REQUEST FOR PROPOSALS

Sweet Auburn Pedestrian Safety Action Plan

September 21, 2026

Issued By:

in partnership with Sweet Auburn Works

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Introduction

The Downtown Atlanta Inc. in partnership with Sweet Auburn Works (SAW) (the "Client"), is seeking proposals from interested firms or teams of firms with the appropriate transportation planning and engineering expertise to support the development of the Sweet Auburn Pedestrian Safety Action Plan (SAP SAP) (the "Project").

Interested consultant firms or teams (the "Consultant") are encouraged to submit proposals that demonstrate experience developing implementation-focused safety action plans, pedestrian safety studies, transportation planning recommendations, and concept-level engineering solutions.

Project funding for this effort is through a federal grant from the Atlanta Regional Commission's (ARC) Livable Centers Initiative (LCI) program. SAW will provide the required local matching funds for the ARC grant. The total budget for the Project is $200,000.

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

Background

Since SAW's inception, multiple programs, initiatives, and planning processes have focused resources on advancing walkability in the Sweet Auburn neighborhood. Most recently, ADID and SAW developed Reconnecting Sweet Auburn (RSA), a community effort to redress the harm caused by the construction of I-78/85. RSA, along with preceding planning efforts, highlighted specific interventions that could improve the safety and livability of the neighborhood.

Concurrent with the development of RSA, the City of Atlanta Department of Transportation (ATLDOT) developed a Safe Routes to School (SRTS) Action Plan to improve access to Hope-Hill Elementary School. The plan identified key engineering priorities to support safe walking and biking to school.

Thanks to RSA, the Hope-Hill SRTS Action Plan, and prior planning and design work in Sweet Auburn, several pedestrian-focused capital projects are already underway. The Project will build on this existing body of work by identifying, prioritizing, and advancing additional pedestrian safety improvements throughout the neighborhood.

Project Sponsors

This project is sponsored by Downtown Atlanta, Inc. and Sweet Auburn Works in partnership with ARC. Downtown Atlanta, Inc. will work collaboratively with SAW and ARC to successfully execute the scope of work and achieve the stated goals and objectives for the engagement. The resulting consultant contract will be with the Atlanta Downtown Improvement District, Inc. (ADID).

About Downtown Atlanta Inc.

As the unified voice of Central Atlanta Progress and the Atlanta Downtown Improvement District, Downtown Atlanta, Inc. brings people together to strengthen economic vitality, activate, and shape what's next for the city's original neighborhood. Working alongside partners, we don't just maintain Downtown—we invest in it, care for it, and move it forward. For more than 85 years, we've served as Downtown's stewards and champions, inviting everyone to join us in creating a vibrant, welcoming, and dynamic Downtown. Downtown Atlanta Inc. is comprised of two organizations:

Central Atlanta Progress, Inc. (CAP)

Central Atlanta Progress, Inc. (CAP) is a private, not-for-profit 501(c)(4) corporation governed by a Board of Directors of Atlanta's business leaders who are dues-paying members of the corporation, CAP is a community development organization that provides leadership, programs, and services to preserve and strengthen the economic vitality and quality of life of Downtown Atlanta.

The Atlanta Downtown Improvement District Inc. (ADID)

The Atlanta Downtown Improvement District Inc. (ADID) is a not-for-profit 501(c)(3) corporation funded through a Community Improvement District within which commercial property owners pay special assessments and is governed by a Board of Directors of nine private-and public-sector leaders. ADID strives to create a clean, safe, hospitable, and vibrant environment for Downtown Atlanta

The resulting contract for this Project will be with ADID. More about Downtown Atlanta Inc. can be found at www.atlantadowntowninc.com.

About Sweet Auburn Works

Sweet Auburn Works is a nonprofit 501(c)(3) whose mission is to preserve and revitalize the commercial and cultural legacy of the Sweet Auburn Historic District. Called the "richest Negro street in the world" by Fortune magazine in 1957, Auburn Avenue was once known for its economic, spiritual, and political vibrancy, home to a highly prosperous Black community in which people lived, worked, and invested. SAW works to guide the revitalization process in Atlanta's Sweet Auburn community, promoting neighborhood assets and encouraging reinvestment in business and property development, while also protecting the historic character of the neighborhood. SAW is a registered Main Street organization through the National Trust for Historic Preservation's Main Street program.

LCI 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.

ARC, the Georgia Department of Transportation, and the U. S. Department of Transportation must be identified are "Concerned Funding Agencies" regarding the LCI Program and this scope of work. The Concerned Funding Agencies must have unrestricted rights to use, and to authorize others to use, the work products from this scope of work. The Consultant may retain ownership, as long as these rights are established.

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

Downtown Atlanta, Inc. encourages the participation of Minority-, Disadvantaged-, and Women-Owned Business Enterprises (MDWBEs) in this solicitation. Firms are encouraged to identify any MDWBE participation within their proposed team, including prime consultants and sub-consultants. ADID has not established a specific MDWBE participation percentage goal for this solicitation. Any applicable requirements associated with the Project's funding source will be incorporated into the final contract, as required.

Project Schedule & Key Dates

RFP Release Date	**September 21, 2026**
Questions Due	September 28, 2026 at 5:00 PM ET
Responses to Questions	October 2, 2026
Submittals Due	October 16, 2026 at 5:00 PM ET
Interviews (if necessary)	Week of October 26, 2026
Consultant Selection	Week of November 2, 2026
Contract Negotiation & Finalization	November 2026
Notice to Proceed	Week of December 1, 2026
Study Completion	October 31, 2027

Proposal Process & Submittal Items

Questions

Direct any questions in writing to Jeremy McNeil via email at proposals@downtownatlantainc.com by September 28, 2026, at 5:00 PM ET using the subject line "Sweet Auburn Pedestrian Safety Action Plan Questions." Answers to questions will be made available to all respondents via email by October 2, 2026.

No pre-bid or pre-proposal conference will be held for this solicitation.

Submittal Requirements

Respondents should submit a digital proposal in PDF format via email to the address below by 5:00 PM ET on October 16, 2026. Submittals received after this time and date will not be considered.

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, including its approach to pedestrian safety analysis, community engagement, project prioritization, concept development, and implementation planning.
6. A proposed schedule showing the Consultant's anticipated duration for the Project, key milestones, and timing for deliverables following Notice to Proceed. The schedule should identify any risks that could affect timely completion of the work and explain how those risks will be managed. The final project schedule will be established in coordination with ADID, SAW, and ARC during contract negotiation and project initiation.
7. A project budget and fee itemized by each work task/phase 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; and
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, identify the role of the firm in the project, as well as the roles played by any project team

members who will be part of the Sweet Auburn Pedestrian Safety Action Plan. For each project, demonstrate the quality of the work and provide evidence of the firm's ability to meet established time requirements, respond to project needs, and control 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 MWDBE 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 MWDBE status letter(s)). An appendix of no more than ten (10) double-sided pages may also be provided with materials highlighting previous work and résumés.

Acceptance of Proposals

ADID reserves and holds without any liability on the part of 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 sub-consultant
- 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 under this 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 comprehensively. It is Downtown Atlanta Inc. intent to select directly from information gained from the submittal review. However, 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 October 26, 2026 (anticipated).

ADID will use the following criteria in evaluating submittals:

- Effective and substantive experience of the firm - 20%

- Abilities, relative experience, and capacity of professional personnel and sub-consultants. Proposers must present sufficient and competent staff, the capacity to complete work in a timely manner, and appropriate personnel assignments to administer the Project. - 25%
- Demonstrated understanding and insight related to the project scope, including pedestrian safety analysis, transportation planning and engineering, community engagement, prioritization, and implementation-focused recommendations. - 30%
- Commitment to complete work on a timely basis - 10%
- Proposed budget - 5%
- Responsiveness to the RFP and submittal presentation - 10%

Contract Negotiations

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. 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

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

Sweet Auburn Pedestrian Safety Action Plan

Scope of Work

Task 1 - Existing Conditions and Safety Assessment

Task 1 will develop an understanding of previously proposed improvements and existing pedestrian conditions in the Study Area (Exhibit 1). A primary desired outcome from Task 1 is a list of locations requiring safety action within the context of the neighborhood's existing and future land use, specifically connections to key destinations such as cultural sites, affordable housing, parks, and King Memorial MARTA station.

Existing Plans & Documentation

The Consultant should review - at a minimum - the City of Atlanta Vision Zero Action Plan, RSA, the Hope-Hill Elementary Safe Routes to School Action Plan, the Downtown Atlanta Master Plan, the Grady Campus Master Plan, and existing engineering plans for streets in Sweet Auburn.

Data Collection & Analysis

Through existing data sources and field observations, the Consultant should conduct a comprehensive evaluation of pedestrian safety and walkability. This may include:

- Safety data - crash data, pedestrian level of traffic stress, etc.
- Pedestrian counts
- Geometrics - clear zone hazards, curb radii, lane widths, sight distance, etc.
- Risk and aggressive behavior - near-miss instances, red light violations, speeding, etc.
- Operations - signalization, volumes, posted vs. operating speed behavior, yield compliance

Task 1 Deliverable: Existing Conditions Summary, including a map of locations where safety action is needed.

Task 2 - Community Engagement

The goal of this task is to execute an 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, elderly or disabled citizens, residents, businesses, and property owners. Community input shall directly and continuously inform a concurrent assessment of existing pedestrian infrastructure, gaps in connectivity, and barriers to access, ensuring that the lived experience of Sweet Auburn residents shapes both the analysis and its recommended solutions.

In addition to residents, business owners, and property owners, key stakeholders should include, but not be limited to, ARC, Georgia Department of Transportation (GDOT), and the

City of Atlanta. The ARC Project Manager must be included in discussions and/or email communications about meeting dates, including but not limited to recurring Project Management Team meetings, Project Advisory Group meetings, and public engagement efforts.

The engagement process shall, at a minimum, include the following components:

- *Project Management Team (PMT)* - A PMT shall be established that includes, but is not limited to, a representative from SAW, Downtown Atlanta Inc., the Consultant, and ARC.
- *Stakeholder Engagement* - Stakeholder engagement will primarily occur through one-on-one meetings with key institutional representatives. Engagement will include - at a minimum - meetings with ATLDOT, Fulton County, Atlanta Public Schools, GDOT, Georgia State University, and the National Park Service. All stakeholders shall also be asked to review and comment on materials for public engagement, help publicize meetings, provide strategic direction, and distribute information to the broader community.
- *Community-Based Organizations (CBOs)* - The following community-based organizations shall be engaged throughout the planning process: Remerge, Big Bethel AME, Wheat Street Baptist, as well as others identified through the process.
- *Community Engagement and Culture (CEC) Coordination* - A monthly coordination meeting shall be held among the assigned ARC Community Engagement and Culture (CEC) team member, the ARC Project Manager, the sponsor, and the Consultant throughout the duration of the study. The purpose of these meetings is to plan and discuss community engagement activities using the Asset Based Community Development (ABCD) process.

- *Final Plan Review and Transportation Coordination Meetings* - A transportation project coordination meeting is required prior to finalizing the LCI plan recommendations. To ensure the preferred concept and transportation improvements are feasible, the coordination meeting should include all affected organizations discussing potential projects prior to the transportation improvement list being finalized. This meeting must be held in person. The final plan review must be conducted in person at ARC to discuss the plan process, issues, or unique activities that occurred, and future projects needed to implement the preferred plan concept once the study is complete.
- *Public Engagement* - A minimum of three public engagement opportunities must be provided. They should aim to engage the broad Sweet Auburn community, with a special emphasis on those traditionally excluded from planning processes. Creative engagement mechanisms are encouraged. During public outreach, the following topics shall be covered across public outreach opportunities, at a minimum:
    - Overview of the LCI program and plan progress

- Goals of the study, key dates, and opportunities for public input
- Seek input and consensus on the plan
- Present the final plan, recommendations, and implementation strategies

In-person or virtual meetings and/or digital engagement activities can be used to meet the above activities, including but not limited to online surveys, pop-up events, design workshops, focus groups, and stakeholder interviews.

Task 2 Deliverables:

- Public Engagement Plan and materials
- Summary of Public Outreach and Data Collected
- Summary of PMT Meetings
- Summary of the Project Advisory Group Meetings
- Summary of CEC Coordination Meeting

Task 3 - Project Location Identification, Prioritization & Recommendations

Using data analysis and feedback from Tasks 1-2, Task 3 will prioritize the identified locations requiring pedestrian action and develop clear and feasible recommendations for each location.

Location Prioritization

Using a data-driven approach that balances the safety need, pedestrian traffic, planned development, programmed projects, and vulnerable populations, the identified locations should be prioritized for improvements.

Project Recommendations

Using the Vision Zero Action Plan for guidance, prioritized project locations should be assigned context-appropriate countermeasures. The top 8-10 locations should include concept-level designs. The City of Atlanta will provide city-approved specifications and typical details where appropriate.

Prioritized projects on right-of-way controlled exclusively by the City of Atlanta should include aerial-based field engineering to the level required for quick-build construction permitting (approximately 15-30% detail).

Prioritized projects on right-of-way requiring coordination with GDOT should be developed through early concept (approximately 10% detail).

Projects should each include a detailed, project site-specific opinion of probable construction cost, and identify potential funding sources and responsible parties to implement each scope.

Task 3 Deliverable:

- Project fact sheets containing location, raw data findings, recommended safety countermeasure treatments, conceptual design (depicted in layout drawings, cross sections, and renderings), and opinion of probable construction cost

Task 4 - 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 final study/plan document. The final document shall include the following (not necessarily in this order) in an easy-to-read format:

- Summaries of the Plan Development Process
  - A description of the study process and methodology, data gathering techniques, findings, and general outcomes.
  - A description of the pedestrian safety and connectivity assessment.
  - A description of the public participation process used to achieve a community-supported program of improvements.
- Existing Conditions Study
  - A summary of previous plans related to the Study Area.
  - An existing conditions analysis including the details outlined in Task 1.
- Draft Sweet Auburn Pedestrian Safety Action Plan
  - An area plan map outlining the type of safety enhancements to be installed at recommended locations.
  - Concept designs developed in Task 3.
  - Identification of locations where short-term tactical implementation is feasible, including artist-led placemaking and activation strategies consistent with Sweet Auburn's cultural heritage.
- Implementation Strategy
  - A 100-day Action Plan identifying no-cost or low-cost actions and organizational steps needed to maintain momentum and keep stakeholders engaged and sharing responsibility for the plan's success.
  - An implementation strategy describing the organizational structure and process to ensure action plan items are implemented, with focus on collaboration opportunities, continued support from elected officials, citizens, and businesses, and an evaluation and feedback process to monitor and update the plan at least every five years.
  - Cost estimates for priority improvements.
  - Implementation and funding strategies for advancing concepts to future design and construction phases.

- Appendix
  - Existing conditions assessment and connectivity analysis.
  - Safety and crash data.
  - Alternative and preferred concept layouts, typical sections and renderings.
  - Detailed cost estimates.
  - Public engagement summary, including copies of sign-in sheets, meeting minutes, photo documentation, and raw data collected.

Format for Deliverables

- PDF file of the final report, appendices, plans, etc.
- Electronic files in original formats with supporting graphics and GIS or other data.

Task 4 Deliverable:

Final Sweet Auburn Pedestrian Safety Action Plan Document.

Attachment A - Exhibit 1
SAPSAP Study Area

