

# Request for Qualifications

Parks and Recreation Master Plan Update

Version 2.0

Magnolia Community Development Corporation  
Magnolia, Texas  
Responses Due: Wednesday, August 16, 2023 @ 4:00PM

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## SECTION 1 – INTRODUCTION

### 1.1 Purpose

The Magnolia Community Development Corporation (“Magnolia 4B”) in Magnolia, Texas is issuing this RFQ (Request for Qualifications) to qualified professional consulting firms interested in updating and developing a Parks and Recreation Master Plan. The firm selected will provide an updated ten-year plan that identifies recreational and entertainment opportunities as well as industry standard assessments and evaluation of system needs, grant qualifications, programming avenues and expansion/revitalization opportunities.

The Magnolia 4B’s intention with this planning study is to integrate the essential information from various plans, developments and studies impacting the city with new data and recommendations to develop a responsive, thoughtful and future-forward plan that celebrates the rural nature and character of this Texas town. This plan is a partnership with the City of Magnolia. Over the Magnolia 4B’s twenty-five-year history, the corporation holds a long-standing partnership with the city on recreational development. This planning exercise takes that role a step further to focus on additional aspects of the parks and recreational capacity. The document will be a framework and playbook for department development, program creation, facility expansion/redevelopment, that will inform in a centralized way that improves coordination and development of initiatives, policies and projects.

#### AUTHORIZATION:

Created in 1995, by the voters of the City of Magnolia, the Magnolia 4B is funded by local sales tax. Operational tenets of the Magnolia 4B are rooted in Chapter 501 and 505 of the Texas Local Government Code which allows for planning, development and funding of parks, open space, sporting, recreational and general measures to enhance quality of life. Under Section 505.152 of the Texas Local Government Code, Magnolia 4B is qualified to evaluate as well as fund recreational or community facilities. This plan updates the current plan, provides funding resources for both the city of Magnolia and Magnolia 4B to pursue to expand both recreational facilities and entertainment opportunities.

This RFQ is posted on the Magnolia 4B website at: <https://www.cityofmagnolia.com/node/1736/news> in addition, hard copies are available upon request at Magnolia City Hall, 18111 Buddy Riley Boulevard, Magnolia, Texas, 77354.

If additional information or clarification regarding this RFQ is desired, please submit a written email request, to Rachel Steele, Executive Director, at the following email address: [rsteale@cityofmagnolia.com](mailto:rsteale@cityofmagnolia.com)

### 1.2 Background

A fast-growing type A general law city, located in North Houston, Magnolia, Texas is the mid-point between College Station and Houston. The City of Magnolia is located in the southwestern corner of Montgomery County in generally a rural to ex-urban environment. Incorporated in 1968, the town reveled in the twilight of the railroad era with milling and agriculture being the predominant industries. The number of residents in Montgomery County and the city of Magnolia have more than doubled since 2000 with 2021 ACS 5-year population projection at 2,303 but is poised to increase 600% to over 30,000 residents by the late 2030’s.

Magnolia's existing planning document was prepared in 2007 with a Parks and Recreation Plan update. At the time of this RFQ, the city currently maintains the following listings as part of its Parks and Recreation Program.

### **1.3 ASSET SUMMARY**

#### **Magnolia City Park**

The city owns and manages the day-to-day operations of Magnolia City Park within Unity Park in Magnolia, Texas. This is the central location for playground equipment, a short walking trail, covered and uncovered picnic tables, restrooms, ADA swing and a splash pad. This park has its own parking lot and is adjacent to the tennis court facilities that are owned and maintained by Magnolia Independent School District. The tennis courts are not a city asset.

#### **William's Pavilion**

Funded by a Texas Parks and Wildlife grant in 2004, the gem of Unity Park is William's Pavilion. The footprint of the pavilion grounds boasts lush landscaping, short-term RV connections, picnic benches, horseshoe pits, sand volleyball court, crushed granite walking trail, birding observation area, skate park, amphitheater and a 70x100 foot covered pavilion with commercial kitchen and restrooms. The pavilion area is also the location of a newly dedicated Veterans Plaza memorial. The pavilion facilitates annual holiday celebrations, weekend chili cookoffs, festivals and events. The city also allows rental of the pavilion for weddings, concerts, and private events.

#### **Unity Park**

Through a strategic partnership between the Magnolia Independent School District, Montgomery County and city of Magnolia the area commonly known as Unity Park was developed. The campus footprint contains independent tracts owned by each jurisdiction which comprehensively provide a 25+ acre recreation area. The area includes a pond and tennis courts that are not owned, operated or maintained by the city.

#### **Sullivans Park**

Established as part of a 2010 Downtown Revitalization effort, Sullivans Park is located at the corner of FM 1488 and Commerce Street in central Magnolia. This park is through a shared-use agreement with the Texas Department of Transportation and the footprint will be diminished with the final design of the FM 1488 and FM 1774 Intersection in Fall of 2023. Sullivans Park serves as the northern terminus for The Stroll and has benches and a small pocket park with swings, restroom and a parking lot.

#### **The Stroll**

The last component of the City's recreational assets is The Stroll, a half-mile crushed granite trail through the city's central business district. As part of The Stroll corridor various gateway amenities, trash cans and benches have been installed to make the area more pedestrian friendly.

Resources:

The following resources will be made available for review by the consultant:

- Current Parks & Recreation Plan
- City Maps (ETJ, Zoning,)
- Magnolia UDC

Other resources may be available, as requested by the Consultant.

## SECTION 2 – THE PLAN

### 2.1 Expectations and Focus Areas

**Community-Based** –The selected firm will implement a responsive outreach plan as part of the planning process that will take into account in person, survey and on-line platform-based outreach. The Magnolia 4B anticipates having an appropriate number of responses and input to represent most of the residents. The Magnolia 4B maintains resources that can be utilized as part of the outreach process. Stakeholders will include the City Council, City staff, Boards and Commissions, other local government entities, civic groups and the development community to provide meaningful input to shape a realistic plan that can be implemented.

**Partnership Approach**- The plan needs to consider partnerships to bring forward projects that encourage efficiency, coordination and potential public and private collaborations including projects currently underway by city and the Magnolia 4B. This would include new recreation projects or entertainment venues with local governments or private developers.

**Action-Oriented** – We want to encourage the consultant team to take leveraging to new heights! An implementation plan is nothing without the proper tools, funding strategies and timeline prompts. The plan should include policies for ongoing decision-making, future development considerations as well as specific, achievable actions to identify and develop both development and program strategies. A component of the plan must be dedicated to potential projects that qualify specifically for funding by the Magnolia 4B.

The plan should be driven with short and long-term goals concerning partnerships, facility needs, development processes, recreation program needs that can be consulted by both the city and Magnolia 4B for project identification and development. The plan should also enable the city to pursue grant funding of additional studies, facilities, programs or equipment through future Texas Parks and Wildlife call for projects and grant programs.

**Visionary Tool** – The final plan should include a visionary element with renderings or illustrations that reflect the feedback of the community and capstone projects to strive for. The text should include opportunities for expansion, new development, and innovative planning. With Magnolia’s small geographic footprint, the plan should also account for mixed-use or dual-purpose policies and practices that optimize recreational optimization. An example would be trail development along detention areas, when feasible and other innovative uses.

**User Friendly** – The plan format shall include understandable language and encourage usage by a broad audience. The plan should utilize a combination of maps, illustrations, tables, and succinct writing to convey its message. Users should be able to determine program goals, identified projects, funding sources,

policy pathways and the steps needed to achieve the project goals and outcomes.

**Adoption of Plan** – Magnolia 4B anticipates the planning process to kick off in September 2023, and a final Master Plan to be completed and adopted by the Magnolia 4B Board no later than May 2024. Projects may then quickly be identified for the Magnolia 4B 2024-2025 potential projects list or for bond funding consideration. Project development at this phase may warrant additional services from the consultant team and or sub-consultant.

## 2.2 Meetings and Stakeholder Engagement

The proposal will include a community outreach strategy to ensure involvement and input from citizens, business owners, civic clubs and community stakeholders. The Magnolia 4B anticipates the following stakeholder engagement activities on the part of the firm selected for the Master Plan:

- Initial meeting with Magnolia 4B Executive Director and city staff to review the project schedule, outreach strategy, contracting, and facilitate data acquisition/transfer (Sept-October)
- Kick-off workshop with 4B Board of Directors (November)
- Visioning meetings with stakeholders and city Boards and Commissions (January 2024)
- Public workshop/meetings (2024)
- Presentations to the City Council and the Magnolia 4B Board of Directors (TBD)
- Creation of project-based collateral for engagement and document (Fall 2023)

## 2.3 Deliverables

The main deliverables included in the Plan are:

Document/file formats:

- Five (5) bound hardcopy final documents submission
- One (1) electronic submission, consisting of all Plan elements in pdf format
- All editable files in Word and or Adobe
- All pictures and graphics in a separate file in 300 dpi minimum resolution
- All maps and exhibits with Magnolia 4B and or City logo for recognition
- All spreadsheets with calculations
- All GIS shapefiles, geodatabases, and .mxd files, and map packages to recreate maps

Engagement:

- Facilitation aids for public outreach and citizen participation.
- The consultant shall rely on need assessment techniques required by Texas Parks and Wildlife as well as identify community need and what they are willing to support.

Presentation:

- Informational updates and project milestones to the Magnolia 4B Board of Directors through written quarterly report and or presentation to the Board.
- Project collateral that can be used for informal updates and outreach by the Magnolia 4B Executive Director to informal groups, stakeholders or officials.
- Introduction and conclusion presentations to the Magnolia 4B Board of Directors.
- Presentation to the Magnolia City Council.

Outcomes:

- A detailed Parks and Recreation Master Plan document with short, medium, and long-term goals that includes a community summary based on trusted data sources.
- Survey and findings of citizen community needs assessment
- Facility, equipment, amenities and venue recommendations based on assessment and feasibility.
- P3 identification to facilitate ancillary studies or programs such as trails, facility sharing and multi-use planning practices/policies of future facilities.
- Project recommendations based on Texas Local Government Code 505.152 for Magnolia 4B consideration
- Recommendations on land acquisition, park and facility development, system improvements, walkability, trail development, mixed-use land development that incorporate pedestrian or recreational amenities, preliminary tenets of recreational programming, and policy recommendations.
- Brief overview of practices and policy considerations to be considered to adequately sustain recreational opportunities in Magnolia.
- Inventory and assessment of existing conditions, facilities and equipment for maintenance planning and expansion.
- Financial data report and recommendations to support the implementation of the plan.
- Evaluation and recommendations for new civic space and parkland requirements for new development, focused on policies for amount of land dedicated and park improvements, co-sharing, impact fees or multi/shared use development to include recreation considerations in site development provided by private development.
- Provide a comparative review of parkland dedication requirements in the area and proposed amount for dedication and park development fees.

## SECTION 3 – QUALIFICATIONS FORMAT AND SUBMISSION

### 3.1 Qualifications Submission Requirements

The Consultant shall submit one (1) original, eight (8) hardcopies, and one (1) electronic copy ( USB drive) of the Qualification according to the following specifications:

- Limited to a maximum of 18 double sided pages, which collectively count as 36 pages (counting front as 1 and back as 2), excluding the title page, table of contents, work sample attachments, and dividers. *Please rely on team org charts and short resume formats.*
- The Proposal shall be organized into tabbed sections as specified below.
- Hardcopies shall be easily accessible.

The deadline for Qualification submission is: **WEDNESDAY: August 16, 2023 @ 4:00PM** CDT. Qualifications submitted after this time will not be considered. The Qualifications and any associated materials shall be submitted in a sealed envelope labeled

“DO NOT OPEN – PARKS AND RECREATION MASTER PLAN” to:

Magnolia 4B Development Corporation  
ATTN: Rachel Steele, Executive Director  
18111 Buddy Riley Boulevard  
Magnolia, TX 77354

## 3.2 Qualifications Format

**Title Page** – Provide the name of your firm, address, telephone number, and name of contact person.

### **TAB #1 Letter of Transmittal**

- 1.1. Briefly understanding of the services to be performed and express a positive commitment to provide the services as specified.
- 1.2. Provide the name(s), title(s), and contact information of the person(s) authorized to make representations for your firm/team.
- 1.3. The letter of transmittal shall be signed by an individual who has the authority to legally bind the firm. Include the printed name and title of the individual signing the proposal immediately below their signature.

**TAB #2 Table of Contents** – Clearly identify the materials by Tab and Page Number.

### **TAB #3 Project Team Experience**

- 3.1. Identify the project team (including sub-consultants) and provide a brief Team based statement of qualifications that includes credentials such as: a recap of capstone project, professional registrations, area of expertise.
- 3.2. Provide a project organizational chart that identifies the Project Manager, general skill sets of team including sub-consultants and/or sub-contractors.

### **TAB #4 Available Resources and Consultant Location**

- 4.1. Provide information on the size, location, available resources, and business history of the Prime Consultants firm.

### **TAB #5 Issues Facing Magnolia**

- 5.1. Provide information that demonstrates your firm’s understanding of the unique issues facing the City of Magnolia, Texas and how those issues will impact the methodology and approach to the Plan.
- 5.2. Acknowledge awareness of the Magnolia 4B involvement and committing to developing future projects that the Magnolia 4B can further pursue and the capacity of those projects, based on statute.

### **TAB #6 Methodology and Approach**

- 6.1. Provide a description of the method and approach your team will utilize when developing the Plan, which shall specifically include the following:
  - Community engagement strategies, tools, and techniques
  - Use of community data
  - Balancing the plan to include Chapter 505.152 of the Texas Local Government Code



- Meeting facilitation tools and techniques
- Proposed maps and graphics
- Other techniques unique to your firm

**TAB #7 Timeline**

Provide a proposed preliminary schedule for the complete project as described in this RFQ.

**TAB #8 Work Samples and References**

- 8.1. Include on a USB flash drive a minimum of three (3) completed and adopted Parks and Recreation Plans with similar rural communities or 4B CDC funded municipalities by the Prime’s proposed Project Manager.
- 8.2. Provide a list of no more than three references, along with their contact information, for municipal officials that were involved with the preparation and implementation of the Plans provided in Tab 8.1.

**TAB #9 Supporting Information (Optional)**

- 9.1. Provide additional supporting information not otherwise requested (industry awards, past experience, certifications, etc.).

**3.3 Additional Submittal Information**

- 3.3.1 Failure to provide the information requested in Section 3.2 will be sufficient reason to disqualify the Proposal from consideration.
- 3.3.2 To the extent permitted by law, all documents pertaining to the Proposal will be kept confidential until a contract is awarded. No information about any proposal will be released to the public until the selection process is complete.

**SECTION 4 – EVALUATION AND CONSULTANT SELECTION**

**4.1 Evaluation Criteria**

Proposals that comply with the instructions set forth in this document will be evaluated by the Magnolia 4B; however, the Magnolia 4B reserves the right to reject any or all proposals. At its discretion, the Magnolia 4B may choose to waive non-material irregularities or deviations from the RFQ instructions.

All proposals received may be evaluated based on the best value for the Magnolia 4B. In determining best value, the Magnolia 4B may consider:

- Reputation of Respondent and of Respondent’s services;
- Quality of Respondent’s services;
- Respondent’s past relationship with the City;
- The extent to which the services meet the City’s needs;
- Any relevant criteria specifically listed in the solicitation.

The Consultant Selection Committee will review each submittal and assign a consensus score based on the following weighted criteria:

Proposed Approach to Project	40 Points
Project Team Qualifications and Experience	20 Points
Performance Record (Work Samples, References)	20 Points
Rural Context	10 Points
Past Working Relationship with City	5 Points
<u>Completeness of Submittal</u>	<u>5 Points</u>
Total Points Available	100 Points

The evaluation process may reveal additional information for consideration. The Magnolia 4B reserves the right to modify, without notice, the evaluation structure, and weighting criteria to accommodate these additional considerations.

#### 4.2 Selection Process

The results of the review and evaluation of the responses to the criteria outlined herein will be used to select up to three consultants to meet with the Consultant Selection Committee for interviews.

Upon completion of successful interviews, the Magnolia 4B Board of Directors will rank the responses and select a firm based on the evaluation criteria, after which the Magnolia 4B may enter negotiations with the successful Consultant to provide a scope of work and a price proposal.

In the event the negotiations between the selected Consultant and the Magnolia 4B cannot be completed because of an inability to reach an agreement on the fee to services, or the scope of work to be performed, then at the option of the Magnolia 4B, the contract may be awarded to the second-ranked Consultant. Negotiations will continue in this sequence until a contract is finalized, or all proposals are rejected.

### 4.3 Tentative Project Schedule

The Magnolia 4B anticipates the following project schedule:

Issue/Publish RFQ to Magnolia 4B website	WEDNESDAY: July 19, 2023
Pre-Submission Virtual Meeting	WEDNESDAY: July 26, 2023 at 9:00 AM
Deadline for Questions / Clarifications	FRIDAY: July 28, 2023
Magnolia 4B Responses or Addenda Due	THURSDAY: August 3, 2023
<b>RFQ Submittal Deadline</b>	<b>WEDNESDAY: August 16, 2023 @ 4:00PM</b>
Magnolia 4B Compliance Review/ Short List Developed	THURSDAY: August 31, 2023
Final Board Review	THURSDAY: September 14, 2023
Consultant Interviews	THURSDAY: September 14, 2023
Firm Selection	THURSDAY: September 14, 2023

### 4.4 Pre-Submission Meeting

The Magnolia 4B will hold a pre-submission VIRTUAL meeting to acquaint Respondents with the RFQ needs and requests. The pre-submission meeting will be held on Wednesday, July 26, 2023, at 9:00 AM CST via TEAMS. To participate, requests should be made to: Rachel Steele at [rsteale@cityofmagnolia.com](mailto:rsteale@cityofmagnolia.com).

Virtual attendance at the pre-submission meeting is highly encouraged, but not mandatory. The event will be recorded and posted afterwards on the project website.

## SECTION 5 – SUPPLEMENTARY INFORMATION

### 5.1 Conditions and Limitations

- 5.1.1 Qualifications that do not include all of the submittal requirements outlined herein shall not be considered.
- 5.1.2 At the Magnolia 4B sole discretion, it may choose to republish this RFQ.
- 5.1.3 Until such time the professional services agreement is executed, there are no express or implied obligations or commitments on the part of either the Magnolia 4B or the Consultant concerning either this RFQ or any proposal associated with it.
- 5.1.4 At the Magnolia 4B sole discretion and with notice being provided to the Consultants, it may amend the Selection Process and/or Tentative Project Schedule at any time.
- 5.1.5 By submitting materials for the Magnolia 4B's consideration pursuant to this RFQ, the Consultant is waiving any claim of confidentiality, trade secrets or privilege with respect to materials submitted. All submittal materials are subject to disclosure under the Texas Open Records Act.
- 5.1.6 If warranted, any updates, revisions or modifications to this RFQ shall be posted on the Magnolia 4B website at: <https://www.cityofmagnolia.com/economic-development/4b-corporation> under the News & Announcements page during the advertising period, and it shall be the responsibility of the Consultant to review the website during the advertising period to verify if any such updates, revisions or modifications have been made to this RFQ.
- 5.1.7 Any changes resulting from the questions submitted affecting specifications, the scope of work, or which may require an extension to the proposal due date will be reduced to writing in the form of an addendum to this RFQ. Addenda will be posted on the Magnolia 4B's website. It is the Consultant's responsibility to check the website to determine if the Magnolia 4B has issued any addenda and/or schedule changes.
- 5.1.8 The selection of a Consultant and the execution of a contract, while anticipated, is not guaranteed by the Magnolia 4B. The Magnolia 4B reserves the right to determine which qualifications represents the Magnolia 4B's best interest and to award the contract on that basis.
- 5.1.9 The Board of Directors of the Magnolia 4B will consider the final contract for award to the selected Consultant.

# CONFLICT OF INTEREST QUESTIONNAIRE

# FORM CIQ

For vendor doing business with local governmental entity

**This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.**

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

## OFFICE USE ONLY

Date Received

**1 Name of vendor who has a business relationship with local governmental entity.**

**2**  **Check this box if you are filing an update to a previously filed questionnaire.** (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

**3 Name of local government officer about whom the information is being disclosed.**

\_\_\_\_\_  
Name of Officer

**4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.**

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

Yes       No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

Yes       No

**5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.**

**6**  Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

**7**

\_\_\_\_\_  
Signature of vendor doing business with the governmental entity

\_\_\_\_\_  
Date

## **CONFLICT OF INTEREST QUESTIONNAIRE**

### **For vendor doing business with local governmental entity**

A complete copy of Chapter 176 of the Local Government Code may be found at <http://www.statutes.legis.state.tx.us/Docs/LG/htm/LG.176.htm>. For easy reference, below are some of the sections cited on this form.

**Local Government Code § 176.001(1-a)**: "Business relationship" means a connection between two or more parties based on commercial activity of one of the parties. The term does not include a connection based on:

- (A) a transaction that is subject to rate or fee regulation by a federal, state, or local governmental entity or an agency of a federal, state, or local governmental entity;
- (B) a transaction conducted at a price and subject to terms available to the public; or
- (C) a purchase or lease of goods or services from a person that is chartered by a state or federal agency and that is subject to regular examination by, and reporting to, that agency.

**Local Government Code § 176.003(a)(2)(A) and (B)**:

(a) A local government officer shall file a conflicts disclosure statement with respect to a vendor if:

\*\*\*

(2) the vendor:

(A) has an employment or other business relationship with the local government officer or a family member of the officer that results in the officer or family member receiving taxable income, other than investment income, that exceeds \$2,500 during the 12-month period preceding the date that the officer becomes aware that

(i) a contract between the local governmental entity and vendor has been executed;

or

(ii) the local governmental entity is considering entering into a contract with the vendor;

(B) has given to the local government officer or a family member of the officer one or more gifts that have an aggregate value of more than \$100 in the 12-month period preceding the date the officer becomes aware that:

(i) a contract between the local governmental entity and vendor has been executed; or

(ii) the local governmental entity is considering entering into a contract with the vendor.

**Local Government Code § 176.006(a) and (a-1)**

(a) A vendor shall file a completed conflict of interest questionnaire if the vendor has a business relationship with a local governmental entity and:

(1) has an employment or other business relationship with a local government officer of that local governmental entity, or a family member of the officer, described by Section 176.003(a)(2)(A);

(2) has given a local government officer of that local governmental entity, or a family member of the officer, one or more gifts with the aggregate value specified by Section 176.003(a)(2)(B), excluding any gift described by Section 176.003(a-1); or

(3) has a family relationship with a local government officer of that local governmental entity.

(a-1) The completed conflict of interest questionnaire must be filed with the appropriate records administrator not later than the seventh business day after the later of:

(1) the date that the vendor:

(A) begins discussions or negotiations to enter into a contract with the local governmental entity; or

(B) submits to the local governmental entity an application, response to a request for proposals or bids, correspondence, or another writing related to a potential contract with the local governmental entity; or

(2) the date the vendor becomes aware:

(A) of an employment or other business relationship with a local government officer, or a family member of the officer, described by Subsection (a);

(B) that the vendor has given one or more gifts described by Subsection (a); or

(C) of a family relationship with a local government officer.