

REQUEST FOR PROPOSALS

Downtown Bus Corridor LCI Study

November 16, 2020

Issued By:



Contact:

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Introduction

Central Atlanta Progress, Inc. (CAP) and Atlanta Downtown Improvement District (ADID) (the “Client”) are seeking proposals from interested firms or teams of firms with the appropriate expertise and experience to conduct research, perform analysis, and develop design recommendations for the *Downtown Bus Corridor LCI Study*.

Interested consultant firms or teams (the “Consultant”) are encouraged to submit proposals that exhibit their experience researching, analyzing, and developing design recommendations for dedicated transit lanes and facilities in a multimodal transportation context for similarly situated corridors, cities, and districts.

Project funding for this effort is anticipated through a federal grant from the Atlanta Regional Commission’s (ARC) Livable Centers Initiative (LCI) program. ADID will be providing the required local matching funds for the ARC grant. The total budget for Downtown Bus Corridor LCI Study is \$150,000.

Please reference Attachment A, located at the end of this document, for the complete Scope of Work.

Background

Home to over 154,000 jobs and 27,000 residents, Downtown Atlanta is bustling with activity as the region’s cultural and economic engine. The Downtown district is rapidly growing and the City of Atlanta Department of City Planning forecasts that the city’s population will reach nearly 1.3 million people by 2050. A significant portion of that growth is expected to occur Downtown. In response to this unprecedented growth, CAP/ADID is committed to offering real choice in transportation, particularly to and through Downtown, as outlined in the *Downtown Atlanta Master Plan (DAMP)*. The DAMP identified transportation priorities such as street design, connectivity, and multi-modality to reduce congestion, improve access, support economic development, and manage Downtown streets for success.

Atlanta’s dependence on single occupant vehicles for the majority of trips threatens the City’s ability to accommodate more people and activity, especially in busy Downtown. More evenly dedicated space for pedestrians, bikes, buses, along with vehicular traffic is needed. While not every street can serve every mode, promoting safe walking and bicycling and improving the reliability of transit are critical to Downtown’s future success.

Dedicated transit lanes are needed Downtown to provide prioritized, reliable bus service and to keep routes consolidated onto specific streets to ensure efficiency of the street

network. The *Downtown Transportation Plan* (DTP), a component of DAMP, recommended Peachtree Center Avenue/Central Avenue (PCA) as a key two-way transit lane corridor; however, no design or feasibility work on the corridor has advanced. CAP/ADID is currently managing the development of the *Downtown Commuter Bus Route Consolidation Study*. The study is evaluating the Downtown street network, recommending improved bus routing, and developing specific infrastructure recommendations for improving bus reliability within existing right-of-way. The *Downtown Commuter Bus Route Consolidation Study* has affirmed the need for dedicated bus infrastructure on PCA—either as a pair with Courtland Street or as a bidirectional facility. The anticipated conclusion for the *Downtown Commuter Bus Route Consolidation Study* is December 2020.

This *Downtown Bus Corridor LCI Study* seeks to build upon and advance design of one north-south transit lane corridor—either PCA or Courtland Street as part of the paired network or PCA as a bidirectional facility—as identified in the *Downtown Commuter Bus Route Consolidation Study*. The *Downtown Commuter Bus Route Consolidation Study* will provide additional clarity on the facility type before the *Downtown Bus Corridor LCI Study* begins. The primary study area of the identified north-south transit lane corridor must be considered within the context of the larger Downtown street network and mobility impacts of the transit lane design. The full extent of this project is expected to run approximately from M.L. King Jr. Drive to Ralph McGill Boulevard; however, bus route access to the Civic Center MARTA Station should also be considered thus expanding these extents. Resulting study recommendations must ensure that bicycle mobility, including existing and planned bike facilities, remain a high priority for the overall Downtown street network. New transit lanes should complement and enhance the overall mobility in, to, and through Downtown. Ultimately, a design for new infrastructure prioritizing transit lanes and a vision for future bicycle mobility is the desired outcome of this study.

Project Sponsors

This project is sponsored by CAP/ADID in partnership with the Atlanta Regional Commission. CAP/ADID will be the project manager for this effort, and CAP/ADID will work collaboratively with the Consultant to deliver the project.

About Central Atlanta Progress and Atlanta Downtown Improvement District

CAP is a private, not-for-profit, 501(c)(4) corporation representing the interests of Atlanta businesses and institutions that share the vision of a thriving, secure and vibrant Downtown Atlanta. With a Board of Directors comprised of the city's top business leaders, CAP is funded through the investment of businesses, foundations and institutions. CAP and

its affiliate organizations are a driving force in shaping Downtown development and public policy. Through its focus on economic development, the physical environment and marketing, CAP has been improving central Atlanta through innovative programs and public-private partnerships since 1941.

ADID, founded in 1995 by CAP, with the support of commercial property owners and the City of Atlanta, is a public-private partnership that strives to create a livable environment for Downtown Atlanta. With a Board of Directors of nine private-and public-sector leaders, ADID is funded through a community improvement district within which private commercial property owners pay special assessments. Together, CAP/ADID is committed to a Downtown that is a central place for the diverse Atlanta community and all of Downtown's property owners, employees, residents, students and visitors. More about CAP/ADID can be found at www.atlantadowntown.com.

Downtown Bus Corridor LCI Study Program Requirements

This work is funded through the Livable Centers Initiative (LCI) Program, a grant program administered by the Atlanta Regional Commission (ARC) that incentivizes local jurisdictions to re-envision their communities as vibrant, walkable places that offer increased mobility options, encourage healthy lifestyles and provide improved access to jobs and services.

This project must use competitive procedures and follow applicable Federal regulations (2 CFR Part 200.318 thru 326 - <http://www.ecfr.gov>). Contracts executed for completion of this Project must comply with the Georgia Security and Immigration Compliance Act as prescribed in O.C.G.A. Section 13-10-91.

Additionally, Disadvantaged Business Enterprise (DBE) requirements of 49 CFR Part 26 applies to LCI projects since federal funds are utilized. It is a CAP/ADID objective to ensure that DBEs, as defined in Part 26, have an equal opportunity to participate in the Project. A DBE goal of 17.61%, as the overall DBE goal for ARC, is the goal for this project.

Proposal Process & Submittal Items

Consultant Selection Schedule

RFP Release Date	November 16, 2020
Questions Due	November 30, 2020
Responses to Questions	December 4, 2020
Submittals Due	December 18, 2020
Interviews (if necessary)	Week of January 4, 2021
Consultant Selection	Week of January 15, 2021

Contract Negotiation & Finalization	Week of January 18, 2021
Notice to Proceed	Week of February 1, 2021

Questions

Direct any questions in writing to Jen Farris via email at jfarris@atlantadowntown.com by November 30, 2020, at 5pm EST using the subject line "Downtown Bus Corridor LCI Study Questions." Answers to questions will be made available to all respondents via email and the CAP/ADID website by December 4, 2020.

Submittal Requirements

Respondents should submit a digital proposal in PDF format via email to the address below by 5pm EST on December 18, 2020. Submittals received after this time and date will not be considered.

Jen Farris
jfarris@atlantadowntown.com

Submittal Items

Submittals must include the following items to be considered complete and responsive to this Request for Proposals:

1. One-page cover letter summarizing the consultant's interest in the Project and identifying the contact information of the project manager/key contact.
2. Company Profile(s)/Description. Provide a description of the team in as much detail as necessary to demonstrate the team's ability to carry out the scope of services as requested in this RFP. Include a company profile/description for the prime and any sub-consultants that may be used for this effort.
3. Names and résumés (including an email address) of a principal, the project manager/key contact (if different) and key staff members who will work on the Project. An organizational chart of the team (including sub-consultants) should also be submitted.
4. Names of any sub-consultants (including key personnel and résumés) and a summary of their scope of services.
5. A statement of project approach that addresses how the consultant will accomplish the identified scope of work.
6. A proposed schedule that shows how the consultant will be able to complete the project by the September 30, 2021 deadline. This should include key milestones and a schedule for deliverables after Notice to Proceed. Please identify any risks that could prevent the completion of the project by the deadline, and an explanation of how these risks will be managed by the consultant.
7. A project budget and fee itemized by each work task/phase outlined in Attachment B that identifies:

- a. The standard hourly billing rate for each staff member (or employee classification) anticipated to work on the Project
 - b. The number of hours worked per staff member
 - c. The percentage of total work completed by the prime consultant and any sub-consultant(s)
 - d. Total cost for all anticipated reimbursable expenses
 - e. In addition to the detail above, the project budget must also be summarized with completion of the form included as Attachment B.
8. For the consultant and any sub-consultants: description of a maximum of three (3) similar or related projects successfully completed within the last five years including references with names and contact information. In each description, please describe the role of the firm in the project, as well as the roles played by any of the project team members who will be part of this Downtown Bus Corridor LCI Study. For each project, please clearly demonstrate the quality of the work, and provide evidence of the firm's ability to meet established time requirements, the firm's response to project needs during the project and the firm's control of quality and budget. Letters of reference from past clients are welcome.
9. A letter(s) from the consultant or any sub-consultant(s) identifying the firm's DBE status (as applicable) and percentage of work proposed to be conducted for the Project.
10. As necessary, additional information demonstrating understanding and insights related to the project scope.

Submissions should be concise and limited to no more than 25 single-sided pages (not including the cover or the DBE status letter(s)). An appendix of no more than ten (10) double-sided pages may also be provided with materials highlighting previous work and resumes.

Acceptance of Qualifications

CAP/ADID reserve and hold without any liability on the part of CAP/ADID the following rights and options:

- To select a consultant to perform the scope of work described in this request
- To reject any and/or all submittals or portions of submittals
- To accept submittals in any order or combination
- To reject a subconsultant
- To re-advertise if deemed necessary
- To interview candidates prior to making a selection
- To issue subsequent Requests for Proposals
- To not negotiate or contract for the services
- To approve, disapprove, modify or cancel all work to be undertaken Request for Proposals

Selection Procedures

The selection process is based on the qualifications of the consultant to complete the scope of work on time, within budget, and completing all tasks. It is CAP/ADID's intent to select directly from information gained from the submittal review. However, CAP/ADID reserves the right to call references provided in the submittal and to require interviews with firms included on a short list. If necessary, a short list of firms will be interviewed during the week of January 4, 2021 (anticipated).

CAP/ADID will use the following criteria in evaluating submittals. The list below is not shown in any prioritized order:

- Effective and substantive experience of the firm (relative to key project objectives)
- Abilities, relative experience, and capacity of professional personnel and subconsultants. Proposers must present sufficient and competent staff, the capacity to complete work in a timely manner, and appropriate personnel assignments to administer projects. Team diversity is valued.
- Demonstrated understanding and insight related to project scope, as well as experience implementing unique concepts or innovative ideas for bus facilities and creating balanced, multi-modal street networks that prioritize non single occupancy vehicle travel.
- Related experience and past performance in similar projects around the country, specifically with districts/cities of similar size and density
- A broad and progressive perspective on the role of urban streets
- Experience and past performance in working with diverse clients and complicated settings
- Experience and past performance in stakeholder input in urban environments
- Commitment to complete work on a timely basis
- Commitment to complete work within budget
- Responsiveness to the RFP and submittal presentation

Contract Negotiations

CAP/ADID will negotiate the terms of a contract with the consultant(s) submitting the top-ranked response(s) or another ranked choice, should negotiations with the top-ranked firm fail. CAP/ADID will not reimburse any costs incurred prior to a formal notice to proceed should a contract award result from this solicitation. Submittal costs in conjunction with this RFP shall be borne by the submitting firm.

Equal Opportunity Statement

CAP/ADID is an equal opportunity employer and will select a consultant without regard to age, disability, religion, creed or belief, political affiliation, race, sex or ethnicity.

Attachment A
Downtown Bus Corridor LCI Study
Scope of Work

Project Overview

CAP/ADID seeks Consultant support to study and develop recommendations to introduce a high-quality north-south Downtown transit lane corridor to Downtown while ensuring a balanced, multimodal network of streets. **The goal is to develop and design lane reconfigurations and associated infrastructure that prioritize bus service.** The Project Corridor slated to be the focus of this study will be identified prior to kick-off through the work of the *Downtown Commuter Bus Route Consolidation Study*. The Consultant must consider that the identified Project Corridor will likely need to incorporate or will displace an existing or planned protected bike lane and thus must also provide recommendations for creating a continuous bicycle network through the study area. Quick-build implementation and pilot projects should also be considered. This effort will involve public and private stakeholder engagement with a variety of key partners. The City of Atlanta plays a critical role in this effort. Other key partners include property owners, transit agencies, MARTA, and the Atlanta-Region Transit Link Authority (the ATL).

Definitions

The following defined terms are used in this document:

- Bus/Bus Service – For the purposes of this scope, “bus” and “bus service” refers to both local MARTA bus service and regional commuter coach bus service (e.g. Xpress, Gwinnett County Transit, CobbLinc).
- Project Corridor – The identified study corridor, determined through the *Downtown Commuter Bus Route Consolidation Study*. The corridor includes the right-of-way plus twenty (20) feet of each intersecting street in either direction.
- Transit Lanes - Transit lanes are a portion of the street designated by signs and markings for the preferential or exclusive use of transit vehicles, sometimes permitting limited use by other vehicles. Transit lanes, unlike on-street transitways, are not necessarily physically separated from other traffic.

Scope of Work

The Client will collaborate with the Consultant to develop a final scope of work; however, the anticipated services are expected to include the following tasks and deliverables.

Task 1– Public and Private Stakeholder Engagement

Public and private stakeholder outreach must be pursued to bolster the understanding of the study area, as well as stakeholder needs, challenges, and opportunities. Stakeholder outreach should promote the involvement of key individuals in the following categories:

Stakeholder Group 1: Transit providers and government planning organizations involved directly in this study, include but are not limited to:

- The City of Atlanta, specifically the Department of Transportation, but other Departments as relevant and needed
- Regional commuter coach bus operators: State Road and Tollway Authority (SRTA), Gwinnett County Transit (GCT), and CobbLinc.
- Metro Atlanta Rapid Transit Authority (MARTA)
- The Atlanta-region Transit Link Authority (The ATL)
- Georgia Department of Transportation (GDOT)
- The Atlanta Regional Commission (ARC)

The Consultant shall select participants from Stakeholder Group 1 to form a Technical Advisory Committee (TAC). The TAC will meet 2-3 times or as necessary throughout the study process.

Stakeholder Group 2: Property owners and managers and business representatives along the identified Project Corridor. The Consultant shall conduct one-on-one or small group interviews with stakeholders.

Public Engagement: Broader Downtown community members with an emphasis on:

- Downtown residents
- Regional coach bus commuters
- Local MARTA bus commuters

After the Stakeholder engagement outlined above, public engagement will follow, consisting of 1-2 public engagement opportunities, such as an online open house, to present findings, receive comment, and seek input on a preferred concept, typical sections,

or improvements. Public engagement should engage the larger Downtown community members. Engagement should promote the involvement of individuals noted above.

Task 1 Deliverables:

- Project information for web and email based public dissemination
- Stakeholder Engagement Summary

Task 2 – Corridor Transportation Assessment

Task 2 will develop an understanding of the current Project Corridor conditions and their context within the Downtown street network through a thorough review and assessment of previous plans and existing conditions of the study area.

Existing Plans

The consultant should review the *Downtown Commuter Bus Route Consolidation Study*, the *Downtown Atlanta Master Plan* (DAMP), and the *Downtown Transportation Plan* (DTP). In addition, ongoing review and coordination with CAP/ADID and Midtown Alliance's *Atlanta Central Business District Curbside Management Action Plan* and with the City of Atlanta's *Peachtree Shared Street Study* is anticipated. Significant protected bicycle infrastructure on north-south corridors currently exists on Peachtree Center Avenue (PCA), and the consultant should review the history and operations of this existing bicycle facility.

Projects in Design and Under Construction

Significant protected bicycle infrastructure on north-south corridors is in design, including on Piedmont Avenue and Courtland Street. Specific attention should be given to the *Cycle Atlanta 1.0* construction projects and the *Piedmont Street Quick Build* project from the Mayor's Action Plan for Safer Streets and implemented by the Atlanta Department of Transportation. In addition, plans to resurface Forsyth Street and re-stripe the street to include dedicated transit and bike lanes, as detailed in the *Forsyth Street Multimodal Operations Study*, should be considered. For these two projects, design drawings in development will be shared with the Consultant.

Data Inventory and Analysis

Data related to the existence, condition, and performance of the identified Project Corridor and its context within the larger Downtown transportation network shall be collected and documented. This data shall include at least the following core elements for the Project Corridor:

- Existing/as-built geometric and physical conditions.

- Analysis of traffic delays, travel speeds, safety, and volume on the project corridor and surrounding Downtown street network. The Client will provide the data resources needed to perform this analysis.
- Evaluation of north-south connections to key transit facilities such as the Peachtree Center and Civic Center MARTA rail stations.
- Review key intersections, signal locations, bus stop locations (including existing stop components and amenities), curb cuts, loading docks, and crash data at relevant locations.
- Preliminary desktop environmental screening/analysis to determine potential impacts to historic and environmental resources.

Task 2 Deliverables:

- Draft and Final Existing Conditions Technical Report summarizing Data Inventory and Analysis and Project Goals and Objectives

Task 3 – Concept Development

With a full understanding of the existing conditions, issues and opportunities of the identified Project Corridor and the larger Downtown street network, the consultant shall **advance conceptual design for the Project Corridor to accommodate preferential bus service via transit lanes** while ensuring the north-south Downtown street network is balanced and multimodal. The ultimate outcome of this task is to advance the preferred transit lane concept for the Project Corridor to a documentation level suitable for completion of a GDOT Limited Scope Concept Report.

Task 3A: Design Alternatives

The Consultant will develop up to **three potential alternative roadway configurations for the identified Project Corridor** to support transit lanes. This process should consider the following:

- Identify and enhance connections to key transit hubs (e.g. Peachtree Center and Civic Center MARTA rail stations)
- Evaluate bus stop and lane design options (e.g. shelters, loading, signage)
- Identify ideal signalization and intersection design and timing through the full extent of the project area
- Traffic analysis using either VISUM or Synchro to test up to three alternative designs
- Analysis of crash/incident data

The level of documentation of the three alternatives shall be suitable for full evaluation and selection of a preferred alternative, including ranges of probable construction costs, but does not need to be complete conceptual design.

Task 3B: Preferred Alternative Design and Coordination

Task 3B will advance conceptual design for one of the alternative configurations identified in 3A – the preferred alternative. Task 3B will define street level improvements with an emphasis on transit lanes and other pedestrian enhancements. Conceptual design elements should include:

- Pavement markings
- Curb work
- Landscape opportunities
- Buffer treatments
- Signage
- Pedestrian accommodation
- Signalization
- Bus boarding amenities
- Green infrastructure elements
- Tactical urbanism interventions
- Interim Project Corridor enhancements

The Consultant should coordinate with the Georgia DOT Regional Traffic Operations Program (RTOP) to determine necessary signal modifications to accommodate the preferred alternative design and maximize traffic flow. Task 3B will be built on the assumption that all improvements will take place entirely within the existing public right-of-way of the Project Corridor. This phase should also refine the preliminary probable construction cost estimate for the preferred alternative.

Task 3C: Detailed Concept Design and GDOT Limited Scope Concept Report Documentation

Task 3C will advance documentation of the preferred alternative developed in 3B in order to fully communicate the design and provide details suitable for inclusion in and completion of a GDOT Limited Scope Concept Report. The following must be completed for the Project Corridor:

- Concept Layout Plan at a 1:20 scale with all design components illustrated, as well as detailed notes and callouts as needed to communicate the elements. Plan views shall be developed on available base drawings that could include

aerial mapping or similar, but full boundary and topographic survey data is not required.

- Typical sections, illustrative, one for each unique/different proposed section
- Detailed, line item unit-based construction cost estimate including Engineering and Inspection and Contingencies
- Project justification statement
- Project location map
- Crash data summary
- Identification of any expected Design Exceptions to FHWA/AASHTO controlling criteria anticipated and Design Variances to GDOT Standard Criteria
- Summary of any potential impacts to historic and environmental resources.

Task 3D: Bike Facilities Location

Based on the work completed in Tasks 3A-3C, the Consultant shall determine and recommend the appropriate north-south connection for bicyclists through the study area. While no design is needed on the selected corridor, a recommended location and facility type should be clearly defined and established as part of this study.

Task 3 Deliverables:

- Detailed Concept Design/GDOT Limited Scope Concept Report documentation as detailed in Task 3C.
- Photomorph renderings (up to three) depicting a street-level view of notable design features of the Project Corridor
- Technical Memo, including maps and drawings as necessary, regarding the potential relocation/provision of north-south bicycle facilities
- Memo outlining quick fixes to improve Project Corridor safety and mobility, or short-term action plan that is achievable to advance plan implementation

Task 4 – Study Report

The consultant shall compile and communicate the results of the overall study process, relevant findings, and recommendations into a final study report. The final study document shall include a summary of the process, highlighting key findings and recommendations including the following (not necessarily in this order):

- A description of the public and stakeholder outreach method, targeted audiences, findings, and recommendations.
- A description of the Project Corridor transportation assessment and existing conditions.

- A description of all the alternative roadway configurations, highlighting the final preferred alternative
- A description of recommended implementation plans and strategies for the Project Corridor to advance both identified ‘quick fixes’ and the construction of the identified project design elements.
- Appendices for detailed design documentation
 - All memos, technical memos and reports as previously detailed by Task in this scope of work
 - Concept Design documentation as detailed in Task 3

Task 4 Deliverables:

- Final formatted, illustrated easy-to-read study summary document as detailed in this task.
- Report deliverables shall be PDF format including, any appendices, concept plans, and typical sections. No hard copies are required.
- Electronic files in their original formats with supporting graphics and GIS or other data files (Excel, CAD, etc.) are also required.

Attachment B

Proposed Budget Summary
(Required for Submittal with Proposal)

Task	Total Hours	Cost (\$)
Task 1- Public and Private Stakeholder Engagement		
Task 2- Corridor Transportation Assessment		
Task 3- Concept Development		
Task 3a- Design Alternatives		
Task 3b- Preferred Alternative Design and Coordination		
Task 3c- Detailed Concept Design and GDOT Limited Scope Concept Report Documentation		
Task 3d- Bike Facilities Location		
Task 4- Study Report		
Subtotal -Direct Labor		
Overhead Cost		
Sub-Consultant Costs (list)		
Reimbursable Expenses (including travel)		
Profit		
Total Estimated Cost and Profit		

* Attachment B is intended as a summary; please address the detailed, budget proposal requirements as outlined in the Submittal Items requirements section.