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Questions submitted for the Imagine Memorial LCI plan RFP:

Question (consolidated for same topic):

- *The RFP mentions a 2016 Arcadis Traffic Study, but we are not familiar with that study and were not able to locate any documents online. Would it be possible for us to review a report or summary prior to submitting our proposal? If you have a link that would be very helpful to us as we are trying to gauge what level of recent traffic analysis has been done and/or what is needed for this study.*
- *Could the planning team utilize traffic study information from the Imagine Memorial plan or would an additional traffic related study be expected?*

A new traffic study is not required. As a result of ongoing engagement with the Imagine Memorial stakeholder committee, GDOT agreed in 2016 to fund a new traffic study for the Corridor matching the scope of Imagine Memorial. The \$130,000 study was conducted by Arcadis under GDOT's statewide on-call contract for operational studies. Preliminary findings were shared with stakeholders in Spring 2017. The final deliverable is expected in early June 2017, when it will be released publicly and available for use.

The study is expected to be a primary source of data for transportation elements of the plan. Stakeholders have expressed general concerns about the forecasting methodology of this study and others like it, primarily its focus on Level Of Service (LOS) as a sole metric of intersection performance in an urban context. Regardless, the underlying data for existing traffic conditions and build alternatives may be used throughout the Imagine Memorial LCI Plan process and in the final product. The study contains the following:

- Study Area
 - o Capitol Avenue/I75-85 Connector east to Candler Road. Total length: 5.5 miles
- Crash Analysis
 - o GEARS crash data from 2011 to 2015

- Traffic Volumes
 - o Operations at 27 intersections, including LOS, turning movements, and bike/ped counts
 - o Class counts at four mid-block locations
- Existing Traffic Conditions
- Review of Existing Studies
- Build Alternatives
 - o Alternative #1: Full “road diet” with one travel lane in each direction and a two-way left-turn lane for the entire Corridor
 - o Alternative #2: Conversion to two westbound lanes and one eastbound lane; where ROW allows, adding TWLTL, medians, and pedestrian refuges. (This alternative is based on data indicating higher westbound volumes in both AM and PM peak.)

Question:

Will the Market Study/Affordability Analysis need to include the projected demand for residential and commercial development, or just look at what developments have been planned or would be allowed by zoning? Is market piece of the scope envisioned as general recommendations, or a detailed plan for specific tools (e.g. land bank or subsidies)?

A market study for economic development purposes is not required. Because much of the Corridor is currently being redeveloped, much of this information will be provided by the client and public record. The Plan must meet basic LCI requirements by providing existing and projected population and employment data, including the following:

- Number of existing and anticipated housing units and population
- Distribution of proposed housing units by type
- Number of existing and anticipated jobs
- Square feet of future non-residential development

The majority of data collection and new analysis conducted by the consultant should be targeted toward commercial housing and commercial affordability, including but not limited to the following:

- Trends in home prices/land values/sales/rents
- Existing number and types of housing units
- Comparison to household types and incomes
- Application of subsidies and regulatory tools
- Recommendations for housing strategies that support a job-housing match, aging in place, and efficient utilization of transportation facilities

The affordability recommendations should be targeted as best as possible to each community, because they vary in density, housing types, current zoning, and other characteristics. For example: Reynoldstown generally supports higher density in some locations and falls entirely within the BeltLine planning area, which allows for multifamily projects using BeltLine subsidy. East Lake is mostly single-family homes, with limited opportunities for higher density. Therefore, affordability recommendations there may be tailored to shared living, accessory dwelling units, tax abatement, or other tools for that context.

Question:

Given the limited budget noted in the RFP, do you anticipate that the selected firm will have assistance from you/client team in administering the community engagement portion of the project? Do you/client team expect to take on some responsibilities that might otherwise be left to the consultants?

The client will play a major role in administering community engagement throughout the LCI process. Community engagement has always been a priority for Imagine Memorial and an estimated 1,500 hours of community engagement has been conducted by the client to date. The client regularly attends most neighborhood and NPU meetings on the Corridor to share information and collect feedback.

A successful community engagement strategy for this budget should anticipate the client conducting engagement at regularly scheduled community meetings. The consultant's resources should be focused on at least one facilitated public event, online resources (detailed below), and assisting with prepared materials that may be required for engagement with communities and public agencies. Staffing of the facilitated event may be supplemented by CAP staff and various agency and community stakeholders.

For online engagement, a dedicated website is not required. The existing website and social media platforms (Email, Facebook, Twitter, and Instagram) for Memorial Drive Atlanta and various stakeholders may be used to share content and announcements. Online efforts should be targeted toward content and collecting input, such as through a survey, and promoting them on existing platforms. Creative approaches are encouraged.

Question:

Will GIS data be readily available for the maps/info included within the 2014 GT Imagine Memorial Study?

All GIS data and maps used in the original Imagine Memorial study and work conducted by the client since the study was completed will be available for review, analysis, and incorporation in the final product.

The client uses QGIS software for mapping, which means all data is in shapefile format (.shp,.dbf, etc.) rather than proprietary Esri formats. The data include, but are not limited to, the following:

- All relevant jurisdiction boundaries
- Full Corridor length, segments, and buffers of various distances
- City and county parcel data clipped to various distances within Corridor
- Redeveloping parcels directly on, adjacent, and near Corridor (based on 2016 parcel data)
- Programmed transportation projects:
 - o Programmed GDOT projects
 - o City of Atlanta Renew Atlanta and T-SPLOST projects
 - o Atlanta BeltLine projects
 - o MARTA capital projects
- Selected aspirational transportation projects