



REQUEST FOR PROPOSALS

RFP 2021-01
September 20, 2021

**Upper Westside
Bus Stop Placemaking Study**

Due October 18, 2021

TABLE OF CONTENTS

	Page #
COVER LETTER	2
1. PROJECT UNDERSTANDING	3
2. SPECIFIC SCOPE OF SERVICES	3
Task 1 - Public Engagement	4
Task 2 - Bus Stop Plaza Kit-of-Parts	5
Task 3 - Prepare Project Deliverables	7
3. PROPOSAL FORMAT	7
4. EVALUATION OF PROPOSALS	8
EXHIBIT A-1: Upper Westside Bus Stop Study Locations Map	10

REQUEST FOR PROPOSALS (RFP) 2021-01*Upper Westside Bus Stop Placemaking Study*

Sealed Proposals for **RFP 2021-01 Upper Westside Bus Stop Placemaking Study** will be received by the Upper Westside Community Improvement District, hereinafter called "UWCID". Planning Services whose proposals meet the criteria established in the Request for Proposals, at the sole discretion of the UWCID, may be considered for Contract award. The UWCID may, by direct negotiation, finalize terms with the service provider who is selected for award based on proposals. The UWCID reserves the right to reject any or all responses for any reason. Clarification of information may be requested by the UWCID.

The UWCID, at its sole discretion, may short-list firms that are deemed to best meet the UWCID's requirements, taking into consideration all criteria listed in the RFP. Negotiations will be conducted with the most qualified firm as identified by the UWCID whether short-listing occurs or not. The UWCID requires pricing to remain firm for the duration of the contract. Failure to hold firm pricing for the duration of the contract will be sufficient cause for the UWCID to declare a proposal non-responsive.

A technical proposal must be submitted in a sealed envelope which shall be clearly marked **RFP 2021-01 Upper Westside Bus Stop Placemaking Study – TECHNICAL PROPOSAL**. Please submit four (4) bound copies, and one (1) electronic copy (in PDF format) on a USB drive of your proposal no later than **4:00 pm, Monday, October 18, 2021**. At which time noted, all proposals received will be publicly opened and read. Any proposal received after the time and date specified for the opening of the proposals will not be considered and will be returned unopened.

It is anticipated that the solicitation and selection process shall be conducted in accordance with the following schedule, however, UWCID reserves the right to modify this schedule in its sole discretion.

Schedule	
RFP Invitation	September 20, 2021
Questions Due	October 1, 2021
Answers Published to UWCID website	October 8, 2021
Proposals Due	October 18, 2021
Possible Interviews	October 28, 2021
Selection	November 3, 2021

Questions regarding proposals should be directed to adeline@upperwestsideatl.org

Proposal must be addressed as follows:

Adeline Collot
Program Director
 Upper Westside CID
 976 Brady Avenue
 Suite 100
 Atlanta, GA 30318

1. PROJECT UNDERSTANDING

The purpose of this concept study is to reimagine MARTA bus stops along Route 14 in the neighborhood of Blandtown within the Upper Westside CID to transform the public realm and bus ridership experience.

The Upper Westside Community Improvement District (“UWCID”) was created in 2016 with the goal of improving the public realm along our critical corridors including Huff Road and Ellsworth Industrial Blvd. Addressing transportation, greenspace, and safety challenges is critical as this historically industrial area experiences explosive growth bringing thousands of new residents, visitors, and employees.

This study is coming right on the heels of Upper Westside CID’s 2020-2021 masterplanning effort which is moving through the city adoption process now. Our CID has relationships with the local HOAs, apartment communities, neighborhoods, and NPUs. The Route 14 bus stop locations in Blandtown were repeatedly mentioned during our community engagement process as being in need of crosswalks, greenspace, art, and pedestrian safety improvements.

The community desires a concept plan for its bus stops to address the shortage of public space, the loss of community history, the lack of pedestrian infrastructure, and the need for a safe and comfortable transit experience in the Upper Westside.

2. SPECIFIC SCOPE OF SERVICES

General: The work to be accomplished is in support of the following Atlanta Regional Commission (ARC) sub-element:

021 CAS - Livable Centers Initiative Investment Policy Studies (LCI)

Area covered: All the necessary services provided in this subgrant contract will support the study of LCI-related programs and projects within the Upper Westside LCI area. The study area may extend beyond these limits if needed for logical termini purposes. The five (5) MARTA bus stops which will be the focus of the study are located at the following intersections in the neighborhood of Blandtown:

- Ellsworth Industrial Blvd & Elaine Ave (southwest and northeast corners of the intersection)
- Ellsworth Industrial Blvd & Huff Rd (southeast corner of the intersection)
- Huff Rd & Fairmont Ave (northeast corner of the intersection)
- Huff Rd & Boyd Ave (southwest corner of the intersection)

Goal: Portions of the Atlanta Metropolitan Transportation Planning Area are in maintenance for both ozone and PM2.5 standards under the Clean Air Act under the Clean Air Act Amendments of 1990. Because of this designation, the region must look toward better development practices that support increased use of transportation modes other than single occupant vehicles (SOV) to help reduce emissions and meet air quality requirements. The LCI Program seeks to increase the use of alternatives to driving alone by developing transportation projects and other programs to improve accessibility, expand mixed-uses, utilize transit and support further development in the study area. Evaluation of the existing structure and development of likely scenarios should produce recommendations for future

investment that support ARC's Livable Centers Initiative Program. Improving safety and walkability will result in increases of the alternatives to driving alone.

The Upper Westside Bus Stop Placemaking LCI Study will develop an implementation strategy for improvements to pedestrian infrastructure surrounding transit bus stops along Huff Road and Ellsworth Industrial Boulevard. The purpose of this study is to keep the LCI plan relevant, and improve and enhance the experience at bus stops, and create a sense of place and community.

The Upper Westside CID and ARC anticipate the following outcomes from the study:

- Develop an assessment of the infrastructure at and surrounding bus stops along Huff Road and Ellsworth Industrial Boulevard;
- Engage the local community as well as existing and potential transit riders to co-create functional bus stops with a distinct sense of place;
- Develop a modular kit-of-parts with a minimum of five components for bus stop plazas along Huff Road and Ellsworth Industrial Boulevard;
- Create a placemaking concept for each bus stop including pedestrian infrastructure improvements;
- Identify funding sources and project partners to implement the modular kit-of-parts and deployment concepts at bus stops.

The work to be accomplished under this contract is divided into the following tasks:

Task 1– Public Engagement:

The goal of this task is to develop an inclusive outreach process that promotes the involvement of all stakeholders in the study area, with efforts and accommodations made to include low to moderate income, minority, and elderly or disabled citizens. The consultant team will tailor the public engagement to reach transit riders, residents, and other stakeholders in the Upper Westside.

- The Upper Westside CID will create a dedicated project page on their website to keep the public informed of project progress and upcoming meetings or events. In addition to basic project information, project materials and meeting summaries will be provided to the public on this webpage.
- A Project Management Team (PMT) shall be formed with representatives from Upper Westside CID, Atlanta DOT, MARTA, and ARC. The PMT will be notified of all public meetings. The Upper Westside CID will provide day-to-day management guidance to the consultant team.
- The Upper Westside CID and consultant team will seek input and comments from a project advisory group of major stakeholders including but not limited to local residents, transit riders, property owners, CID board members, and business operators.
- The consultant team will seek to work with artists in the development of bus stop concepts.

The consultant team will schedule at least three public open engagement opportunities to:

- Provide an overview of the study process, the goals of the study, key dates, and opportunities for public input.
- Solicit opinions on goals and objectives of the concepts and recommendations.
- Seek input and consensus on preferred concepts and vision.

One of these public engagement opportunities shall be asynchronous outdoor engagement stations (available in English and Spanish), at a minimum of two of the five transit stops, along Huff Rd and Ellsworth Industrial Blvd, in Blandtown. The Upper Westside CID also welcomes the creation of a text-message campaign to passively collect community input.

Final Plan Review

The final plan review is to be at the ARC offices (or a virtual meeting) to discuss the plan process, issues, or unique activities that occurred, and future projects that are needed to implement the plan once the plan is complete.

Task 2 – Bus Stop Plan Development

The goal of this task is to create a bus stop plaza kit-of-parts to activate and improve multi-modal access to and from the bus stops along Huff Road and Ellsworth Industrial Boulevard in the Blandtown neighborhood. The kit-of-parts shall be a modular system, adaptable to transit stops of all sizes.

In addition to the kit-of-parts, the consultant/artist team shall deliver concepts for which kit parts should be deployed at each of the five transit stops which are the focus of this effort.

This planning effort should reference other completed studies, programs, developments, and organizations. At a minimum, this planning effort will evaluate the following information:

- **Area Transit and Pedestrian Assessment**
 - Prepare an assessment of existing physical conditions of roadways and transit, including existing bicycle and pedestrian infrastructure, traffic control devices, transit ridership, routes, pedestrian crashes, and available right of way along Huff Road and Ellsworth Industrial Boulevard.
 - Determine if bus stop location should be shifted.
- **Multimodal Transportation Strategy**
 - Identify street level improvements such as bike facilities, sidewalks, pedestrian crossings, or other pedestrian enhancements which would improve access to the bus stops.
 - Examine and propose temporary and interim transportation improvements which improve safety.
 - Consider the incorporation of green infrastructure improvements where feasible within transportation recommendations.
- **Placemaking Strategy**
 - Identify potential areas where the Upper Westside CID can work with property owners to secure additional land adjacent to bus stops locations to expand bus stop plaza areas while meeting City of Atlanta and MARTA criteria.

- Develop a kit-of-parts which includes: shade structure, seating elements, bike and scooter parking, art, play elements, lighting (decorative & safety), hardscape and landscape material palettes.
- Develop conceptual plans for the five creative bus stop locations. Concept plans should detail how to incrementally develop the parklets into the full concept by enumerating the order in which modular elements should be implemented.
- **Final Plan Review**
 - The final plan review is to be at the ARC offices (or a virtual meeting) to discuss the plan process, issues or unique activities that occurred, and future projects that are needed to implement the plan once it's complete.

Task 3 –Prepare Project Deliverables

The goal of this task is to compile the results of the overall work effort, the study process, relevant findings, and recommendations into a final study/plan document. The final study document shall include the following (not necessarily in this order):

- **Summaries of the plan development process**
 - A description of the study process and methodology, data gathering techniques and findings, and general outcomes.
 - A description of the public participation process used to achieve a community-supported program of improvements.
 - Summary of the Area Transit and Pedestrian Assessment.
- **Conceptual Plan and Kit-of-Parts**
 - An area plan map outlining the type of elements and strategies to be installed at recommended locations.
 - A modular kit-of-parts with components including: shade structures, seating elements, bike and scooter parking, art, play elements, lighting (decorative & safety), hardscape and landscape material palettes.
 - Actual or estimated costs for each element should be included. One (1) rendering for each of the five (5) creative bus stop locations.
 - One (1) concept plan for each of the five (5) bus stop creative parklets detailing which elements from the kit-of-parts should be installed and where.
 - A roadmap for incremental implementation of the bus stop plaza components should be included.
 - Desired infrastructure and safety improvements should also be included.
- **Implementation Plan**
 - Identify opportunities to partner with other organizations and strategies to ensure continued support from local elected officials, citizens and businesses.
 - A 100-day Action plan shall be developed needed to keep momentum going and the stakeholders involved and sharing responsibility for the plan's success.
 - A summary of the changes required (if any) within zoning ordinance, development regulations and/or other locally adopted policies to support the concepts.

- A prioritized description of transportation improvement projects (local, state and federal).

Format of Deliverables:

- PDF file of the document, any appendices, concept plans, and typical sections
- Electronic files in their original formats with supporting graphics and GIS or other data files (Excel, InDesign files, etc.)

3. PROPOSAL FORMAT

The proposal should be submitted in a sealed envelope and should not exceed more than 12 double-sided, 8½" x 11" pages in no smaller than 11-point font. The proposal shall be organized and numbered to correspond to Section I through Section V below. Tabs and required forms will not be counted towards the 24-page limit (single-sided).

SECTION I – Each proposal shall include a Title Page and a Table of Contents. The Title Page should identify the project; the name of the firm, name of the firm's primary contact, address, telephone number, fax number and email address. The Table of Contents shall contain the sections and corresponding page number for the items listed below. All pages of the proposal must be clearly identified and consecutively numbered and correspond to the Table of Contents.

SECTION II – Each proposer shall provide with its proposal a summary Project Plan that describes the proposer's approach to the successful implementation of the proposed services. Each proposer shall submit, in the order below:

- a. A detailed outline of proposed methodology to complete the project including a high-level timeline and brief descriptions of the key tasks, key milestones and key deliverables. The implementation plan needs to be completed by May 2022.
- b. State the proposer's belief of the scope of the intended strategy within the UWCID. If there are any gaps between what the proposer believes should be the proper scope of the services (given all information known at the time of this RFP, including cost), the proposer should clearly state these gaps in this section and clearly mark these concerns as such;

SECTION III – Each proposer shall provide two case histories of recent similar concept studies or projects completed by the firm. Identify how these projects are similar in nature to this UWCID project. Case histories should include references/client contact information.

SECTION IV – Each proposer shall document its staff, experience and qualifications by providing in its proposal a Staffing Plan describing the manner in which it plans to manage and staff the awarded contract, including the resumes of key and critical personnel, to successfully complete the project objectives on a timely basis and within the agreed upon budget.

UWCID recommends that each team includes a landscape architect, transportation planner, fabricator, and artist(s). The Staffing Plan should include at a minimum, the following for each team member:

- a. Qualifications, including experience in the proposed project methodology and public sector and/or municipal experience;

- b. Summary of experience, including the number of years of relevant experience, years with the firm and representative project experience with project name, client and date performed;
- c. Other supporting documentation which demonstrates the ability to successfully perform the work;
- d. The intent, if any, to subcontract implementation personnel. Specifically, describe the functions to be subcontracted and the expertise and credentials required from the subcontractor and include the subcontractor's company name.

SECTION V – Cost proposal should be indicated as a lump sum not to exceed amount, with a breakdown of price per task, staff/personnel and DBE/subs. An hourly rate sheet for the participating firms should be included here. Proposals should not exceed \$80,000.

Any out-of-scope services not covered in other sections should be proposed here with a description of the resources brought to bear (including costs and/or hourly rates).

4. EVALUATION OF PROPOSALS

- 4.1 A selection committee comprised of two UWCID staff members, a MARTA representative, and an ARC representative will review all proposals. The UWCID reserves the right to short-list proposers for further consideration. After reviewing the proposals, the UWCID may, at its discretion, invite to interview (over Zoom) one or more of the proposers whose proposals appear to best meet the UWCID's requirements. The purpose of such an interview would be for all interviewing proposers to elaborate upon their proposal before a recommendation for ranking of the proposals is made. Interview responses and performance will become part of proposer's submission to be evaluated pursuant to the evaluation criteria.
- 4.2 The following are the evaluation criteria the UWCID will consider in determining which proposal is most advantageous to the UWCID:
 - 4.2.1 *Project Understanding and Approach:* Consultant's understanding of the proposed tasks, the constraints, the desired outcomes for the project, and how the work can be performed in a cost-effective manner and completed before May 2022. (30 points)
 - 4.2.2 *Suitability:* Demonstrated ability of the consultant team to perform high quality work, to control costs, and meet project schedules. Includes any special or unique qualifications, availability of resources, and DBE inclusion¹. (25 points)

¹ DBE Participation: UWCID encourages all interested respondents to promote opportunities for diverse businesses, "DBEs" to compete for business as consultants, sub-consultants and/or suppliers. All respondents shall include specific information regarding DBE participation, if any. ARC's DBE goal is 17.61%. DBE requirements are governed by 49 CFR Part 26 and apply to all federally funded projects.

- 4.2.4 *Project Personnel:* Qualifications of consultant team's staff to be assigned to this project. (20 points)
- 4.2.5 *Similar Experience:* Consultant team's experience with similar projects comparable in type, size, and complexity. The UWCID may request samples of comparable work during the proposal review process. (20 points)
- 4.2.6 *Pricing:* Cost to complete the project. (5 points)

***** END OF SPECIFICATIONS *****

EXHIBIT A-1: Upper Westside Bus Stop Study Locations Map

