



RFP

Professional Schematic Design and Engineering Services for West Peachtree Street/Spring Street Complete Street Project

OVERVIEW

Midtown Alliance is a non-profit organization committed to creating a vibrant urban experience in the heart of Atlanta. Guided by a visionary master plan, Blueprint Midtown, Midtown has become a national model for urban excellence. Midtown Alliance, with funding from the Midtown Improvement District, partners with the City of Atlanta to plan, design, and implement public improvement projects. These projects seek to make Midtown safe, accessible, multimodal, and vibrant.

This Request for Proposals seeks to identify a qualified consultant or consultant team to provide transportation engineering and design services to support the Spring Street and West Peachtree Street Complete Streets projects within the City of Atlanta, Georgia, hereinafter collectively described as the "Project." The project limits are West Peachtree Street between Peachtree Street in Midtown and Peachtree Street in Downtown and Spring Street between 17th Street and North Avenue. This phase of the Project is funded by the Midtown Improvement District. Later phases of the Project are slated to be funded through the City of Atlanta's TSPLOST program and the Midtown Improvement District. Construction funds identified for this Project through TSPLOST currently total \$11.3 Million (\$6.9M for West Peachtree Street and \$4.4M for Spring Street). The design should reflect these funding amounts.

CONTEXT

Spring Street and West Peachtree Street are currently one-way streets that primarily serve vehicular needs. Like most streets in central business districts, they were originally built for two-way traffic and later converted to one-way operation to make suburb-to-city trips by automobile faster. These streets remain important in supporting commute trips by automobile but need to provide opportunities for safe and appealing travel by other modes. The Project should also consider the needs of the increasing number of non-commute trips.

Both corridors are experiencing an unprecedented amount of redevelopment. Over 4,400 residential units, 2.9M SF of office, 675 hotel rooms, and 300K SF of retail have recently been added, are under construction, or are planned on these two corridors. Much of the residential development targets students from Georgia Tech and SCAD. The office space development is generally focused around the Tech Square area near 5th Street as well as near 17th Street.

There are four MARTA rail stations that front the West Peachtree Street corridor – Arts Center, Midtown, North Ave, and Civic Center stations. Each of these stations serve local and regional buses. These streets currently serve as pick up and drop off locations for 16 regional express bus routes during peak periods. Express bus stops along the corridor are marked by static signs. There are no shelters or other amenities currently in the corridor for those riding the bus.

West Peachtree Street currently has a striped bike lane for northbound travel on the east side of the street between North Avenue and 12th Street. The bike lane is unprotected, too narrow, and is located between on-street parking spaces and a travel lane. There currently are no bike facilities on Spring Street. Several bike facilities intersect with these corridors including striped bike lanes on 17th Street, shared lane markings on 12th, 10th, and 8th Streets, and striped bike lanes on 5th Street. Plans are in place to upgrade the 5th Street bike lanes and the 17th Street bike lanes.

As part of a streetscape project in 2006, the number of travel lanes on West Peachtree Street between North Avenue and Peachtree Place was reduced from six to four lanes and on-street parking was added. Much of the corridor's sidewalk and ADA conditions were upgraded as part of that project or through private development, but several segments are still in need of improvement. Spring Street has never experienced corridor-wide improvements like West Peachtree Street, but it has seen significant improvements to the sidewalk environment through private development. The first phase of Spring Street (from Peachtree Street to 17th Street) is currently being designed/engineered through a federal grant and the current schedule shows construction complete by Q4 of 2020.

Vehicle speeds on both streets during most times of day are excessive and unsafe, particularly for those on foot or on bike. Additionally, several intersections lack protected crossings and make east-west travel through intersections perilous for pedestrians.

Traffic signals on these corridors (and all of the Midtown core) are actively managed and maintained through the Regional Traffic Operations Program (RTOP). The current signal timing strategy for these corridors is to progress traffic during peak periods and to keep cycle lengths as low as possible to make walking more convenient. A pedestrian scramble has been recently implemented at the intersection of Spring Street and 5th Street.

Spring Street and West Peachtree Street are on City of Atlanta right-of-way (ROW) with the exception of the segments north of 14th Street which are Georgia Department of Transportation ROW.

SCOPE OF WORK

Project Purpose

The purpose of this project is to perform a schematic streetscape redesign for West Peachtree Street between Peachtree Street in Midtown and Peachtree Street in Downtown and for Spring Street between 17th Street and North Avenue that uses the most current complete streets design guidelines (see Exhibit A for map of project area). The project retains the existing one-way operation with the exception of West Peachtree Street south of North Avenue where the Midtown Transportation Plan recommends a conversion to two-way traffic. The project seeks to provide protected bike lanes on each street. The concept for West Peachtree Street includes barrier

protected bike lanes in each direction south of 3rd Street and a one-way northbound protected bike lane north of 3rd Street. The concept for Spring Street includes a barrier protected southbound bike lane. These new bike lanes will intersect several other existing and proposed bike facilities so designing safe and convenient connections is critical.

Midtown Alliance and the City of Atlanta share a strong commitment to environmental sustainability, and seek to achieve the goals of the Midtown EcoDistrict. The design project outlined in this RFP should seek to be responsive to the sustainability goals and stormwater issues facing the core of Midtown and consider the implementation of innovative green infrastructure concepts.

The work comprising this scope is expected to be the approximate equivalent of what would commonly be referred to as “30% Design” within the design and engineering industry. The anticipated construction budgets for the Spring Street and West Peachtree Street project is approximately \$4.4 million and \$6.9 million, respectively.

Design Goals

The primary goals of the design work include the following:

- Create a safe, protected bike lane on each street that links seamlessly with the existing and planned bike facility network.
- Facilitate bus service and improve bus stop amenities
- Improve sidewalk conditions to ensure safety, access, and comfort
- Ensure ADA compliance
- Incorporate the [Midtown Streetscape Design Standards](#)
- Incorporate the environmental sustainability goals of the Midtown EcoDistrict and the City’s Green Infrastructure goals and guidelines

Components of Roadway Redesign

The design should utilize existing public right-of-way and should not encroach into private property. The following lists the basic components that should be assessed and incorporated into the project:

- Sidewalk repair
- Street trees
- Granite curbing
- ADA compliant crosswalks and curb ramps
- Lighting - pedestrian and roadway
- Protected bike lanes
- Protected pedestrian crossings (at intersections and potentially mid-block)
- Green stormwater infrastructure
- Bicycle wayfinding signage
- Curbside management
- Shared mobility management
- Bus stop amenities
- Opportunities for public space activation
- Street milling, resurfacing, striping, and signing

Deliverables

The selected firm will further the existing draft concept for each street into a final Concept Design and advance it through Schematic Design. The concept development plan will consist of an existing conditions analysis, detailed traffic analysis and modeling, conceptual design alternatives, concept refinement, opinion of probable cost estimate, on-going Midtown Alliance/City of Atlanta/Georgia DOT project coordination, public engagement, and deliverable preparation. Each scope item is described in detail, below.

Existing Conditions Analysis: Review existing studies, reports, plans, design guidelines, and development proposals that may serve as resource materials in understanding the character, context, and future conditions of the corridor. A survey of each corridor, provided by Midtown Alliance, should be reviewed for accuracy and completeness prior to starting design work. Consultant should document any errors or deficiencies in the survey that could prevent the design team from proceeding. Conduct site walks as needed. Develop an inventory of existing conditions and performance measures and metrics, including issues and opportunities relevant to the recommendations for the corridor identified in the Midtown Transportation Plan and other relevant studies and plans. Existing conditions should be documented through a series of maps, diagrams, site photographs, and narrative.

Detailed Traffic Analysis and Modeling: Conduct a detailed traffic study for the project area. Specific work items as part of the traffic analysis would likely include: traffic counts, crash data analysis, future conditions analysis and impacts, and findings to determine the impact of reallocating space to better match needs of all street users. As some of the project is on State right-of-way, the project may necessitate a GDOT-level traffic study.

Conceptual Design Alternatives: Develop design alternatives including typical cross sections that meet the project goals that can be vetted by Midtown Alliance, the City of Atlanta, and the public.

Concept Refinement and Schematic Design: Based on feedback received on the concept alternatives, develop a "Preferred" Concept Plan. The Preferred Concept Plan will be presented to the City of Atlanta (along with Traffic Analysis and Modeling findings) for comment. Based on these comments, develop a schematic design (30% plan) for submittal to Midtown Alliance and the City of Atlanta that will serve as the guide for following phases of design and engineering (i.e. construction-level documents). Prepare at least two (2) highly detailed photo renderings of each street that present before/after conditions. Complete the City of Atlanta's Concept Report form.

Cost Estimating: Provide a detailed Opinion of Probable Construction Costs at concept level and again as part of the final schematic design. The cost estimate should be as comprehensive as possible and broken out by GDOT unit line items.

Project Management: The consultant will be expected to provide bi-weekly progress updates and should anticipate regular meetings with Midtown Alliance to review progress. Additionally, the consultant will be expected to attend and participate in meetings with the City of Atlanta and the Georgia DOT in order to advance this project to the next phase of design. The Consultant will be responsible for creating and distributing the agenda for these meetings 24 hours before the meeting. The Consultant will be responsible for creating and sending out meeting summary and action items from each meeting. The consultant is also expected to develop and regularly update the project schedule.

Public Engagement: Prepare for and lead up to five stakeholder involvement meetings and up to three public involvement meetings, in partnership with Midtown Alliance and the City of Atlanta. The public involvement meetings shall include one or two preliminary events where the project is introduced to the public and citizens are encouraged to identify issues and opportunities in the project area. With any street redesign that involves changes in the use of the ROW, the project will likely be high profile. With that, the public meetings should be focused on presenting facts and displaying them in a compelling and easy to understand way. The use of infographics, renderings, and other graphical opportunities that make complex information about traffic analysis and modeling easier to understand is highly encouraged. A presentation of design plans, and a forum to collect and document public input and ideas on the plan at approximately 30% design completion is expected.

CONSULTANT SELECTION PROCESS

Midtown Alliance will utilize evaluation criteria to select a Consultant that generally matches with the Submittal Content listed below. It should be noted that the proposed fee will be an important factor but not the sole determinant. Respondents may be narrowed to a short list of finalists. Finalists may be requested to appear for an interview. Unless specifically requested, no additional documents will be accepted past the submittal deadline.

The successful firm/team will demonstrate experience with the following skills and tasks:

- Communicating skillfully and effectively as part of a team, including the ability to successfully communicate complex transportation trade-offs with a diverse array of community members and organizations, and gain and incorporate feedback in a meaningful way.
- Understanding of urban transportation including best practices from across the country and around the world. Respondents should be well versed in best practices on speed management, curbside management, innovative bikeway design, sidewalks and streetscape design, and construction cost estimating.

SUBMITTAL SCHEDULE AND CONTENT

Submittal Schedule

E-mailed proposals must be received by Midtown Alliance by **5:00 PM EST on Monday, September 10, 2018**. Proposals received after the designated date and time will not be accepted. Proposals submitted after the specified time will be deemed invalid and returned unopened to the proponent. All proposals should be e-mailed in PDF format to Dan@MidtownAtl.com and any questions regarding this invitation to bid should also be submitted via e-mail to:

Dan Hourigan
Director of Transportation & Sustainability
Dan@MidtownAtl.com
Midtown Alliance
999 Peachtree Street NE, Suite 730
Atlanta, Georgia 30309

RFP Schedule

RFP Released	Friday, August 10, 2018
Questions Due	Thursday, August 16, 2018
Proposals Due	Monday, September 10, 2018
Presentations (Tentative)	Week of September 17, 2018
Award Contract	Week of September 24, 2018

Submittal Content

The response to this RFP should not exceed 30 total pages (exclusive of cover sheets and table of contents). The Submittal must include the following:

Team Organization – List the firm or firms involved by role. Identify a project manager and describe the person’s relevant qualifications and experience on similar projects. Provide a list of project team members, identifying their relevant qualifications and experience and the tasks for which they will be responsible.

Capability and Experience – Demonstrate the ability to perform the work outlined in the Scope of Work on schedule and within budget including a minimum of three (3) examples of similar or related projects successfully completed within the last five years. Proposers should have experience with and/or substantial understanding and familiarity with NACTO Design Guides and PROWAG, as well as other Federal, State, and local design guidelines. Provide evidence that prior Opinions of Probable Construction Costs were accurate.

Statement of Project Understanding – Demonstrate a clear understanding of the project, including relationships of project elements to adjacent neighborhoods; concerns of adjacent retail and other economic development issues; knowledge and understanding of general traffic, transit, and pedestrian circulation issues in the area; and an understanding of Midtown SPI-16 zoning regulations.

Project Approach and Timeline – Provide a concise summary of the team’s approach to the project. If your submittal is based upon any variation to the scope of work (reduced or additional services), please outline any clarifications or modifications. A preliminary work program and schedule should also be included.

Collaboration and Public Participation – Demonstrate an ability to work collaboratively with and facilitate consensus among a variety of government, neighborhood, non-profit and business interests.

Graphic Representation Capabilities – The proposal should provide examples that show the team’s ability to produce high quality graphics to intuitively and compellingly represent all aspects of the project to stakeholders and to the general public. These work samples should include presentation of traffic/safety/parking data as well as highly detailed photo renderings of similar projects.

Sustainability – Midtown Alliance is committed to reducing the environmental impacts of its work and improving the environmental performance of Midtown in general. To that end, the submittal should outline how you intend to incorporate sustainability into the project.

Fee Proposal – The fee proposal should include the standard hourly billing rate for each staff member anticipated to work on this project, the number of hours proposed for each staff member, and the percent and amount of work to be completed by the prime consultant and any subconsultants. The fee proposal should be structured and identified as either Lump Sum or Hourly with a Not-To-Exceed limit.

GDOT Pre-qualification Classification - Please submit evidence that the prime consultant is prequalified in at least one area of GDOT's Division 3 – Highway Design Roadway classification.

Minority Participation – Midtown Alliance believes that it is important to encourage the participation of businesses owned and controlled by socially and economically disadvantaged individuals. Proposers should document efforts to address Disadvantaged Business Enterprise (DBE) participation in their response.

Certificate of Liability Insurance – The Proposer shall submit a statement acknowledging that Exhibit B (Certificate of Liability Insurance) meeting the required insurance limits will be provided to Midtown Alliance should the Consultant enter into a contract with Midtown Alliance. Failure to submit this document will result in the submittal to be declared as non-responsive and it will be rejected.

In addition to addressing the topics listed above, each Proposer should provide a response to the following questions:

1. The West Peachtree and Spring Street corridors are complex in nature. What do you foresee as being the biggest challenges in transforming these corridors and how is your firm/team uniquely qualified to overcome those challenges?
2. The current design of the West Peachtree and Spring Street corridors almost exclusively serves fast-moving motor vehicles. The “complete street” concept at hand suggests a reduction in vehicular capacity to create a much more balanced approach. As we present concepts to the public that result in slightly less vehicle capacity, there will likely be some anxiety and push back from citizens, particularly among commuters who travel these corridors each work day. We have an opportunity to present data that helps people understand the proposed changes in a way that is believable, compelling, and easily digestible. To that end, what methods would you utilize to present data/information in a public setting that would encourage productive dialogue with the public and help people understand the inherent trade-offs of these projects? If applicable, please include examples displays/graphics/methods that you’ve employed in past projects that were successful.
3. The Midtown Improvement District prides itself on being an innovation district – a place where new ideas and cutting edge technology can be tested. How would your firm bring an innovative approach to this project?

GENERAL CONDITIONS

Upon submission of a proposal, the Proposer hereby certifies on behalf of his/her company or organization that:

- This proposal is genuine and not made in the interest of, or on behalf of, an undisclosed person, firm or corporation.
- This proposal is not submitted in conformity with any agreement or rules of any group, association, organization or corporation.
- The Firm(s) has not directly or indirectly induced or solicited any other Proposer to submit a false or sham bid.
- The Firm(s) has not solicited or induced any person, firm or corporation to refrain from submitting a proposal.
- The Firm(s) has not sought by collusion to obtain for itself any advantages over any other Proposer or over Midtown Alliance.

Rights Reserved

Issuance of this RFP does not constitute a commitment on the part of Midtown Alliance to award a contract pursuant to this RFP. Midtown Alliance reserves the right to reject any and all proposals submitted in response to this RFP, in whole or in part, and to award a contract pursuant to this RFP or cancel this RFP if it is considered to be in the best interests of Midtown Alliance. Midtown Alliance further reserves the right to make changes to this RFP at any time by issuance of written addendum/addenda, amendment(s) or clarification(s).

Midtown Alliance is not responsible or liable for any of the costs incurred by any Proposer in preparing and/or submitting a proposal pursuant to this RFP.

RFP REFERENCE DOCUMENTS

The following documents/information (and others not listed below) are for reference purposes and can be downloaded here: <https://www.midtownatl.com/about/resource-center>

1. Blueprint Midtown 3.0
2. Midtown Transportation Plan
3. Midtown Owner's Manual
4. Midtown Streetscape Plan Matrix

EXHIBITS

1. Exhibit A – Project Map
2. Exhibit B – Sample Certificate of Liability Insurance

Exhibit A – Project Map



