



REQUEST FOR PROPOSALS

CITY OF AUBURN LIVABLE CENTERS INITIATIVE STUDY

**RFP NUMBER
2019 - 01**

FOR ALL QUESTIONS ABOUT THIS RFP CONTACT:

Jay Miller
Community Development Director
cityplanner@cityofauburn-ga.org

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I. INTRODUCTION

a. PURPOSE OF PROPOSAL

The City of Auburn is accepting proposals from qualified firms for the purpose of completing the Livable Centers Initiative (LCI) study. Interested parties must submit proposals (3 original printed copies and electronic copy on disc or jump drive) to the City of Auburn Community Development Department by the due date for their proposals to be considered.

b. SCHEDULE

This Request for Proposals (RFP) is scheduled as follows:

1. RFP Advertised by 8/15/19
2. Non-Mandatory Pre-Bid Meeting 8/26/19, 10:00 A.M.

City of Auburn Council Chambers
1361 Fourth Avenue
Auburn, GA 30011
3. Question Submission Deadline 8/30/19, 5:00 P.M.
4. RFP Submitted by 9/9/19
5. Bidder Interviews 9/16/19 – 9/18/19
6. Consultant selected by 10/3/19
7. Draft Consultant contract submitted to ARC by 10/15/19
8. Executed Consultant contract & study commences by 10/31/19.

c. COMMUNICATIONS WITH STAFF

From the issue date of the solicitation document and until a Contractor is selected and the selection is made public, Contractors are not allowed to communicate for any reason with any City staff except through the Community Development Director named in this document or during the bidder's/offeror's conference, or as provided or existing contracts. For violation of this provision, the City may reject any bid/proposal of the offending bidder/offeror or initiate suspension/debarment proceeding with respect to the offending vendor or bidder/offeror.

d. QUESTIONS & ANSWERS

All questions concerning this RFP must be submitted via email or writing to the City's Community Development Director.

Jay Miller
1369 Fourth Ave.
P.O. Box 1059

Auburn, Georgia 30011
cityplanner@cityofauburn-ga.org

No questions other than written will be accepted. Answers to written questions along with necessary corrections or additions thereto, will be sent to all responding contractors in an email notification.

e. CONTRACT TERM

This Contract shall not be deemed to create a debt of the City for the payment of any sum beyond the fiscal year in which the budget appropriations have been made. Contract is contingent upon receipt of funding.

II. SCOPE OF WORK

a. TYPE OF GOOD/SERVICE, AND OBJECTIVES

The City of Auburn is seeking qualified firms for the purpose of completing the Livable Centers Initiative (LCI) Study for its downtown area. The City has been awarded LCI funds for consulting services to support the study of LCI related programs and projects within its downtown area.

The selected firm shall provide the tasks outlined in the RFP. Submitting firms must demonstrate they have knowledge of LCI implementation projects.

b. GENERAL PROJECT SCOPE OF WORK

i. **GENERAL** – The work to be accomplished is in support of the following Atlanta Regional Commission (ARC) sub-element:

1. 402 CAS – Livable Centers Initiative Investment Policy Studies (LCI)

ii. **AREA COVERED** – All the necessary services provided in this subgrant RFP shall support the study of LCI-related programs and projects within the Auburn LCI Study Area – see Exhibit C.

iii. **GOAL** -- Portions of the Atlanta Metropolitan Transportation Planning Area are in maintenance for both ozone and PM2.5 standards under the Clean Air Act 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, 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.

c. WORK TASKS

i. TASK 1 – EXISTING CONDITIONS ASSESSMENT

1. Evaluate existing plans, proposals and development regulations for the area, including the City of Auburn Zoning Ordinance, Development Regulations, City of Auburn Comprehensive Plan (2018), Auburn Strategic Implementation Plan (2010), the Barrow County Comprehensive Plan (2018), and the Auburn Town Center Plan and Market Study (2018).
2. Conduct assessment of subject area's current land use and transportation patterns, environmental constraints, and urban design elements, including:
 3. Pedestrian, bicycle and transit access.
 4. Access to jobs, retail, and neighborhood services.
 5. Dwelling and housing diversity
 6. Design for healthy living and social interaction

ii. 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. Identify best practice and/or new development incentives or financing mechanisms including public and private sources of funding.
4. Identify market potentials for Downtown area with respect to the following market segments: retail, dining/entertainment, personal and professional services, office, housing.
5. Quantify future demand for the market segments listed above over a defined time horizon (five to ten years) in terms of nonresidential square footage and number of housing units by housing type.
6. Identify an optimal tenant mix for Downtown area, including recommendations for geographically clustering mutually supporting uses, if relevant.
7. A written description of past absorption trends within Downtown area for the various market segments being studied.

8. A written projection of future absorption trends quantified by square footage and housing units within Downtown area for the various market segments being studied. This may include a contextual comparison to downtown development trends nationwide.
9. Recommended interventions to promote business and housing development. Examples of potential interventions to be explored include financial incentives from the City, special districts, marketing materials and strategies for recruitment efforts, and general improvements tied to physical and social issues (parking, lighting, public safety, etc.).
10. Define primary, secondary and potentially tertiary trade areas. Trade areas should be identified with consideration of population, proximity to other competing business districts, destination attractions, traffic patterns, drive times, retail mix, store sizes and sales volumes, and actual customer data. Data derived from actual customer spending in the City of Auburn is preferred.
11. Develop customer profiles, the customer profile information should include detailed demographics, lifestyle segmentation data, actual customer spending habits, and any other information deemed pertinent by the selected contractor.
12. An analysis of the trade areas should be completed to identify new potential customers and additional market sales potential derived from the customer profile data and actual market supply and demand data.

iii. **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 disabled citizens. The City of Auburn 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 City of Auburn shall establish a project management team that includes a representative from the City, 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 representatives 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). The key responsibility of the Core Team is to review and comment on materials to be presented at public meetings, help advertise meetings, provide strategic direction to the plan, and distribute information to the larger community.

3. **GENERAL PUBLIC ENGAGEMENT** – 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, charettes, forums, surveys, open houses, etc.). **The Project Management Team, including the representative from ARC, and the Core Team must be notified of all meetings taking place in a timely manner.**

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

1. Provide overview of study process, the goals of the study, key dates, and opportunities for public input;
2. Solicit opinions on goals and objectives of the study, stakeholder needs, strengths, weaknesses, opportunities, and threats in the study area;
3. Review preliminary findings, present draft plan and gather comments;
4. Seek approval for final plan documents.

4. **FINAL PLAN REVIEW & 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, City Public Works, etc.) to discuss potential projects prior to the transportation improvement list being finalized.

- iv. **TASK 4 – CONCEPT PLAN** – Prepare a concept plan for the study area, based on the findings of Tasks 1-3 and prepare a detailed development concept plan. At a minimum, the plan will assess and update the subject area's current land use patterns, environmental constraints, transportation patterns, and urban design elements. The plan shall include pedestrian, bicycle, and cart 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, the plan and study will contain the following components:

1. Summary of existing conditions and issues identified in Task 1. This includes land use, zoning, transportation, housing, and infrastructure conditions.
 2. Assessment of current LCI plan and other relevant plans that have an impact on the plan update, also covered in Task 1.
 3. Vision and goals for the LCI study area that address the following:
 - a. Mix of land uses appropriate for future growth including new and/or revised land use regulations needed to complete the development program.
 - b. Mix-income housing, job/housing match and social issues such as access to healthy foods and aging in place.
 4. Recommended policies and programs to implement community vision.
 5. Recommended revisions to the zoning ordinance and development of regulations to support the vision including street design standards.
 6. Detailed implementation strategy and action plan to assist city officials in moving plan forward.
 7. Site-specific recommendations for 2-3 catalytic sites in the area that include a detailed market analysis, regulatory recommendations, and visualization of key concepts.
 8. Transportation assessment and recommendations which include:
 - a. Transportation demand reduction measures.
 - b. Internal mobility improvements including traffic calming, pedestrian and bicycle circulation, cart circulation, and safety and security of all modes.
 - c. Parking strategies including parking for carts.
 - d. Placemaking strategies including but not limited to public art, wayfinding, lighting, green infrastructure, and streetscapes.
 - e. Continuity of local streets in the study area and extension of the street grid.
 - f. Conceptual renderings of the key transportation recommendations.
- v. **TASK 5 – 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 sponsor shall submit a final study document to ARC for review and approval. The final study

document shall include the following (not necessarily in order) into an easy to read format.

1. Executive Summary
2. Assessment and summary of Existing Conditions from Task 1
3. Summaries of the plan development process from Task 3
 - 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.
4. Concept Plan and Study
 - 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. Identify locations of Transportation recommendations.
5. Market/Fiscal Feasibility Analysis from Task 2
 - a. Include a summary of the market analysis and economic development recommendations in the planning document and executive summary and provide the full market/fiscal feasibility report as an appendix.
6. 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.
7. 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 with start and end dates 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.
 - c. A description of the changes required within comprehensive plan, zoning ordinance, development regulations, and/or

other locally adopted plans, or policies to support the concept plan, with revised language for adoption and a committed schedule for adopting such changes.

8. Appendix
 - a. The full market/fiscal feasibility report
 - b. Detailed transportation assessment
 - c. Revised Land Development regulations to implement the concept plan, including street design standards.
 - d. Assessment of existing plan.

Format of Final Project Deliverables

- Three (3) printed copies of the complete final report and appendices (8.5" x 11"). Conceptual plans/layouts should be in 11"x17" format and may be broken into multiple small sections for legibility if needed.
- PDF file of complete final report and appendices
- The 5-Year Implementation Plan in Excel using the ARC template
- All electronic files in their original formats (e.g. MS Word, Excel, InDesign, etc.) with supporting graphics and GIS shape files.

III. PROPOSAL FORMAT

- a. Bidder Information Form (Exhibit A) must be completed and submitted as the **FIRST** page of the Bid.
- b. Summary of your understanding of the services and your approach to it.
- c. Relevant experience of the firm.
- d. Summary of the qualifications of all key team members who will be working on the project and their relevant experience.
- e. Annotated list of references (with addresses and telephone numbers).
- f. Fee Proposal Form (Exhibit B) in a **separate sealed envelope** within the RFP submittal
- g. A current copy of the firm's Public Liability Insurance, Worker's Compensation, and Commercial General Liability Insurance of which shall be maintained in full force and affect during the term of the contract.
- h. Completed Exhibit D: Security and Immigration Compliance Packet.

A clear, concise proposal in the specified proposal format is requested with all the necessary information included.

Address proposals to:

City of Auburn
Attn: Jay Miller
1369 Fourth Ave
P.O. Box 1059
Auburn, Georgia 30011

*Please indicate the RFP Number and Name on the outside of the envelope.

IV. TERMS AND CONDITIONS

- a. The City of Auburn hereby requests proposals for the goods and services inclusive of the above listed scope of work.
- b. City of Auburn reserves the right to evaluate the firm's qualifications. Only those firms who, in the opinion of the City, meet the minimum necessary qualifications will have their price and contract/agreement proposal evaluated.
- c. All proposals, fee schedules, and other documents furnished to the City of Auburn are subject to the Georgia Open Records Act.
- d. Termination: The contract will be subject to the terms and conditions included in the Service Agreement. The City of Auburn reserves the right to cancel due to nonperformance or violation of contract terms.

V. OTHER ITEMS

a. Confidentiality

Service Provider on behalf of itself and its employees agrees to keep confidential all records and other information with respect to City of Auburn, its citizens and customers. However, if the service provider is required to produce any such information by order of any governmental agency, other regulatory body or as required by the Georgia Open Records Act, it may, upon not less than five (5) days written notice to the city, release the required information.

b. Data Ownership

All records, data, files, input materials, reports, forms and other data received, computed, developed, used and/or stored pursuant to this agreement are the exclusive property of City of Auburn. All such records and other data shall be furnished without additional charge, except for the actual processing costs, to City of Auburn in available machine-readable form promptly upon termination of this agreement for any reason whatsoever. Furthermore, upon City of Auburn's request at any time or times while this agreement is in effect, Service Provider shall promptly deliver to City of Auburn at no additional cost, any or all of the data and records held pursuant to this agreement, in the form as requested by City of Auburn.

c. Rejection of Proposals/Cancellation of RFP

The City reserves the right to reject any or all proposals, to waive any irregularity or informality in a proposal, and to accept or reject any item or combination of items, when to do so would be to the advantage of the City.

It is also within the right of the City to reject proposals that do not contain all elements and information requested in this document. The City reserves the right to cancel this RFP at any time. The City will not be liable for any cost/losses incurred by the Offerors throughout this process.

d. Proposal Withdrawal

A submitted proposal may be withdrawn prior to the due date by a written request to the Purchasing Manager. A request to withdraw a proposal must be signed by an authorized individual.

e. Cost for Preparing Proposals

The cost for developing the proposal is the sole responsibility of the Offeror. The City will not provide reimbursement for such costs.

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EXHIBITS

EXHIBIT A
CONTRACTOR INFORMATION

FIRM
NAME: _____

CONTACT
PERSON: _____

FIRM
ADDRESS: _____

PHONE: _____

FAX: _____

EMAIL: _____

With this packet, please also provide a W-9 and Certificate of Insurance for the
company/firm.

Signature – Authorized Officer or Agent

Date

**EXHIBIT B
FEE PROPOSAL FORM**

Instructions: Complete both parts of this bid form. Submit with RFP in a separate sealed envelope.

PART I: BID SUMMARY

1.	Lump sum total cost for Project (excluding Additional Services)	\$
2.	Lump sum total cost for Task 2 Additional Services	\$
3.	Lump sum total cost for Task 3 Additional Services	\$
4.	Lump sum total cost for Project (including Additional Services)	\$

PART II: CONTRACTOR INFORMATION

CONTRACTOR NAME: _____

ADDRESS: _____

PHONE: _____

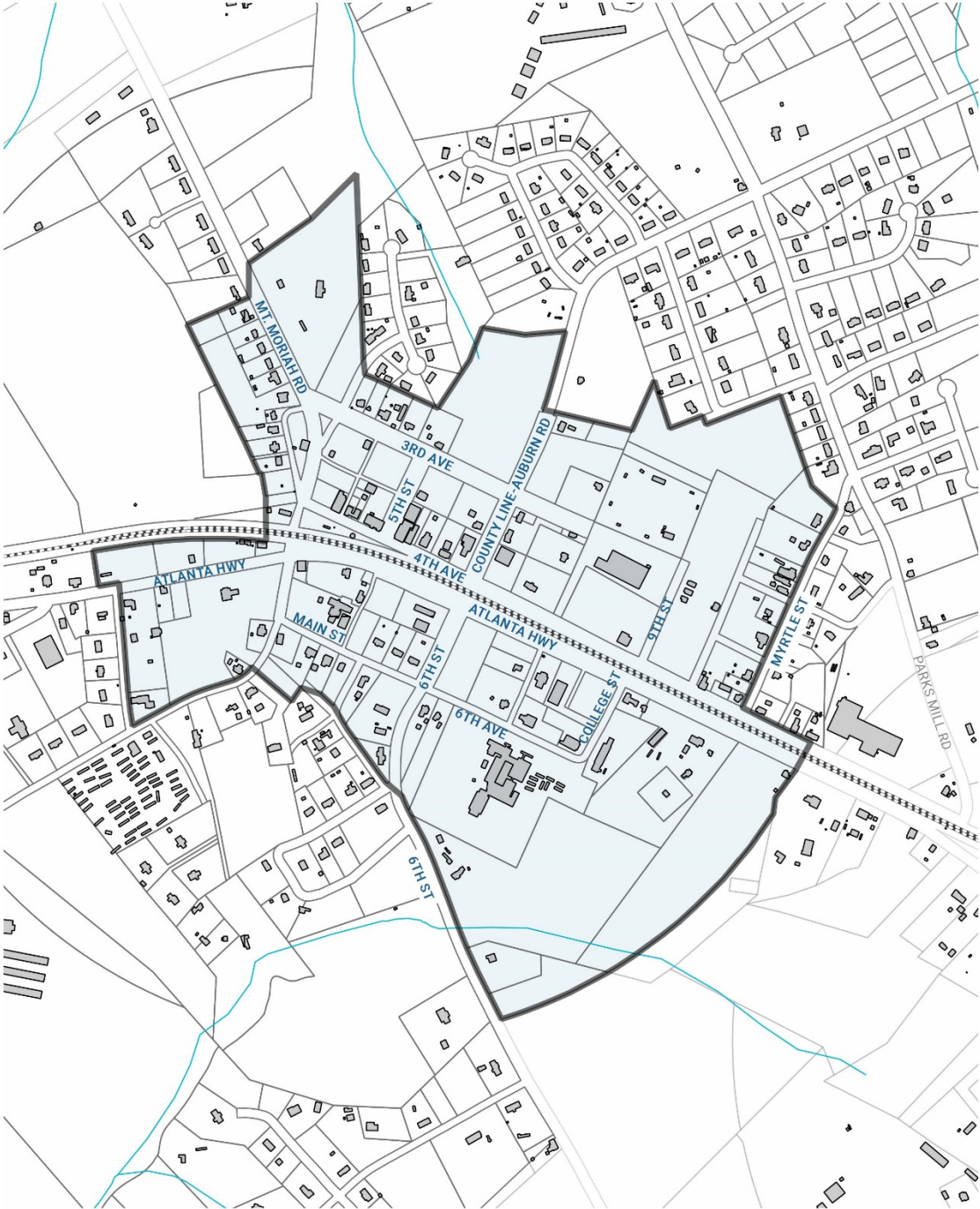
EMAIL: _____

REPRESENTATIVE: _____

SIGNATURE OF REPRESENTATIVE: _____

DATE SUBMITTED: _____

EXHIBIT C
AUBURN LCI STUDY AREA



LEGEND

-  LCI STUDY AREA
-  BUILDINGS
-  HYDROLOGY
-  RAILROAD

CITY OF AUBURN
LIVEABLE CITIES INITIATIVE



**EXHIBIT D
CONTRACTOR IMMIGRATION COMPLIANCE PACKET**

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm, or corporation which is contracting with the City of Woodstock, Georgia (the "City") has registered with and is participating in a federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontract who present an affidavit to the contractor with the information required by O.C.G.A. § 13-10-91(b). Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Federal Work Authorization User Identification Number

Date of Authorization

Name of Contractor

RFP 2019 - 01 – City of Auburn Livable Centers Initiative Study
Name of Project

City of Auburn, Georgia
Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on _____, 2019 in _____ (city), _____ (state).

Signature of Authorized Officer or Agent

Printed Name and Title of Authorized Officer or Agent

Subscribed and Sworn before me this _____ day of _____, 2019.

Notary Public

My Commission expires: