Month 1
 - a. Design survey instrument
 - b. Finalize sampling plan
 2. Months 2-3
 - a. Administer the survey
 3. Month 4
 - a. Draft report submitted for review
 - b. Prepare and deliver the final report

Option 2 - Ballard*King Associates performed on-line Survey, \$ 7,700

- a. B*K uses Survey Monkey to administer an online survey. This tool allows a broad spectrum of input from across the community. The project team will work with the City to develop a unique instrument.
- b. Additionally, the project team will recommend to the City how that instrument is advertised and distributed.
 - i. Community Survey Characteristics
 - ii. 20-30 Questions
 - iii. Approximately 7-10 Minutes to Complete
 - iv. 500+ Responses Minimum
- c. Available for Approximately 2 Weeks
- d. The online survey may be skewed by special interest groups. However, questions within the survey will allow B*K to minimize this impact.

End of Proposal Narrative



City of Taylor - Wellness/ Recreation Center Feasibility Study
FEASIBILITY STUDY - SCOPE OF SERVICES & WORK PLAN

A research and market analysis will be conducted to assess the current recreational landscape in and around the City of Taylor, evaluating facilities, programming, and community preferences. This will involve engaging with key stakeholders such as city officials, advisory boards, school representatives, and community wellness advocates. Through public outreach, site evaluation, and conceptualization of facility options, the aim is to identify suitable partnerships, assess the magnitude of the total project budget and funding opportunities, and determine operational viability. The process will culminate in a final report presented to the Parks and Recreation Advisory Board and Taylor City Council, outlining recommendations based on community needs, program scope, estimated costs, and operational projections.

Participant Key:	TPRD City of Taylor Parks & Recreation Dept. BLU Blundall & Associates	BRS Barker Rinker Seacat Architecture	HALFF HALFF Landscape Architects	10-May-24
BK Ballard King & Associates				

WORK PHASE #1	Activity/ Timeline	Scope Description (Tasks & Products)	Participants	Duration
	PM	Project Management <ul style="list-style-type: none"> Invoicing and Project Budget Management, Meeting Coordination, Travel Coordination 		16 weeks
	0.1	Pre-Workshop #1 Meeting Preparation (~May2024) <ul style="list-style-type: none"> Prepare Kick-off meeting presentation slide show 	BRS	1 week
	1.0 Video Conference	Project Team: Pre-Workshop #1 Meeting with Executive Team <ul style="list-style-type: none"> Team Introduction Time frame for work plan Dates for Workshops, Meetings and Presentations Request background information: Comp Plan, Master Plan, site surveys The City's mission, vision, goals and objectives for the project Public outreach process and meeting dates Identify stakeholders, steering committees, interest groups, etc. Review project baseline program elements Review market segment, demographic, and alternative provider analysis considerations Discuss Program Card Game Activity and participants Discuss Operational considerations & Cost Recovery Goals for the facility (BK) Discuss Total Project Budget (Building, Site, Etc.) Discuss sites to be evaluated Discuss financing options and objectives Establish goals for successful Bond campaign Preliminary Partnering Opportunities Discuss existing community facilities & programming 	TPRD BRS BK	1 day
	1.1	Work Period 1 - Data Collection <ul style="list-style-type: none"> Create meeting minutes and distribute Develop & schedule focus group, individual engagement & partnership outreach Collect and review all existing data available to include: Past planning efforts, surveys / site Review work to date, surveys, program, plans, estimates and all previous data Begin analyzing the information and develop initial considerations regarding options Conduct an initial code review to understand constraints re: planning & building code Committee and public input dates Prepare workshop & community open house presentation(s) slide shows, including National Slide tour of potential recreation/community center program components Prepare Dot-o-Cracy and 5 question boards Prepare BRS Card Game Prepare Market & Demographic Research Findings (BK) Review operational strategies and benchmarking data (BK) 	TPRD BRS BK BRS BK	2 weeks
	1.2 - Trip 1 Day 1 Afternoon	Committee Workshop #1 <ul style="list-style-type: none"> Project mission, vision, goals and objectives Review Market & Demographic Research Findings, National Benchmarks, Comparable Facilities Information (BK) Play Programming Card Game; Identify program elements for consideration Sustainability concepts and goals Discuss program / budget / schedule, as needed 	TPRD BRS BK HALFF WTI	2 days (1 week)
	Day 1 Evening	Facilitate Community Open House #1 (program options) <ul style="list-style-type: none"> Present National Slide tour of recreation centers 		
	Day 2 Morning	Tour Potential Building Sites (existing community center?)		

Activity/ Timeline	Scope Description (Tasks & Products)		Participants	Duration
WP #4	4.0	Work Period #4 - Produce Final Feasibility & Conceptual Design Report and Graphics <ul style="list-style-type: none"> Update all work products based on input received in Workshop 5 and Council Presentation 	BRS/BK/HALFF	2 weeks
	4.1 Video Conference Call	Commit Follow-Up with Executive Team 4.1 <ul style="list-style-type: none"> Facilitate a Video Conference Call for review the FINAL report 	TPRD BRS	1 day
	4.2	Deliver Final Report		~Jan. 2025