

**REQUEST FOR PROPOSALS**  
**FEASIBILITY STUDY – REPURPOSING OF TWO KEY CITY PROPERTIES**  
**CITY OF POWDER SPRINGS, GEORGIA**  
**RFP # 25-001**

**A. INTRODUCTION**

The City of Powder Springs, Georgia is seeking competitive sealed proposals from qualified consulting firms for the purpose of establishing a contract to develop a feasibility study for the repurposing of two key city properties.

Sealed proposals shall be received by no later than **12:00 noon EST on Friday, February 14, 2025**, 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 EST on Tuesday, February 4, 2025**. All questions shall be submitted to the attention of Kelly Axt, City Clerk, at [kaxt@CityofPowderSprings.org](mailto:kaxt@CityofPowderSprings.org). Vendors shall submit an **original and three (3) copies** of the proposal along with an **electronic copy of the proposal**.

The City encourages participation from minority and women-owned businesses.

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 fifth amongst Cobb County's six 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

The purpose of the feasibility study is to evaluate potential economic opportunities, community service enhancements, and inclusion of basketball and pickleball courts. Property locations are as follows:

**4505 Jackson Way** – currently a church on a corner lot.

**4181 Atlanta Street** – currently a recreation center featuring a commercial grade kitchen and a theatre, located at the rear of the library.

The study shall include the following tasks.

### **Task 1: Project Scoping and Initial Assessment**

- Engage stakeholders to identify key objectives.
- Conduct site visits and assess existing conditions.
- **Deliverable:** A report summarizing objectives, site conditions, and initial findings

### **Task 2: Market Demand and Economic Impact Analysis**

- Analyze market conditions to identify potential uses.
- Assess demand for proposed amenities.
- **Deliverable:** A market analysis report with economic development recommendations.

### **Task 3: Community Engagement**

- Develop a strategy for public engagement.
- Conduct at least two workshops and an online survey.
- **Deliverable:** A summary report of community input with actionable insights.

### **Task 4: Feasibility and Valuation Analysis**

- Assess property values, redevelopment costs, and economic benefits.
- Provide cost-benefit analyses for each proposed use.
- **Deliverable:** A comprehensive feasibility report.

### **Task 5: Final Recommendation and Presentation**

- Develop a strategic plan for repurposing each property.
- Present findings to City leadership and stakeholders.
- **Deliverable:** Final report and presentation materials.

## **D. PROJECT GOALS AND OBJECTIVES**

### **1. Economic Development**

- Identify opportunities to generate economic activity and attract businesses.

### **2. Community Enhancement**

- Evaluate property repurposing to support youth services and improve the quality of life for residents.

### **3. Athletic Demand**

- Analyze the need for basketball and pickleball courts, including placement and community usage.

### **4. Mixed-Use Potential**

- Explore possibilities for community, commercial, and mixed-use developments.

## **E. INSURANCE REQUIREMENTS**

All proposals submitted must be accompanied by a Certificate of Insurance in compliance with the minimum requirements of the State of Georgia. Upon contract award, the vendor shall present a Certificate naming the City of Powder Springs as an Additional Insured. Vendor shall be responsible for all injuries or damages of any kind resulting from their work to persons or property. The minimum insurance requirements are as follows:

1. Commercial General Liability Coverage for personal injury and/or property damage with a minimum limit of \$1,000,000 per occurrence.
2. Commercial Excess Umbrella for liability for bodily injury and/or property: damage and in excess over other coverage in an amount of at least \$1,000,000 combined single limit.
3. Worker's Compensation and Employers Liability - Statutory coverage at a minimum of \$500,000 per accident.
4. Business automobile liability with minimum \$1,000,000 per occurrence. Excess liability coverage may be used to in combination with the base policy to meet these limits.
5. Each policy shall contain an endorsement that, in the event of change or cancellation, a thirty (30) days prior written notice must be sent by certified mail to the City.

## **F. PROPOSAL CONTENTS**

To standardize responses and simplify the comparison and evaluation of responses, all proposals must be organized and submitted in the format listed below. Straightforward, precise, and clear language is preferred over many pages of details and specifications. The City of Powder Springs reserves the right to request further information, contact client references, and require interviews with any responding firm.

### **1. Authentication Letter**

Include a cover letter signed by an official authorized to solicit business and enter into contracts that summarizes the proposer's interest in providing the service and demonstrates an understanding of the overall intent and requirements of the RFP. The cover letter shall include the name, address, email address, and phone number of person (s) authorized to represent the organization.

### **2. Project Approach and Methodology**

Provide detailed information on the methodology, tools, and techniques that demonstrate how the feasibility study will be developed and completed.

### **3. Company Background**

Provide information on company background to include the following:

- a. Organization's local name, address, and phone number.
- b. Contact person, phone number, and e-mail address.
- c. Number of years in business.
- d. Size of organization (number of employees)
- e. Name of person(s) that will be involved in coordination and performance of these services.

### **4. Team Qualifications and Relevant Experience**

Provide information on the organization's background and relevant experience in providing similar completed projects.

### **5. Community Engagement Plan**

Provide the strategy for engaging the community and stakeholders.

### **6. Proposed Schedule**

Include the proposed timeline with milestones and deliverables.

### **7. Cost Summary**

Provide the total cost of completing the study and include an itemized cost breakdown and resource allocation.

## 8. **References**

Provide a minimum of three (3) relevant references with contact information including phone number and e-mail address.

## **G. EVALUATION/AWARD CRITERIA**

Proposals will be reviewed for responsiveness to this RFP by an Evaluation Committee and evaluated based on the following factors. Factors are listed in order of relative importance. After evaluations are completed, the proposals will be ranked, and the award made to the firm whose proposal has been determined to be most advantageous to the City. The committee's recommendation will be forwarded to the City Council for final consideration and contract award.

### **1. Project Approach and Methodology (40%)**

- Creativity and alignment with city goals.

### **2. Qualifications and Experience (30%)**

- Relevant expertise and past project success.

### **3. Community Engagement Plan (15%)**

- Inclusivity and stakeholder involvement strategies.

### **4. Proposed Schedule (10%)**

- Feasibility and realism of timeline

### **5. References and Past Performance (5%)**

- Ability to meet deadlines and deliver high quality work.

## **H. ANTICIPATED TIMELINE**

- 1. RFP Issued:** December 27, 2024
- 2. Proposal Submission Deadline:** 12:00 noon, February 14, 2025
- 3. Project Start Date:** March 21, 2025
- 4. Final Deliverables Due:** June 23, 2025

