



Legislation Text

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File #: 21-213, Version: 1

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**STRATEGIC PRIORITY:** Government Performance and Financial Management  
**AGENDA DATE:** April 28, 2021  
**COUNCIL DISTRICT(S):** All  
**DEPARTMENT:** Office of Procurement Services  
**EXECUTIVE:** Elizabeth Reich

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**SUBJECT**

Authorize an eighteen-month service contract to develop an update to the *forwardDallas!* Comprehensive Land Use Plan for the Department of Planning and Urban Design - Houseal Lavigne Associates, LLC, most advantageous proposer of fourteen - Not to exceed \$649,960 - Financing: Building Inspection Fund (\$415,960) and Capital Projects Reimbursement Fund (\$234,000) (This item was deferred on September 23, 2020 and January 27, 2021)

**BACKGROUND**

This service contract will provide services to update the *forwardDallas!* Comprehensive Land Use Plan. This plan, originally adopted in June 2006, is the City's most important land use planning tool and policy document. It lays out the future vision and strategic direction for land development in Dallas. Thirteen years since its adoption, it is now critical to refresh the plan, realign it with current and future needs, and to integrate recent and ongoing citywide planning initiatives, such as the Comprehensive Housing Policy, Neighborhood Plus, Strategic Mobility Plan (Connect Dallas), Strategic Economic Development Plan, Comprehensive Environment and Climate Action Plan, Cultural Plan, Resilience Plan, and the Equity Indicators Report. In addition, the impacts of several recent major City facility master plans need to be incorporated, such as the Fair Park Master Plan, Dallas Zoo Master Plan, Love Field Master Plan, Dallas Executive Airport Master Plan, Kay Bailey Hutchinson Convention Center Master Plan, and the proposed Hensley Field Reuse and Redevelopment Master Plan.

The consultant scope of work provided through this action have been defined to focus on services that are critical to supplement the City's in-house skills and tools for successful completion of this plan update to include:

**Scenario Modeling:** The City is looking to add demonstrated expertise in land development modeling to evaluate and communicate the benefits/costs of alternate scenarios at the citywide and appropriate sub-area scales. External expertise would be needed to build and calibrate land development models, develop and evaluate scenarios using a variety of metrics, and effectively communicate land development, zoning, and other related policy recommendations based on these analyses.

Finally, this service would include staff training to build in-house capacity on land use scenario modeling.

**Outreach Assistance:** While the Department of Planning and Urban Design will be primarily responsible for leading outreach and engagement efforts, certain value-added specialized services will be needed in this process. A representative-sample survey instrument, similar in scale and methodology to the annual City of Dallas Community Survey, will be designed and administered to gauge resident opinions on an array of plan-related topics, to ensure input is representative of Dallas' diversity. In addition, expertise, techniques, or tools will be provided to add value to staff efforts to effectively engage the public online to help capture input from those who typically do not attend community meetings and can be hard to reach. This will be critical during these times of physical/social distancing related to the ongoing COVID-19 crisis.

A six-member committee from the following departments reviewed and evaluated the qualifications:

- Department of Housing & Neighborhood Revitalization (1)
- Department of Planning and Urban Design (1)
- Department of Transportation (1)
- Office of Economic Development (1)
- Office of Environmental Quality & Sustainability (1)
- Office of Business Diversity (1)\*

\*The Office of Business Diversity only evaluated the Business Inclusion and Development Plan.

The committee selected the successful respondent on the basis of demonstrated competence and qualifications under the following criteria:

- Capability and Expertise 25 points
- Scenario Development Approach, Tools and Techniques 25 points
- Communication and Engagement Tools and Techniques 20 points
- Budget Utilization 15 points
- Office of Business Diversity 15 points

As part of the solicitation process and in an effort to increase competition, the Office of Procurement Services used its procurement system to send out email notifications to vendors registered under relevant commodity codes. To further increase competition, the Office of Procurement Services uses historical solicitation information, the Internet, and vendor contact information obtained from user departments to contact additional vendors. Additionally, in an effort to secure more competition, the Office of Business Diversity sent notifications to chambers of commerce and advocacy groups to ensure maximum vendor outreach.

On November 10, 2015, the City Council authorized a living wage policy that requires contractors to pay their employees a "living wage" rate as established annually by the Massachusetts Institute of Technology Living Wage Calculator for Dallas County by Resolution No. 15-2141. The current calculated living wage during the solicitation process of this contract is \$11.71; the selected vendor meets this requirement.

**PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)**

[City Council was briefed by memorandum regarding this matter on April 3, 2020.](https://dallascityhall.com/government/citymanager/Documents/FY19-20%20Memos/Comprehensive-Land-Use-Plan-Update_Memo_040320.pdf)  
[<https://dallascityhall.com/government/citymanager/Documents/FY19-20 Memos/Comprehensive-Land-Use-Plan-Update Memo\\_040320.pdf>](https://dallascityhall.com/government/citymanager/Documents/FY19-20%20Memos/Comprehensive-Land-Use-Plan-Update_Memo_040320.pdf)

The City Plan Commission was briefed on the *forwardDallas!* Comprehensive Land Use Plan Update on June 18, 2020.

The Economic Development Committee was briefed on the *forwardDallas!* Comprehensive Land Use Plan Update on September 8, 2020.

On September 23, 2020 and January 27, 2021, this item was deferred by Councilmember Tennell Atkins.

**FISCAL INFORMATION**

Fund	FY 2020	FY 2021	Future Years
Building Inspection Fund	\$415,960.00	\$0.00	\$0.00
Capital Projects Reimbursement Fund	\$234,000.00	\$0.00	\$0.00
Total	\$649,960.00	\$0.00	\$0.00

**M/WBE INFORMATION**

In accordance with the City’s Business Inclusion and Development Plan adopted on October 22, 2008, by Resolution No. 08-2826, as amended, the M/WBE participation on this contract is as follows:

Contract Amount	Category	M/WBE Goal	M/WBE %	M/WBE \$
\$649,960.00	Other Services	23.80%	19.12%	\$124,300.00
<ul style="list-style-type: none"> <li>• This contract does not meet the M/WBE goal, but complies with good faith efforts.</li> <li>• Houseal Lavigne Associates, LLC - Non-Local; Workforce - 0.00% Local</li> </ul>				

**PROCUREMENT INFORMATION**

Method of Evaluation for Award Type:

Request for Proposal	<ul style="list-style-type: none"> <li>• Utilized for professional, personal, revenue, and planning services</li> <li>• Recommended offeror is the responsible offeror whose proposal most closely meets established criteria for the services advertised, based on demonstrated competence and qualifications at a fair and reasonable price</li> <li>• Always involves the evaluation by committee</li> <li>• Allows for negotiation on contract terms, including price</li> </ul>
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The Office of Procurement Services received the following proposals from solicitation number BYZ20-00013397. We opened them on May 29, 2020. We recommend the City Council award this service contract in its entirety to the most advantageous proposer.

\*Denotes successful proposer

<b><u>Proposers</u></b>	<b><u>Address</u></b>	<b><u>Score</u></b>
*Houseal Lavigne Associates, LLC	188 West Randolph St. Suite 200 Chicago, IL 60601	82.1
WRT	1700 Market St. Suite 2800 Philadelphia, PA 19103	76.6
AECOM Technical Services, Inc.	13355 Noel Rd. Dallas, TX 75404	76.2
Opticos Design	2100 Milvia St. Suite 125 Berkeley, CA 94706	75.8
MIG, Inc.	800 Hearst Ave. Suite 200 Berkeley, CA 94710	74.9
HR&A Advisors	2038 Commerce St. 3rd Floor Dallas, TX 75201	70.5
NBBJ	1 Beacon St. 5th Floor Boston, MA 02108	70.1
Half Associates, Inc.	1201 North Bowser Rd. Richardson, TX 75081	68.0
Freese and Nichols, Inc.	2711 North Haskell Ave. Suite 3300 Dallas, TX 75204	65.0
Gensler	5000 Greenville Ave. Dallas, TX 75206	61.0

buildingcommunityWORKSHOP	1414 Belleview St. Suite 150 Dallas, TX 75215	60.2
Dover, Kohl & Partners	1571 Sunset Dr. Suite 150 Coral Gables, FL 33143	58.1
Design Workshop	812 San Antonio St. Suite 401 Austin, TX 78701	55.3
Project Management Solutions	1618 Wolf Creek Dr. Arlington, TX 76018	15.6

**OWNER**

**Houseal Lavigne Associates, LLC**

Devin Lavigne, Co-Owner  
John Houseal, Co-Owner