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General Information

Objective
The Baton Rouge Area Foundation (BRAF) invites landscape architect-led consultant teams to prepare a summary of qualifications, detailed work plan and budget in response to this RFP. Selected consultants will assist BRAF in the creation of a master plan for the Baton Rouge Lakes and surrounding open space located adjacent to Louisiana State University and City-Brooks Community Park. While the master plan will address all six lakes in the system, the bulk of the design work will be around University and City Park Lakes.

The client invites written proposals for consulting services to complete the suggested work plan described in Section 4. Questions concerning this RFP must be made via email or during the pre-proposal conference call per the schedule outlined to the right.

Timeline and Budget
The expected timeframe for the planning effort and completion of the deliverables outlined in Section 5 is 9-12 months and the budget for the master plan is not to exceed $400,000, including all materials and travel expenses.

RFP Selection Oversight
Baton Rouge Area Foundation (BRAF) is the client and has raised private funds to hire the consultant team for the master plan. The client has created a selection committee that will review proposals and make a recommendation to BRAF based on the criteria listed on page 14.

Center for Planning Excellence (CPEX) is retained by BRAF to facilitate the consultant shortlist and selection process as a representative of the client. CPEX is not a voting member of the selection committee.

See page 5 for descriptions of key partners and project oversight.

RFP Milestones

RFP available to consultants:
April 24, 2014

Pre-proposal conference call:
May 7, 2014
10:00 a.m. CDT
Contact Camille at camille@cpxex.org for call-in number.

Deadline for submissions:
May 23, 2014
3:00 p.m. CDT

Consultant interviews and presentations:
Week of June 9, 2014

See full Submittal Requirements and Evaluation Criteria on pages 12-14.

Questions regarding this RFP should be addressed during the pre-proposal conference call or submitted via email to the address below:

Camille Manning-Broome
camille@cpxex.org

Submissions should be sent to:
Center for Planning Excellence
Attn: Camille Manning-Broome
100 Lafayette Street, Suite B232
Baton Rouge, LA 70801
Background

Located in southeast Louisiana, Baton Rouge is the state’s capital, second largest city, and home to two land grant universities, Louisiana State University (LSU) and Southern University (SU). LSU’s campus is situated between the Mississippi River and one of Baton Rouge’s largest natural assets, City Park Lake and University Lake. The recent FUTUREBR Comprehensive Plan refers to the neighborhoods surrounding the lakes as one of the city’s most beloved areas poised for re-emergence. The LSU Master Plan also identifies the lakes as a major gateway to LSU and an integral part of the continuous network of open spaces that connect to the campus core.

Lakes History

In the early 1930s, the federal Works Progress Administration converted a murky cypress-tupelo swamp at the edge of LSU’s campus into the University Lake. University Lake, City Park Lake, Crest Lake, Lake Erie, Campus Lake and College Lake comprise a 275-acre lake system that is Baton Rouge’s crown jewel and most well-used recreational setting. This lake system is 1.5 miles from downtown Baton Rouge and surrounded by some of the city’s most established neighborhoods including Old South Baton Rouge, College Town, Magnolia Ridge, Lakeview, University Gardens, Belle Pointe, Lake Ridge Estates, Lake Crest, Southdowns, and the Garden District. As a gateway from Interstate 10 to LSU, this area is experiencing a boom in public and private development. Interstate 10 bisects City Park Lake, creating not only a beautiful vantage point for passers-by, but also adding noise pollution and polluted stormwater runoff.

The lakes, 45 acres of adjacent greenspace, and 6.5 miles of combined multi-use trails and sidewalks attract runners, walkers, kayakers, fishermen, and nature lovers. Birdwatchers and photographers are drawn to the lakes by the LSU Bird Refuge and the annual migration of many species of waterfowl. In the last few decades, flocks of white pelicans have used the lakes as a rest stop every fall in migration to the Gulf Coast.

Because of BREC’s improvements of BREC City-Brooks Community Park and Milford Wampold Memorial Park, the public use of the lakes, trails, both parks, and other facilities is on the rise. According to BREC surveys, nearly 30% of parish residents routinely visit the

Site Map

1. City Park Lake
2. Lake Erie
3. Crest Lake
4. University Lake
5. Campus Lake
6. College Lake
7. Bayou Duplantier
8. Milford Wampold Memorial Park
Background (continued)

lakes or use them for recreation.

Current Decline

Despite their iconic status and use, the lakes water quality is in decline. Many factors are at play contributing to the impaired water body. Bayou Duplantier runs into the lake system, filling it in with sediment. Runoff from nearby lawns creates high phosphorus loads that cause algae blooms, which decrease oxygen levels and increase water temperatures. Research indicates that the lakes will not continue to be able to sustain native plant and aquatic life. The slow death of the lakes can already be seen at the edges - small islands are visible and invasive species have overrun native foliage.

In addition to declining water quality, the current public and recreational facilities are inadequate for the amount of public use. The water level is too shallow to support fish habitat or recreational boating activities. Existing sidewalks and multi-purpose trails are disconnected, poorly maintained, and create conflicts between vehicles, pedestrians, and cyclists on the narrow roads surrounding the lakes.

Future of the Lakes

BRAF has retained Gulf Engineering and Consulting (GEC), an environmental engineering firm, to produce a survey and geotechnical analysis of the lakes for this project. GEC’s research will provide a more precise amount of material to be dredged and composition of soil for possible usage in landside amenities. GEC will deliver a report in May 2014. Working for the U.S. Army Corps of Engineers, GEC in 2008 recommended dredging the lakes to an average depth of five feet and using dredge material on site. Cypress stumps and the abandoned sewer main will be removed to increase boating access. The dredging project would be conducted by the City-Parish Department of Public Works (DPW) and would take approximately 18 months to complete, although funding has not yet been identified.

The lakes will be drained and dredged prior to the implementation of the Baton Rouge Lakes Master Plan. Dredge material may be used to create new public amenities that attract more use, while respecting those who live around the lakes. The dredged material – approximately 815,000 cubic yards - may be used to stabilize the shoreline, create fish and bird habitat, and add space for recreational use, such as multi-use trails, expanded parks, parking, boathouses, flexible open spaces, and other public facilities. It may also be used to expand the existing five-acre LSU Bird Refuge or to build an aquatic bench for native plants and habitat. If excess material is available, LSU has expressed interest in covering a nearby canal with dredge material to expand developable land area.

Project Partners

The lake system, associated open space and roads are operated and maintained by several entities that will be involved in this project and its implementation. The city-parish owns City Park Lake and LSU owns the other lakes. The city-parish also owns the roads and the area between the roads and the lakes’ high water mark, and manages the stormwater drainage that flows into the lakes. BREC has a cooperative agreement with the city-parish to operate the recreational facilities, including the City-Brooks Community Park and trails, and City Park Lake and trails. The consultant team will be expected to coordinate with designees representing Louisiana State University (LSU), Mayor’s Office, Metro Council, DPW, BREC, Louisiana Department of Transportation and Development (LaDOTD), Louisiana Department of Wildlife and Fisheries (LDWF), National Fish and Wildlife Foundation (NFWF), US Army Corps of Engineers (USACE), Coastal Protection and Restoration Authority (CPRA), The University Lakes Improvement and Preservation Association (TULIPA), neighborhood associations, and user groups.
Project Description

The Baton Rouge Lakes Master Plan will include multi-use trails, sidewalks, bike paths, public amenities and facilities, landscape design, fish and migratory bird habitat restoration, traffic circulation, parking, wayfinding and public access. It will also identify how and where to best utilize the spoil from the dredge project for public amenities. In addition, the master plan will outline how the public and private sector can best develop, promote, utilize, fund, manage, and maintain the enhancements for the six-lake system.

Project Goals

- Create a contemporary, iconic destination for the entire parish that is sensitive to the residents of the lakes and compatible with surrounding historic neighborhoods, LSU and the natural environment
- Maintain healthy water quality, water depth and wildlife habitat for decades
- Create a network of multi-use trails, sidewalks, bike paths, and public open space with the lakes as the central feature that links recreational amenities and public facilities
- Utilize dredge material for shore stabilization, habitat creation and amenities without impeding the view of existing residences
- Engage stakeholders from the entire parish throughout the project to build champions for implementation
- Address the concerns of all current and potential user groups including residents, recreational users, naturalists, etc.
- Reduce vehicular and pedestrian conflicts
- Identify strategies for fish and migratory bird habitat protection and restoration
- Protect and enhance bird habitat while providing access for birdwatchers
- Improve access and facilities on the lakes for water recreation activities, such as fishing, boating, paddleboarding, etc.
- Improve connections to other important assets, such as neighborhoods, downtown, LSU, Bayou Duplantier, Mississippi River, etc.
- Create a gateway to LSU that incorporates the lakes and the Interstate 10 Dalrymple Drive exit, and improves traffic circulation, wayfinding signage, and landscaping
- Create comprehensive wayfinding and signage system for the lakes, and surrounding multi-use trails and public open space
- Explore accommodations for large-scale community events (parking, event space, etc.)
- Address drainage and noise from the Interstate 10 bridge
- Explore options and funding for governance structure, partnerships, and operations and maintenance

Project Coordination and Oversight

Baton Rouge Area Foundation (BRAF): John Spain, Executive Vice President, will be the point-of-contact for the Baton Rouge Lakes project once a landscape architect-led consultant team is selected. In addition to spearheading this project and managing this contract, BRAF will utilize in-house graphic design to create the branding and website, and conduct all media relations for the project. Therefore, this service is not included in this contract.

Center for Planning Excellence (CPEX): Under a separate contract with the client, CPEX will lead the public outreach and engagement for the master plan, in coordination with the selected consultant team.

Gulf Engineering and Consulting (GEC): Under a separate contract with the client, GEC is currently conducting the Lakes Engineering Study on the lakes’ water quality, dredging calculations, and tree stump removal. As a part of the report, GEC will calculate the amount of spoil that should be utilized on site for shore stabilization and additional public amenities. This report will be completed in May 2014, and GEC will then be engaged throughout the master planning process for technical assistance and cost analysis in coordination with the selected consultant team.

Suzanne Turner Associates (STA): Under a separate contract with the client, STA will conduct cultural landscape research and consult on issues related to the lakes as a cultural landscape, so that the historic and cultural aspects of the site’s evolution over time become an integral part of the development of an approach to the Baton Rouge Lakes Master Plan.

Advisory Committee: BRAF will create an advisory committee comprised of project partners and community representatives that will be the sounding board for the consultants and the champions for the project. Their involvement and support is critical to the success and implementation of this project. At a minimum, this committee will include representatives of LSU, BREC, Mayor’s Office, Metro Council, DPW, LaDOTD, LDWF, NFWF, CPRA, USACE, The University Lakes Improvement and Preservation Association (TULIPA), homeowners associations and project donors. Consultants will meet with the committee periodically throughout the planning effort. The committee makeup is open for discussion as long as it does not decrease involvement or sensitivity.
Work Plan

The following elements have been established to serve as a guide for master plan development. However, the consultant is welcome to suggest creative or innovative additions or modifications to these components. Responses to this RFP should include a work plan and budget for each component that follows the basic steps further described below:

1) Analyze existing conditions
2) Define an outreach, education, and public engagement strategy
3) Conduct a park needs assessment
4) Produce a detailed master plan, based on extensive public participation
5) Create a prioritized implementation strategy with potential funding sources and responsible parties

1) Analyze Existing Conditions

Using existing plans, projects, and data, as well as an inventory of existing on-site facilities as a starting point, the work plan in the RFP response must describe how the respondents will synthesize existing information, analyze the site, and propose site improvements. The work plan should outline how existing plans, projects, data, and site inventory will be utilized in the planning effort.

Existing Plans

The documents below reflect completed planning efforts that may inform the Baton Rouge Lakes Master Plan consultant team. These documents should not be seen as a constraint, but should be used as references. Links to existing plans can be found at: http://tinyurl.com/knylx3u.

• City Park/University Lakes Management Plan (1981)
• Lakes District Master Plan (2000)
• BREC Imagine Your Parks (2003)
• LSU Master Plan (2003) and LSU Master Plan Update (2006)
• City-Brooks Park Master Plan (2008)
• Aquatic Ecosystem Restoration Report and Environmental Assessment Lakes District (2008)
• BREC Natural Resources Management Plan (2008)
• LSU Campus Wayfinding Signage Guidelines (2010)
• FUTUREBR comprehensive plan (2012)
• Nicholson Drive Corridor Study (2013)
• LSU event circulation plans

Ongoing Projects and Initiatives

The following projects and studies will impact the Baton Rouge Lakes Master Plan and/or project area and should be considered and incorporated in the development of the plan.

• BREC Imagine Your Parks 2
• Downtown Greenway Master Plan
• Government Street and Nicholson Corridor improvements
• Knock Knock Children’s Museum
• Lakes Engineering Study (due in May 2014)
• River District Master Plan
• The Water Campus Master Plan

Existing Data

• User group demographics and surveys (BREC and BRAF)
2) Outreach, Education, and Public Engagement

The master plan, design, and implementation strategy should depend upon extensive public participation and leadership throughout the planning process, as ongoing public engagement is a vital part of the success of the planning effort and implementation.

Public Strategy

The consultant team will develop an outreach, education, and public engagement strategy that describes how they will engage and inform parish residents. The work plan should outline outreach, education, and engagement methodologies and clearly describe a process by which a strong collaborative relationship between consultant team member(s), the advisory committee, CPEX and BRAF will be achieved. The consultant team should describe a process that gathers information in a variety of ways, utilizing focus groups, surveys, interviews, stakeholder meetings, project website, an online public forum, and social media.

As previously mentioned, BRAF intends to create the website and branding, as well as conduct all media relations for the project. Under a separate contract, BRAF hired CPEX to conduct the public outreach and engagement in coordination with the selected consultant team. CPEX will work collaboratively with the consultant team to create and disperse all outreach material, publicize public meetings through a variety of innovative outreach methods, keep the public engaged throughout the process and maintain a web-based public forum through MindMixer. CPEX representatives will also be available to assist the selected consultant team with meeting facilitation and meetings with stakeholders as needed.

Advisory Committee Facilitation

The advisory committee will be identified and recruited by BRAF, but facilitated by the consultant team. The consultant team will periodically meet with the advisory committee throughout the project.

3) Needs Assessment

Consultant team will conduct a survey to determine how citizens would ideally use the public open space and gather additional demographic factors (if needed) including age groups, household income, recreational interests, amenities needed, and preferred and acceptable methods of travel (distance, walk, bike, car, etc.). Using this data, the consultant team should develop profiles of prospective users.

4) Baton Rouge Lakes Master Plan

The work plan must describe the development of a master plan with the elements listed below. The consultant team is encouraged to suggest creative and innovative additions or modifications to these components. The development of the master plan must be grounded in an open, transparent, and extensive public process.

Overall design

The consultant team will create an overall design that graphically illustrates the proposed improvements for the six-lake system, the surrounding 45-acre open space, and associated amenities. The plan should clearly communicate the proposed improvements to the public and be reproducible.

Circulation plan

The consultant team will create a circulation plan that shows how users will access the site, move through the site, and where they will park. It should include at a minimum:

- Pedestrian and cyclist trail plan with possible major off-site connections including: Mississippi River via Skip Bertman, City-Brooks Community Park, Bayou Duplantier, Downtown Greenway, Glasgow Middle School, LSU’s campus and stadium, etc.
- General traffic circulation, including appropriate amounts of parking areas
- Gateway suggestions from Interstate 10 to LSU via Dalrymple Drive

Renderings and/or fly-throughs

The consultant team will design and illustrate at least (3) three high-quality renderings and/or fly-throughs of major public spaces surrounding the lakes identified by BRAF for marketing purposes.
Work Plan (continued)

Planting plan
The consultant team will produce a conceptual planting plan for the entire site that includes:
• Native shoreline planting
• Open space planting
• Gateway planting on Dalrymple Drive

Wayfinding, recreational and interpretive signage plan
Currently, the lakes lack wayfinding signage from Interstate 10 to LSU, as well as directional, interpretive and recreational use signage around the lakes. The plan should propose the location, type and design guidelines for comprehensive signage. Consultants should coordinate this gateway with LSU’s other future gateway improvements.

Spoil relocation plan
The amount and type of spoil will be identified by GEC, but the consultant team should identify how to utilize spoil to restore habitat and create additional space for recreational facilities. In addition, consultant will work with GEC to propose the best way to reduce the visual and ecological impacts to the lakes during the dredging process.

Habitat restoration plan
The plan should address habitat enhancements for the six-lake system as a whole and should include:
• Fish and migratory bird habitat enhancements
• LSU Bird Refuge improvements/expansion
• Public access and facilities needed for birdwatching without disturbing the birds
• Recommended habitat maintenance outline for bird rookery sustainability
• Weir removal to physically connect City Park Lake and University Lake
Consultant should engage the LSU Ornithology Department as a technical resource for the enhancement of this historic and critical habitat for migratory birds.

Bridge noise and drainage
The consultant will coordinate with DOTD, public and client to explore options for reducing stormwater runoff and noise from Interstate 10 as it crosses the lakes.

5) Implementation Strategy
Prioritizing projects and outlining partnerships, funding, governance, and operations/maintenance are critical to the implementation of this master plan. An understanding of best practices must be demonstrated in the work plan. In addition, the implementation strategy should identify high-priority/catalyst projects and “low hanging fruit” to ensure immediate implementation and community buy-in.

Layout implementation matrix
• Prepare a chart that outlines and prioritizes individual projects with associated timeframe, costs, responsible parties and potential partners, and appropriate funding options

Identify partnerships and resource opportunities
• Identify possible project partners, roles, and resources to assist with implementation, including LSU, Mayor’s Office, Metro Council, DPW, BREC, LaDOTD, LDWF, NFWF, USACE, CPRA, TULIPA, neighborhood groups, community organizations, recreational groups, etc. to ensure successful implementation of the master plan

Identify alternative funding options
• Identify best practices for funding and maintaining parks and recreation systems, including capital vs. operations costs
• Determine feasible methods for implementation of improvements, including sources of revenue (fees, admissions, rentals, etc.), bonds, endowments, private foundations, dedicated sales tax, etc.
Work Plan (continued)

Identify governance structure options

• Identify best practices for governance (including foundation, private non-profit, conservancy, etc.) and make a recommendation for implementation and operation

Identify operations and maintenance guidelines

• Develop maintenance guidelines for public spaces
• Identify best practices for operations and maintenance that incorporate project partners
• Recommend a model for operations, maintenance, and interaction for the Baton Rouge Lakes that includes at a minimum LSU, DPW, BREC, and Mayor’s Office
Deliverables

All responses to this RFP should outline deliverables to the client. The work plan should incorporate descriptions of all deliverables to be created during the planning process. The work plan should also describe the specific processes for creating and providing each deliverable, including necessary inputs, client/stakeholder/public review, etc. All plans, maps, drawings, and documents should be in formats that are economically reproducible, easily updated by the client, and easily assessed and understood by the public. All deliverables will be given to the client for ownership and future use.

The final deliverables should be completed through design development and should include, but are not limited to:

- A strategy for stakeholder/public outreach, education, and engagement throughout the planning effort (in coordination with the public outreach and engagement consultant CPEX)
- Needs assessment summary
- Facilitation of regular meetings of the advisory committee and project partners
- Master plan document that includes:
  - Summary of existing conditions and site analysis
  - Plans:
    - Overall master plan design and document for the lakes system and associated open space
    - Multi-use trail plan with possible off-site connections for bike and pedestrian connectivity
    - Conceptual planting plan, including native shoreline planting, open space planting, and gateway planting
    - Habitat restoration and maintenance plans, including fish and bird habitat enhancements and LSU Bird Refuge public access improvements
    - Wayfinding and signage plan
    - Traffic circulation plan, including public parking and gateway design
    - Spoil relocation plan
  - At least (3) three high-quality renderings and/or fly-throughs of major public spaces surrounding the lakes identified by BRAF for marketing purposes
  - Amenities and facilities design guidelines including benches, lighting, rental facilities, boat docks and storage, picnic facilities, etc.
  - Operations and maintenance guidelines
- An implementation matrix that includes:
  - Prioritized listing of the planned recommendations
  - Phased timeline for implementation
  - Costs for each component
  - Detailed listing of possible funding sources
  - Potential partners and their roles that may or may not include:
    - BRAF
    - LSU
    - BREC
    - Office of the Mayor, East Baton Rouge Parish
    - EBRP Metropolitan Council
    - DOTD
    - The University Lakes Improvement and Preservation Association
    - Recreational user groups
    - Neighborhood associations
- Presentations of the final plan to the BRAF, project partners, advisory committee, and stakeholders
Submittal Requirements

Deadline for Submission
Proposals must be received no later than 3:00 pm CDT on May 23, 2014 and should be delivered to:

Center for Planning Excellence
Attn: Camille Manning-Broome
100 Lafayette Street, Suite B232
Baton Rouge, Louisiana 70801

Important Dates
The following dates are intended to provide a guideline for this process, and are subject to change.

- RFP available to consultants: April 24, 2014
- Pre-proposal conference call: May 7, 2014 at 10:00 am CDT (contact Camille at camille@cpex.org for call-in number)
- Deadline for submission: May 23, 2014 at 3:00 pm CDT
- Shortlisted consultant public interviews/presentations: Week of June 9, 2014

Submission Requirements
Applicants should submit nine (9) 8.5”x11” hard copies of the proposal package that includes the following components:

Cover letter: In two pages or less, including at a minimum:
- RFP title
- Name and point-of-contact information for the lead consultant
- Date of submission
- Signature of an authorized officer of the lead firm
- Any other information or insights the consultant deems relevant
- Briefly describe why your team is the best team for this project

Table of contents
- Clearly identify all material items in the submittal in a table of contents with page numbers and/or tabs

Firm profiles
The lead firm and all subcontractors shall provide the following:
- Statement of firm background, including firm history, number of employees, years in business, etc.
- Listing of any relevant firm awards or honors
- Statement of firm philosophy and/or general approach

Staff qualifications and staffing plan
The lead firm, led by a landscape architect, and all subcontractors shall provide the following:
- Project organizational chart, detailing roles and staff names, including designation of the principal-in-charge and project manager, and outlining quality assurance process and/or structure
- For key personnel proposed for the work: full resumes including name, title, education, certifications, qualifications, training, areas of specialization, and years of relevant work experience
- For non-key staff proposed for the work: short bios describing education, certifications, areas of specialization and/or experience, years of relevant work experience, and other relevant information as determined by the consultant
- A table showing project hours broken down by phase and staff member (this must be consistent with the cost proposal)
- Statement of availability of all key principals and staff
Submittal Requirements (continued)

Past experience
The lead firm and all subcontractors shall provide the following:
- Three to five relevant case studies for the lead firm and one to three relevant, brief case studies for subcontractors (demonstrating their capabilities in the role for which they are being proposed)
- References for the lead firm (minimally including name, position, phone, and email contact information) for a minimum of three case studies provided above
- Note any prior collaborations between the lead and subcontractor firms, if any
- Optional: Teams may include a relevant sample complete project document on a CD

Technical approach, work plan, and deliverables
Consultants are encouraged to demonstrate creativity and an ability to define a coordinated process that exceeds the expectations described below, and variations and/or improvements to the work plan are welcome. The consultant's technical approach, work plan, and deliverables shall include:
- A succinct statement of understanding of the project
- A detailed, phased work plan that describes all planning and design activities, deliverables (and client review process for these), in-person visits and meetings, and other important elements as determined by respondent
- At a minimum, the work plan should explicitly describe the following process elements:
  - Methodology for development of an existing conditions analysis, including incorporation of existing plans, presentation of current usage data, and specific descriptions of associated proposed deliverables
  - Methodology for overall design development
  - Methodology for development for each component of the work plan (Section 4)
  - Defined framework and process for working with BRAF and CPEX to involve stakeholders, including identification, outreach, and communication strategy, and ongoing stakeholder engagement
  - Defined framework and process for working with STA and GEC to inform design solutions
  - Methodology for implementation strategy development
- A detailed timeline of the work plan, in Gantt-chart format

Cost proposal
The consultant shall provide cost information in a separate document from the rest of the proposal. The cost proposal shall include:
- A simple, direct proposal of the total cost described in this RFP
- Hourly rates for each staff member listed in the proposal (note that the consultant may provide full billable rates or a cost plus hourly work-up)
- A table showing project costs broken down by phase and staff member (consistent with the staffing plan)
- Written assurance that the cost proposal is valid for 120 days after receipt of the proposal

Because refinement of the work plan is intended to be an iterative process, consultants are invited to provide commentary in the cost proposal section (a) related to whether the budget is generally sufficient to address the related services, and (b) describing any deliverables in the proposed work plan that should not be included in this project, whether in light of budget limitations, best practices, or for other reasons.
Evaluation Criteria and Selection Process

Evaluation Criteria

Consultants submitting responses to this RFP will be evaluated according to the following general criteria:

- Compliance with and responsiveness to all instructions in this RFP
- Applicability of firm philosophy to the vision of the Baton Rouge Lakes Master Plan
- Demonstration of relevant team experience
- Thoughtful composition of consultant team with depth of skills related to parks, multi-use trails, and habitat management
- Demonstration of relevant qualifications in response to this RFP’s proposed work plan (Section 4)
- Quality and creative approach of the proposed work plan in response to this RFP
- Level of understanding of the project goals, sensitivity to the Baton Rouge Lakes distinct character, and recreational users’ and residents’ issues and needs
- Demonstration of ability to lead effective, productive public meetings and in-house project meetings using innovative tools and techniques to incorporate public input into final designs
- Cost-effectiveness
- Overall packet organization and ease of use

Selection Process

Important submittal dates are outlined on page 3 and repeated in Section 6. BRAF representatives will comprise the selection committee that will review proposals, shortlist consultants, interview shortlisted teams, and recommend a consultant team to BRAF for their final approval. The shortlisted consultants will give a formal public presentation and answer interview questions from the public and the selection committee during the week of June 9, 2014. BRAF anticipates the final consultant selection will be in June, 2014; however, BRAF reserves the right to amend dates with proper notice to applicants.

General Notifications

- Expenses incurred by the respondents in replying to this RFP or in making any appearance before the selection committee are at the respondents’ own expense and risk.
- All decisions will be made by representatives of the BRAF and will be final.
- Respondents and their agents are strictly prohibited from seeking information from or lobbying members or representatives from the list below.
  - BRAF and its Board
  - CPEX and its Board
  - STA staff
  - GEC staff
  - LSU, BREC, Mayor’s Office, Metro Council, DPW, LaDOTD, LDWF, NFWF, CPRA, USACE, TULIPA and neighborhood association members

Failure to comply with this clause shall be grounds for rejections of their RFP as non-responsive. Please see approved contact information regarding this project and RFP on page 3 and/or page 12.
Project Location Map