

Request for Proposals

for the

Downtown Atlanta Transportation Plan

Issued by:



**Central Atlanta Progress
Atlanta Downtown Improvement District**

May 23, 2016

Introduction

Central Atlanta Progress, Inc. (CAP) with the Atlanta Downtown Improvement District (ADID) requests proposals from qualified firms or teams of firms with the appropriate expertise to serve as a consultant to develop a multimodal transportation plan (the Transportation Plan) for Downtown Atlanta, Georgia. CAP/ADID strives to maintain and promote a balanced, complete and integrated transportation system that meets the needs for travel by all modes (automobile, transit, cycling and walking) and thereby supports sustainable development patterns. A number of transportation projects and land use changes have been completed or introduced in Downtown in recent years. Likewise, new private and public investment in the new Mercedes-Benz stadium, Georgia World Congress Center, the Underground Atlanta and Turner Field sites, and Civic Center will also soon alter the Downtown landscape. The development of a multimodal Transportation Plan aims to account and plan for these changes in order to: support surface street continuity; balance street capacity with development and circulation needs; maximize transit use; encourage walking and cycling; manage parking demand; and support special events.

Additionally, and in a coordinated yet separate effort from this transportation study, in 2016 CAP/ADID will also begin a larger effort to develop a vision for the future of Downtown, a new master plan that will update the *Imagine Downtown* plan from 2004. This Transportation Plan will be distinct yet fully integrated into this larger master planning effort, essentially functioning as a project within a project. The Transportation Plan is also intended to address ongoing planning requirements of the Atlanta Regional Commission's Livable Centers Initiative (LCI) for the existing Downtown Atlanta LCI plan. The larger master planning effort will result in an updated Downtown Atlanta LCI plan at its conclusion; however, the Transportation Plan desired by this Request for Proposals will be a primary input for addressing LCI program goals and requirements, including the development of a 5-year prioritized description of transportation improvement projects that will support LCI area goals.

About Central Atlanta Progress, Inc. and Atlanta Downtown Improvement District

CAP is a private, not-for-profit, 501(c)(4) corporation representing the interests of Atlanta businesses and institutions that share the vision of a thriving, secure and vibrant Downtown Atlanta. With a Board of Directors comprised of the city's top business leaders, CAP is funded through the investment of businesses, foundations and institutions. CAP and its affiliate organizations are a driving force in shaping Downtown development and public policy. Through its focus on economic development, the physical environment and marketing, CAP has been improving central Atlanta through innovative programs and public-private partnerships since 1941.

The Atlanta Downtown Improvement District (ADID), founded in 1995 by CAP, with the support of commercial property owners and the City of Atlanta, is a public-private partnership that strives to create a livable environment for Downtown Atlanta. With a Board of Directors of nine private-and public-sector leaders, ADID is funded through a community improvement district within which private commercial property owners pay special assessments. Together, CAP/ADID is committed to a Downtown that is a central place for the diverse Atlanta community and all of Downtown's property owners, employees, residents, students and visitors. More about CAP/ADID can be found at www.atlantadowntown.com.

Consultant Selection Schedule:

RFP Release Date	Monday, May 23, 2016
Questions Due	Friday, June 3, 2016 at 5:00 p.m. (EDT)
Responses to Questions Posted	Wednesday, June 8, 2016
Proposals Due	Wednesday, June 22, 2016 at 5:00 p.m. (EDT)
Interviews (if necessary)	Week of July 11, 2016 (anticipated)
Consultant Selection	Week of July 11, 2016 (anticipated)
Contract Negotiation & Finalization	July / August 2016
Notice to Proceed	Early August 2016 (estimate August 15, 2016)

Submittal Requirements

Any questions regarding this request for proposals should be submitted via email to Angie Laurie (alaurie@atlantadowntown.com) on or before Friday, June 3, 2016 at 5:00 p.m. EDT using the Subject line "Downtown Transportation Plan Questions." Answers to questions will be made available to all respondents via email and the CAP/ADID website by Wednesday, June 8, 2016.

All proposals must be submitted by no later than 5:00 PM (EDT) on Wednesday, June 22, 2016 to:

Angie Laurie, P.E., AICP
Central Atlanta Progress, Inc.
84 Walton Street, NW
Suite 500
Atlanta, GA 30303
alaurie@atlantadowntown.com

Submittals received after this time and date will not be considered. Respondents should submit a digital proposal via email to the address above, and deliver six (6) hard copies to the physical address above prior to the submittal deadline.

The proposal should be divided into sections as described below.

- 1) Cover Letter. Summarize the Consultants' interest in the project as well as identifying the name and contact information of the Project Manager.
- 2) Company Profile(s)/Description. Provide a description of the team in as much detail as necessary to demonstrate the team's ability to carry out the scope of services as requested in this RFP. Include a company profile/description for the prime and any sub-consultants that may be used for this effort.
- 3) Project Personnel. Provide an organizational chart of proposed team members and brief resumes for key members of the project team.
- 4) Project Approach. Provide a concise summary of the firm or team's approach to the project. If your proposal is based upon any variation to the scope of work (reduced or additional services), please outline any clarifications or modifications.
- 5) Experience on similar projects. For each consultant, provide a maximum of three (3) examples of similar or related projects successfully completed within the last five years. Include a contact name, email address and telephone number for each project described.

- 6) Project Schedule. Provide a proposed timeline for completing the deliverables once a Notice to Proceed (NTP) has been given. For proposal purposes, assume NTP is August 15, 2016.
- 7) Cost proposal. Submittals must include a total cost for each of the tasks outlined in this RFP using the Appendix B price form. Using a separate format, proposals must also include the following:
 - a. The standard hourly billing rate for each staff member or staff classification anticipated to work on this project
 - b. The number of hours proposed for each staff member
 - c. The percent of total work to be completed by the prime consultant and any subconsultant(s)
 - d. Total cost for anticipated reimbursable expenses

Submissions should be concise and limited to no more than 25 pages (not including the cover).

Note: Proposals that incorporate sustainable materials and/or approaches, while not required, are encouraged.

Acceptance of Qualifications

Central Atlanta Progress and the Atlanta Downtown Improvement District reserve and hold without any liability on the part of CAP/ADID the following rights and options:

- To select a consultant to perform the scope of work described in this request
- To reject any and/or all submittals or portions of submittals
- To accept submittals in any order or combination
- To reject a subconsultant
- To re-advertise if deemed necessary
- To interview candidates prior to making a selection
- To issue subsequent Requests for Proposals
- To not negotiate or contract for the services
- To approve, disapprove, modify or cancel all work to be undertaken

Selection Procedures

The selection process is based on the qualifications of the consultant to complete the scope of work on time, within budget, and completing all tasks. It is CAP/ADID's intent to select directly from information gained from the submittal review. However, CAP/ADID reserves the right to call references provided in the submittal and to require phone or personal interviews with firms included on a short list. If necessary, a short list of firms will be interviewed in person the week of July 11, 2016 (anticipated).

CAP/ADID will use the following criteria in evaluating submittals. The list below is not shown in any prioritized order:

- Abilities and capacity of professional personnel and subconsultants
- Demonstrated understanding and insight related to project scope
- Related experience and past performance in similar projects, specifically with districts/cities of similar size and density
- A broad and progressive perspective on the role of urban streets
- Experience and past performance in working with diverse clients and complicated settings

- Experience and past performance in public involvement and stakeholder input in downtown environments
- Commitment to complete work on a timely basis
- Commitment to complete work within budget
- Responsiveness to the RFP and submittal presentation

It is the policy of ADID that Disadvantaged Business Enterprises (DBEs), as defined in 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.

Contract Negotiations

CAP/ADID will negotiate the terms of the contract with the consultant(s) submitting the top-ranked response(s) or another ranked choice should negotiations with the top-ranked firm fail. CAP/ADID will not reimburse any costs incurred prior to a formal notice to proceed should a contract award result from this solicitation. Proposal submittal costs in conjunction with this RFP shall be borne by the submitting firm.

PROJECT CONTEXT

Background

Downtown Atlanta has realized a number of transportation investments over the past ten years that have changed the fabric by which its various populations move around. Examples include construction of Ivan Allen Jr. Boulevard, the more recent introduction of the Atlanta Streetcar and current construction of protected, two-way bicycle lanes (“cycle tracks”). Additionally, forthcoming changes in land use and new private investment will undoubtedly be modifying travel patterns and the characteristics of the Downtown area. These include the new Mercedes-Benz Stadium, redevelopment of Underground Atlanta and the Civic Center, and the new uses proposed by GSU/Carter for Turner Field. With existing and future investments like these, combined with the influence of smart technologies and generational shifts in mode preferences, the configuration and operation of Downtown streets and sidewalks will function in new ways than before.

The last comprehensive transportation plan for Downtown was completed in 1999 with the Central Atlanta Transportation Study (CATS). The transportation recommendations of this plan were reviewed and prioritized by CAP/ADID’s *Imagine Downtown* vision plan in 2004 and 2009. In parallel with the City’s current update of its Comprehensive Transportation Plan, it is desired to review and examine the existing transportation network today to address deficiencies, identify opportunities, and establish priorities for improvement within the context of the present-day – and future - transportation, land use and parking environment. As referenced above, a number of transformative projects have modified the Downtown network in recent years, yet no initiative has evaluated their collective impact on access and mobility. As new projects continue to advance and be presented, review of the basic surface street network and its interface with the Interstate Highway system is warranted.

Livable Centers Initiative (LCI) Major Plan Update Coordination & Requirements

In parallel with the development of this Transportation Plan, CAP/ADID will develop a new master plan that will serve to update and replace the *Imagine Downtown* plan (the existing, grandfathered Livable Centers Initiative (LCI) plan adopted for Downtown). The new master plan process will result in a new and improved Downtown LCI plan that is relevant and ensures it moves forward with implementation. The Transportation Plan outlined by this Request for Proposals will advance separately but in a coordinated manner, ahead of master plan activities by approximately 3 months. Both planning efforts are anticipated to conclude by summer / fall 2017.

The scope of this Transportation Plan will result in deliverables that address the transportation-pertinent elements of the 10-Year LCI Update requirements issued by the Atlanta Regional Commission (ARC). Therefore, the work of this plan will be coordinated with the broader master plan process and must be consistent with the LCI program goals. Proponents must be knowledgeable of the LCI program and its requirements. For example, “...the plan must support a multi-modal transportation network in a mixed-use environment, and Lifelong Community principals and Green Communities should be incorporated.” Coordination between this Transportation Plan’s development and the master plan / LCI 10-Year Update components is expected to center upon the following LCI plan update requirements:

- a) Existing Plan Assessment: Provide a comparison of the LCI transportation improvement plan/map with existing facilities in the study area, and relevant location transportation plans. Clearly identify where inconsistencies exist between the plan and current conditions.
- b) Implementation Plan: Develop a 5-year prioritized description of transportation improvement projects (local, state and federal) that will support the LCI study area goals. With input from the master plan team, the Consultant is expected to be responsible for completion of the ARC LCI Scoping Report Template.
- c) Additional Consultant deliverables will include relevant maps and other graphics (including shapefiles per ARC specifications), covering both existing transportation facilities and proposed transportation improvements.

The elements above originate from the ARC LCI 10-Year Update requirements; the scope of work for this Transportation Plan must support these needs. Please visit the ARC website (www.atlantaregional.com) for more information.

Study Area

The focus of this project is Downtown Atlanta, Georgia, defined by the general area bound by North Avenue (north), Boulevard (east), I-20 (south) and Northside Drive (west). It is noted that transportation impacts do not terminate at artificial boundaries such as these; therefore, the project must acknowledge that transportation influences and impacts of key corridors extend from Downtown beyond the core study area identified above.

Study Area (Downtown Atlanta Boundary)



Downtown Boundary: Outlined in Black (generally)

ADID Boundary: Outlined in Red

See Appendix A for the Downtown Livable Centers Initiative (LCI) Plan Area

Downtown Atlanta Accessibility Characteristics & Data

- The Imagine Downtown plan can be found at <http://www.atlantadowntown.com/initiatives/Imagine-downtown>
- CAP/ADID maintains, and is in the process of currently updating, a number of Downtown data sets that may be beneficial to the Consultant's work. Summarized market information can be found at <http://www.atlantadowntown.com/data>.
- As part of the master plan effort, a Market Study will begin in early June that will serve as an input for the LCI 10-Year Update requirements. While not a measure of transportation or travel behavior, the study results will provide input for this plan's development.
- The Downtown Traffic Operations Program (DTOP) has completed its first year of active management of the Downtown traffic signal system (a select network of 157 signalized intersections). In 2015/2016 data collection involved travel time runs, traffic data collection (turning movement counts and AADT), and crash data, which may be utilized. A Synchro model has been developed for traffic signal timing; it is assumed the model and DTOP data will be available for Consultant use.

City of Atlanta Coordination

The City of Atlanta's Connect Atlanta Plan, its comprehensive transportation plan, will be updated over generally the same period of time as the development of the Downtown Transportation Plan. Coordination is expected between these two efforts.

Other Information

It is anticipated that the maximum available funds for this project will be within a range of \$430,000 to \$450,000. Any contract award for this study is contingent upon the Atlanta Downtown Improvement District receiving adequate funding for this purpose from the Georgia Department of Transportation (GDOT).

SCOPE OF WORK

The tasks outlined below are the components that make up the scope of work for the Downtown Atlanta Transportation Plan.

Task 1 Project Management & Initiation (no more than 10% of the project budget)

The purpose of this task is to ensure a coordinated and efficient planning process which results in timely and thorough deliverables that address the scope of work. This task also provides for collaboration between this transportation study and the parallel Downtown master planning efforts.

Task 1 Deliverables

Task 1 will include a kick-off meeting to finalize project's primary goals and objectives, the scope of work, establish the overall schedule, and provide opportunity for discussion of initial data. With CAP/ADID input, the consultant will develop a project schedule to include routine project management meetings, project milestones, reviews, and deliverables, and community engagement and communications strategies. Project management will occur throughout the course of the entire project.

Task 2 Community Engagement

The purpose of this task is to obtain valuable input from a range of stakeholders to help shape the plan's goals, objectives, and recommendations. Outreach activities will be conducted to understand existing transportation issues and future needs, and to receive feedback on the recommendations developed in the plan. Stakeholders will include property owners, employers, commuters, residents, institutions, developers, agencies, and the general public, among others. CAP/ADID will build off of existing and ongoing engagement activities and will rely upon the Consultant to implement additional strategies (web surveys, polls, tactics, etc.) to elicit feedback from the public, in person and through on-line and digital tools.

CAP / ADID has fostered a robust database and toolkit for communication with its public and Downtown stakeholders; this includes social media, electronic newsletters and the www.atlantadowntown.com website. The Consultant should plan for the study process to utilize these available tools, and is expected to develop content and a general strategy that can support CAP/ADID's provision of study information through these channels.

CAP/ADID anticipates utilizing two primary groups of formal stakeholder groups for this transportation plan's development:

- **Transportation Advisory Committee (TAC):** CAP/ADID will define and manage a core advisory committee to help guide the development of the planning process. The Consultant will attend and provide technical support for up to 4 to 5 advisory committee meetings to support the project.
- **Downtown Transportation Committee:** CAP/ADID anticipates convening 3 to 4 meetings of this standing group during the course of the project. The Downtown Transportation Committee meetings are long-standing and have existed to provide opportunity for the exchange of information about projects affecting Downtown transportation, access & mobility. The forum will continue to meeting

routinely after this planning process concludes. During the plan development process, the Downtown Transportation Committee will be open to any attendee who desires to participate and will provide a standing occasion for progress updates and input by stakeholders and the general public.

In addition to the forums above, the Consultant should also anticipate to prepare for and participate in a minimum of two (2) public meetings / workshops; at least one of these is expected to be coordinated with the broader Downtown master plan effort.

Task 2 Deliverables: CAP/ADID will lead the engagement process and the role of the Consultant will be to provide technical tools and tactics to support the anticipated community engagement activities. The Consultant will provide written summaries of each committee meeting and engagement activity. The Consultant will develop a succinct technical memorandum serving to document and summarize community engagement elements over the span of the project.

Task 2 Alternate Deliverable: Community-Based Downtown Transportation Survey (Optional)

CAP/ADID requests that proponents consider the benefit and scope for development and implementation of a survey tool (or similar tool/tactic) to document and measure Atlantans' perspectives and preferences of Downtown transportation. The survey would aim to "dig deeper" into user characteristics, experiences and preferences surrounding travel to/from and within Downtown. This is an optional task, yet should be approached as a task that fits within the anticipated existing Project budget. A statistically-significant survey is desired; however alternate approaches / tactics may be proposed with explanation/justification. Because this Task 2 Alternate is optional, the augmented survey methods proposed *should not* take the place of the deliverables expected to be part of the standard community engagement activities proposed for Task 2 above.

Task 3 Data Collection & Review

The purpose of this task is to collect, organize and review transportation, land use, and other pertinent data and plans/studies to better understand existing conditions, trends, and deficiencies in the study area. The Consultant will identify, collect, and create as needed, a compilation of data to analyze existing and future transportation needs of Downtown and immediate adjacent areas.

CAP/ADID will supply a significant amount of the data needed for this plan. A draft data list is provided in Appendix A and will be shared with the top ranking firm upon selection. Additional sources of data include the Georgia Department of Transportation (GDOT), City of Atlanta (COA), Atlanta Regional Commission (ARC), and MARTA. A listing of relevant and adjacent plans and key development projects are also included in Appendix A.

It is the Consultant's responsibility to verify all data, and collect additional data as necessary to perform the scope of work. The Consultant shall conduct site visits to the study area as necessary for purposes of observation, data collection and confirmation, and evaluation of existing Downtown conditions and proposed recommendations.

The Consultant will collect additional bidirectional traffic volume/classification counts and AM, Midday and PM peak hour turning movement counts as required for analyzing current and future traffic conditions, including special event counts as needed. The Consultant shall review and utilize previous studies and concurrent study information completed by GDOT, COA, ARC, GSU, GWCC, Midtown Alliance, among others, as appropriate.

In coordination with CAP/ADID, the Consultant will also review pertinent development projects and proposals advancing in Downtown and nearby (existing, planned/proposed and under-construction) which are of consideration for the plan's development.

The Consultant will adequately reference any existing data utilized in plan documents to allow users and reviewers of the plan to identify and obtain referenced materials. Any new data and information collected or developed by the Consultant shall become the property of CAP/ADID.

Task 3 Deliverables: The Consultant will identify data needs in consultation with CAP/ADID, collect and organize existing data sets and relevant plans/studies, and collect/create new data sets as needed. A summary of the data will be provided to CAP/ADID in a succinct technical memo (including maps, tables).

Task 4 Policy Review

The purpose of this task is to identify and analyze pertinent local and state transportation policies and guidelines, including City Code and regulations influencing Downtown access and mobility, its transportation network, and desired place-making goals. In parallel with the work of Task 3, the Consultant will review pertinent regulations, identify applicable policies for Downtown Atlanta in concert with CAP/ADID review and input, and make recommendations for best practices supportive of the Transportation Plan's overall recommendations. The Consultant's review should also identify existing policies that are inconsistent with the Plan's goals and objectives. Example regulations may encompass topics such as truck delivery routes and requirements/restrictions; curbside loading and unloading; lane closures; parking demand management, including park for hire regulations (off-street) and on-street practices and program policy; transportation demand management; preventive maintenance; off-duty police officers overriding traffic signals; ramp meters; lane closures etc.

Task 4 Deliverables: The Consultant will summarize existing policies and regulations and document overarching Downtown Transportation Policy Recommendations in a succinct technical memo, which will include relevant references, including contact information, for where specific policies have been successfully implemented in other communities (Downtowns, Cities, etc.).

Task 5 Assess Current Conditions and Forecast Future Conditions

The purpose of this task is to obtain a comprehensive understanding of existing transportation conditions in Downtown and to determine what future conditions will likely be. A multi-modal analysis will be conducted. Areas of congestion will be identified through a capacity and Level of Service (LOS) analysis, through field observation of peak conditions, and through input from community engagement.

Complex microsimulation is NOT desired as a necessary tool for completion of this task. Rather, the analysis and its tools should have the ability to accurately replicate existing traffic patterns and demand conditions for 2016/2017 and predict future travel demands for a) 2021 (a 5-Year plan) and b) a more long-term horizon (e.g. 2040). It is assumed that the Synchro model used for the Downtown Traffic Operations Program will be available for Consultant use. The analysis and its tools will ideally provide a pragmatic basis to evaluate and confirm the performance of the Downtown transportation system and its key corridors/nodes today and in the future. The analysis aims to identify both opportunities and constraints.

5a. Existing Conditions

The Consultant will conduct a comprehensive assessment of Downtown's existing transportation network and land use to establish baseline conditions and better understand transportation needs and opportunities. Using the data collected in Task 1, the Consultant will analyze Downtown traffic operations; roadway geometry; its connectivity and accessibility; the pedestrian, bicycle, and transit networks; freight/delivery access; and parking factors.

Existing crash data will be examined to identify locations with potential safety needs. Existing pedestrian and bike facilities will be assessed based on current design standards, connectivity, and safety. In addition the Consultant will review existing transit operations in Downtown to identify service gaps and operational issues.

5b. Future Conditions

The Consultant will then develop a tool and methodology to forecast future travel demand, travel patterns, and volumes by mode. This forecasting tool should be developed in consultation with CAP/ADID, the City, and other relevant agencies to ensure assumptions and methodology are acceptable. The future year forecasts will be developed using the corresponding future year socioeconomic data, proposed development project information (as available/relevant) and transportation network. The Consultant will also compile programmed projects included in GDOT's, COA's and ADID's work program and incorporate the committed projects into the appropriate future year transportation forecast. The Consultant will then analyze Downtown traffic operations using the future year volumes (2021 and 2040, expected).

5c. Special Event Conditions (2016 and 2021)

Select, key corridors impacted by Special Event conditions will be evaluated for both existing (2016) and a future (5-year, 2021) condition.

For the scenarios outlined above, the Consultant will identify both opportunities and deficiencies/constraints of the Downtown transportation system.

Task 5 Deliverables: The Consultant will summarize the results of the existing and future year analyses in a succinct technical memo (including maps, tables) that documents the performance of Downtown's transportation network. The report will address general traffic circulation, traffic safety issues, connectivity and accessibility issues, transit, bicycling, and other specific transportation elements. Opportunities and deficiencies/constraints will be identified along with high-level, preliminary alternatives/recommendations. Appendices will be provided to include all data inputs, and the Consultant will provide these data sets and results in digital and source-file formats (as applicable), including the analysis tool(s)/model.

The following tasks (Tasks 6-8, and possibly some of previous Task 5) are expected to require coordination with the broader Downtown master plan effort. The manner and degree of this coordination will be more readily defined during the negotiation phase. It is possible that a "pause" in plan development may be necessary in order to efficiently and properly align the two projects' activities and schedules for work (i.e. the work of the Transportation Plan and that of the 2016-17 master plan's development).

Task 6 Identify Project/Program Alternatives

A primary deliverable of this task is the development of a draft list of potential projects, policies, and programs that address current and future transportation challenges. The existing and future conditions

information of Task 5 will provide context for the list's definition, in parallel with the anticipated and coordinated plan development steps for the broader Downtown master plan effort. The Consultant will include the following type(s) of proposed projects/concepts, among others:

- New street connections / extensions / viaduct connections
- Intersection modifications
- One-way to two-way conversions
- Bicycle facilities, including lanes and separated facilities
- Streetcar / transit corridors
- Bus and rail facilities / station investments
- Locations for new / additional on-street parking
- Parking management applications
- Augmented and new pedestrian corridors and pedestrian improvements
- Shared streets
- Green streets / alleys
- Vertical circulation elements
- Transportation systems improvements
- "Smart" / digital technology applications and projects
- Other

In formulating the draft list of potential projects, the Consultant will review the City of Atlanta's Connect Atlanta Plan, ARC's Regional Transportation Plan, and GDOT's current Work Program as well as the plans/materials identified in Appendix A, and identify projects that impact Downtown and its immediate surrounding area. When identifying potential projects/policies or programs, the Consultant is encouraged to reference and apply best practices, and current and potential future transportation innovations such as car and bike-sharing and "Smart City" technologies that may impact future scenarios as appropriate. The Consultant will also develop congestion management strategies appropriate for the study area including additional demand-side strategies to reduce peak period congestion and opportunities for utilizing access management to protect or enhance the performance of the street system.

Note: While "complete streets" are ultimately desired for all Downtown facilities, it is acknowledged that within the urban environment a single street cannot always meet everyone's desired needs in full. This task and related tasks must acknowledge such, and with CAP/ADID input, incorporate into the plan's development process methods by which Downtown stakeholders may prioritize applications and decisions.

Task 6 Deliverables: The Consultant will define a list of projects/programs/policies that address identified needs and opportunities in a succinct technical memo.

Task 7 Evaluate and Prioritize Projects/Programs/Policies

The Consultant will develop project evaluation criteria that address the goals and objectives of this Plan and also reflect consistency with the principles and objectives of the broader, concurrent Downtown master plan. The evaluation criteria will be used to vet and prioritize the list of projects/programs/policies developed in Task 6. Criteria to be considered include typical transportation measures yet can also be expected to include non-transportation measures such as economic development, benefits to cost ratio, livability, health, and sustainability.

Projects identified in Task 6 and others identified with CAP/ADID and through community engagement should be evaluated to determine their impact on the Downtown transportation system (today and in the future) but also non-transportation factors influencing Downtown's vibrancy and place-making objectives.

Task 7 Deliverables: The Consultant will develop and apply evaluation and prioritization criteria and methodology, and conduct and document a thorough evaluation and prioritization of proposed projects, policies and programs to address identified needs. Short-term (5-years, required) and Mid-term and/or Long-term projects will be identified and recommended. Public engagement support is expected as part of or in coordination with this task. The Consultant will provide a succinct technical memo documenting the work products of this task.

Task 8 Plan Development

The purpose of this task is to finalize materials of the Transportation Plan in the form of a Final Report and Implementation Framework outlining the Plan's recommendations.

Task 8 Deliverables:

1. The Consultant will deliver a Final Report consisting of a compilation of finalized deliverables from Tasks 1-7 in this RFP. This Final Report compendium will also:
 - a) Summarize findings in an Executive Summary
 - b) Provide supporting PowerPoint presentations and related materials
 - c) Summarize community engagement
 - d) Document the comments/discussions generated by the Transportation Advisory Committee and Downtown Transportation Committee.
2. In addition the Consultant will develop a comprehensive Implementation Framework for project programming and delivery. The Framework will:
 - a) Establish a final prioritized list of specific projects, program, and policies for two to three distinct timeframes: Short-Term (1-5 years, required), Midterm and Long-Term. Long-term improvements shall align with planning year 2040. Maps will be created to identify Short-Term, Mid-Term and Long-Term transportation improvements as well as the full transportation improvement framework proposed.
 - b) Include a review and inventory of current and potential funding sources for recommended improvements, including but not limited to, federal, state, city, CID, private, and other funding sources.
 - c) Outline a specific Project Implementation Framework to guide project development and implementation activities. For each recommended project, policy or strategy ("project"), this will include a summary to indicate the project's a) characteristics / description, b) its extents / logical termini, c) need for the project, d) anticipated improvement resulting from the project, e) estimated cost (including engineering/design and construction costs in current dollars), and f) potential funding source(s), and g) a map showing the project location.

The Consultant will provide all deliverables for all tasks in digital format including a) the editable source files with necessary internal reference files (e.g. *.JPG, *.TIF, etc.) and b) print-ready and web-ready PDFs.

Appendix A

Relevant Plans (Past and Concurrent)

- GDOT Northside Drive Corridor Study (ongoing)
- GDOT Downtown I-75/85 Connector Study (ongoing)
- Imagine Memorial Drive (ongoing)
- City of Atlanta Climate Change Action Plan (2015)
- City of Atlanta Connect Atlanta Plan (2008) and Current Update– and Appendices:
 - Move Atlanta: A Design Manual for Active, Balanced & Complete Streets (adoption pending)
 - Transit Oriented Atlanta: A Strategy for Advancing Transit-Oriented Development (2015)
 - Cycle Atlanta Phase 1.0 Study (2015)
 - Cargo Atlanta – A Citywide Freight Study (2015)
- Downtown Viaduct Replacements
- Centennial Olympic Park strategic plan
- Georgia State University master plans
- Georgia State University Bicycle Master Plan (ongoing)
- Georgia Institute of Technology Bicycle Master Plan (2015)
- Atlanta Streetcar System Plan (2015)
- Adjacent Neighborhood Plans – e.g. Midtown Atlanta Comprehensive Transportation Study (ongoing)
- Downtown Atlanta Parking Assessment (2014)
- Downtown Parking Demand Management Action Plan (2007)
- Turner Field LCI Study (ongoing)
- ARC's *The Atlanta Region's Plan* and Regional Transportation Plan (RTP) (2016, 25-Years)
- ARC Regional Transportation Demand Management Plan (2013)
- GDOT's current Work Program
- City of Atlanta Bike Sharing Program (kicking off in Downtown Summer 2016)
- Other

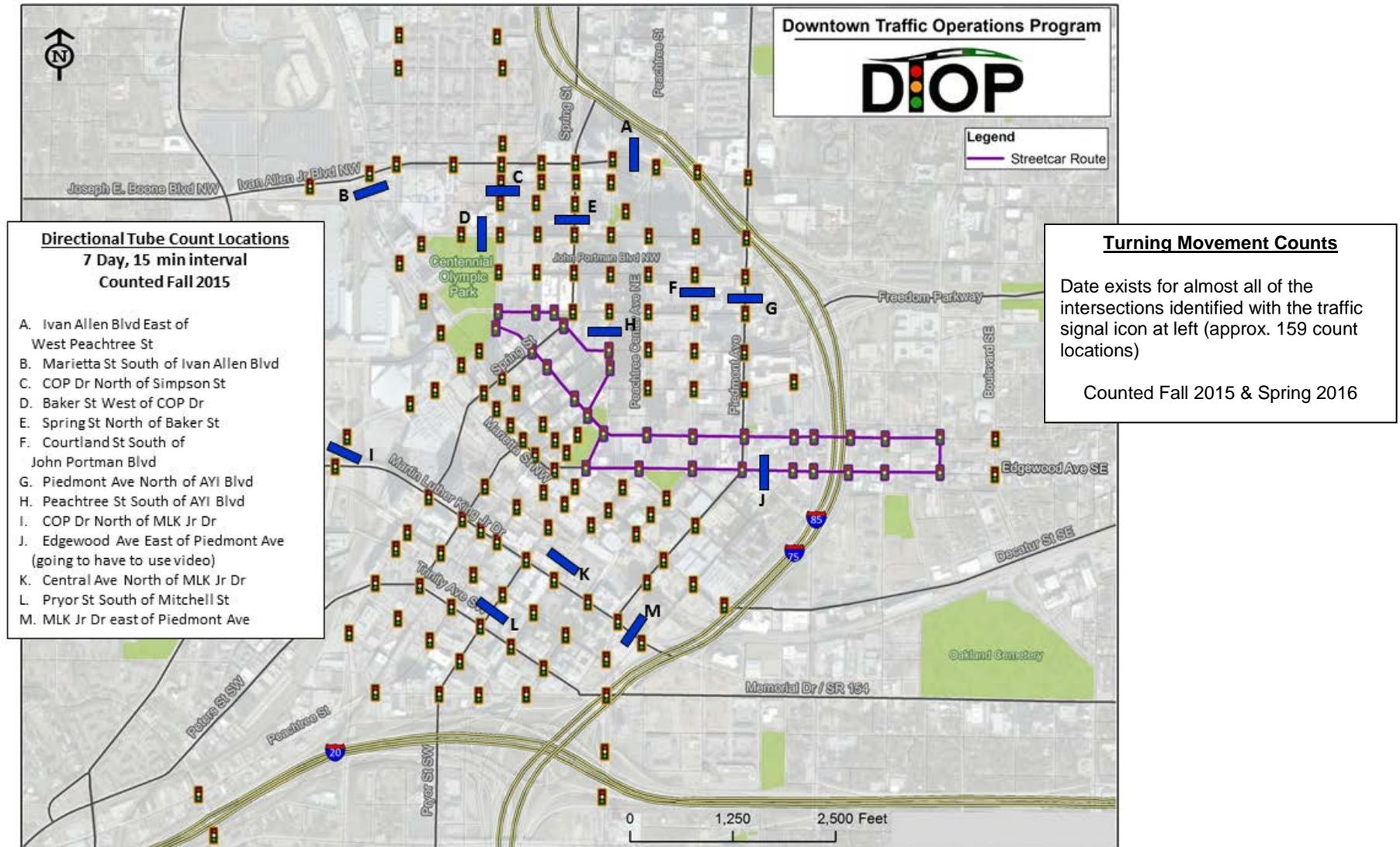
Concurrent Efforts and Policy of Influence

- City of Atlanta Renew Atlanta Infrastructure Bond Program
- City of Atlanta Transit Tax Referendum
- TSPLOST
- Transportation Funding Act (TFA)

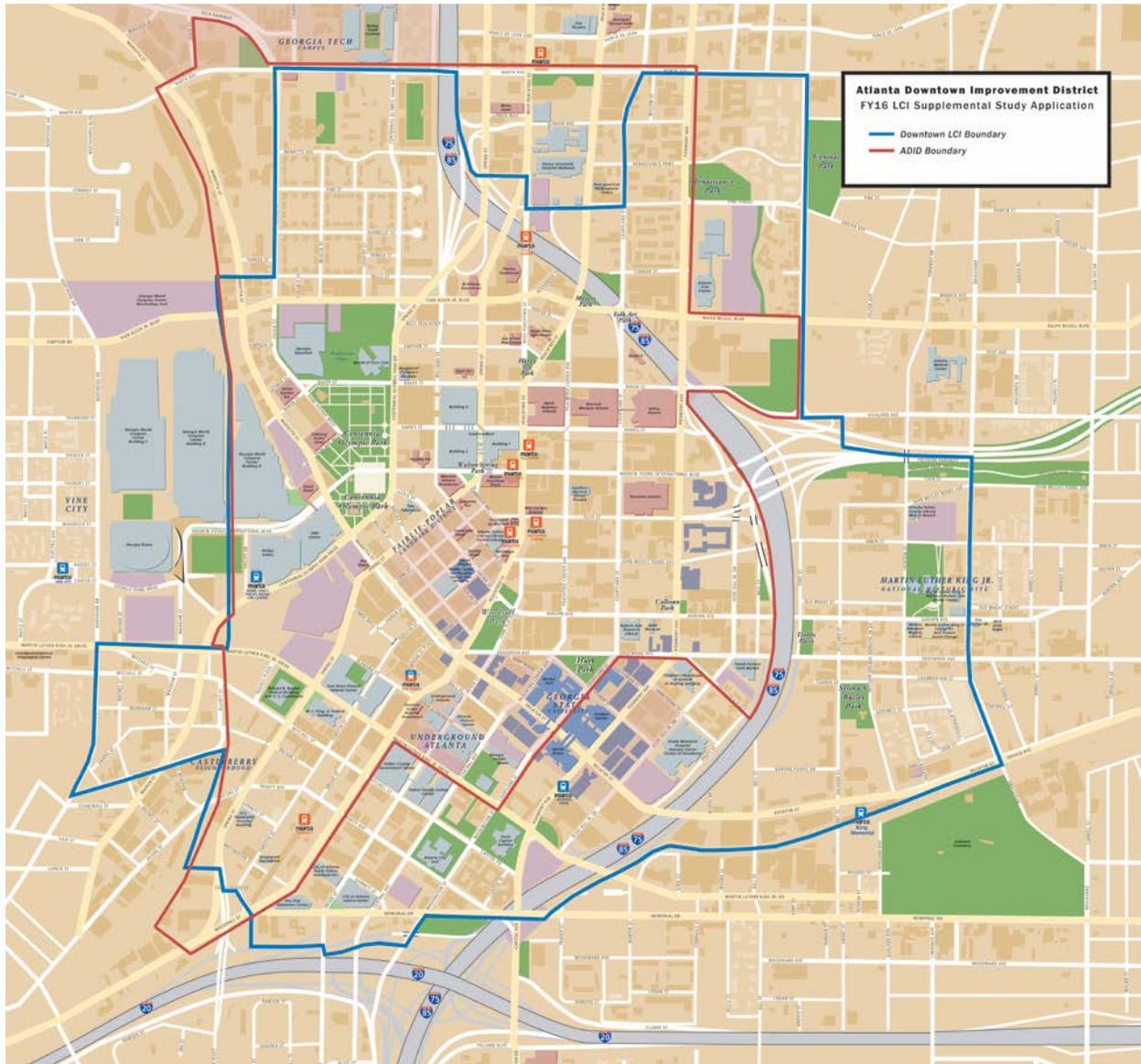
Recent Downtown Traffic Counts – 2015 and 2016

- Turning movement counts were collected at approximately 159 Downtown intersections in Fall 2015 and Spring 2016 (combined) [Peak period counts: Weekday - AM, Midday, and PM; and Saturday].
- Directional 24-hour tube counts were conducted in Fall 2015 for 13 Downtown locations.
- Directional 24-hour tube counts for 3 locations on Marietta Street and Centennial Olympic Park Drive (total) between July 1 and July 7, 2015 (July 4th Special-Event Traffic Counts)
- Crash data for 3.5 years between January 2012 and June 2015

Appendix A cont. Traffic Data Collection Locations



Appendix A cont. LCI Boundary



Appendix B

Summary Pricing Form (Required for Submittal with Proposal)

Task	Task Description	Cost (\$)
1	Project Management & Initiation	
2	Community Engagement	
3	Data Collection & Review	
4	Policy Review	
5	Assess Current Conditions and Forecast Future Conditions	
	5a. Existing Conditions	
	5b. Future Conditions	
	5c. Special Event Conditions (2016 and 2021)	
6	Identify Project/Program Alternatives	
7	Evaluate and Prioritize Projects/Programs/Policies	
8	Plan Development	
	Subtotal	
REIM	Reimbursable Expenses	
	TOTAL	
2-ALT	Community-Based Downtown Transportation Survey / Tactics (Alternate, Optional)	
	TOTAL with Task 2 Alternate	