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REQUEST FOR PROPOSALS (RFP)

Memorial Drive Atlanta, in partnership with Central Atlanta Progress and the Atlanta Regional Commission, is seeking proposals from qualified firms to complete the **Imagine Memorial Livable Centers Initiative (LCI) Plan**.

This builds on the out-of-date 2003 Memorial-MLK LCI plan and the 2014 Imagine Memorial study to enact a new LCI plan for the Memorial Drive Corridor in the City of Atlanta. The goal of the LCI program is to reduce traffic congestion and improve air quality by better connecting homes, shops, and workplaces. The 2014 Imagine Memorial study was commissioned with Georgia Tech's School of City & Regional Planning in response to a high volume of redevelopment activity along the Corridor. A new planning role, the Corridor Executive (the client), was conceived and funded by stakeholders in 2015 to plan and coordinate a wide range of private and public projects. This position is hosted by Central Atlanta Progress with the long-term goal of establishing an independent organization for the Corridor.

Many areas in the scope of this plan have already made significant progress in implementing land uses, zoning, and transportation projects in support of LCI goals. While this is considered a new LCI plan, a key principle is avoiding duplication of adopted plans that are generally compatible with LCI priorities. **The goal is to identify gaps in planning, address those gaps with additional analysis and community engagement, and integrate it into a cohesive strategy for this rapidly evolving mixed-use and industrial corridor near the region's core.** A significant amount of data collection, mapping, community engagement, and project coordination has already been conducted and should be integrated in the final product through a cooperative process. The client will be an active participant and resource throughout.

Interested consultant firms or teams are encouraged to submit proposals that show a practical approach to synthesizing existing plans and targeting a limited budget (**\$40,000 total**) to areas with the greatest need. Because this Corridor is already seeing major redevelopment, the market study portion should focus on housing and commercial affordability. Innovative proposals for community engagement are encouraged. Quality graphic design and mapping skills are required.

All consultants shall provide appropriate proof of a current and valid occupational license issued by an agency within the State of Georgia or one of the contiguous States. All submittals must be delivered to Greg Giuffrida no later than **5 p.m. Eastern on Friday, June 9, 2017**.

SCOPE OF SERVICES

- **Task 1: Existing Plan Assessment & Data Collection**

Review of existing plans, data, and existing work by the client. These include but are not limited to:

- GT Imagine Memorial study (2014)
- Memorial-MLK Revitalization Plan (2001; grandfathered LCI in 2003)
- SPI-22 zoning (2006)
- Atlanta Comprehensive Development Plan (CDP) for relevant NPUs
- Connect Atlanta plan (2008), appendices, and relevant work from the ATP update (in progress).
- BeltLine Subarea 4 Master Plan, Overlay, SIP
- Cabbagetown and Grant Park local historic district regulations
- Reynoldstown Neighborhood Master Plan (2000)
- Edgewood Neighborhood Master Plan (2009)
- Memorial LCI (10-year update)
- Arcadis Traffic Study (2016)
- Ongoing planning and resources conducted by the client through the Imagine Memorial process

- **Task 2: Project Coordination and Scheduling**

Establish work plan and schedule for successful LCI adoption in calendar 2017. The schedule should consider the following elements:

- Based on Existing Plan Assessment and client engagement, identification of additional technical analysis and community input needed to complete subsequent tasks.
- Monthly meetings of Project Management/Core Team (initial meetings in person, some may be by conference call).
- Community Engagement: This will be a combination of at least one facilitated meeting and ongoing engagement conducted by the client under the guidelines detailed below.
- Final Plan Review and Transportation Coordination Meeting.

- **Task 3: Public Input**

Propose a creative and multi-format community engagement strategy with emphasis on the following elements:

- At least one facilitated public event is required, with format, venue, and approach to be determined through consultation with client and project management team. Unconventional venues and formats are encouraged.
- Targeted, in-person outreach to traditionally underserved populations, especially those who do not participate in existing neighborhood organizations and/or online. This may be conducted by the client.
- Innovative mobile/online engagement for younger and/or technologically capable audiences. Creative use of surveys, mobile apps, interactive mapping, and other tools is encouraged.
- Prepare materials for the client to present the draft plan and collect feedback at all relevant neighborhood organizations (8) and NPUs (4) along the Corridor.

- **Task 4: Concept Plan Development**

Prepare a detailed implementation plan that outlines the following:

- **Land Use and Zoning Analysis:** Evaluate current land use, zoning, and urban design regulations along the Corridor. In areas where regulations already complement LCI

priorities, recommendations for consistency should be offered. In areas that do not, recommendations should be made for legislative and regulatory changes to update them.

- **Market Study/Affordability Analysis:** Identify key housing and business affordability issues for each community and present legislative and/or policy recommendations for addressing them. These recommendations may include targeted rezoning, subsidies, public-private partnerships, land acquisition/banking, and any other potential tools.
- **Transportation Project Review:** Review and update existing transportation project lists and maps provided by client and stakeholders. Prioritize list for Five-Year Implementation Plan. Where necessary, provide updated high-level cost estimates for future projects. Identify significant gaps in planned transportation projects and propose high-level concepts for addressing them.

- **Task 5: Prepare Project Deliverables**

Compile a final study/plan document. Many elements, including data, maps, and organizational recommendations may be provided by the client for incorporation.

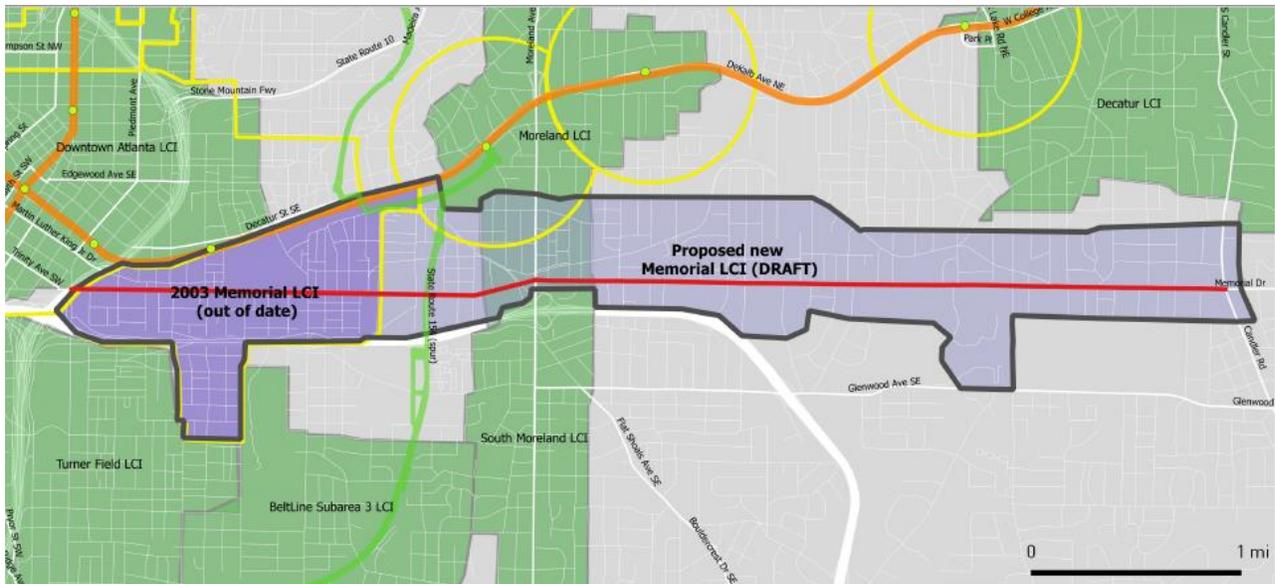
- **Summary of plan development process**, including methodology, data gathering, and findings, and general outcomes
- **Existing conditions summary**, including the following:
 - Maps, illustrations, and other graphic elements to support the plan, including study area, existing land use, future land use, existing transportation facilities, and proposed transportation improvements.
 - Existing and projected population and employment data
 - Existing and anticipated number and type of housing units
 - Existing and anticipated non-residential development
 - Identify locations of stream buffers, floodplains, and potential stormwater management issues
- **Implementation Strategy**
 - Describe the organizational structure and process that will be used to ensure the action plan items are implemented, in collaboration with all relevant public agencies
 - 100-Day Action Plan of low- or no-cost actions and organizational steps to maintain momentum and engagement with stakeholders
 - Evaluation process to monitor plan implementation and update every five years or as needed.
- **Five-year Project Implementation Plan**
 - Using template from ARC, create list of all actions and projects needed to implement the plan's goals, programs, and projects. These should include estimated start date, completion date, cost estimate, and responsible party. This should include, but is not limited to the following elements:
 - A prioritized description of transportation improvement projects (local, state, and federal)
 - Description of housing and local business strategies, particularly for affordable and mixed-income developments, that support jobs-housing match, aging in place, and efficient use of transportation facilities.
 - A description of changes needed in the Comprehensive Development Plan, zoning ordinance, or any other local and regional plans to support the study's goals. This should include a committed schedule for adopting the changes.

- **Format of Final Deliverables**

- Final report and all appendices in PDF format
- 5-Year Implementation Plan in Excel using ARC template
- All electronic files in their original formats with supporting graphics and shapefiles
- Final presentation to be presented to Atlanta City Council and/or committee for adoption

STUDY AREA

The study area for the Memorial Drive Livable Centers Initiative is 5.5 miles of Memorial Drive (SR 154) from Capitol Avenue in Downtown Atlanta east to Candler Road. The majority of the Corridor is within the City of Atlanta, with a small portion abutting unincorporated DeKalb County.



Proposed Imagine Memorial LCI boundary

Corridor length: 5.5 miles
 Adjacent to ETAs: 3.88 miles (58%)
 Draft boundary area: 554 acres
 Length in UGPM Region Core: 1.1 miles (26%)
 Length in UGPM Maturing Neighborhoods: 4.4 miles (74%)



RFP AND SELECTION TIMELINE

| | |
|--|--------------------------------------|
| Release and Distribution of RFP | May 15, 2017 |
| Deadline for Questions | May 25, 2017 (5 p.m. Eastern) |
| Responses to Questions | May 31, 2017 (noon Eastern) |
| Deadline for Submitting Proposals | June 9, 2017 (5 p.m. Eastern) |
| Meetings with Finalist(s) | June 19-23, 2017 |
| Notification of Selection | June 26, 2017 |
| Deadline for draft contract to ARC | July 31, 2017 |

SUBMITTAL

Submittals shall be limited to a maximum of 20 pages in a single PDF and include the following:

1. Letter of Intent
 - a. List the full name(s) and address(es) of the organization(s) and the branch office(s) or other subordinate element(s) that will perform or assist in performing the services described herein. Identify the firm contact name, phone and fax numbers, and email addresses. Indicate type of firm ownership (individual, partnership or corporation) and explain any proposed team or joint venture or partnership relationships. Include the state in which the firm is incorporated or licensed.
2. Statement of Experience
 - a. Submittals should provide a straightforward, complete and concise description of the consultant's capabilities and description of similar project experience to satisfy the requirements of this RFP. Describe the experience, detailing recent, relevant projects in similar conditions and with similar size and/or scope. Summaries should include a narrative on the projects, the associated fees, and references.
3. Team Qualifications
 - a. Provide the names and résumés (including email addresses) of a principal and key staff members who will work on the project and a team organization statement defining their anticipated roles on the team. Indicate the percent of involvement of each team member and identify who will be the daily point of contact.
4. Statement of Project Understanding / Approach
 - a. Demonstrate project understanding, including details of the team's familiarity and experience with providing comprehensive planning services in dense urban, mixed-use city centers. Provide any additional information which demonstrates the firm's understanding and insights related to the project. A detailed scope of services and estimated project schedule should be provided.
5. Budget
 - a. Provide standard hourly billing rate for each staff member anticipated to work on the Project. **The total budget is \$40,000**, which does not include client time and resources.

Any questions regarding this request for proposals should be submitted via email to Greg Giuffrida (ggiuffrida@atlantadowntown.com) on or before **5 p.m. EST on Thursday, May 25, 2017** using the subject line "Memorial Drive LCI Questions." Answers to questions will be made available to all respondents via email by **noon EST on Wednesday, May 31, 2017**.

All proposals must be submitted by no later than **5 p.m. EST on Friday, June 9, 2017**, to: Greg Giuffrida (ggiuffrida@atlantadowntown.com). Submittals received after this will not be considered.

EVALUATION CRITERIA

The selection will be based on the qualifications of the consultant to complete the scope of work on time, within budget, and completing all tasks. It is the Corridor Executive's intent to select directly from information gained from the submittal review. The Memorial Drive Executive reserves the right to call references provided in the submittal and to require phone or personal interviews with firms requiring additional evaluation. The following criteria will be used for the evaluation:

- Experience and past performance in public involvement and stakeholder input with similar projects and insight in planning, the real estate market, and community engagement.
- Abilities and capacity of professional personnel and sub consultants.
- Related experience and past performance in similar projects, specifically with districts/areas of similar size and density.
- Commitment to complete work on a timely basis
- Commitment to complete work within budget
- Responsiveness to the RFP and submittal presentation

| Possible Points (100) | Selection Criteria | Score |
|-----------------------|---|-------|
| 10 | Experience of the firm | |
| 30 | Capacity and ability of the professionals | |
| 20 | Related experience | |
| 10 | Commitment to timely basis | |
| 10 | Commitment to budget | |
| 20 | Responsiveness | |

ACCEPTANCE OF QUALIFICATIONS

The Memorial Drive Executive reserves and hold without any liability on the part of CAP/ADID the following rights and options:

- To select a consultant to perform the scope of work described in this request
- To reject any and/or all submittals or portions of submittals
- To accept submittals in any order or combination
- To reject a sub consultant
- To re-advertise if deemed necessary
- To interview candidates prior to making a selection
- To issue subsequent Requests for Proposals
- To not negotiate or contract for the services
- To approve, disapprove, modify or cancel all work to be undertaken

CONTRACT NEGOTIATIONS

The Corridor Executive and CAP staff will negotiate the terms of the contract with the consultant(s) submitting the top-ranked response(s) or another ranked choice should negotiations with the top-ranked firm fail. Neither the Memorial Drive Corridor Executive nor CAP will reimburse any costs incurred prior to a formal notice to proceed should a contract award result from this solicitation. Proposal submittal costs in conjunction with this RFP shall be borne by the submitting firm.