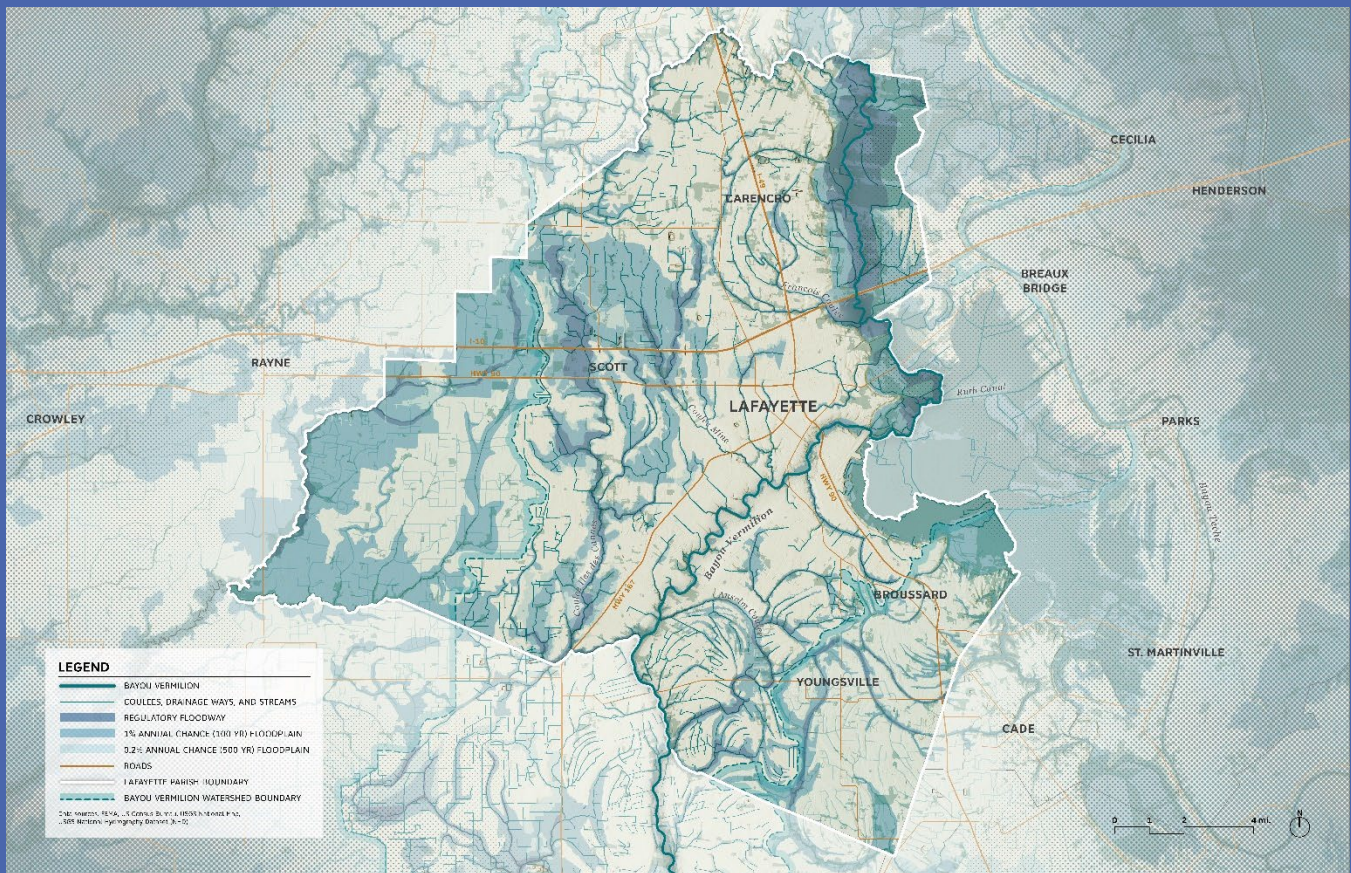


# Request for Proposals

## Bayou Vermilion District Master Plan



Issue Date:

**November 1, 2024**

Proposals Deadline:

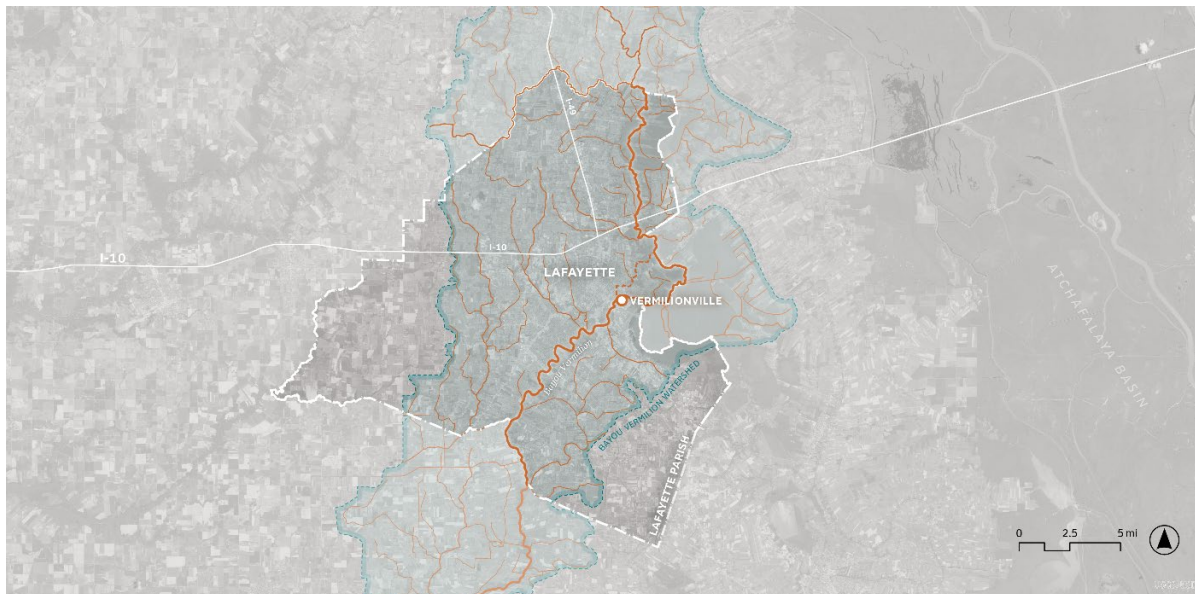
**January 10, 2025**

## I. SUMMARY

Bayou Vermilion District (BVD) seeks an interdisciplinary team to prepare a comprehensive replacement for its Master Plan (1985) that will highlight success and accomplishments since the 1985 plan, address current challenges and needs, and chart a course for the next decades for the District to continue to achieve progress consistent with its mission.

## II. BACKGROUND

The Bayou Vermilion District (BVD) was established by the Louisiana State Legislature in 1984 as the sole agency responsible for the health of the Bayou Vermilion as a recreational, cultural, and economic asset within the boundary of Lafayette Parish. Prior to this point, the Vermilion's water quality had declined dramatically due to polluted runoff and hydrologic modifications within the watershed.



Today, BVD directly monitors and maintains the Bayou Vermilion within Lafayette Parish, removing hundreds of cubic yards of debris and trash from the river annually. It also chairs a cross-agency Water Quality Task Force and conducts regular water quality testing and reporting. It maintains boat and kayak launches along the Bayou throughout Lafayette Parish, and encourages recreational uses of the Bayou through programming, education, and equipment rentals.

In support of its cultural and economic development mission, BVD in 1990 established Vermilionville, a one-of-a-kind living history museum on the banks of the Bayou that celebrates the history and culture of the Native American, Creole, Acadian, and African peoples that settled the region. Today, Vermilionville draws more than 40,000 visitors annually and is the base of BVD's operations.

BVD coordinates with multiple agencies such as LCG's Environmental Quality section, the Louisiana Watershed Initiative, the Louisiana Department of Environmental Quality, Bayou

Vermilion Historic Preservation Association, Teche-Vermilion Fresh Water District, and others to fulfill its mission. Each of these partnerships assists BVD in various ways through technical assistance, water quality monitoring, or resource assistance.

In 1985, Bayou Vermilion District completed its first master plan which proposed a series of actions to beautify, conserve, and manage designated opportunity sites along the bayou. The intent of the plan was to broaden public use of the bayou for residents and visitors. The plan envisioned a framework for cooperative public and private actions to improve the entire bayou for recreation, working, living and to enhance the Lafayette tourism economy.

While the 1985 plan has served the District well, the nature of the challenges and opportunities facing the Vermilion and BVD has changed over the last 40 years. Sprawling and disparate development patterns have reshaped Lafayette Parish, while contamination, runoff and direct discharges into the bayou cause a new sense of urgency to resolve water quality impacts. The Vermilion River in Lafayette (Assessment ID [LA060801\\_00](#)) is currently classified as impaired by the EPA for fish and wildlife propagation, primary contact recreation, and secondary contact recreation. The identified impairments prohibiting these uses are fecal coliforms, carbofuran pesticides, dissolved oxygen, and nitrates. Many of the economic development aspirations of the 1985 plan remain unfulfilled, and public access to the river is scarce. All the while, the changing climate is upending historic drainage and weather patterns. These challenges require a new focus and vision for the Vermilion and for Bayou Vermilion District.

Bayou Vermilion District's charge links environmental quality with cultural vibrancy and community well-being, uniquely positioning the District to address these challenges in a holistic and forward-thinking manner. A new planning effort for the Bayou Vermilion District should result in the reintegration of the river into the community of Lafayette as a cherished environmental, cultural, and economic asset. The District seeks a new Master Plan that provides instruction, and as a document demonstrates the rationale, for the District's leadership in these efforts.

A visioning workshop took place in May 2024 that engaged 23 key parish, regional and state level stakeholders to discuss actions and emerging challenges of the Vermilion. For the respondents' reference, the Visioning Workshop conclusions can be found here:

<https://bayouvermiliondistrict.org/wp-content/uploads/2024/10/BVD->

[Stakeholder-Engagement-Goal-Setting.pdf](#) Several key themes, listed below, emerged from this process that inform the scope of work for this Master Plan RFP. Of these, the first two – Economic Development and Water Quality – are believed to be necessary preconditions to adequate accomplishment of the others. Accordingly, this RFP calls for proposals which focus first on these two goals.

## **Economic Development**

BVD anticipates a greater role in courting, guiding, and influencing river-front development, including enhanced development of District-led partnerships with other public and private stakeholders. The development adjacent to the Vermilion should treat the river as the “front yard,” and there is a desire for sustainable, river-oriented mixed-use development and a consideration for water-oriented businesses. New development along the river should support BVD’s goals as expressed in the master plan. Additionally, workforce development opportunities should be considered as BVD establishes future plans for water quality testing, mitigation methods, bank stabilization and other potential job training opportunities.

The visioning exercise outcomes, coupled with the issues already understood by BVD, underscored the need for a new master plan that sets future water quality goals, enhances cultural and recreational opportunities, aligns development expectations along the Vermilion and provides a broader network of partners working toward a shared vision about the relationship of the Vermilion to Lafayette parish and the broader community.

## **Water Quality**

Delisting the Vermilion from the impaired water-body list is a high priority for the District. However, the expansion of private and aging sewer systems has increased water-quality issues. This includes systems that are located both upstream and on tributaries feeding into Bayou Vermilion. These water-quality challenges exceed the jurisdiction and authority of BVD, requiring broadened partnerships and alignment of priorities. There is an overall lack of data to help direct water-quality improvements and mitigation. There is a disconnect in consultation around the land-use decisions being made along the Vermilion, with the District and with other stakeholders.

## **Aesthetics**

For many residents of Lafayette Parish, the Vermilion is “out of sight, out of mind,” and there are few locations where people can see the Vermilion or its banks. There is a perception that the Vermilion is dirty and its appearance is not valued. Many workshop attendees highlighted ecological restoration, native plantings, and soft shorelines as opportunities for enhancing the Vermilion’s aesthetic values.

## **Recreation**

There is a desire for parks and recreation facilities that are connective, accessible, equitable, and well maintained. Workshop participants thought there should be more opportunities for land-based recreation adjacent to the Vermilion (e.g. walking paths, bank fishing, docks). However, land ownership patterns along the Vermilion present a significant challenge to the development of additional waterfront park spaces. There is an opportunity to envision the interaction between the Vermilion and the adjacent land in the northern reaches of the parish where the banks are less developed.

## **Culture**

BVD has an opportunity to celebrate history and culture along the full length of the river, not just in Vermilionville. There is a desire for the district's cultural programming to forge a stronger

connection with Lafayette's residents along the length of the Vermilion River. The District's curatorial focus should be inclusive and representative of Lafayette's present-day communities and cultures as well as the past and should engage, cultivate, and inspire the next generation.

### III. QUALIFICATIONS

Bayou Vermilion District is seeking consultants ("Proposers") with broad expertise in developing urban and watercourse plans with demonstrated experience in a variety of disciplines. BVD anticipates hiring a prime planning firm that may include subcontractors with the required expertise. At least one principal or responsible member of the lead firm shall demonstrate at least 5 years of project management experience for projects of similar scope and budget. Proposers must provide examples of three projects of similar approach or scope. Proposers (or their participating subcontractors) should demonstrate expertise in planning for: water quality, environmental science, land use, recreation and open spaces, economic development, and marketing.

### IV. PROPOSAL CONTENT

In order for a proposal to be reviewed, it must contain the following information:

1. Cover letter – Must be signed by the person authorized to commit staffing to a project and should highlight the approach and key components of the proposal. The letter should also include the project manager's contact information (name, email, address, phone number). The letter should also indicate the Proposer's capacity to complete the proposed project within the timeframe listed in this RFP.
2. Project understanding – This section should include the Proposer's approach to achieving the proposed scope of work and should highlight special considerations and key challenges the team expects to address during the process. This section should also express how the team assembled is uniquely qualified for this project. This section is limited to 2 pages.
3. Firm biographies – Provide short description of the prime and sub consultant firms, maximum of 4 pages.
4. Team description – Provide an organizational chart that identifies key staff (prime and subconsultants) and their roles on the team, including percentage of time expected on the project. Include a one-paragraph bio for each key staff member and attach 1-page resumes (which will not be included in the total page count).
5. Approach based on scope of work – Using the provided scope of work, outline the approach and methodology to the tasks, anticipated outcomes, and deliverables.
6. Workplan and budget – Include a project schedule by task with key milestones and deliverables indicated. The timeline should incorporate key engagement activities. A budget by task shall be provided to include hourly rates for each staff member listed in the proposal.

Because refinement of the work plan is intended to be an iterative process, Proposers 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.

7. Relevant experience – A maximum of 3 reference projects from the prime Proposer shall be submitted and each subconsultant shall submit a maximum of 2 reference projects. The prime Proposer shall also submit 3 references with email and phone numbers and indicate the project name associated with each reference. Prior collaborations between the lead and subcontractor firms should be noted, if applicable.

## **V. Selection Process**

A BVD selection committee will review and rank proposals based upon the evaluation criteria expressed in Section VII of this RFP.

BVD, at its discretion, may request Proposers provide an oral presentation further describing their approach and how they plan to meet the described objectives. Commitments made by the Proposer at the oral presentation, if any, will be considered binding. Furthermore, BVD is not responsible for any travel costs or other costs associated with the presentation process. The selection committee will factor any oral presentations into their selection decision.

The top three ranked proposals will be forwarded, in rank order, to District's Board of Commissioners, who shall have final authority to select a Proposer's team. The selection committee may seek additional information from individual Proposers to aid in their scoring process. Interviews may be conducted by the selection committee or by BVD's Board prior to making a final decision. BVD reserves the right to reject any and/or all proposals submitted or conclude that none of the proposals are advantageous to BVD. The final decision is the sole consideration of BVD and respondents have no appeal rights.

## VI. Evaluation Criteria

The proposals will be evaluated on the following criteria with relative weights in the list below.

Item	Criteria for Evaluation	Points
<b>A</b>	Demonstration of overall understanding of the scope of work and ability to economically meet the requirements of this RFP, including overall project cost and budget as well as capability for locating and procuring sources of funding that will reduce the District's outlay for the planning process.	<b>30</b>
<b>B</b>	Project Approach and Methodology Demonstration of capability to provide the scope of services and a clear understanding.	<b>25</b>
<b>C</b>	Comparable past working experience with quality comparable projects and relevance of similar projects.	<b>20</b>
<b>D</b>	Project team's qualifications & experience with technical competence, experience and education of key project personnel, as well as prior success in assisting clients with procuring third-party funding to defray planning costs.	<b>15</b>
<b>E</b>	Clarity of project schedule for task listed in the SOW with an outline that establishes key milestone dates	<b>10</b>

## VII. Contract Duration and Compliance Provisions

BVD has identified a 9-month design schedule for this work commencing from Notice to Proceed.

Proposers must have adequate financial resources or the ability to obtain such resources as required; be able to comply with the required or proposed delivery schedule; have a satisfactory record of performance; have a satisfactory record of integrity and ethics; and be otherwise qualified to do this work. BVD may request representations and other information sufficient to determine the Proposer's ability to meet these standards. During the term of the contract, the selected contractor shall comply with all applicable provisions of laws, codes, ordinances, rules, regulations, and tariffs.

Proposers shall provide a statement of any involvement in litigation and/or any suspension or debarment proceedings that could affect this work. A suspension or debarment proceeding which could affect this work is any proceeding, whether pending or concluded, that involves a government entity. If no such litigation, suspension, or debarment exists, Proposer shall so state.

The prime firm shall not enter into any subcontract with any subcontractor who has been debarred, suspended, declared ineligible, or voluntarily excluded from participating in contracting programs by an agency of the U.S. government or the State of Louisiana.

Proposers will be required to provide at the signing of the contract and to maintain during the entire term of the contract the following insurance policies, naming BVD, its commissioners, and its employees and volunteers as additional insureds:

- 1) General Liability
  - a) \$1,000,000 per occurrence
  - b) \$2,000,000 aggregate
  - c) Additional insured and waiver of subrogation in favor of BVD
- 2) Errors and omissions coverage for willful or negligent acts or omission of any officers, employees, or agents thereof in the amount of \$1,000,000
- 3) Professional liability coverage in the amount of \$1,000,000
- 4) Automobile liability coverage, including hired and non-owned vehicles in the amount of \$1,000,000
- 5) Workers' compensation coverage in the following amounts:
  - a) \$100,000 for each accident
  - b) \$100,000 for employee disease
  - c) \$500,000 for each policy limit disease
- 6) Insurance carriers must have A.M. Best ratings of at least A-/VII.

Proposers shall provide BVD with certificate(s) of insurance evidencing the previously mentioned coverage. Proposers must sign and submit as part of their proposal the Certification Statement found in Appendix A.

#### **VIII. Budget**

While the project management team has not defined a specific budget for this project, BVD recognizes that an estimated budget is helpful when drafting a project proposal. Proposers should estimate an overall project budget in the range from \$150,000 to \$350,000. It should be noted that project cost is one of, but not the only, evaluation criteria that will be used to review and assess project proposals.

Proposers' budget projections should include evaluation of prospective sources of funding, such as grants, and how the selected consultant(s) will lead funding efforts to reduce the District's costs in development of its Master Plan.

Proposers must submit a cost proposal for the services described in the scope of work to fit within the budget range mentioned above, along with a chart indicating the estimated percentage of time each consultant will be involved in the project. The cost proposal will identify how travel and other indirect expenses will be billed.

#### **IX. Submission Guidelines and Point of Contact**

Respondents shall submit by mail or by hand 6 bound and 1 electronic copy of the proposal to:

Bayou Vermilion District  
ATTN: Stephen Broussard, Executive Director  
300 Fisher Road, Lafayette, LA, 70508



The proposal must be received by 3:00pm Central time on 02/07/2025. Proposers are solely responsible for ensuring that their proposal is delivered at the specified location and prior to the deadline for submission. Proposals received after the deadline will not be considered. BVD is not responsible for late or non-delivery of mail. Facsimile transmittals and electronic transmittals will not be accepted. Please direct any questions to **Stephen Broussard**, via email at [ED@bayouvermiliondistrict.org](mailto:ED@bayouvermiliondistrict.org). A list of received questions and responses will be posted on our website.

The proposal shall be limited to 20 pages.

Bayou Vermilion District will not pay for the development of or submission of any proposals in response to this RFP. Furthermore, BVD reserves the right to reject any or all proposals.

Proposers shall restrict all contact and questions regarding this RFP and selection process to the individual named herein: Stephen Broussard, BVD’s Executive Director, at [rfp@bayouvermiliondistrict.org](mailto:rfp@bayouvermiliondistrict.org). Questions concerning terms, conditions and technical specifications shall be directed by email and submitted to [rfp@bayouvermiliondistrict.org](mailto:rfp@bayouvermiliondistrict.org) pursuant to the timeline outlined herein. Proposers and their agents are strictly prohibited from lobbying or contacting members or representatives of BVD at any time during the proposal and selection process, as well as any members of BVD’s selection team. Proposers’ failure to comply with this clause shall be grounds for rejection of their proposal.

Proposals must include a statement of confirmation that, if awarded the contract, the Proposer acknowledges its complete responsibility for the entire contract, including payment of any and all charges resulting from the contract. (Appendix A)

**X. RFP Schedule**

Event	Schedule
1st Advertisement	November 1, 2024
Deadline for RFP Questions	November 16, 2024
Release of Responses to Questions	December 6, 2024
RFP Proposal Deadline	January 10, 2025
RFP Evaluation Committee Review/Ranking	January 15, 2025
Shortlist Interviews	January 17, 2025
Board Selection	January 22, 2025
Notification of Selected Consultant	January 24, 2025

Contract Begins	February 3, 2025
Contract Ends	November 10, 2025

All dates in the RFP are subject to change at the discretion of BVD. Any change to this schedule of events will be posted to bayouvermiliondistrict.org. BVD reserves the right to change the schedule of events or issue addenda to the RFP at any time. BVD also reserves the right to cancel and/or reissue the RFP.

**XI. Scope of Work**

The consultant team is responsible for the development of the updated master plan. The following scope of work establishes preliminary tasks and deliverables. BVD recognizes that each responding firm may have recommendations regarding their approach and deliverables that vary from the presented scope of work. This request for proposal outlines the base scope of work. Other deliverables may be added, or needed as the plan develops either at the discretion of BVD or as recommended by the consultant.

**Task 1 Project Management Plan and Public and Stakeholder Engagement Plan**

This task will ensure the development and communication of a project management schedule to include briefing intervals as well as finalized work plan, timeline and budget. This task will ensure regular and adequate communication among parties and will establish reporting and invoicing protocols. The Project Management Plan (PMP) will include major milestones, anticipated submittal date of deliverables (draft and final), and time frame for client review for Tasks 2-5

In conjunction with Task 6, the consultant will develop a Public and Stakeholder Engagement Plan (PSEP). The PSEP will establish an overall schedule and engagement strategy; identify target audiences, including community members, Advisory Committee and stakeholders; including proven tactics as well as new and innovative outreach tools anticipated; strategies for outreach to traditionally under-served audiences; and provide recommendations for incorporating feedback received into plan development - Tasks 2-5. BVD anticipates a minimum of three public engagement phases with community-wide meetings and a minimum of quarterly Advisory Committee meetings throughout the planning process. The PSEP will take into account the full suite of actions BVD is responsible for such as water quality, recreation, culture, beautification and economic development as related to Bayou Vermilion. The PSEP should anticipate the District’s leadership efforts in stakeholder engagement with the waterway, and guide the District in how best to garner third-party investment in the Master Plan’s goals The Engagement Plan should also consider the marketing and educational needs of BVD and incorporate appropriate questions to gather data to inform marketing and educational materials. The consultant should anticipate the need to incorporate into its work at-least-quarterly briefings of BVD’s Board.

The stakeholder engagement plan should be developed in parallel with and in coordination with the project management plan and may be refined throughout the process to ensure more participation and equitable public engagement.

Task 1 Deliverables

- Project Management Plan
- Public and Stakeholder Engagement Plan

### **Task 2 – Data Collection, Existing Conditions Analysis, and Data Gap Analysis**

This will include a review of all pertinent past plans both for BVD and Lafayette Parish as well as the collection and analysis of pertinent data about the Vermilion, the District, and their context. The consultant team shall evaluate current development patterns and trends as well as identify publicly owned and vacant properties along the Vermilion within the bounds of BVD’s jurisdiction. The consultant shall review applicable land-use codes and other land development guidance as they relate to development standards for riverfront property and discharge into the Vermilion to create a summary of code evaluation as it pertains to the master plan.

The consultant shall collect relevant data and incorporate it into an existing conditions report which will track progress since the 1985 plan and identify areas where improvements are needed. Data collection will align with the expressed functions of BVD, both current and anticipated. At a minimum this should include data related to:

- Water quality
- Economic development
- Recreation
- Land use
- Watersheds and drainage
- Historic and projected flooding

The consultant should identify additional anticipated data needs in their proposal. Proposers should incorporate plans to identify sources of pre-existing data and sources of information, including but not limited to the District and its partners as well as other stakeholders.

The quantitative data from the existing conditions analysis will be aligned with the qualitative data collected through public engagement, stakeholder and technical expert interviews to and will form the basis for the Existing Conditions Report and created GIS files.

The consultant will prepare a data gap analysis memo summarizing areas where additional data collection is desired / needed and describing potential means for collecting.

#### **Task 2 Deliverables:**

- tabular summary of data, including data sources and metadata
- compiled database of data collected
- data gaps memo with summary list of data needed.
- Existing Conditions And Analysis report, including maps and narrative describing the findings relative to the program areas of the master plan.

### **Task 3 - Vision Confirmation and Strategies**

Building on and validating findings of the Visioning Workshop (May 2024), and the findings of Task 2 the consultant will confirm a community-driven vision that aligns with BVD’s mission as outlined in

legislation and based on current operations. This vision will set the destination for how the community will support the enhancement of and interaction with the Vermilion into the future and will establish a foundation for the master plan guiding principles, goals and strategies.

The consultant will work with BVD and its Advisory Committee to identify gaps and opportunities both within the function of BVD and, more broadly, areas where partner agencies should be engaged. These should be summarized to BVD in a concise memo. The team will explore interrelated strategies considering themes established in the Visioning Workshop including Water Quality, Aesthetics, Recreation, Culture and Economic Development. Strategies may include physical design interventions, programs, or policies. All proposed strategies should conform to existing regulations governing the waterway unless there is a highly compelling and data-supported argument to modify regulations in interest of the master plan. The consultant shall prepare concise graphic and narrative summaries of the identified strategies and initial (high level) evaluation of their suitability/compatibility with BVD's vision and goals.

This process will help to establish where the authority of BVD may be limited and where advocacy and convening are required to meet the established vision.

#### Task 3 Deliverables:

- Vision and Strategies Report, including narrative and graphic summary of proposed strategies developed in response to confirmed Vision/Goals
- Agency/partner network map

#### **Task 4 - Master Plan Development**

Utilizing the Vision and Identified Strategies Report, the consultant will develop a suite of recommendations for the master plan incorporating maps, narratives, images and illustrations that express the vision, goals, policies, project sites, and other outcomes derived from the public engagement, analysis, and visioning process. The development of the plan will include both short- and long-term strategies and implementation recommendations as well as benchmarks and performance indicators and/or metrics.

Primary objectives of the master plan will include:

- Robust engagement to identify community desires related to the Vermilion.
- Develop options for improving the water quality of the Vermilion.
- Expand the partnership umbrella of BVD to encourage their role as advocate and convenor around Bayou Vermilion issues, including upstream and downstream partners.
- Identify opportunities for recreation and economic development that incorporate the Vermilion.
- Preserve and enhance the cultural connection of the people to the Vermilion.
- Restore the ecological function of the Vermilion's shore, incorporating the littoral area to the riparian zone.
- Increase the public visibility of BVD and their work to preserve and restore Bayou Vermilion.

The final structure of the plan will be determined in collaboration with the consultant and BVD staff but in addition to the Existing Conditions and Analysis, Vision and Strategies, the final plan report is

anticipated to contain the following chapters but others may change after the community engagement process.

#### **4.1 Water Quality and Bayou Health**

To ensure the water quality of Bayou Vermilion is suitable for primary contact, the consultant will develop a water quality and bayou health chapter that identifies current conditions along with past and future trend data, sources and types of pollutants (including litter and debris), current and recommended water quality testing locations, which may extend beyond the boundaries of BVD authority and/or jurisdiction. This chapter will also identify water quality improvement strategies along with partners to assist in implementation. Types of strategies should consider policies, programs, projects and strategies that address aquatic and riparian habitat restoration, litter and debris management, pollution prevention techniques, best management practices, and low impact development measures. Public education about the current water quality condition and individual actions that can be taken to improve water quality are needed. This chapter will evaluate the authority of BVD for water quality improvements and identify agencies that share authority to address discharges and improvements. The development of this chapter will work with the marketing and branding materials to develop public educational materials.

#### **4.2 Recreation and Culture**

Providing both on-water and landside recreational opportunities for residents and visitors is important to enhance quality of life and preserve cultural heritage for the Vermilion. This chapter will identify the priority ways that residents want to access the Vermilion for cultural and recreational purposes. Recreation and culture should also be considered within the context of the natural system. This section should incorporate and tie back to the water quality improvement needs of the Bayou and consider strategies that provide multiple benefits. The consultant will develop strategies to collaborate with LCG's Parks and Recreation Department and other property owners (public and private) to provide expanded access to the Vermilion for residents and visitors.

#### **4.3 Land Use and Economic Development**

Building on the land use data collection from the existing conditions analysis the consultant will identify policies, strategies and geographically map opportunities for new and redevelopment of both public and private properties that incorporate the Vermilion as an asset, such as outdoor seating and other private/public spaces. This section should consider design guidelines that encourage development to "front" on the river as well as encourage native plantings, water-oriented uses and recreational uses as appropriate based on future conditions. Land use considerations should extend to upstream and downstream properties and consider the water quality implications of upstream nonpoint and point source pollution. The land use chapter should also consider recommendations to the Lafayette Consolidated Government (LCG) as related to development standards for river fronting properties.

The economic development considerations of this chapter should consider how BVD can assist interested developers in navigating the unique challenges of riverfront development as well as considering ways to incentivize public private partnerships to incorporate public access and water-oriented uses in private development sites. This section should also consider workforce development and training opportunities related to water quality testing, natural restoration or other opportunities that may emerge from expanded partnerships with local training, technical colleges and universities.

#### Task 4 Deliverable

- Prioritization of Policies, programs, projects and strategies for improvement related to each section that are tied to benchmarks and performance metrics.

#### **Task 5 - Master Plan Report**

BVD has an expectation that the plan will be implementable and that the consultant will assist BVD in steps and prioritization to realize aspects of the Master Plan. An Implementation Plan will be included as part of the Master Plan, which will include immediate, mid-term and long-term strategies with associated potential funding sources (if applicable), key partners, and benchmarks. The Implementation Plan will be developed in partnership with BVD and key partners to ensure its effectiveness.

The consultant will compile all Tasks into a comprehensive Master Plan report. The Master Plan report should be documented and presented in a way that is illustrative and graphically compelling with an articulate narrative. The plan should be accessible to a broad audience and represent the findings gathered through the Public and Stakeholder engagement process. BVD has provided a basic outline to set the expectation of the Final Master Plan Report. The exact content of the Master Plan report may change and should be responsive to the Planning process and external engagement.

The consultant will also develop a short-form Executive Summary brochure format of the Master Plan In order to elevate the awareness of the challenges faced by Bayou Vermilion and increase awareness about actions to improve the waterway. Proposers should anticipate production of educational materials that highlight the District's ongoing work, accomplishments and future needs; and marketing materials (digital and print) that highlight the outcomes of the plan and importance of continued engagement with BVD programs.

#### Task 5 Deliverables:

- Master Plan Report
  - Executive Summary
  - Project Background
  - Site Analysis
  - Public and Stakeholder Engagement Summary
  - Visioning / Design Strategies
    - Water Quality and Bayou Health
    - Recreation and Culture
    - Land-use and Economic Development
  - Master Plan Design
    - Masterplan Plan Graphic
    - Diagrams / Exhibits
  - Implementation Plan
  - Appendix
    - Public and Stakeholder Engagement Meeting Minutes
- Executive Summary (Shortform) Master Plan Brochure

### **Task 6 – Public & Stakeholder Engagement (Concurrent with Tasks 1 - 5)**

The consultant team will develop a robust, creative, and strategic public engagement process. The process should engage the public in a meaningful, thoughtful, and inclusive way that brings clarity to the overall vision and master plan. The process will also include the establishment of an Advisory Committee to help steer the planning process. Additionally, it is anticipated that individual stakeholder engagement discussions or smaller focus group meetings will be required. The BVD will assist the consultant in the identification of a diverse range of stakeholders to comprise the Advisory Committee.

In conjunction with Task 1 and the PSEP, outreach for the planning will:

- Adequately tailor outreach efforts to maximize public input into the plan outcomes.
- Establish metrics for community participation that reflect the diverse population of Lafayette Parish.
- Regional, upstream and downstream impacts will also be taken into consideration to ensure broad input into the planning process
- Consider the full suite of actions BVD is responsible for such as water quality, recreation, culture, beautification and economic development as related to Bayou Vermilion.
- Partner with communities, organizations and agencies to maximize participation, with
- an emphasis on groups that are typically underrepresented in planning processes
- Be highly visible in efforts to engage the public to participate and in sharing the results
- of the project with planners, policymakers, and elected officials
- Consider the marketing and educational needs of BVD and incorporate appropriate questions to gather data to inform marketing and educational materials.

#### **Task 6 Deliverables**

- Materials for Community Engagement:
  - Planning for a minimum of 3 public outreach activities over the course of the project
  - Marketing and Advertising, such as Poster, graphics, social media collateral, etc.
- Summary of Public Comments to be provided following each Stakeholder and Public Engagement event.

### **XII. Alternate Approach**

The scope of work presented in this RFP is meant to provide a pathway to complete the desired planning effort within the time and budget of this project. If the offeror has an alternate approach that will also produce the desired results which differs from the presented scope of work, that alternate approach will be considered.

**Appendix A: Certification Statement**

## CERTIFICATION STATEMENT

The undersigned hereby acknowledges she/he has read and understands all requirements and specifications of the Request for Proposals (RFP), including attachments.

**OFFICIAL CONTACT:** BVD requests that the Proposer designate one person to receive all documents and the method in which the documents are best delivered. Identify the contact name and fill in the information below:

<b>Date</b>	
<b>Official Contact Name</b>	
<b>Email Address</b>	
<b>Fax Number with Area Code</b>	
<b>Telephone Number with Area Code</b>	
<b>Street Address</b>	
<b>City, State, and Zip</b>	

The Proposer certifies that the above information is true and grants permission to BVD to contact the above-named person or otherwise verify the information they have provided. By its submission of this proposal and authorized signature below, the Proposer certifies that:

1. The information contained in its response to this RFP is accurate.
2. The Proposer complies with each of the mandatory requirements listed in the RFP and will meet or exceed the functional and technical requirements specified therein.
3. The Proposer accepts the procedures, evaluation criteria, mandatory contract terms and conditions, and all other administrative requirements set forth in this RFP.
4. The Proposer's cost proposal is valid for at least 90 days from the date of Proposer's signature below.
5. The Proposer understands that if selected as the successful Proposer, he/she will have three weeks from the date of delivery of an initial contract during which to complete contract negotiations, if any, and execute the final contract document. BVD has the option to waive this deadline if actions or inactions by BVD cause the delay.
6. The Proposer certifies, by signing and submitting this proposal, that their company, any subcontractors, or principals are not suspended or debarred by the relevant regulatory authorities.

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*Authorized Signature*

*Print Name*

*Title*