

Request for Proposals

Downtown South Transit Station Area Enhancements Plan

March 19, 2014



Central Atlanta Progress
Atlanta Downtown Improvement District

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Introduction

Central Atlanta Progress (CAP) and the Atlanta Downtown Improvement District (ADID) are seeking qualified consultant firms or teams to research, evaluate, design, document and execute creative placemaking and ‘tactical urbanism’ enhancements for Downtown Atlanta’s South Central Business District’s MARTA rail stations – the Five Points Station and the Garnett Station. The **Downtown South Transit Station Area Enhancements Plan** will identify and illustrate both immediate and long term projects to transform the appearance and experience of the two MARTA stations.

‘Tactical urbanism’ – a concept termed by Street Plans Collaborative Principal, Mike Lydon – is a deliberate approach to improve urban environments. The methodology typically includes:

- a deliberate phased approach to instigate change
- local solutions for local planning challenges
- short-term commitment and realistic expectations
- low-risk with a possibly high reward
- social capital between, individuals, communities, organizations, institutions and their constituents

Interested consultant firms or teams are encouraged to submit proposals that exhibit multidisciplinary and creative approaches to public engagement and public space design.

Project funding has been provided through a federal grant from the Atlanta Regional Commission’s (ARC) Livable Centers Initiative (LCI) Supplemental Study program. The Atlanta Downtown Improvement District is providing the required local matching funds for the ARC grant. The committed budget for all six elements of the project’s scope of work – including the implementation of demonstration projects - is \$100,000. The project must be complete no later than June 30, 2015 however earlier completion is desirable.

Please reference [Attachments A and B](#), located at the end of this document, for the complete Scope of Work proposed for this project and the Study Area, respectively.

Background

The Atlanta Regional Commission (ARC) developed the Livable Centers Initiative (LCI) as a program to provide assistance to communities seeking to create new plans for quality growth, by developing innovative policies that support more vibrant, connected communities. Once LCI studies and plans are complete, communities are eligible for additional LCI funding and ARC rewards past recipients by offering additional funding resources for supplemental studies and transportation projects to help implement the LCI plans.

Central Atlanta Progress, Inc. (CAP) completed the Imagine Downtown Encore/Downtown Atlanta LCI Plan in 2009, which was adopted by reference into the City of Atlanta’s Comprehensive Development Plan and received approval from the Atlanta Regional Commission as a grandfathered LCI Plan (referred to as the Downtown Atlanta LCI Plan). CAP, and its affiliate organization, the Atlanta Downtown Improvement District, Inc. (ADID) and the City of Atlanta are working toward and are committed to implementing the recommendations and projects identified by the Downtown Atlanta LCI plan.

The Downtown Atlanta LCI plan includes a recommendation in the short-term work program to improve the appearance and operations of the Five Points MARTA rail station, as well as,

recommendations related to encouraging transit oriented development around the Garnett MARTA rail station.

In 2013, the Atlanta City Council's Downtown Development Technical Advisory Group (DDTAG) focused on tactics to attract private investment to Downtown Atlanta's South Central Business District's (CBD) and identified the need for a collaborative community effort to improve the appearance and operations of the Five Points station.

In April 2014, the national American Planning Association conference will be held in Atlanta. During the conference the American Institute of Certified Planners (AICP) will host a planning workshop on Broad Street SW – from Upper Alabama Street to Trinity Avenue – to identify specific obstacles that have deterred implementation the community's LCI vision. The six-block stretch connects the Five Points and Garnett stations.

Together these efforts have produced a groundswell of effort to revitalize the entire South CBD beginning with strategies to implement quick, inexpensive projects that make a small part of a city more lively and enjoyable.

Beyond Downtown Atlanta, transit agencies and communities across the United States are currently engaged in a range of efforts to help build 'transit cultures' in which the experience of riders is enhanced and the entire citizenry appreciates the benefits of public transit thus impacting increased ridership. CAP/ADID seeks to consider this concept in the completion of the Downtown South Transit Station Area Enhancements Plan. The opportunity to impact the current identity and experience of MARTA rail service – specifically the Five Points and Garnett stations – through the physical environments of the station areas with designs that are contextual and unique to Downtown Atlanta is a project goal.

Sponsor Mission

Central Atlanta Progress, Inc. is serving as the project manager for the project. CAP is a private, not-for-profit, 501(c)(4) corporation representing the interests of businesses and Downtown organizations that share the vision of a thriving, secure and vibrant Downtown Atlanta. With a Board of Directors comprised of Downtown's top business leaders, CAP is funded through the investment of businesses, foundations and institutions. CAP and its affiliate organizations, including Atlanta Downtown Improvement District, Inc., 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. CAP also serves as the designated transportation management association (TMA) for Downtown, providing employer and commuter-focused services through its 'Downtown Green Source' program, funded by ADID.

The Atlanta Downtown Improvement District, 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.

Project Partners

A broad group of project partners will be necessary to ensure the appropriate vision and enable the successful implementation of the project recommendations. Following are the key necessary partners currently identified:

- MARTA
- City of Atlanta
- Station area adjacent businesses and property owners
- Downtown residents and the Atlanta Downtown Neighborhood Association
- Downtown community at-large

Definitions

- ADID – Atlanta Downtown Improvement District, Inc.
- ARC – Atlanta Regional Commission
- CAP – Central Atlanta Progress, Inc.
- CBD – Central Business District
- Concerned Funding Agencies – for the purposes of the ARC LCI program, which is funding a portion of the Project, these include the Atlanta Regional Commission and the Atlanta Downtown Improvement District
- City – City of Atlanta
- Consultant – for the purpose of the Request for Qualifications, "Consultant" shall mean Consortiums, Joint Ventures, Firms, Planners, Engineers, Designers, Architects, Consultant Teams, or other persons submitting a response to this Request for Proposals
- Invest Atlanta – Atlanta's Development Authority
- LCI – Livable Centers Initiative
- MARTA – Metropolitan Atlanta Rapid Transit Authority
- Plan and/or Project – Downtown South Transit Station Area Enhancements Plan

Livable Centers Initiative Program Requirements

All projects, including this Project, funded through the Livable Centers Initiative program must use competitive procurement procedures and follow applicable Federal regulations (49 CFR Part 18). 49 CFR Part 18 is available at <http://edfr.gpoaccess.gov>. Contracts executed for completion of this Project must comply with the Georgia Security and Immigration Compliance Act as prescribed in O.C.G.A. Section 13-10-91.

Additionally, Disadvantaged Business Enterprise (DBE) requirements of 49 CFR Part 26 applies to LCI projects since federal funds are utilized. It is a CAP/ADID objective to ensure that DBEs, as defined in Part 26, have an equal opportunity to participate in the Project. A DBE goal of 15.8 percent, as the overall DBE goal for ARC, is the goal for this Project.

Submittal Items

Submittals must include the following items to be considered complete and responsive to this Request for Proposals:

1. One-page cover letter summarizing the consultant's interest in the Project and identifying the contact information of the project manager/key contact.
2. Names and résumés (including an email address) of a principal, the project manager/key contact (if different) and key staff members who will work on the Project.
3. Names of any subconsultants (including key personnel and résumés) and a summary of their scope of services.
4. A statement of project approach that addresses how the consultant will accomplish the identified scope of work.
5. A proposed schedule to complete the Project (timeline including key milestones for deliverables after Notice to Proceed).
6. A project budget and fee itemized by each work task/phase outline in Attachment A that identifies:
 - a) The standard hourly billing rate for each staff member (or employee classification) anticipated to work on the Project
 - b) The number of hours worked per staff member
 - c) The percentage of total work completed by the prime consultant and any subconsultant(s)
 - d) Total cost for all anticipated reimbursable expenses

In addition to the detail above, the project budget must also be summarized with completion of the form included as Attachment C.

7. For the consultant and any subconsultants: description of a maximum of three (3) similar or related projects successfully completed within the last five years including references with names and contact information. Of particular interest would be any projects completed within large city downtowns.
8. A letter(s) from the consultant or any subconsultant(s) identifying the firm's DBE status (as applicable) and percentage of work proposed to be conducted for the Project.
9. As necessary, additional information demonstrating understanding and insights related to the project scope.

The body of the submittal shall include a maximum of ten (10) double-sided pages (equivalent to 20 single-sided pages). An appendix of no more than five (5) double-sided pages may also be provided with materials highlighting previous work and resumes. Every effort should be made to make proposals as concise as possible. Proposals utilizing sustainable materials and delivery methods are encouraged.

Four (4) hard copies of the submittal and one (1) PDF copy of the submittal must be received by 5:00 P.M., Tuesday, April 15, 2014. Submittals received after this date and time will not be considered.

Address the submittal to:

Mr. Wesley Brown
Project Manager, Planning and Capital Projects
Central Atlanta Progress, Inc.
50 Hurt Plaza SE, Suite 110
Atlanta, Georgia 30303

Please address any questions in writing via email at wbrown@atlantadowntown.com. All questions must be received in writing by Friday, March 28, 2014 at 5:00 P.M. Answers will be made available to all parties via email and the CAP/ADID website (www.atlantadowntown.com) on Tuesday, April 1, 2014.

RFP Timeline

March 19, 2014	Release and Distribution of RFP
March 28, 2014	Deadline for Bidder's Questions Relating to RFP
April 1, 2014	Responses to Bidder's RFP Questions Released
April 15, 2014	Deadline for Submitting Proposals
Week of May 5, 2014	Meet with Finalist(s) – <i>If Necessary</i>
Week of May 12, 2014	Notification of Selection

Acceptance of Qualifications

CAP/ADID reserves and holds 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 will be based on the qualifications of the consultant/team to complete the Project on time, within budget, and meeting all study and LCI program goals. 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 requiring additional evaluation. CAP/ADID will use the following criteria in evaluating submittals. The list is not shown in any prioritized order:

- Understanding and insight related to project scope
- Demonstration of understanding and commitment to execute creative, unique and contextual approaches to public engagement and public space design
- Abilities and capacity of professional personnel and subconsultants
- Related experience and past performance in similar projects, specifically with large city downtowns
- 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

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.
- The contract for this Project may be subject to approval by the Atlanta Regional Commission. The contract is contingent upon receipt of federal funding.

Equal Opportunity

CAP/ADID is an equal opportunity employer and will select a consultant team without regard to age, disability, religion, creed or belief, political affiliation, race, sex or ethnicity.

Attachment A Scope of Work

The **Downtown South Transit Station Area Enhancements Plan** seeks to assess and review existing conditions; research, identify and design; and implement cost-effective enhancements creative placemaking and 'tactical urbanism' solutions to improve the access, wayfinding, safety, maintenance and operations of the Five Points and Garnett MARTA rail station areas.

The enhancements are aimed at "activating" the station areas, and improving the attractiveness, convenience, safety and accessibility of the stations in order to improve the transit rider's experience, increase transit ridership and support transit-oriented development.

The goal of the project is to instigate immediate incremental change within the project's physical limits while serving as an example for governments, transit agencies and community stakeholders to affect positive change beyond the time and physical constraints of the tactical demonstration.

Qualified consultants or teams must demonstrate competence and experience in all areas of expertise outlined in this scope of work. Respondents must also demonstrate competence and experience in public speaking and graphic presentations for the purpose of conveying project information to large and diverse groups of community stakeholders. Similarly, respondents should demonstrate the ability to build consensus among public and private interest groups related to the Project.

Study Area

See Attachment B for a map of the project study area.

The Five Points MARTA Station is the busiest station in the MARTA system, although feedback from stakeholders and visitors indicates that Station's 'curb appeal' lacks allure and furthers negative perceptions of Downtown. This is a tri-level underground multi-platform station of the MARTA rail system. It is the transfer point for all rail lines and serves as the central transportation hub for the entire MARTA system. The station extends from the recognizable station plaza area to also include the 'transit only' streets of Upper Alabama Street (between Peachtree Street and Forsyth Street), Broad Street SW (between Upper Alabama Street and Martin Luther King Jr. Drive) and the Broad Street Plaza located between the north side of the station plaza and Marietta Street NW.

The Garnett MARTA Station is an elevated Rail station on the North-South (Red and Gold) lines of the MARTA rail system, located in the South CBD. It has an island platform between two tracks. This station has three levels. The upper level has an entrance from the Trinity Avenue and a mezzanine that is about 3/4 the length of the platform below. The lower level of the station maintains another entrance from Garnett Street. Garnett Station predominantly serves the South CBD, Castleberry Hill, City of Atlanta Municipal Government Buildings and the Greyhound Bus Terminal, which is immediately adjacent to the station.

The project study area includes both of the stations (above and below ground) and extends to include the adjacent public right-of-way streets, sidewalks and plaza spaces within one block in each direction of the station

Work Tasks

The consultant is expected to lead, manage and execute all aspects of the scope work. The work to be accomplished by this Project is divided into the following six tasks.

Task 1 - Transit Station Area Assessment

The consultant will review the physical infrastructure and social behavior conditions within the entire study area. The effort must document existing conditions related to accessibility, connectivity, safety, maintenance, wayfinding and station “activation.” The resulting assessment will be used to inform other tasks associated with this project.

Task 2 –Best Practices Review

The consultant will conduct a review of national best practices related to creative placemaking and “tactical urbanism” techniques and successful station enhancements and environments. The “best practices” and key examples from other station areas will be used in the plan document and presentation materials to help the public visualize potential improvements, and to assist in the identification of innovative, cost-effective solutions to activate the area around and improve accessibility to the Five Points and Garnett stations. The identification of “best practices” should be done to identify examples with specific relevance to the Downtown South stations and their issues and needs identified during the study area assessment.

Task 3– Public Involvement

CAP/ADID will convene a project Steering Committee comprised of representatives of ARC, MARTA (including planning, design, operations and law enforcement), City of Atlanta Office of Planning, City of Atlanta Office of Transportation and Invest Atlanta. The consultant is expected to meet with, update and solicit input from the Steering Committee throughout the plan development process.

The consultant will identify all study area stakeholders and facilitate their involvement in and input to the plan process. The consultant must develop and execute a public involvement approach that utilizes a range of creative tools and exercises to engage a broad range of stakeholders in the plan. In addition to the government and institutional partners, surrounding property and business owners and local residents, the strategy must also include engagement of study area transit customers/commuters and Georgia State University students.

Among other techniques identified by the consultant the approach should include a mini-charrette during which participants can provide input on potential interventions and propose additional solutions for consideration, as well as the use of web-based tools and social media channels throughout the process to further encourage creative solutions.

Upon completion, the entire public involvement process must be summarized in a brief written document that tabulates and analyzes the communities’ interests as expressed through the process.

Task 4 – Concept Plan Development

Based on the station assessments, “best practices” research and public input, the consultant will develop a Concept Plan for each station. The plans must include at a minimum the following:

- Immediate actions and installations that can be implemented as part of this process,

- Longer-term actions and projects to improve the aesthetics, accessibility, connectivity, safety, maintenance, wayfinding, and operations of the station.
- Sketches/drawings/illustrations of proposed project elements and designs to communicate their key element, intent and locations.
- Itemized costs per plan element and a schedule for implementation.

The Concept Plans are expected to communicate a comprehensive strategy for improving the study area stations and public spaces by serving the needs of the station function and surrounding land uses, enhancing the physical infrastructure and producing ideas that inspire MARTA users and the Downtown Atlanta community. The plans should consider the following elements:

- Both temporary and permanent solutions to enliven and create interest in public spaces
- Using existing assets for inexpensive high-impact changes
- How to engage a wide-spectrum of multidisciplinary stakeholders and volunteers in the short and long term implementation of the projects within the plan
- How to encourage reinvestment and community revitalization beyond the extents of the project's scope – particularly private and philanthropic capital.

Task 5 – Implementation

The consultant will identify and support the installation of immediate project elements identified in the concept plan as a demonstration project and as an element of the public involvement process to assist the public and stakeholders in visualizing plans and educating the public about proposals. Project elements shall be determined through the planning process and shall be closely coordinated with CAP/ADID, ARC, MARTA and the City of Atlanta.

Task 6 – Prepare Deliverables

A final written and illustrated report must be completed to compile and document the project's key information, the study process, relevant findings and recommendations. The report shall include the following:

- Summary of station area assessments
- Summary of “best practices” review
- Summary of public involvement process, including meeting minutes, presentations, recommendations and comments.
- The Concept Plans (includes illustrations, short and long-term projects, schedule and costs)
- Photo documentation of any installations for demonstration purposes implemented as part of the study process.

Deliverables shall be formatted as follows:

- One (1) printed copy of the Final Report (8.5” x 11”) (including appendices), and Concept Plans and illustrations (11”x17”).
- PDF file of the Final Report, appendices, and Concept Plans

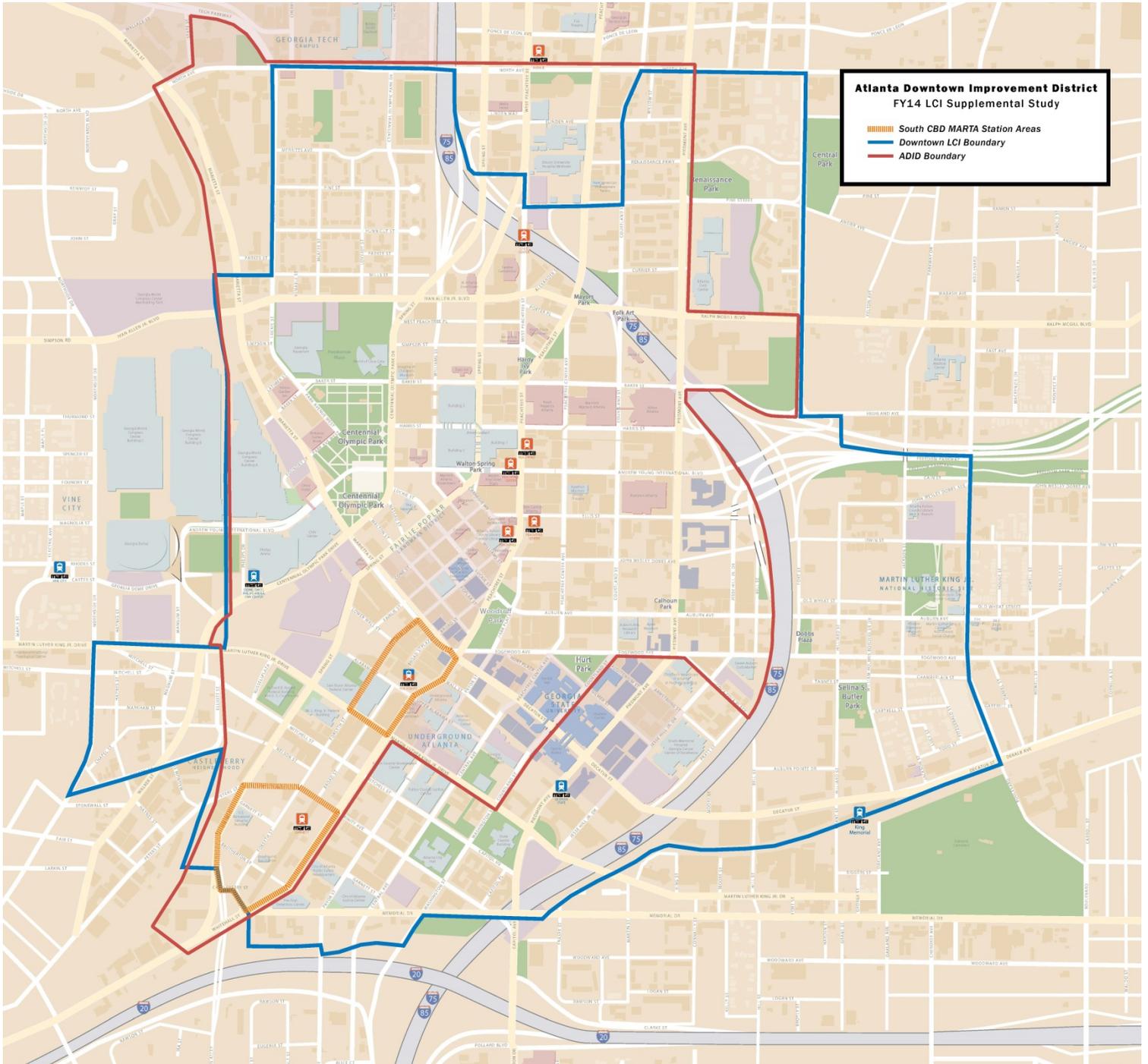
- Electronic files in their original formats, including jpg photos, supporting graphics, GIS shape files or other data files (Excel, CAD, etc)

Project Time Frame

It is anticipated that the Notice to Proceed associated with this scope of work will be issued upon execution of an agreement for consultant services by May 30, 2014. It is desirable that the consultant complete the scope of work by March 2015. Per contractual requirements of the ARC Livable Centers Initiative (LCI) Supplemental Study grant, all final deliverables must be completed no later than June 30 2015.

Attachment B

Project Study Area



**Attachment C
 Proposed Project Budget Summary***

Task	Total Hours	Total Cost
<u>Direct Labor*</u>		
Task 1 - Transit Station Area Assessment		
Task 2 –Best Practices Review		
Task 3– Public Involvement		
Task 4 – Concept Plan Development		
Task 5 - Implementation		
Task 6 – Prepare Deliverables		
Subtotal – Direct Labor		
Overhead Cost		
Subconsultant Costs (list)		
Reimbursable Expenses (including travel)		
Profit		
Total Estimated Cost and Profit		

* Attachment C is intended as a summary; please address the detailed, budget proposal requirements as outlined in Item 5 of the Submittal Items requirements section.