



**UPPER WESTSIDE**  
improvement district

## REQUEST FOR PROPOSALS

# Huff Road Multimodal Study

RFP 2023-01

Issued: August 7, 2023

Due: September 6, 2023 at 2:00PM

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## REQUEST FOR PROPOSALS (RFP) 2023-01

### Huff Road Multimodal Study

Proposals for RFP 2023-01 Huff Road Multimodal Study 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.

All technical proposals should be emailed to [adeline@upperwestsideatl.org](mailto:adeline@upperwestsideatl.org) as a .PDF attachment titled "RFP 2023-01\_PROPOSAL\_ **COMPANYNAME**" no later than **2:00 pm, Wednesday, September 06, 2023**. 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. Once your proposal is received, you should get a confirmation email within 10 business hours. Should you prefer to mail a USB Drive with your proposal you may send to: Upper Westside CID, Attention: Adeline Collot, 976 Brady Avenue, Suite 100, Atlanta, GA 30318.

Questions regarding proposals should be directed to [adeline@upperwestsideatl.org](mailto:adeline@upperwestsideatl.org) no later than **2:00 pm, Friday, August 18, 2023**. All questions and responses will be posted to our website by **Friday, August 25, 2023**. Failure to acknowledge the addendums (list numbers and date) may result in the proposal being deemed non-responsive and not be considered. Proposals are legal and binding when submitted.

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	August 7, 2023
Questions Due	August 18, 2023
Answers Published to UWCID website	August 25, 2023
Proposals Due	September 6, 2023
Possible Interviews	September 18, 2023
Selection	September 22, 2023

Work is to commence as early as October 2, 2023.

## 1. PROJECT UNDERSTANDING

The Upper Westside Community Improvement District (“UWCID”) was created in 2016 with the goal of improving quality of life and transportation along our critical corridors including Howell Mill, Huff Rd, and Chattahoochee Ave. Upper Westside CID addresses transportation, greenspace, and safety challenges through capital investments.

In 2021, the UWCID completed the Upper Westside Masterplan which is the document guiding the organization’s capital investment; it can be found at [www.upperwestsideatl.org](http://www.upperwestsideatl.org).

Huff Road is one of the few east-west corridors in the Upper Westside District. It’s experienced unparalleled residential redevelopment and the conversion of industrial to creative office and retail spaces. Unfortunately, the 2-lane road was designed solely for industrial users and lack bike and pedestrian facilities.

This study will identify a preferred multimodal concept for Huff Road in order to cater to the diverse users.

## 2. SPECIFIC SCOPE OF SERVICES

**General:** The project duration is 12 months.

**Area covered:** All the necessary services provided in this contract will support the study of programs and projects within the Huff Road study area and (see Exhibit A-1, Study Area Map).

**Goal:** In the rapidly growing northwest quadrant of Atlanta, the Upper Westside communities are in dire need of east/west connectivity for drivers, pedestrians, bicyclists, and transit riders. The study will reevaluate Huff Road with a multimodal lens and identify potential improvements both inside and outside of the existing right-of-way to improve east/west connectivity. It will also determine how to increase access between Huff Rd and the Atlanta BeltLine trail.

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

- Identification of the appropriate travel modes and advancement of alternative design concepts on the corridor best suited to enhance multimodal connections, including streetscape and signage to encourage efficient and safe movement of pedestrians, bicycles, vehicles and transit.
- Develop design concepts that support the ongoing transition from industrial land uses to mixed-use; design should address that Huff Road will no longer be a freight route. For each alternative considered, assess mobility and safety of all users, traffic impacts, right-of-way acquisition, utility impacts and cost, and environmental, historic and archeological resources, and develop a budget.
- Determine how to tie Huff Rd into the BeltLine trail.
- Selection of a preferred alternative concept and preparation of a draft GDOT Concept Report with multimodal traffic analysis which will be the basis for future engineering, project administration, and construction.

- Incorporate sustainable design practices such as (but not limited to) bioswales and permeable pavement to help address climate change and stormwater management.
- Leverage the Upper Westside's Creative Placemaking "Kit-of-Parts" at bus stops along Huff Rd.
- Identify greenspace and parklet opportunities along Huff Rd to make the corridor attractive, interactive, and fun.

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

### **Task 1 – Corridor Transportation Assessment**

Become familiar with previous plans and studies as well as the Upper Westside Masterplan and its thorough existing conditions report. Conduct traffic, environmental, and needs assessment to determine feasibility of alternative concepts to improve safety and multimodal operations of the corridor. Specific tasks include:

- Existing conditions analysis including land use, sidewalks, utilities, and driveways leveraging the existing report in the Upper Westside Masterplan and Bus Stop Placemaking LCI Study. Road crossings, driveway locations, connections to destinations such as schools, parks, and shopping opportunities, and crash data at relevant locations will be reviewed.
- Meet with Upper Westside CID to learn about planned development along Huff Rd.
- Collect survey data for above ground utilities, right-of-way, trees and topography. Survey limits should be at a minimum 20 feet off back-of-curb on both sides of the street.
- Multimodal traffic study looking at existing and projected peak volumes, speed data, turning movements, LOS and operations of key intersections. ATLDOT should be consulted to confirm methodology. Analysis of the intersections will quantify the types of trips and travel mode counts.

Deliverables: Corridor Transportation Assessment Document and Huff Rd land survey (in PDF format)

### **Task 2 – Public Involvement:**

The goal of this task is to develop a local planning 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 will conduct an outreach process that promotes the involvement of all stakeholders in the study area. In addition to residents, businesses, and property owners, key stakeholders in this process should also include ARC, ATLDOT, and MARTA. The ARC Project Manager(s) must be notified of all meetings taking place.

- Project information shall be uploaded to UWCID's website to provide basic project information to the public along with project materials and meeting summaries.
- A Project Management Team shall be formed with representatives from UWCID, the consultant, ATLDOT, and ARC.
- The consultant team will seek input and comments from a project advisory group of major stakeholders including the neighborhoods of Blandtown, Howell Station, and the Marietta Street Artery plus the property owners and developers along the Huff Road corridor. Input should also be gathered from local HOAs and apartment communities as well.

- ARC, Atlanta BeltLine Inc., the Department of Watershed Management, MARTA, and ATLDOT will be engaged as agency partners to vet the input from community stakeholders and round out the vision for a reconfiguration of Huff Road.
- Engagement efforts should offer both in-person and online ways of providing public input. At least one meeting shall be held within the Blandtown neighborhood. UWCID will be putting on a large community open-street festival, Westside Stride, on October 29<sup>th</sup> which may be an opportune time to begin engagement.

The following topics/milestones should be covered by the public engagement activities (at a minimum):

- Provide an overview of the study process, the goals of the study, key dates, and opportunities for public input;
- Seek input and consensus on preferred concept, typical sections, and/or corridor improvements.
- Seek approval of final plan documents and concepts.

Virtual meetings and/or digital engagement activities can be used to meet the above activities.

Deliverables: PMT Meeting Summaries, Project Advisory Group Meeting Summaries, and Summary of Public Input

### **Task 3 – Plan Development**

The goal of this task is to make Huff Rd multimodal and develop a preferred concept which includes pedestrian and bicycle improvements, wayfinding, safety measures, and incorporates (where feasible) green infrastructure to address stormwater. This analysis should be coordinated with other completed studies, programs, developments, and organizations. At a minimum, this study will evaluate and address the following information:

- Define street level improvements with an emphasis on traffic analysis and how walking, biking and transit fit into the larger multi-modal picture.
- Define optimal lane configuration recommendations with long term and short-term projects.
- Identify types of trips and travel mode counts along with traffic analysis and the road survey.
- Identify connectivity enhancements to major corridors and facilities such as Howell Mill Road (a north/south complete street), and BeltLine (a major connection soon to be under construction).
- Determine at which bus stops to utilize elements from the “Kit-of-Parts” developed in the Upper Westside Creative Placemaking Study.
- Develop a concept layout and typical sections for at least two alternative corridor designs.
- Analyze ROW requirements, potential required utility relocations, potential community and environmental impacts, the relative feasibility and constructability of conceptual alternatives, and develop preliminary cost estimates.
- Identify locations for the potential placement of wayfinding elements.
- Determine where green infrastructure elements and stormwater management strategies would benefit the corridor.

### Final Plan Review and Transportation Coordination Meetings

A transportation project coordination meeting is required to be conducted prior to finalizing the LCI plan recommendations. To ensure the preferred alternative concept is feasible, the coordination meeting should include all affected organizations (such as ATLDOT, MARTA, etc.).

The final plan review may be conducted virtually or at the ARC offices to discuss the plan process, issues or unique activities that occurred, and future projects that are needed to implement the preferred concept once the plan is complete.

Deliverable: Draft Huff Road Corridor Plan, Meeting Minutes from Coordination Meetings

### **Task 4 –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) in an easy-to-read format:

- **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 corridor transportation assessment.
  - A description of the public participation process used to achieve a community-supported program of improvements.
  
- **Existing Conditions Study**
  - A summary of the previous plans related to the study which need to be considered in plan development.
  - An existing conditions analysis including land use, sidewalks, utilities, and driveways.
  - A land survey defining existing right-of-way, topography, above ground utilities and trees that extends at least 20' from back of curb.
  
- **Draft Huff Rd Corridor Plan**
  - A corridor plan map outlining the type of elements and strategies to be programmed at recommended locations.
  - Two design alternatives of corridor layout with typical sections.
  - Prepare conceptual plans, layouts and typical street sections for the preferred alternative concept.
  - A program for stormwater facilities and green infrastructure elements.
  
- **Implementation Plan**
  - A phasing program based on the priority and implementation schedule of the various project elements to be undertaken.
  - A 100-day action plan that is achievable to show plan implementation to the public.

- Quick fixes to improve corridor safety for vehicles, pedestrians, and bicyclists.
- Cost estimates for design concepts
- Implementation and funding strategies for building the preferred concept.
- Identify responsible parties for implementation of all the project components including quick fixes.
  
- **Appendix**
  - The detailed corridor transportation assessments including traffic study with multimodal analysis, environmental screening memo, safety/crash data, stakeholder and public engagement summary memo, copies of sign-in sheets, meeting minutes, photo documentation, survey copies, and raw data collected.
  - Alternative and preferred concept layouts and typical sections for multimodal corridor improvements.
  - Detailed cost estimates of the recommendations.
  - Revised development regulations to implement the concept plan which includes the recommended street design.
  - Draft GDOT Concept Report

Deliverable: Final Huff Road Corridor Plan

Format of Deliverables:

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



### 3. PROPOSAL FORMAT

The proposal should be submitted electronically in PDF format with no more than 24 (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 VI below. Tabs and required forms will not be counted towards the 24-page limit. PDFs may be sent using file sharing software such as Dropbox if the file size exceeds email allowances.

**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.
- 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 corridor study projects completed by the firm. 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. The Staffing Plan should include, as a minimum, the proposed project manager and key functional and technical team members and their related roles and shall provide, 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.
- e. The proposer's assurance, to the extent possible, that the proposed team members will be available and remain on the project until its completion. Include the availability of replacement team members in the event the proposed team members become unavailable prior to the commencement of or during the project.

**SECTION V** Each proposer may, but is not required to, submit other materials deemed necessary but not provided otherwise (such as promotional literature, white papers, etc.). They should be clearly marked "Additional Materials" and will not be included with the 24-page maximum guideline for the proposal length. Note that these materials may or may not be reviewed by all evaluators and will not be part of the official evaluation except to the extent they support qualifications and experience.

**SECTION VI** Cost proposal should be indicated as a lump sum not to exceed amount, with a breakdown of price per task. An hourly rate sheet for the participating firms should be included here.

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 The UWCID's staff will review all proposals submitted alongside a selection committee comprised of an ARC representative and a City of Atlanta representative. The UWCID reserves the right to short-list proposers for further consideration. After reviewing the proposals, staff may, at its discretion, invite to interview (at proposer's expense at a site of the UWCID's choosing) 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, along with the written proposal and samples (if any), will become part of proposer's submission to be evaluated pursuant to the evaluation criteria.

4.2 The UWCID, in its discretion, may award the Contract to the responsible and responsive proposer submitting the proposal which is deemed to be the most advantageous to the UWCID, price and other factors being considered. 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 October 2024. (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 inclusion<sup>1</sup>. (25 points)
- 4.2.3 *Project Personnel*: Qualifications of consultant team's staff to be assigned to this project. (20 points)
- 4.2.4 *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)
- 4.2.5 *Pricing*: Cost to complete the project. (5 points)

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

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<sup>1</sup> 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.

## 5. EXHIBIT A-1: Study Area Map



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