

REQUEST FOR PROPOSALS

Downtown Transportation Management Plan Support Services

July 20, 2021

Issued By:



ATLANTA
DOWNTOWN

Contact:

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Introduction

Central Atlanta Progress, Inc. (CAP) and the Atlanta Downtown Improvement District (ADID) are seeking a qualified firm to support Downtown developers with the creation of transportation management plans (TMPs) for new development projects.

The transportation management consultant (the “Consultant”) will be expected to work with developers, in collaboration with the Downtown Transportation Management Association (TMA), to complete and submit TMPs to the Downtown Development Review Committee (DRC).

Project Background

The City of Atlanta is growing exponentially with projections showing an additional 1.3 million residents and 1.2 million jobs arriving in the coming years. As a result, development is surging, especially in dense, walkable districts, like Downtown. At the same time, the City has established mode share targets aiming to reduce drive-alone trips from 54 percent of all trips today to 35 percent ([Atlanta Transportation Plan](#)).

In support of the City’s mode shift goals, the Atlanta Zoning Code now requires multi-family residential, office, or hotel developments with more than 25,000 square feet of floor area in Special Public Interest Districts (SPI) 1, 9, 12, and 16 to submit a transportation management plan to the applicable DRC and Office of Zoning as part of their Special Administrative Permit (SAP) application. The full zoning ordinance is available [here](#).

DRCs serve as advisory groups, which provide formal comments on SAP applications within a particular SPI to the Director of the Office of Zoning and Development. Applicants are required to make a presentation of their project to the applicable DRC.

TMPs will contain strategies to reduce single occupancy vehicle (SOV) trips generated by development projects and will be in accordance with the [Transportation Management Plan Development Guide](#). TMPs should focus on the provision of effective transportation demand management (TDM) strategies, and a menu of approved strategies is available in the Guide. In addition to on-site amenities, the menu includes strategy options that support alternative commutes through outreach and education.

CAP/ADID is seeking assistance from the Consultant to work with Downtown developments in SPI-1 that are required to submit TMPs as part of their SAP application.

About Central Atlanta Progress, Inc. 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.

The Atlanta Downtown Improvement District (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.

CAP/ADID is committed to providing a real choice in transportation to and through Downtown Atlanta. To support this goal, [Downtown Connects](#), the transportation program of CAP/ADID, provides solutions to improve the commute experience, ease congestion during peak commute times, and encourage clean commute options such as public transit, biking, walking, and teleworking. Clients of this program include Downtown employees, property managers, and commuters.

Scope of Work

CAP/ADID will collaborate with the successful individual or firm to develop a final scope of services; however, the anticipated services are expected to include the following task:

Transportation Management Plan Development

The Consultant will assist developers in SPI-1 (Downtown) in creating site-specific TMPs based on the TMP Development [checklist](#) and national and/or regional best practices in TDM for the built environment. The Consultant will coordinate with the developer and the Downtown TMA during TMP development.

Questions Due	July 27, 2021
Responses to Questions	July 29, 2021
Submittals Due	August 10, 2021
Consultant Selection and Negotiation	Week of August 16, 2021
Notice to Proceed	Week of August 23, 2021

Questions

Direct any questions in writing to Stacy Grolimund via email at sgrolimund@atlantadowntown.com by July 27, 2021, at 5pm EST using the subject line "Downtown TMP Support Services." Answers to questions will be made available to all respondents via email and the CAP/ADID website by July 29, 2021 by 5pm EST.

Submittal Requirements

Respondents should submit a digital proposal in PDF format via email to the address below by 5pm EST on August 10, 2021. Submittals received after this time and date will not be considered.

Stacy Grolimund, Program Manager - Transportation
sgrolimund@atlantadowntown.com

Submission Guidelines

Firms should provide the following information, organized in this order as a PDF. Every effort should be made to make proposals as concise as possible. The submittal may not exceed ten (10) single sided pages.

Submittal Items

- Executive Summary
- Outline of Expertise
 - Firm history and profile
 - Qualifications/experience of all personnel proposed for the assignment, summary of management, vendors
 - Examples of relevant past experiences/successes
 - Client references with contact information
 - Availability/accessibility of project personnel
 - Proximity/knowledge of and commitment to Downtown Atlanta
- Budget

- Provide current personnel hourly rate schedule for anyone working on the project

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.

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. 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.
- Commitment to complete work on a timely basis
- 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.