Central Atlanta Progress
Atlanta Downtown Improvement District

MEMORANDUM

DATE: May 24, 2013
TO: Prospective Consultant Teams
FROM: Angie Laurie, Central Atlanta Progress
RE: **Downtown Atlanta Parking Assessment**
Request for Proposals (RFP) – Questions and Responses

Information pertaining to the following questions has been requested in response to the above-referenced Request for Proposals (RFP). Questions and responses follow below.

The deadline for proposal submittals is **Friday, June 7th at 2:00 p.m.**

Question 1:
The RFP mentions CAP conducting surveys through an outside research firm. Will the selected consultant be expected to contribute anything more than assumptions and questions? Will the selected consultant need to tabulate or analyze results?

Answer 1:
The expectation is for the selected consultant firm or team to budget staff time in its proposal for reasonable coordination activities between the research firm and CAP/ADID to develop and finalize the survey questions and instruments. The independent research firm will conduct the survey and tabulate / analyze the results. Proposals should document assumptions for these activities.

Question 2:
The RFP states there is a maximum of three related project descriptions allowed for the consultant and any subconsultants. Does this mean the limit is three project descriptions total for the combined team, or three project descriptions for the consultant and three project descriptions for each subconsultant?

Answer 2:
The limit is for three (3) project descriptions total for the combined team.

Question 3:
Can you better define the quantity of data collection, i.e. number of days per facility, hours of collection, preferred special events, and weekday vs. weekend data collection?

Answer 3:
It is not the focus of this project to fully redo the inventory and/or utilization surveys of the 2006 Action Plan. However, there are areas of Downtown where development has occurred, land use has changed, or new or proposed activity may warrant new data collection, or review and coordination. (Examples may include the Georgia Aquarium vicinity, Georgia State University facilities, and consideration of the impacts

of the proposed Georgia Multimodal Passenger Terminal (MMPT).) The focus of this Project centers upon paid / public facilities, rather than private facilities. Although there are approximately 95,000 parking spaces Downtown, approximately 70,000 of those spaces are paid parking spaces for public use. A methodology for data collection and assumptions should be explained in the proposal, to be refined with CAP/ADID input following selection. We desire to hear creative approaches from the experts regarding the appropriate level of data collection and analysis, reasonable for the budget and objectives of this project.

Question 4:
When would the data collection need to take place? Is there a preferred month or period that would best represent parking issues?

Answer 4:
Data collection should occur when school is in session (e.g. Georgia State University, Atlanta Public Schools, etc.). Beyond that guidance, a calendar of events will be reviewed with the selected consultant firm or team to jointly define the best timeframe and scope for data collection. Data collection must fit reasonably within the schedule allotted for completion of the entire work scope.

Question 5:
Do the City and Central Atlanta Progress currently collect any manual data intermittently? If so, what are the methods used?

Answer 5:
Updates of information pertaining to Downtown's public / paid parking facilities are conducted routinely. The updates typically occur annually to support the parking data communicated through the Downtown Interactive Map (http://www.atlantadowntown.com/guide/getting-around). Annual data collection has typically not included inventory or utilization counts.

Question 6:
In regards to the previous studies, did the CAP/ADID note any shortcomings in the 2006 study that produced the Downtown Parking Demand Action Plan?

Answer 6:
The work performed for the 2006 Downtown Parking Demand Management Action Plan was satisfactory and well received.

Question 7:
In regards to the previous studies, was the Downtown Parking Demand Action Plan study implemented?

Answer 7:
Like most plans, some recommendations were easily implemented, with other recommendations still in process. In many ways the scope of work for this Project aims to build upon the work conducted for the Action Plan.

Question 8:
In regards to the previous studies, did the action plan achieve the goals to the satisfaction of the CAP/ADID?

Answer 8:
The work performed for the 2006 Downtown Parking Demand Management Action Plan was satisfactory and well received.

Question 9:
Per Task I of the scope, the inventory update will need to be done "where deemed necessary." Can you quantify that as a percentage of the estimated 95,000 spaces Downtown?

Answer 9:
Please see the response to Question 3. The focus of this Project centers upon paid / public facilities, rather than private facilities. Although there are approximately 95,000 parking spaces Downtown, approximately 70,000 of those spaces are paid parking spaces for public use. A methodology for data collection should be presented in the proposal, to be refined with CAP/ADID input following selection.

Question 10:
Is a parking occupancy study required with this assessment? If so, how many days and what times of day should data be collected?

Answer 10:
Please see the response to Questions 3 and 9. Recognizing that a full update of inventory and utilization surveys is not the objective of this Project, a methodology for data collection and analysis should be explained in the proposal, as well as any assumptions made. The finalized scope will be refined with CAP/ADID input following selection.

Question 11:
Can you provide us with a document that reflects the discussions during the 2007 Connect Atlanta plan process mentioned on page 9 of the RFP?

Answer 11:
Information on the 2007 Connect Atlanta Plan, the City of Atlanta's first comprehensive transportation plan, can be obtained via http://web.atlantaga.gov/connectatlanta/. Chapter 6 – Implementation – in the Final Report is one reference.

Question 12:
Is a copy of the 2012 assessment of the Auburn and Edgewood Avenue corridors available? Was this study conducted by CAP/ADID staff or a consultant?

Answer 12:
A copy of the 2012 parking assessment of the Auburn and Edgewood Avenue corridors will be provided to the selected consultant firm or team. The study was conducted by a consultant and is under review.

Question 13:
In regards to the stakeholder and community involvement, updates at the quarterly meetings of the Downtown Parking Stakeholders group are anticipated. What other meetings or presentations might one anticipate?

Answer 13:
A nominal number of additional meetings / presentations may be requested. For example, presentations to the Atlanta Downtown Improvement District Board of Directors and/or the Atlanta Regional Commission should be considered. A reasonable list will be defined with the selected consultant firm or team. Proposals should explain the assumptions used for community involvement tasks and these activities.

Question 14:
In regards to the stakeholder and community involvement, the assistance of the CAP/ADID Downtown Green Source program is promised toward the effort of stakeholder and community involvement and it is up to those submitting proposals to utilize these resources and explain their assumptions for doing so. What is the extent of the resources of the CAP/ADID Downtown Green Source program? Will those resources be self-directed once a task is defined and initiated?

Answer 14:
Per the Request for Proposals, '…stakeholder and community involvement may be augmented through the assistance of the CAP/ADID Downtown Green Source program,' and this coordination is encouraged. Examples of forms of Green Source program contributions *may* include assistance with electronic newsletter distributions, Downtown Parking Stakeholder group meeting coordination, intercept surveys, and web-based communications pertaining to the study process.

Question 15:
In regards to the project budget, does the project budget of $100,000 include all reimbursable expenses?

Answer 15:
Yes. Proposals should include reimbursable expenses, within the budget identified.

Question 16:
What information does CAP currently have in terms of the employee population by building? If such information is maintained, is it current and what percentage of downtown buildings does it cover?

Answer 16:
Data identifying employee population by building is not readily available from CAP/ADID. While some data may be obtained easily, other data is not available. In collaboration with the selected consultant firm or team the appropriate data needs will be determined and secured, as deemed necessary, to meet the core goals of the Project. It is not anticipated that this level of analysis is critical to the overall objectives of the total Project at this time.

Question 17:
Is there an existing inventory of land uses by square footage available that would provide the breakdown by land use components within individual buildings?

Answer 17:
Land use data by square footage within individual buildings may be obtained easily for some properties, but is not readily available for others. In collaboration with the selected consultant firm or team the appropriate data needs will be determined and secured, as deemed necessary, to meet the core goals of the Project. It is not anticipated that this level of analysis (i.e. land use square footages within individual buildings) is critical to the overall objectives of the total Project at this time, given the limited budget.

Question 18:
To what extent is information available on vacant space in buildings within the study area? If such information is maintained, does it include reliable information on space that is leased but inactive or underutilized in terms of actual population in that space?

Answer 18:
CAP/ADID has available multi-tenant office space vacancy rates and could identify completely empty buildings if this level of analysis is critical to the overall objectives of the total Project.

Question 19:
The last paragraph under Task 2 states *"A key objective of this task is to define and deliver an implementation-ready campaign, with an emphasis on the provision of creative assets and materials that can be distributed to the public by March 2014."* It is clear that you are interested in far more than a general plan, but could you elaborate on what you are expecting as deliverables under this task, particularly related to the marketing and communication materials cited? The range might be from a very detailed action plan to actual design of artwork for the plan materials. Unfortunately, the last bullet under this task set could be interpreted both ways as well.

Answer 19:
As stated in the Request for Proposals, a key objective of this Project is to create a comprehensive communications plan to effectively educate the public on Downtown's parking assets. Plan deliverables should include design and development of tools and tactics that are 'implementation ready' for CAP/ADID staff.

Additional information is provided regarding the following two items:

Item 20:
Zipcar has offered to provide at its own expense, a car-sharing location viability analysis which would include recommended on-street, neighborhood and surface lot locations. The scope of the analysis will be agreed upon between CAP/ADID, Zipcar and the selected consultant firm or team, following selection. Firms/teams interested in learning more should contact Zach Ellard, Market Manager – Atlanta at 404-990-3346 (office) or 404-698-8988 (cell) or zellard@zipcar.com. This opportunity is in addition to the Scope of Work outlined by the RFP.

Item 21:
A local real estate firm has voiced interest in teaming with consultant firms or teams proposing on this Project to assist in the performance of the Scope of Work pertaining to parking as it is influenced by land ownership and real estate considerations and policies. Interested firms/teams should contact Kristi Rooks at 404.658.5911 or krooks@atlantadowntown.com for contact information.