



09.12.24

TOWN CENTER CID Request for Proposal LCI PLAN 2024

Introduction

The Town Center CID requests interested consultants to submit a proposal to provide a Livable Centers Initiative (LCI) Plan for the Town Center area. This new plan will aim to look at the many changes that have occurred in the district including land use and zoning, proposed transit routes and BRT systems, (re)development areas, and housing initiatives alongside County/ CID initiated projects and multi-modal connections for the community. The intent of the plan is to establish fluidity and increase usability of the major thoroughfares, and properties, in an efficient manner as we plan for the future. With many land use areas being identified as regional activity centers (RAC) or community activity centers (CAC) alongside industrial, warehouse, commercial and residential zonings, this plan will evaluate several conflicts but also create opportunities for a thriving regional hub. Since our last LCI plan in 2015, the following are only a few of the big impacts to our district:

- ! Kennesaw State University has grown to 43,000 students, with 35,000 on the Kennesaw campus, here in TCCID. This has a tremendous impact on the area in terms of people, capacity on our roadways, job opportunities and commerce. KSU attracts visitors to our area with athletics, continuing education, conferences, and events.
- ! McCollum Airport has become Cobb County International Airport and sees upwards of 250 flights a day. This airport has become a consistent mode of transportation for national business flights and an easy stopover for international flights by clearing customs facilities in an expedited manner.
- ! (Re)development has grown substantially with new distribution facilities under construction, new class A office space established with corporate headquarters, mixed-use developments, residential dwelling growth, and opportunities for a large parcel redevelopment at Town Center Mall.
- ! While TCCID is only 1.8% of the County's land area (6.25 sq. miles), it accounts for 17.4% of the County's hospitality sector, 14.1% of the County's retail inventory, 10.5% of the County's industrial inventory, 7.4% of office inventory and 6.2% of the multi-family inventory. **2022 TCCID Fiscal Impact Study.*
- ! Since 2015, TCCID has captured 4.1% of the County's leasing activity for industrial space and 23.4% of hotel development. **2022 TCCID Fiscal Impact Study.*

The intended outcome will provide recommendations on how to address each element based on equity and deliverability. From the recommendations, identifying steps or phases for making the improvements will be paramount. With a community "on the move," embracing KSU's growing student population and strong employee base, knowing the best place to begin will be the goal of continuing to grow a thriving

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community.

Town Center strives to advance many of the LCI priorities through the Atlanta Regional Commission. TCCID is continually looking at smart technology applications. We have invested in the GDOT Regional Connected Vehicle (RCV) program which will upgrade fifty-two traffic lights in the CID. This project is underway at the state and county level. In addition to the RCV program, Cobb County and TCCID actively coordinate for the SCATS system currently in place. Additional technologies we have explored during concept development for various roadway projects include in-road EV charging, pedestrian/ cyclist detection applications for crosswalks, and motion activated lighting for park spaces.

The Town Center Community Alliance, our 501c3 nonprofit established in 2015, has taken over the action arm of Creative Placemaking in the District. In 2023, the Alliance completed a Creative Placemaking Master Plan which established a direction for incorporating art and placemaking through site specific elements, programming, and events. This master plan has allowed the CID to have already identified elements available, to incorporate into infrastructure projects. In 2018, the Alliance created an Activation Plan for the Noonday Creek Trail. This plan focused on creative elements incorporated on the trail specifically for pedestrians and cyclists.

Even though CIDs are typically not linked with housing per the state constitution, the positive impacts we create for residential communities is tremendous. TCCID embraces our residents which range from single family and multi-family to senior living and student housing. Housing is a big initiative for Cobb County and many of the challenges include housing availability and rental rates. A solution will be to look at mixed-use developments which have a trend in establishing themselves in RACs and CACs which are prevalent zoning categories in TCCID. Understanding the need for housing in order to promote resiliency and prosperity for all residents, will reinforce the values of excellence, integrity, and equity for our county.

TCCID was proud to complete the first Electrification Plan via LCI funding in December 2023. This plan/pilot project looked at electric vehicle charging infrastructure in the district and was able to create a toolkit about this technology that could be utilized in any local jurisdiction. This toolkit provides information for property owners (commercial and residential) to understand EV infrastructure from its simplest form to obtaining chargers and installing them for their best interest and the community. Understanding and educating about green infrastructure is the key to pushing this initiative forward.

The new LCI plan will give us the opportunity to incorporate all four of these initiatives, holistically, into one unified plan.



Section 1: Review and Evaluation of Proposals

Proposals will be reviewed and evaluated by a selection committee and 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. Evaluation criteria will be scored based on the following:

Item	Max awarded Points
Cover Letter	3
Company Information	2
Key Personnel	20
Organizational Chart	5
Understanding, Approach, & Project Schedule	25
Project Experience	20
References	10
Certifications	10
Fee	5
Total Possible Points	100

Section 2: Important Dates and Deadlines

- Advertisement RFP Posted Friday, September 13th
- Pre-bid Meeting Thursday, September 26th at 10:00am EST
This meeting will be held in person at TCCID office.
This meeting is NOT mandatory.
- Last Day for Questions Friday, September 4th at 5:00pm EST
Questions must be submitted in writing via email to Alisha@towncentercid.com. No questions will be answered after the time stated above. Responses to questions will be compiled and distributed via email to those on the pre-bid meeting sign-in sheet and posted on the Town Center website. Follow the Vision tab to RFPs/ RFQs.
- RFP Due Monday, October 14th, at 10:00am EST
Submittals after this date/ time will not be accepted. All submittals are to be emailed in pdf format to Alisha@towncentercid.com



Section 3: 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 all sub-consultants. Identification of DBE/ MBE participants is required.
- 4.! Key Personnel (4 pages) – Identify project manager/ primary contact. Identify responsibilities of team members as it relates to their specific role for this project.
- 5.! Organizational Chart (1 page – This can be an 11 x 17 size if desired).
- 6.! Understanding/ Approach (7 pages) – Communicate your team’s understanding of the Town Center CIDs position as an area of influence for the Metro Atlanta region. This knowledge should relate directly to the scope of work and importance of the LCI plan and how it promotes the LCI goals within TCCID and Cobb County. Provide a project schedule for tasks associated with the scope of work.
- 7.! Project Experience (4 pages) – Provide information on projects that directly relate to this scope of work. Identify key personnel who worked on the project (current or previous employers acceptable) and highlight specific tasks that would benefit our study and communicate our goals.
- 8.! References (1 page) – Include a maximum of 3 references on similar projects. Provide main contacts name and title, address, phone number and email address along with referenced project.
- 9.! Certifications (not included in page count) – The prime firm should provide proof of CCDOT or GDOT prequalification. Certification for DBE firm also required.
- 10.! Fee proposal for Services (not included in page count) - Overall fee should be itemized per task and individual hourly rates included. The Fee Proposal should be submitted as a separate pdf attachment. TCCID reserves the right to select the most qualified bidder.

Submittal Format

Only email submissions will be received. Submit proposal to Alisha@towncentercid.com. Information to include:

- ! 1 pdf attachment of proposal. *Labeled “LCI Plan Proposal – Firm Name”*
- ! 1 pdf attachment of fee proposal. *Labeled “LCI Plan FEE Proposal – Firm Name”*

Section 4: TCCID Information

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,

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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. This study is contingent upon funding from the Atlanta Regional Commission.

All submissions must be received by 10:00am EST, October 14th, 2024. Time stamps will be recorded. LATE PROPOSALS WILL NOT BE ACCEPTED.

EXHIBIT A

TCCID Boundary & LCI Project Boundary

TCCID Boundary 
LCI Boundary 

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EXHIBIT B

Budget Estimate

Task 1 – Existing Plan Assessment:	\$45,000
Task 2 – Market Analysis:	\$10,000
Task 3 – Public Engagement and Outreach:	\$50,000
Task 4 – Concept Plan:	\$40,000
Task 5 – Implementation Plan:	\$60,000
Task 6 – Deliverables:	\$45,000
Total Cost:	\$250,000
ARC Share (80%):	\$200,000
Local Share (20%min.):	\$50,000

* Note: The estimates listed above are preliminary and actual costs by task may vary so long as the total contract value does not increase. Any change to the budget estimates shown above must be requested in writing and approved by TCCID and ARC's Chief Operating Officer.