



Request for Proposal  
**CHASTAIN ROAD LCI CORRIDOR STUDY**  
August 14<sup>th</sup>, 2019

The Town Center CID requests interested consultants to submit a proposal to provide a corridor study for Chastain Road in Kennesaw, Georgia. The intent of the study is to assist the TCCID in analyzing existing conditions, surrounding growth trends, greenspace and traffic patterns, as well as determining the next steps for improvements integrating a smart corridor approach. Considerations should be made for ensuring safety for all modes of transportation, while considering people of all ages and abilities, to support local land uses and natural environments.

Consulting teams should demonstrate competence and experience regarding the scope of work outlined below and expertise needed to understand these elements. In addition, the team should demonstrate experience in visioning concepts and thinking 'out of the box', as well as experience in public speaking and clear communication for community meetings and graphic displays. The CID is looking for new and innovative ideas especially while engaging the community during the public meeting/stakeholder process. Building a consensus among community stakeholders and communicating design options and impacts will be key.

## **Section 1: SCOPE OF WORK**

### **General**

The work to be accomplished is in support of the Atlanta Regional Commission (ARC) Livable Centers Initiative Investment Policy Studies (LCI). 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 Chastain Road LCI Corridor Study will examine the options for elements to improve safety and walkability along the Chastain Road corridor. The study will also formulate concepts for streetscape, design guidelines and signage program and plan to encourage efficient and safe movement of pedestrians, bicycles and vehicles in, through and around the Chastain Road corridor. The project shall recommend diverse types of public art to make the corridor attractive as well as interactive. A market analysis is expected as well as incorporation of smart corridor design. The work to be accomplished under this contract is divided into the following tasks:

### **Task 1 - 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, GDOT, Cobb County, Kennesaw State University, and the Town Center CID. The ARC project manager must be notified of all meetings taking place.

- Project information shall be uploaded to the project website to provide basic project information to the public along with project materials and meeting summaries.
- A Stakeholder Group shall be formed with representatives from relevant community personnel (list to be provided by TCCID) and ARC.
- A minimum of three public open engagement opportunities will be scheduled to obtain input on the public space activation and streetscape alternatives.
- The consultant team shall document all stakeholder and public meetings and demonstration projects through meeting summaries and photographs.
- A final plan review by ARC is required to be conducted prior to finalizing the LCI plan recommendations. To ensure the transportation projects are feasible, the coordination meeting should include all affected organizations.

### **Task 2 – Corridor Economic Assessment**

The consultant will assess the corridor to best position the corridor for economic development. This assessment will include at a minimum the following:

- Goals for Economic Development along the corridor.
- Conduct economic and market analysis focusing on demographics and population trends, supply and demand for residential and commercial development, current development activity and employment trends.
- Identify where new development can be located to most effectively catalyze further reinvestment.
- Level of market opportunity and depth by land use and product type (i.e. how much and what type of retail is needed, overbuilt, etc.).

### **Task 3 – Plan Development**

The goal of this task is to develop and improve the subject area's urban design elements, including pedestrian, bicycle and transit elements; wayfinding, public space activation, lighting and corridor safety. 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:

- Identify potential locations for public space activation.
- Identify locations for the potential placement of wayfinding and streetscape elements.
- Define corridor theme(s) for public space activation and placemaking.

- Determine public space and placemaking elements and strategies, including but not limited to public art, wayfinding, lighting (both decorative and safety), green infrastructure and streetscape.
- Review road crossings, driveway locations, connections to destinations such as schools, parks, shopping opportunities, and crash data at relevant locations.
- Prepare conceptual plans, layouts and typical street sections.
- Define street level improvements including bike facilities, sidewalks, and other pedestrian enhancements.
- Assessment of sign categories required for the wayfinding and signage program.
- Opportunities for incorporation of smart community elements into the corridor including but not limited to: Signals, Pedestrian crossings, wayfinding, transit, parking, public Wi-Fi, and vehicle charging.

#### **Task 4 – Prepare Project Deliverables**

The goal for 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:

- **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.
- **Draft Concept Plans and thematic concept(s)**
  - An area plan map outlining the type of elements and strategies to be installed at recommended locations.
  - A Preferred corridor layout, graphic renderings and typical sections.
  - Develop Design Guidelines for private investment that complement the public space activation elements and coordinate with TCCID's current design guidelines.
- **Implementation Plan**
  - Identify changes to the Cobb County applicable ordinances and guidelines for code adherence and if necessary, recommendations for regulatory reform to implement the plan.
  - A phasing program based on the priority and implementation schedule of the various project elements to be undertaken in the project area will be established.
  - A 100-day action plan with achievable, short-term tasks or projects to show plan implementation to the public.
  - Quick fixes to improve corridor safety for vehicles, pedestrians and bicyclists.

- Cost Estimates for the main project components and identification of funding strategies and opportunities for major project components.
- Funding Options Implementation Strategy and timeline.

Format of Deliverables:

- Three (3) hard copy Original prints of document.
- 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, CAD, etc.)

Continued communication is expected with the TCCID Director of Projects and Planning, Alisha Smith, through the entire study development.

### **Budget**

The total budget for this project is \$150,000.00. Monthly progress reports will be required to be submitted along with monthly invoices for work completed. Reports and invoices will be due by the 5<sup>th</sup> of the month for the prior months' work. All work must be completed by September 30, 2020.

### **Section 2: REVIEW AND EVALUATION OF PROPOSALS**

Proposals will be reviewed and evaluated by the CID. Proposals will be screened for technical merit and in accordance with the specific factors outlined in the RFP. Interviews with select teams may be conducted, at the discretion of the CID.

### **Section 3: IMPORTANT DATES AND DEADLINES**

<b>Pre-bid Meeting</b>	<i>Friday, August 23<sup>rd</sup>, 2019 at 11am EST.</i> Location: TCCID, 1701 Barrett Lakes Boulevard, Ste. 200, Kennesaw, GA 30144
<b>Last Day for Questions</b>	<i>Wednesday, September 4<sup>th</sup>, 2019 at noon EST.</i> Questions must be submitted in writing via email to <a href="mailto:Alisha@towncentercid.com">Alisha@towncentercid.com</a> . No questions will be answered after the time stated above. Responses to questions will be compiled and distributed via email by Wednesday, September 11 <sup>th</sup> , 2019.
<b>RFP Due</b>	<i>Friday, September 20<sup>th</sup>, 2019 at 10am EST.</i> Submittals after this date/time will not be accepted.

## Section 4: REQUEST FOR PROPOSAL SUBMISSION INSTRUCTIONS

**Proposal Format:** All proposals should include the information outlined below and in the following order. Maximum number of pages are stated for each item.

1. **Cover Letter (1 page)**
2. **Table of Contents (1 page)**
3. **Company Information (3 pages)** - Include primary firm and sub-consultants.
4. **Qualifications and Experience of Key Personnel (6 pages)** - Identify all key personnel proposed for the project and their individual roles, responsibilities and related project experience. Include designations for proposed project manager and primary contact.
5. **Organizational Chart (1 page)** – This can be an 11 x 17 foldout if desired.
6. **Project Understanding (8 pages)** – Statement of the team’s understanding of the project and proposed approach for providing the requested services.
7. **Visioning & Value Added Experience (1 page)** – How can your team stand out above the rest and bring something new and innovative to the project, County and District.
8. **References (1 page)** – Include a minimum of 3 references on similar project types. Include the main contacts name and title, address, phone number and email address along with a referenced project.
9. **Fee proposal for Services** – Overall fee should be itemized per task and individual hourly rates included. The Fee proposal should be submitted in a separate sealed envelope. The TCCID reserves the right to select the most qualified bidder.

**Submittal Format:** The submitting team shall submit:

Envelope #1:

- One (1) USB Flash drive with a copy of the technical proposal in pdf format
- Four (4) paper copies of the technical proposal. One copy will need an original signature by an authorized representative of the company.

Envelope #2:

- One (1) paper copy of the fee proposal. A signature line and signature from an authorized representative of the company should be placed at the bottom of the fee proposal.

The submitted proposal must be submitted in a sealed envelope with a label stating:

Town Center CID  
**RFP – Chastain Road LCI Corridor Study**  
Company Name  
Company Address  
Primary Contact  
Primary Contact Phone Number



Sealed proposals should be mailed or hand delivered to the TCCID at the following address:  
Town Center CID, 1701 Barrett Lakes Blvd., Ste. 200, Kennesaw, GA 30144; Attn. Alisha Smith.

**\*\*LATE PROPOSALS WILL NOT BE ACCEPTED. \*\***

### **Section 5: TCCID INFORMATION**

The CID recommends submitting teams to review the District Master Plan document completed in 2017, which can be found at [www.towncentercid.com](http://www.towncentercid.com).

This RFP does not commit the TCCID to award a contract, to pay any costs incurred in the preparation of a response to this request or to procure a contract for services or supplies. The TCCID reserves the right to accept or reject any and all proposals received because of this request, to waive technicalities, informalities and minor irregularities in the procedure, to negotiate with any qualified source, or to cancel in part or in its entirety, this RFP, any of the foregoing based upon the best interest of the TCCID and determined in its sole discretion. The TCCID may require the Firms selected to participate in negotiations, and to submit additional pricing, technical information, or other revisions to their proposal.

**Section 6: MAP OF PROJECT AREA**

