

# **REQUEST FOR PROPOSALS**

## **Livable Centers Initiative Major Plan Update RFP# 2017-02**

The City of Holly Springs (COHS) is seeking proposals from firms experienced in local, regional, and statewide planning. The Scope of Services for the Livable Centers Initiative Major Plan Update is attached as Exhibit B and provides information regarding the level of effort required, as well as specific tasks to be accomplished. The location of the project is attached as Exhibit A. It is the preference of COHS that the number of sub consultants be limited. A consultant with all or most disciplines in-house to carry out this project is preferred.

It is anticipated that available funds for completion of the work will be approximately \$70,000. Any contract award for this study is contingent upon COHS receiving adequate funding for this purpose from the Atlanta Regional Commission (ARC). COHS reserves the right to award all or part of the available funds for this project. Interested firms should submit a proposal that addresses the requirements listed below and in the Scope of Services in Exhibit B. The proposal should include a detailed breakdown of the proposed budget and task breakdown following the general formats provided in Exhibits B and C.

Firms must respond to this Request for Proposals (RFP) with written proposals as well as electronic versions of their proposals in PDF format. Proposal evaluation will focus initially on the written proposals including key personnel, firm experience, ability to meet the schedule, past performance, in-house expertise, and familiarity with LCI standards. Should it be determined that interviews are required, a "short list" of firms will be selected from the proposals received. COHS will confirm an interview time with those firms selected for an interview. COHS reserves the right to award this contract or contracts based on initial proposals received without formal interviews. Selection will be based upon competency, qualifications and experience of each firm rather than pricing in compliance with the Brooks Act (Public Law 92-582) which was enacted October 18, 1972 for federal procurements for architectural and engineering services.

COHS anticipates that a contract will be awarded on or around July 17, 2017 with all work to be completed by July 1, 2018. All references to years in this RFP are to calendar years beginning January 1 and ending December 31, unless otherwise noted. The successful consultant should be prepared to begin work immediately upon receipt of a Notice to Proceed.

Substitutions, alternates, exceptions and alterations require prior approval of COHS. Submittal costs are the responsibility of each proposing firm and are not eligible for reimbursement.

COHS must receive eight (8) hard copies and one (1) copy in digital format, in PDF, no later than 3:00 PM on August June 14, 2017. Proposals shall not exceed 15 pages (8.5 x 11), inclusive of resumes and firm experience. Covers, end sheets, budget exhibits, Disadvantaged Business Enterprises (DBEs) documentation, and an introductory letter shall not count against these maximums. Font size should be a minimum of 10 point in all cases. Please send proposals to the City of Holly Springs, 3237 Holly Springs Parkway, Holly Springs, GA 30115 with the following information clearly typed or written on the outside of the envelope:

1. Name of firm
2. Livable Centers Initiative Major Plan Update
3. Date of proposal
4. RFP #2017-02

Proposals must include the following information:

1. Name of lead firm and any sub-consultants.
2. Point of contact (name, title and phone #) at lead firm.
3. Description of relevant experience on projects of this type.
4. Qualifications and technical competence of consultant/or sub-consultants in the type of work required.
5. Description of experience on related or relevant projects including a list of references with current contact information.
6. Listing of key project personnel and their qualifications.
7. Geographic location of the consultant's office performing the work.
8. A detailed description of the technical approach proposed for accomplishment of the work.
9. A proposed schedule and work plan for the accomplishment of the work described in Exhibit B. The work plan should include estimated hours by category for each task identified in Exhibit B. Use the format at Exhibit C for the estimated hours per task.
10. Suitability
11. A proposed project budget in the format at Exhibit D to this RFP.
12. Any other pertinent information.

The review of written proposals will be based on the following evaluation criteria, with the relative weights in parentheses:

1. Related experience, qualifications and references of the firm or project team (50%)
2. Project methodology and technical approach (25%)
3. Work plan and schedule, including estimated hours per task (25%)

It is the policy of COHS that DBEs (49 CFR Part 26) have the maximum opportunity to participate, either as contractors or as subcontractors, in the performance of contracts to the extent practical and consistent with the efficient performance of the contract. Compliance with the federal requirements of the Equal Employment Opportunity Commission (EEOC), Americans with Disabilities Act (ADA) and the Civil Rights Act of 1964 is required by COHS. COHS also requires compliance with the Official Code of Georgia (OCGA) 13-10-91 stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services under this agreement has registered with and is participating in a federal work authorization program operated by the United States Department of Homeland Security' (See Exhibit E).

Requests for payment are due to the City of Holly Springs Finance Department located at 3237 Holly Springs Parkway, Holly Springs, GA 30115 by the fifth (5th) of the month for payment by the twentieth (20th) of the month.

The City of Holly Springs reserves the right to reject any and/or all proposals, cancel the RFP, waive formalities and/or re-advertise.

Additional information should not be required to respond to this RFP. However, technical questions should be submitted in writing to Nancy Moon or by e-mail at [nmoon@hollyspringsga.us](mailto:nmoon@hollyspringsga.us) no later than 3:00 PM on June 14, 2017.



## Exhibit B

### Scope of Services

**I. General:** The work to be accomplished is in support of the following Atlanta Regional Commission (ARC) subelement:

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

**II. Area covered:** All the necessary services provided in this subgrant contract will support the study of LCI-related programs and projects within the City of Holly Springs (see Exhibit A, Study Area Map).

**III. Goal:** The Atlanta Metropolitan Transportation Planning Area is included in a non-attainment area for ozone 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.

#### **IV. Work Tasks:**

The City of Holly Springs will prepare a major update to their existing LCI study. The purpose of this update is to keep the LCI plan relevant and produce new recommendations for implementation. The overall intent of the LCI plan should not change and updated goals, policies and action strategies must remain consistent with the LCI program goals.

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

##### **Task 1 – Existing Plan Assessment**

The sponsor will conduct a thorough review and assessment of the existing LCI plan and any subsequent updates. The focus of the assessment will include, at a minimum, the following:

1. Review the most recent LCI 5-year action plan and identify the status of each item listed (use ARC template)
2. Review the recommendations and proposals of all other non-LCI plans and each item's status or relevancy
3. Review existing plans' proposals for future land uses, development, zoning, transportation and public facilities and compare to conditions "on the ground" today.
4. Conduct additional technical analysis on targeted subareas that have changed significantly since the last plan update, may include traffic analysis, walkability assessment,
5. Identify issues in reaching full LCI plan consistency with local development regulations and other obstacles to plan implementation.

## **Task 2 – Market Analysis**

Prepare a market or fiscal feasibility analysis that supports the plan recommendations and ensures the proposed plan is realistic.

The focus of the assessment will include, at a minimum, the following:

1. 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.)
2. Demand and feasibility assessment for retail, office, and industrial within the LCI area and assessment of competing retail, office, and industrial districts to the LCI area.
3. Demand and feasibility for recreation and tourism based uses within the LCI area.
4. Identify best practice and/or new development incentives or financing mechanisms for including public and private sources of funding.

## **Task 3 – Public Input**

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 Subgrantee will identify all stakeholders and facilitate their involvement in the study process. These tasks will be documented through meeting notices, meeting summaries and other written communications. Responses and acknowledgement of public comments will be addressed in the study reports. The public involvement process shall, at a minimum, include the following components:

1. *Project Management Team*

The Subgrantee shall establish a Project Management Team that includes a representative from the Subgrantee, the consultant, and ARC. This team shall meet or hold a conference call monthly to discuss the study progress and advise on public involvement and other planning process issues.

2. *Core Team*

A core team shall be established that includes the members of the Project Management Team along with a representative from key stakeholder groups in the study area. The Core Team must include representatives from relevant state, regional and local government departments responsible for land use planning, transportation and housing (including applicable housing authorities/agencies). Representatives from non-profit organizations that provide services in the study area should also be included on the Core Team.

This team shall, at a minimum, meet prior to each of the general public meetings (not necessarily on the same day) described below. The key responsibility of the Core Team is to review and comment on materials to be presented at public meetings, help advertise meetings, and distribute information to the larger community.

3. *General Public Meetings*

During the study process, the Subgrantee shall make a reasonable effort to involve all stakeholders in the study area, including property owners, residents, business owners and employers/employees. The public involvement process should include a variety of methods, times, and techniques to reach the broadest range of stakeholders possible (i.e. workshops,



charrettes, forums, surveys, open houses, etc). The Project Team and Core Team must be notified of all meetings taking place.

A minimum of **three (3) General Public Meetings**, in a format determined by the project team. The following topics/milestones should be covered by the public meetings (at a minimum):

- a. Provide overview of study process, the goals of the study, key dates, and opportunities for public input.
- b. Solicit opinions on goals and objectives of the study, and needs, strengths, weaknesses, opportunities and threats in the study area.
- c. Review preliminary findings, present draft plan and gather comments.
- d. Seek approval for final plan documents.

4. *Final Plan Review and Transportation Coordination Meeting*

A transportation project coordination meeting, and final plan review by ARC, is required to be conducted prior to finalizing the LCI plan recommendations. A single combined meeting can be held in lieu of two separate meetings if feasible. To ensure the transportation projects are feasible, the coordination meeting should include all affected organizations (such as GDOT, Cherokee County, City Public Works, etc.) to discuss potential projects prior to the transportation improvement list being finalized.

#### **Task 4 – Update/Develop a Plan**

Review the existing plan and update the goals, policies and action strategies based on the findings of Task 1, 2, and 3 along with changing conditions/priorities in the community. Prepare a detailed development concept plan. At a minimum, this study will assess and update the subject area's current land use patterns, transportation patterns and urban design elements, including pedestrian, bicycle and transit access; access to jobs, retail and neighborhood services; diversity of dwelling types; and design for healthy living and social interaction. 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:

1. Existing conditions, land uses, zoning, transportation facilities, environmental constraints, previously completed plans and studies, permitted developments and projects in the pipeline.
2. Development concept plan, land use and policy proposals that address:
  - a. Efficiency/feasibility and mix of land uses appropriate for future growth including new and/or revised land use regulations needed to complete the development program.
  - b. Mixed-income housing, job/housing match and social issues
  - c. Economic development strategies that would support the study area, including strategies related to tourism and recreation as appropriate.
3. Transportation assessment and recommendations which include:
  - a. Transportation demand reduction measures.
  - b. Internal mobility improvements including traffic calming, pedestrian and bicycle circulation, transit access, and safety and security of all modes.

- c. Continuity of local streets in study area and extension of the street grid.
- 4. Implementation strategy that has the support of the community and public and private stakeholders, and addresses community organization, management, promotion, and economic restructuring to ensure implementation.

### **Task 5 – 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):

1. **Summaries of the plan development process:**
  - a. A description of the study process and methodology, data gathering techniques and findings, and general outcomes.
  - b. A description of the public participation process used to achieve a community-supported program of improvements.
2. **Existing conditions summary, including:**
  - a. Maps, concept illustrations, and other graphic representations to support the plan including (but not limited to): the study area, existing land use, future land use, existing transportation facilities, and proposed transportation improvements.
  - b. Existing and projected population and employment data, including the following:
    - c. Number of existing and anticipated housing units and population
    - d. Distribution of proposed housing units by type
    - e. Number of existing and anticipated jobs
    - f. Square feet of future non-residential development
    - g. Identify locations of stream buffers, floodplains, and potential stormwater management issues
3. **Market/Fiscal Feasibility Analysis:**
  - a. Include a summary of the market study findings in the planning document and executive summaries, and provide the full market/fiscal feasibility report as an appendix.
4. **Implementation Strategy:**
  - a. Describe the organizational structure and process that will be used to ensure the action plan items are implemented. Focus should be given to collaboration opportunities with other organizations and strategies to ensure continued support from local elected officials, citizens and businesses.
  - b. A 100-day Action plan shall be developed to include no-cost or very low-cost actions and organizational steps needed to keep momentum going and the stakeholders involved and sharing responsibility for the plan's success.
  - c. An evaluation process used to monitor plan implementation and update the action plan every five years (or more often if need), should be identified.

5. **Five-year Implementation Plan (aka Schedule of Actions):** Using the “5 Year Implementation Plan” template provided by ARC, create a list of all actions and projects that are planned in the study area to implement the study goals, programs, and projects. Schedules should include estimated start date, completion date, cost estimate and responsible party. This short term implementation plan should include specific actions that implement the LCI plan, including, but not limited to:
  - a. A prioritized description of transportation improvement projects (local, state and federal) that will support the study area goals;
  - b. Description of housing strategies, particularly for affordable and mixed income housing developments, that support a job-housing match, aging in place, and efficient utilization of transportation facilities in the study area; and,
  - c. A description of the changes necessary within the comprehensive plan, zoning ordinance, development regulations or other locally adopted plans or policies to support the concept plan, including a committed schedule for adopting such changes.
  
6. **Format of Final Deliverables:**
  - a. One (1) printed copy of the complete final report and appendices (8.5”x11”)
  - b. PDF file of Final Report and all appendices
  - c. The 5-Year Implementation Plan in Excel using the ARC template.
  - d. All electronic files in their original formats (e.g. MS Word, Excel, InDesign, etc) with supporting graphics and GIS shape files.



**Exhibit C**  
**Proposed Project Budget**

	<u>Est. Hours</u>	Rate/Hour	<u>Total Est. Cost</u>
1. <u>Direct Labor</u> (List by position all professional personnel participating in project by task as stated in the scope of services)			\$ _____
Total Direct Labor			
2. <u>Overhead Cost</u>  (OMB circulators A-87 and A-122) (Overhead percentage rate) X (Total Direct Labor)			\$ _____
Total Overhead			
3. <u>Other Direct Costs</u>  (List other items and basis for computing cost for each. Examples include computer services, equipment, etc.)			\$ _____
Total Other Direct Costs			
4. <u>Subcontracts</u> (For each, list identity, purpose and rate)			\$ _____
Total Subcontracts			
5. <u>Profit</u> (Percentage rate X basis)			\$ _____
Total Profit			
Total Estimated Cost and Profit			\$ _____

**Exhibit D**

**Proposed Project Budget - By Task**

<b>TASK</b>	<b>AMOUNT</b>
Task 1 – Existing Plan Assessment	
Task 2 – Market Analysis	
Task 3 – Public Input	
Task 4 – Plan Development	
Task 5 – Prepare Deliverables	
<b>TOTAL</b>	

**Exhibit E**



City of Holly Springs

**CONTRACTOR AFFIDAVIT AND AGREEMENT**

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. §§13- 10-9 1(b)(1) (b)(l), stating affirmatively that the individual, fam, or corporation which is contracting with the City of Holly Springs has registered with and is participating in a federal work authorization program\* [any of the electronic verification of work authorization programs operated by the United States Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control Act of 1986 (IRCA) P.L. 99-603), in accordance with the applicability provisions and deadlines established in O.C.G.A. §13-10-9 1 (b)(l).

The undersigned further agrees that, should it employ or contract with any subcontractor(s) in connection with the physical performance of services pmsuant to this contract the City of Holly Springs, contractor will secure from such contractor(s) similar verification of compliance with O.C.G.A. §13-10-9l(b)(l ) on the Subcontractor Affidavit provided in Rule 300-10-01-.08 or a substantially similar fotm. Contractor fmther agrees to maintain records of such compliance and provide a copy of each such verification to the City of Holly Springs at the time the subcontractor(s) is retained to provide the service.

\_\_\_\_\_  
E-Verify \* User Identification Number

\_\_\_\_\_  
Date Registered

\_\_\_\_\_  
Legal Company Name

\_\_\_\_\_  
Company Address

\_\_\_\_\_  
BY: Authorized Officer  
or Agent (Contractor  
Signature)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title of Authorized Officer or Agent of Contractor

\_\_\_\_\_  
Printed Name of Authorized Officer or Agent SUBSCRIBED AND SWORN BEFORE ME ON THIS  
\_\_\_\_ DAY OF \_\_\_\_\_, 201

\_\_\_\_\_  
Notary Public  
My Commission Expires:

AFFIX SEAL

\*As of the effective date of O.C.G.A. §13-10-91 (b)(1) , the applicable federal work authorization program is the "EEV/Basic Rule Pilot Program" operated by the U .S. Citizenship and Immigration Services Bureau of the U.S. Department of Homeland Security, in Conjunction with the Social Security Administration (SSA

