

REQUEST FOR PROPOSALS

January 12th, 2024

To: Consulting Firms (Creative Placemaking Expertise)

Re: Request for Proposals for Cumberland Creative Placemaking Study

The Cumberland Community Improvement District (CID) is seeking consultant firms specializing in creative placemaking services. The CID is developing an implementation of a creative placemaking study that will help promote public art as well as pedestrian safety. The purpose of this study is to develop recommendations for installing public art in partnership with public and private stakeholders to help create a sense of place for members of the community. The overall intent of the LCI study should not change, and updated goals, policies and action strategies must remain consistent with the LCI program goals.

Review and Evaluation of Proposals:

Respondents must demonstrate competence and experience in the areas of expertise outlined in the following Required Expertise and Scope of Services sections of this Request for Proposals (RFP).

Respondents must 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. Respondents should also demonstrate the ability to build consensus among public and private interest groups related to the project.

Respondents should address each of the following characteristics and qualifications as succinctly and briefly as possible. All items listed below will be given equal consideration in the evaluation process:

- ✓ **Team Organization (10 points):** Identify a project manager and describe the person's relevant experience and qualifications on similar projects. Provide information of project team members, identifying their relevant qualifications and experience and the tasks for which they will be responsible along with man-hours.
- ✓ **Consultant Capability (15 points):** Demonstrate the ability to perform the work outlined in the Scope of Services on schedule and within budget. A preliminary work program along with a schedule of consultant team members, title/role, and associated man-hours per team member shall be included that anticipates approximately a finish date **no later than October 2025**.
- ✓ **Statement of Project Understanding (20 points):** Demonstrate a clear understanding of the project, including the relationships of the various land use and transportation issues, and other applicable economic development issues. It is critical to have an understanding of the Cumberland CID, its

relationship to other involved entities and stakeholders, and its goals and mission as it relates to the study area.

- ✓ **Project Approach (25 points):** Demonstrate a clear outline or overview of the Consultant’s proposed project approach to the Cumberland Creative Placemaking Plan.
- ✓ **Collaboration and Public Participation (15 points):** Demonstrate the ability to work collaboratively with, and facilitate consensus among a variety of governmental, neighborhood, institutional, non-profit, and business interests.
- ✓ **Budget (10 points):** Provide a reasonable budget based on the knowledge and expertise that your team will bring as well as being sufficient to produce quality deliverables throughout the course of this study.
- ✓ **References (5 points):** Provide five (5) references of previous relevant work performed by the Consultant. List contact name, organization, contact number, email, relevant project(s), and brief project description.

DBE Goal: As a part of this RFP the Cumberland CID has elected to adopt a DBE goal. The Atlanta Regional Commission (ARC) has established a Disadvantaged Business Enterprise (DBE) program in accordance with regulations of the U.S. Department of Transportation (DOT), *49 CFR Part 26*. ARC has received Federal financial assistance from the Department of Transportation, and as a condition of receiving this assistance, ARC has signed an assurance that it will comply with *49 CFR Part 26*. For this project we will be abiding by ARC’s DBE goal of **16.7%**. Further information regarding ARC’s DBE Program can be found at <https://atlantaregional.org/about-arc/business-services-finance/arc-businessopportunities/>.

Review Process: All submissions will be reviewed and evaluated by a Selection Team established specifically for this effort. The Selection Team will establish a short list of respondents. The short-listed respondents may be required to expand on submitted materials, submit additional materials for review, and/or may be invited to interview before the Selection Team. The Selection Team will then make a final recommendation to the CID Board of Directors and notify the successful respondent. Selection shall be made to the respondent whose proposal is determined to be the most advantageous for the Cumberland CID, taking into account all of the evaluation factors set forth in this RFP.

A Contract for Services will be formulated and executed as soon as appropriate. Following the proposal due date, the proposal constitutes a binding offer and may not be withdrawn prior to the consummation of good faith contract negotiations or rejection of a proposal by the Cumberland CID in its sole discretion, whichever occurs first. No award shall be binding upon the Cumberland CID unless and until consummated by a written, fully executed contract.

The proposing firm shall state with specificity those elements of its response that it considers confidential and/or proprietary. Failure to properly identify and mark confidential or proprietary information as

specified in the following paragraph may result in all information received being deemed non-confidential, non-proprietary, and in the public domain. Notwithstanding the foregoing, the proposing firm is hereby notified that any and all materials submitted in response to this RFP will be treated as if subject to the provisions of Georgia's Open Records Act (O.C.G.A. § 50-18-70 et seq.). The Cumberland CID's receipt, review, evaluation or any other act concerning any such information shall not create an acceptance by the CID of any obligation or duty to prevent the disclosure of any such information except as required by the Open Records Act. Proposing firms that submit information they believe should be exempt from disclosure under the Open Records Act shall clearly mark each document as confidential, proprietary or exempt, and state the legal basis for the exemption with supporting citations to the Georgia Code. If the information is requested under the Open Records Act, the CID shall make a final determination if any exemption actually exists for the CID to deny the request and prevent disclosure. The CID will withhold such information from public disclosure under the Open Records Act only if the CID determines, in its sole discretion, that there is a clear legal basis to do so.

The Cumberland CID reserves the right to: (a) waive minor irregularities or variances, non-material bid formalities or defects in any proposal; (b) reject any and all proposals, in whole or in part, submitted in response to this RFP; (c) request clarifications from all proposing firms; (d) request resubmissions from all proposing firms; (e) make partial, progressive or multiple awards; and (f) withdraw or cancel this RFP without prior notice, at any time, at its sole discretion. The proposing firm shall be solely responsible for any and all costs associated with developing and preparing its proposal.

Required Expertise:

Interested respondents must demonstrate the experience and expertise to address and coordinate the following disciplines as they relate to this effort:

- Creative Placemaking Plans
- Bicycle and Pedestrian Specialization
- Transportation Planning
- Economic Development and Impact
- Urban Design
- Public Participation/Promotions/Marketing

Scope of Work

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

002 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 within the Cumberland Community Improvement District (CID) area. The study area may extend beyond these limits if needed for logical termini purposes.

III. Goal: The Atlanta Metropolitan Transportation Planning Area is included in a non-attainment area for ozone 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.

IV. Work Tasks:

The Cumberland CID has been working on implementing creative placemaking efforts throughout the district and will conduct an LCI study aimed at providing a creative placemaking initiatives roadmap promoting pedestrian safety and local art. The study will include detailing ways Cumberland CID can establish specific connections between public and private stakeholders, and local arts organizations.

The CID and ARC anticipate the following outcomes from the study:

- A strategy and methods for establishing specific connections between public and private stakeholders and local arts organizations.
- Activating previously underutilized public and private spaces with the arts and other engaging activities.
- Identification of appropriate bicycle and pedestrian safety measures throughout the study area.

Task 1 – Existing Conditions and Technical Analysis

The focus of this assessment will include the following:

- An assessment of the current transportation and mobility network within the CID.
- An assessment of the land uses within the CID.
- Identification of existing public and private art installations.
- Identification of engagement opportunities for local artists in relationship with Cumberland's art community.

Deliverable: Existing Conditions and Technical Analysis Report

Task 2 – Public Involvement

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 elderly or disabled citizens. The Subgrantee will identify all stakeholders and

facilitate their involvement in the study process. The ARC project manager shall be notified of all meetings. The public involvement process shall, at a minimum, include the following components:

- *Project Management Team.* The Subgrantee shall establish a Project Management Team that includes a representative from the Subgrantee, the consultant, and ARC. This team shall meet monthly, at a minimum, to discuss the study progress.
- *Project Advisory Group (PAG).* A PAG 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, culture and arts, and other applicable departments. Representatives from non-profit organizations that provide services in the study area should also be included in the PAG. These groups include, but are not limited to, Smyrna Arts Council, Cobb Arts Vibe, and ArtsBridge Foundation.
- *Public Open Engagement Opportunities.* 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. In addition, local artists should be engaged in the creation of engagement opportunities and strategies. A minimum of three (3) public open engagement opportunities shall be conducted to discuss the following topics:
 - Kick-off meeting to announce the beginning of the study process, the goals of the study, key dates, and opportunities for public input.
 - Data gathering meeting(s) to collect data, information, and opinions from the public on pertinent topics. These meetings can also be used to review preliminary findings and general directions.
 - Seek input and consensus on placemaking opportunities, culture and arts integration strategies, and concepts for multi-modal transportation improvements, including typical sections, concepts, and safety improvements.

Virtual meetings and/or digital engagement activities can be used to meet the above activities.

- *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 (such as GDOT, MARTA, etc.) to discuss potential projects prior to the transportation improvement list being finalized.

The final plan review may be conducted virtually or at the ARC offices 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.

Deliverables: Public Involvement Plan, PMT Meeting Summaries, PAG Meeting Summaries, Public Involvement Summary

Task 3 – Plan Development

The goal of this task is to develop and assess the subject area's urban design elements, including pedestrian, bicycle, and transit elements, wayfinding, public space activation, and safety features. This analysis should be coordinated with other completed studies, programs, and organizations. At a minimum, this study will evaluate and address the following information:

- Identify potential locations for public space and placemaking activation in the Cumberland CID area.
- Define area theme(s) for public space activation and placemaking in the Cumberland CID area.
- Determine public space and placemaking elements and strategies, including but not limited to public art, wayfinding, lighting (both decorative and safety), green infrastructure, and streetscapes.
- Identify locations for the installation of appropriate multi-modal transportation infrastructure and related safety measures and strategies.
- Stakeholder participation and support.
- Public and private investment policy.

Deliverable: Draft Cumberland CID Creative Placemaking Plan

Task 4 – Prepare 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 summary document. The final study document shall include the following (not necessarily in this order):

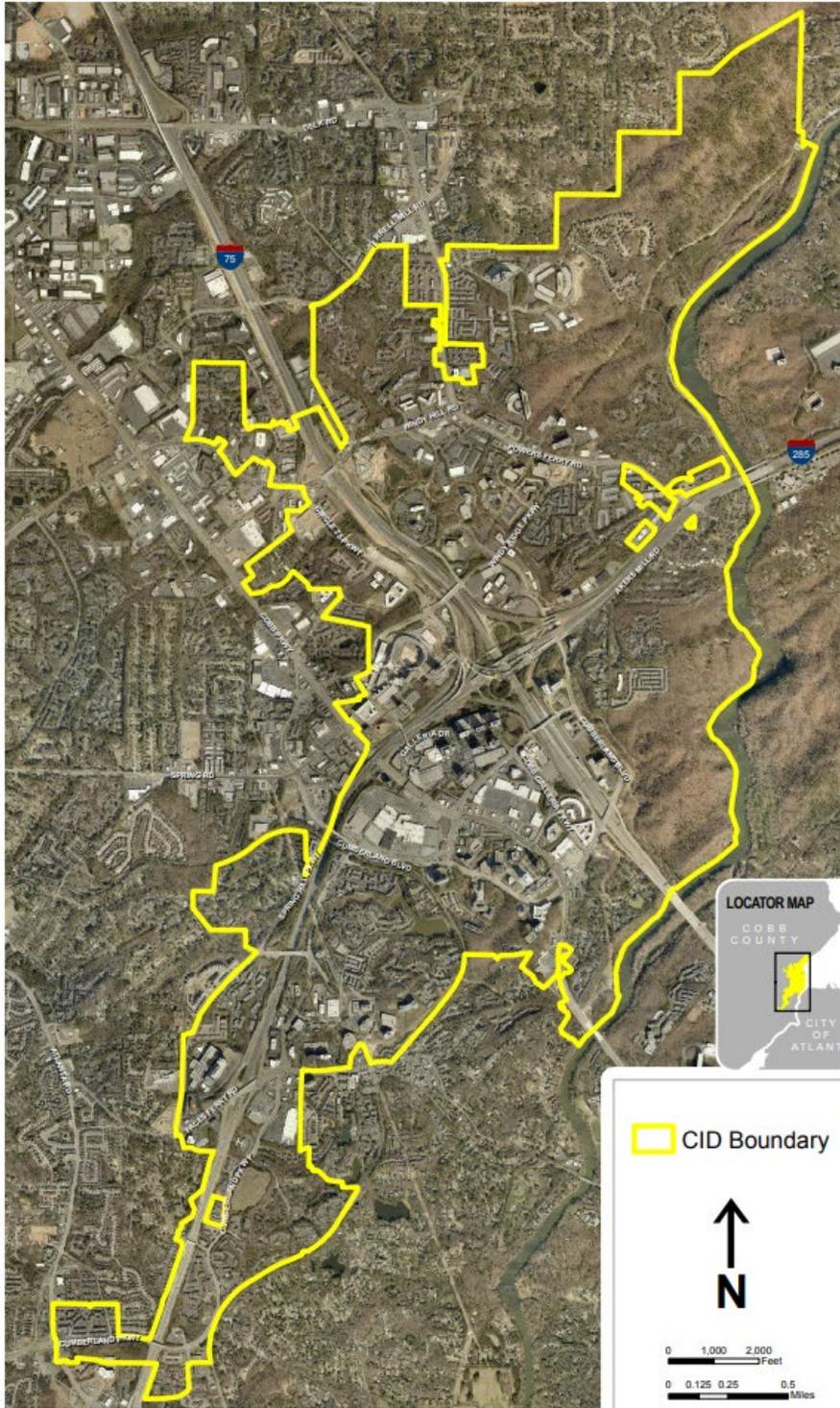
- **Summaries of the plan development process:**
 - A description of the study process and methodology, data gathering techniques and findings, and general outcomes.
 - A description of the public participation process used to achieve a community-supported program of improvements.
- **Draft Concept Plans and thematic concept(s)**
 - An area plan map outlining the type of elements and strategies to be installed at recommended locations.
 - A preferred placemaking layout and a typical section of the Cumberland CID area.
 - Develop Design Guidelines for private investment that complement the public space activation elements.
 - Illustrative visualizations that illustrate the wayfinding and creative placemaking within the Cumberland CID area.
- **Implementation Plan**

- Identify proposed updates to Cobb County’s applicable ordinances and guidelines for code adherence and if necessary, recommendations of best practices to implement the plan.
 - A phasing program based on the priority and implementation schedule of the various project elements to be undertaken in the project area will be established.
 - A 100-day action plan that is achievable to show plan implementation to the public.
 - Cost Estimates for the main project components of the proposed placemaking and multi-modal transportation elements and potential funding sources.
 - Provide a cost breakdown of wayfinding signs and estimated fees for design, fabrication, and installation.
- **Format of Final Deliverables:**
 - One (1) printed copy of the final report (8.5”x11”)
 - PDF the document, any appendices, concept plans, and typical sections.
 - Electronic files in their original formats (e.g. MS Word, Excel, etc.) with supporting graphics and GIS shape files.

Deliverable: Cumberland CID Creative Placemaking Plan

Exhibit A-1, Study Area Map

Cumberland CID Boundary Map  CUMBERLAND
COMMUNITY IMPROVEMENT DISTRICT



Key Dates:

- **Non-mandatory Pre-bid Meeting – Thursday January 18th, 2024 @ 10:00 a.m.**
 - Zoom link:
<https://us02web.zoom.us/j/83970054294?pwd=ZmljUFMrQytFR3Nrc29Cd2ZaVXZUQT09>
- **Request for Proposals Deadline - Tuesday February 6th, 2024 by 4:00 p.m. EST.**
 - Submittals after this time and date will not be considered.
 - CCID prefers submittals to be delivered by **email** to Tarik Milner:
tmilner@cumberlandcid.org.
 - *If hand delivered:* Cumberland Community Improvement District (located within the Cobb Chamber of Commerce building) 1100 Circle 75 Parkway, Suite 1000, Atlanta, Georgia 30339 Tarik Milner, Planning and Projects Manager, Cumberland Creative Placemaking Study.
 - *If mailed:* Cumberland Community Improvement District, 1100 Circle 75 Parkway, Suite 1000, Atlanta, Georgia 30339. Attn. Tarik Milner, Planning and Projects Manager, Cumberland Creative Placemaking Study.
- **Questions and addendums:**
 - Any questions will need to be emailed to Tarik Milner: tmilner@cumberlandcid.org
 - Final questions will be due by **Tuesday January 23rd, 2024 by 4:00 p.m.**
 - Final addendum will be sent out on **Friday January 26th, 2024 by 12:00 p.m.**

Project Term:

The time frame for completion could be influenced by unanticipated requirements, constraints, or circumstances. However, it is anticipated that the conceptual plans (outlined in the Scope of Services) of the Cumberland Creative Placemaking Study will take approximately nine (9) months from contract award to completion.

Project Funding:

Funding for this project will be provided by the Atlanta Regional Commission and the CID.

Inquiries of Qualifications:

Interested respondents may email inquiries to: Tarik Milner: tmilner@cumberlandcid.org

Submission Details:

Number of Copies: Submittals should not exceed twenty-five (25) pages, covering the general qualifications and background of the firm or team.

Team Members: Submittals should state the full name, address, phone number, and email address (project manager) of the organization and the branch office or other subordinate element that will perform or assist in performing the services described herein. If responding as a team, then the lead firm should be identified with a project manager designated as a single point of contact for the team. Indicate the type

of ownership (i.e. individual, partnership, corporation, etc.) and explain any proposed joint venture or cooperative relationships. Include the states in which the firm is licensed to operate.

Diversity: Additional consideration may be given to respondents that represent the cultural diversity of the Atlanta Metro area. This diversity should be reflected in all aspects of team composition such as ownership, professional personnel, consultants, and staff. Evidence of this diversity should be included in the RFP.

Budget Estimate: The cost has been established so the budget should be itemized in accordance with the following budget categories: Salaries and wages, man-hour estimates, equipment and materials, travel expense, staff benefits and payroll, overhead and fixed fees. Other expense categories may be added, if appropriate.