

**Request for Proposals
Livable Centers Initiative Major Update
RFP 24-011**

A. INTRODUCTION

The City of Powder Springs, Georgia is seeking competitive sealed proposals from qualified consultants to update the 2016 Springs in Motion Livable Centers Initiative Plan.

Sealed proposals shall be received by no later than 12:00 noon EDT on Tuesday, December 17, 2024, at the City of Powder Springs Police Department, 1114 Richard Sailors Parkway, Powder Springs, Georgia 30127, sent to the attention of Kelly Axt, City Clerk. Late submittals will not be accepted. The deadline for submission of questions shall be 12:00 noon EDT on December 6, 2024. All questions shall be submitted to the attention of Kelly Axt, City Clerk, at kaxt@CityofPowderSprings.org.

All questions and answers will be posted as Addenda to the RFP on the City's website. After the RFP is issued, no contact will be permitted with any other City staff members or elected officials, except through the City Clerk.

Vendors shall submit an original and five (5) copies of the proposal, and one PDF document on a thumb drive. The City reserves the right to reject any or all proposals, and to waive any informality or technicality in bidding in order to purchase in the best interest of the City.

B. BACKGROUND

The City of Powder Springs is located in southwest Cobb County and is a member of the ten county Atlanta Regional Commission. The City is located approximately twenty-two miles west of Atlanta and approximately twelve miles southwest of Marietta. Powder Springs encompasses approximately 4580 acres (approximately 7 square miles). The City's population is currently estimated at 15,758, ranking it sixth amongst Cobb County's seven municipalities. The citizenry is quite active and there has been a great emphasis on transparency in local government and easy access to public records.

C. Scope of Work

1. See Attachment A for the complete scope of work. The scope of work will involve five major tasks:
 - a) Task 1 – Existing Conditions Assessment
 - b) Task 2 – Housing and Market Analysis
 - c) Task 3 – Public Engagement
 - d) Task 4 – Plan Development
 - e) Task 5 – Project Deliverables

2. The consultant shall furnish all labor, materials and services required to conduct a complete Livable Centers Initiative (LCI) study as specified in Attachment A. The selected firm must show that it can conduct the study and deliver its results and recommendations, including the list of deliverables on or before September 30, 2026.
3. The final product shall include:
 - a) Twenty (20) bound color copies of the complete final report and appendices(8.5"x11").
 - b) PDF file of Final Report and all appendices
 - c) The 5-Year Implementation Plan in Excel using the ARC template.
 - d) All electronic files in their original formats (e.g. MS Word, Excel, InDesign, etc) with supporting graphics and GIS shape files.

D. Schedule

1. Consultant Selected- **1/21/2025**
2. Executed Consultant Contract & Study Commences- **1/31/2025**
3. Study Complete- **6/27/26**
4. Study Adopted by Mayor and Council -**7/21/2026**
5. Final Invoice and Study Documents- **9/30/2026**

E. Proposal Response Guidelines

1. Proposals shall include the following information:
 - a) Title Page - List the RFP subject, the name of the firm, address, telephone number, name of contact person and the date.
 - b) Letter of Transmittal - Make a positive commitment to perform the required work within the time period. Also, give the name(s) of the person(s) who will be authorized to represent the firm, their title, and telephone number.
 - c) Qualifications
 - d) Name, address and telephone number of the firm's owners, and full information about the corporate structure of the submitting firm.
 - e) Location of the firm's primary place of business for legal purposes and any subsidiary offices, years of business, and types of services offered.
 - f) Names and qualifications of personnel to be assigned to the project.
 - g) Description of similar project experience and the names, addresses, and telephone number of owners for all projects described (references will be checked).
 - h) Curriculum vitae of principal associates and key personnel proposed to have primary responsibility for the project.
 - i) Current and projected workload, including a list of all projects contracted for or anticipated. Approach Indicate your understanding of the scope of work by describing your firm's approach, including specific illustrations of the procedures to be followed.
 - j) Tell us about your firm's experience, background, staff capabilities, and examples of work, where your work will actually take place and why the City should hire your firm.
 - k) Project History and References
 - l) Provide complete project history for minimum of four (4) similar projects.
 - m) Proposed contract fees shall be submitted containing a schedule of the estimated man-hours required and are to be broken down by type of personnel to be used for the proposed

services.

- n) Breakdowns are to be shown separately for each item listed under "Scope of Work". Overhead factors and other multipliers shall be identified.
- o) The consultant shall be responsible for all required resources to include but not limited to computers, surveys, outside consultants, etc.
- p) While cost will not be the sole determining factor, cost will be considered.
- q) A list, with exact case name, number and court of all lawsuits in which the consultant or affiliated firm is, or has been involved in, over the last ten (10) years, as well as a list of all settlements or arbitrations in which the firm was involved during the same period.
- r) Any additional information that will allow the City to accurately evaluate the firm's capability.

F. Evaluation Procedure

1. The City of Powder Springs will review and evaluate proposals based on the following factors:
 - a) Qualifications of the firm to perform the required services, the key personnel to be assigned to perform the services, and the results oriented track record of the firm.
 - b) Prior experience of the firm in completing work of this nature.
 - c) The firm's understanding the City of Powder Springs's professional service needs, the firm's ability to meet those needs in a cost effective manner, and the consultants proposed approach to meeting the City's needs.
 - d) The firm's familiarity with City of Powder Springs and its capability to meet the City's needs in a responsible and timely manner.
 - e) The overall structure, content, and quality of the proposal.
 - f) The cost of completing the project.
2. The evaluation scoring system is outlined below.
 - a) Consultant's understanding and approach to the City's required tasks and needs as demonstrated in the Consultant's response to the scope of services. (25 points)
 - b) Consultant's experience with similar projects comparable in type, size, and complexity. (25 points)
 - c) Qualifications of the Consultant's staff assigned to perform the work with this project. (20 points)
 - d) Demonstrated ability of the Consultant to perform high quality work, to control costs, and meet project schedules. (20 points)
 - e) Consultant's past performance on projects with the City. (5 points)
 - f) Cost to complete the project (5 points)

G. Award of Contract

A Selection Committee will review all proposals submitted pursuant to this RFP. The Selection Committee will score all firms on the information submitted and will compile a ranking of those firms. After all ratings are completed, the Committee will provide the rankings with its Recommendation for Award to the City Council, which will make the final decision as to contract award.

H. Additional Information

I. Addenda

Addenda may be issued in response to changes in the RFP. Addenda must be acknowledged by signing and returning the Addendum Form to be included in the Proposal. Failure to properly acknowledge any Addendum may result in a declaration of non-responsiveness by the City. All Addendums issued for this project may be found on the city's web the website noted above.

J. Right to Cancel or Change RFP

The City reserves the right to cancel any and all RFPs where it is determined to be in the best interest of the City to do so. The City reserves the right to increase, reduce, add or delete any item in this RFP as deemed necessary.

K. Expenses of Preparing Responses to this RFP

The City accepts no responsibility for any expenses incurred by the responders to this RFP. Such expenses are to be borne exclusively by the responders.

L. Georgia Security and Immigration Compliance

1. In compliance with the Georgia Security and Immigration Compliance Act of 2006 (Act 457), Section 2 of Senate Bill 529, Chapter 300-10-1 (O.C.G.A. 13-10-91), all CONSULTANTS must comply with the above mentioned State of Georgia regulations by completing the provided affidavits relative to CONSULTANT and Sub CONSULTANT stating affirmatively that the CONSULTANT and any Sub CONSULTANTS are registered and participating in a federal work authorization program. All applicable affidavits have been included with this RFP and must be signed and provided with the submittal.

City of Powder Springs, Georgia CONSULTANT AFFIDAVIT AND AGREEMENT

By executing this affidavit, the undersigned CONSULTANT verifies its compliance with O.C.G.A. 13-10-91, stating affirmatively that the individual, firm, or corporation contracting with the City of Powder Springs has registered with and is participating in a federal work authorization program. As of the effective date of 13-10-91, the applicable federal work authorization programs (any of the electronic verification information of newly hired employees, pursuant to the Immigration Reform & Control Act of 1986 (IRCA) P.L.99-603) ; in accordance with the applicability provisions and deadlines established in O.C.G.A. 13-10-91. "EEV/Basic Rule Pilot Program" is operated by the U.S. Citizenship and Immigration Services Bureau of the U.S. Department of Homeland Security, in conjunction with the Social Security Administration.

The undersigned further agrees that, should it employ or contract with any Sub CONSULTANT(s) in connection with the physical performance of services pursuant to this contract with the City of Powder Springs, CONSULTANT will secure from such CONSULTANT(s) similar verification of compliance with O.C.G.A. 13-10-91 on the Sub CONSULTANT Affidavit provided in Rule 300-10-01-08 or a substantially similar form. CONSULTANT further agrees to maintain records of such compliance and provide a copy of each such verification to the City of Powder Springs at the time the Sub CONSULTANT(s) is retained to provide the service.

EEV/Basic Pilot Program User Identification Number

By: Authorized Officer or Agent

Date

Title of Authorized Office or Agent

Subscribed and sworn before me on this, the _____
day of _____, 2024

Notary Public: _____

My commission expires: _____

City of Powder Springs, Georgia

SUB CONSULTANT AFFIDAVIT AND AGREEMENT

By executing this affidavit, the undersigned CONSULTANT verifies its compliance with O.C.G.A. 13-10-91, stating affirmatively that the individual, firm, or corporation contracting with the City of Powder Springs has registered with and is participating in a federal work authorization program. As of the effective date of 13-10-91, the applicable federal work authorization programs (any of the electronic verification information of newly hired employees, pursuant to the Immigration Reform & Control Act of 1986 (IRCA) P.L.99-603) ; in accordance with the applicability provisions and deadlines established in O.C.G.A. 13-10-91. "EEV/Basic Rule Pilot Program" is operated by the U.S. Citizenship and Immigration Services Bureau of the U.S. Department of Homeland Security, in conjunction with the Social Security Administration.

EEV/Basic Pilot Program User Identification Number

By: Authorized Officer or Agent of Sub Consultant

Date

Title of Authorized Office or Agent of Sub Consultant

Subscribed and sworn before me on this _____
day of _____, 2015

Notary Public: _____

My commission expires: _____

ATTACHMENT A

Scope of Work

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

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

II. Area covered: All the necessary services provided in this subgrant contract will support the study of LCI-related programs and projects in the existing Powder Springs LCI area, a map of which is included as an attachment to this scope (Exhibit A). The study area may extend slightly beyond these limits if needed for logical termini purposes.

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, utilize transit, and support further development in the study area. Evaluation of the existing structure and development of likely scenarios should produce recommendations for future investment that support ARC's Livable Centers Initiative Program. Improving safety and walkability will result in increases of the alternatives to driving alone.

IV. Work Tasks:

The City of Powder Springs (Sponsor) will prepare an update to its Springs in Motion LCI Plan. The purpose of this update is to keep the LCI plan relevant and produce new recommendations for implementation, particularly in light of substantial growth and development that have taken place in Powder Springs since the LCI Plan was last updated in 2016. The overall intent of the LCI plan should not change, and updated goals, policies, and action strategies must remain consistent with the LCI program goals.

The Sponsor and ARC anticipate the following outcomes from this study:

- Incorporate and connect the City's newest assets, including Thurman Springs Park, Powder Springs Dog Park, the Hardy Family Automotive Amphitheater, and the new Powder Springs City Hall near the town center.
- Envision enhanced walkability and connectivity throughout the study area, incorporating existing, planned and potential paths. This includes optimizing connectivity between the Silver Comet Trail and the town center.

- Create a plan for safer and more efficient traffic flow in the town center, including Marietta Street, by prioritizing pedestrian safety and comfort, incorporating traffic calming, and developing a parking plan.
- Develop guidance for development and placement of electric vehicle charging infrastructure (EVCI) within the study area.
- Determine the location of and access to transit stops in the study area, based on new local bus routes contained in Cobb County's adopted Comprehensive Transportation Plan (CTP).
- Reevaluate the City's housing stock and prioritize areas of opportunity for the development of new single-family and multi-family housing in the study area, with a focus on creating new workforce housing opportunities and preserving existing affordable housing.
- Reassess infrastructure needs in relation to recent growth, especially residential development, that has occurred near the City's core.
- Identify key opportunities for public art, cultural events, and the support of artists and the arts community in the town center.
- Evaluate the study area's parks, recreation and greenspace footprint and identify areas for improvement.

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

Task 1 – Existing Conditions Assessment:

The goal of this task is a thorough review and assessment of existing conditions within the study area including a review of the current LCI plans and other relevant studies. The focus of the assessment will include, at a minimum, the following:

- Review the most recent LCI action plans and identify the status of each item listed.
- Review other existing plans' proposals for future land uses, development, zoning, transportation, and public facilities and compare to conditions "on the ground" today.
- Conduct additional technical analysis on subareas that have changed significantly since the last plan update.
- Analyze and document existing conditions and issues related to land use, transportation, stormwater, housing, and infrastructure within the study area.
- Assess existing conditions of roadways and trails in the study area, including existing bicycle and pedestrian infrastructure, transit stops, traffic control devices, and rights-of-way.

Key Deliverable: Existing Conditions Assessment Report

Task 2 – Housing and Market Analysis:

The goal of this task is the preparation of a housing and market analysis that informs plan

recommendations and ensures the proposed plan is realistic. The analysis will evaluate potential housing locations and types, development and preservation of affordable and workforce housing, and redevelopment. The focus of the assessment will include, at a minimum, the following:

- Determine level of market opportunity by land use and product type, i.e., how much and what uses and products are needed, overbuilt, etc. This includes assessing demand and feasibility for housing (by type and cost), retail, office, and other uses within the LCI area and assess competing uses in districts near the LCI area.
- Develop customer profiles, which should include detailed demographics, lifestyle segmentation data, commuting patterns, actual customer spending habits, or other pertinent information.
- Identify up to five (5) sites for new development that can catalyze further reinvestment.
- Identify opportunities for new housing development in the LCI area, including affordable and workforce housing, that aligns with the plan's guidance for development type, scale, and character in the study area.
- Document strategies to incentivize the preservation and stabilization of existing affordable and workforce housing.
- Develop recommendations that identify best practice(s) and/or development incentives or financing mechanisms for housing and economic development that align with the Metro Atlanta Housing Strategy.

Key Deliverable: Housing and Market Analysis Report

Task 3 – Public Engagement:

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 engage traditional underrepresented groups such as low to moderate income, minority, youth, and elderly or disabled community members. The subgrantee will conduct an outreach process that promotes the involvement of all stakeholders in the study area. In addition to residents, business owners, and property owners, key stakeholders in this process should also include ARC, GDOT, Cobb DOT, CobbLinc, County staff, and elected and appointed officials, and any other relevant partner organizations and agencies. The ARC Project Manager must be included in all communications regarding meeting scheduling and notified of all meetings taking place.

The subgrantee must comply with the following:

- Project information shall be uploaded to the subgrantee's website to provide basic project information to the public, along with project materials and meeting summaries.
- A Project Management Team (PMT) shall be formed with representatives from the city and consultant team, the ARC Project Manager, and any other relevant stakeholders.

- The subgrantee and consultant team shall seek input and comments from a Project Advisory Group (PAG) of major stakeholders.

The subgrantee will schedule at least three (3) public open engagement opportunities in a format determined by the PMT. The following topics/milestones, at a minimum, should be covered by the public engagement activities:

- Provide an overview of the study process, goals of the study, key dates, and opportunities for public input.
- Solicit feedback on goals and objectives of the study; community needs; and strengths, weaknesses, opportunities, and threats in the LCI area.
- Seek input and consensus on preferred concepts, typical sections, and improvements.
- Seek approval of final plan documents and concepts.

In-person, virtual, and/or digital formats may be used for the above activities, including but not limited to online surveys, pop-up events, design workshops, focus group meetings, community meetings, and stakeholder interviews.

Final Plan Review and Transportation Coordination Meetings

A transportation project coordination meeting is required to be conducted prior to finalizing the LCI plan recommendations. To ensure the transportation projects are feasible, the coordination meeting should include all affected organizations (ARC, GDOT, Cobb DOT, CobbLinc, County staff and elected officials, and any other relevant partner organizations and agencies) to discuss potential projects prior to the transportation improvement list being finalized.

The final plan review is required to discuss the plan process, issues, or unique activities that occurred, and future projects that are needed to implement the plan once the plan is complete.

These meetings may be combined, and may be conducted in a virtual or in-person format.

Key Deliverables: Public Engagement Plan, PMT and PAG Meeting Summaries, Public Engagement Summary

Task 4 – Plan Development:

The goal of this task is to review the existing plan, update the goals, policies, and action strategies based on the findings of Tasks 1 through 3, and prepare a detailed draft plan. At a minimum, this plan will assess and update the LCI area's current land use patterns, environmental constraints, transportation patterns, and urban design elements, including pedestrian, bicycle, and transit access; access to jobs, retail, and neighborhood services; diversity of dwelling types; and design for healthy living and social interaction. This analysis

should be coordinated with other completed studies, programs, developments, and organizations. At a minimum, this plan will contain the following components:

- Summary of existing conditions identified in Task 1. This includes land use, zoning, transportation, housing, and infrastructure conditions.
- Assessment of the current LCI plan and other relevant plans that have an impact on the plan update, also covered in Task 1.
- Vision and goals for the downtown area that address the following:
 - Mix of land uses appropriate for future growth including new and/or revised land use regulations needed to complete the development program
 - Mixed-income housing, job/housing match, and social issues such as access to healthy foods and aging in place.
- Recommended policies and programs to implement community vision.
- Recommended revisions to the zoning ordinance and development of regulations to support the vision which includes street design standards.
- Detailed implementation strategy and action plan to assist City officials in moving the plan forward that includes the recommendations from the Market and Housing Analysis.
- Site-specific recommendations for catalytic sites in the downtown area that include a market analysis, regulatory recommendations, and visualization of key concepts.
- Temporary and short-term creative placemaking strategies.
- Guidance for the development and placement of EVCI within the LCI area.
- Transportation assessment and recommendations which include:
 - Transportation demand reduction measures.
 - Mobility improvements including traffic calming, pedestrian and bicycle circulation, transit access, and safety and security of all modes.
 - Placemaking strategies including but not limited to public art, wayfinding, safety, landscaping/streetscaping, lighting, bicycle parking, and park and civic space amenities.
 - Continuity of local streets in the study area and extension of the street grid.
 - Conceptual renderings of the key transportation recommendations.
 - Temporary or interim transportation improvements.
 - Opportunities for the incorporation of green infrastructure within the transportation elements.

Key Deliverable: Draft Plan Document

Task 5 – Project Deliverables:

The goal of this task is to compile the results of the overall study process, relevant findings, and recommendations into a final study/plan document. The final study document shall include the following (not necessarily in this order) into an easy-to-read format:

- **Existing Conditions Analysis Summary from Task 1:**

- A description of the findings from Task 1 including the status of key LCI recommendations from the previous plan.
- **Housing and Market Analysis Summary from Task 2:**
 - Include a summary of the Housing and Market analysis and economic development recommendations in the planning document and executive summary and provide the full report as an appendix.
- **Public Engagement and Plan Development Summary from Task 3:**
 - A description of the study process and methodology, data gathering techniques and findings, and general outcomes.
 - A description of the public participation process used to achieve a community-supported program of improvements.
- **Updated Concept Plan, including:**
 - Maps, concept illustrations, and other graphic representations to support the plan including (but not limited to): the LCI area, existing land use, future land use, existing transportation facilities, and proposed transportation improvements.
 - Catalytic project locations.
 - Identify locations of transportation recommendations.
- **Implementation Strategy:**
 - Describe the organizational structure and processes 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, residents, and businesses.
 - Recommendations from the Market and Housing Analysis.
 - A 100-day Action Plan shall be developed to include no-cost or very low-cost actions and organizational steps needed to keep momentum going and the stakeholders involved and sharing responsibility for the plan's success. This action plan should include short term creative placemaking measures and temporary transportation installations that the City of Powder Springs can undertake to test out concepts in a lighter, cheaper, faster manner.
 - A description of the changes required within the zoning ordinance, development regulations and/or other locally adopted policies to support the concept plan and street design standards, with revised language for adoption, and including a committed schedule for adopting such changes.
 - An evaluation process used to monitor plan implementation and update the action plan every five years (or more often if need), should be identified.
 - An Action Plan that includes of all projects, programs, and initiatives that are planned in the study area to implement the plan's goals. The Action Plan should include estimated start date, completion date, cost estimate, funding sources, and responsible party. This implementation plan should include specific actions with start and end dates that implement the LCI plan, including, but not limited to:
 - A prioritized description of transportation improvement projects (local, state, and federal) that will support the study area goals.
 - A prioritized 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. These should align with the Regional Housing Strategy recommendations.

- A prioritized description of economic development and placemaking strategies.

This action list should be implementable based on the capacity of the Sponsors.

- A prioritized description of transportation improvement projects that are longer term in nature.
- For key projects identified by the Project Management Team, a detailed implementation guide of steps needed to implement the projects.
- **Appendix**
 - Detailed assessment of existing conditions
 - Detailed housing and market analysis
 - Detailed transportation assessment
 - Other Technical Documentation or Assessments (if applicable)

Format of Deliverables

- PDF file of the document, any appendices, concept plans, and typical sections.
- Electronic files in their original formats with supporting graphics and GIS or other data files (Excel, InDesign, etc.).

Project Location Map

