

REQUEST FOR PROPOSALS

Downtown Wayfinding LCI

July 8, 2024

Issued By:



Contact:

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Introduction

The Atlanta Downtown Improvement District, Inc. (ADID) (the “Client”) is seeking proposals from interested firms or teams of firms with the appropriate environmental graphics design and implementation expertise and experience to support planning and design for an update to Downtown Atlanta’s wayfinding system (the “Project”).

Interested consultant firms or teams (the “Consultant”) are encouraged to submit proposals that exhibit their experience developing and modifying wayfinding systems in similarly situated cities and districts. Successful firms or teams will include a local artist or curator.

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 the Project is \$175,000.

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 (referenced in Attachment B) is bustling with activity as the region’s cultural and economic engine. Home to numerous tourist attractions, a major conference center, and multiple special event venues, Downtown Atlanta also sees approximately 52 million visitors a year. That number is expected to increase in the coming years as Atlanta plays host to the world’s largest sporting event: FIFA World Cup. As Atlanta continues to grow and further anticipates significant visitation, an investment in Downtown’s wayfinding system is needed.

In 2006, ADID—as part of a larger wayfinding effort that included Midtown, Grant Park, and the Atlanta University Center—installed a pedestrian and vehicular wayfinding sign system. A presentation with an overview of the existing system is available [here](#). Many of these signs are in disrepair and display venue information that is no longer accurate. In 2017, an [assessment of the system](#) provided recommendations on enhancing the signs’ legibility and usefulness. Similarly, the Downtown Atlanta Master Plan (2017), highlighted the need to “enhance and expand the wayfinding system.”

Given the impending 2026 FIFA World Cup and the existing state of the signage, ADID hosted a workshop with key venue and City of Atlanta stakeholders in late 2023 to identify desired outcomes from future wayfinding work. The workshop summary is available [here](#). The key takeaways from the workshop should directly inform the Project. During the workshop, there was broad support to explore non-traditional, creative, and tactical wayfinding applications (e.g. electrical box wraps and murals) and to further evaluate the potential to modify existing signage. There is also significant interest in incorporating local art into future pedestrian wayfinding. The workshop also contemplated the future of the existing signage; however, additional work is needed to more fully evaluate next steps. Potential options may include removal of all signs, removal of some signs, or signage retrofits.

In addition to the static wayfinding signage, the City of Atlanta currently manages a long-term contract with IKE Smart City for digital kiosks. Many of these kiosks are in Downtown, and they should be considered as a potential wayfinding resource.

While the 2026 FIFA World Cup is a key deadline for the project, any wayfinding enhancements identified and designed should have lasting utility to the neighborhood.

Project Sponsors

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

About Atlanta Downtown Improvement District

ADID is a not-for-profit corporation organized under section 501(c)(3) of the U.S. Internal Revenue Code. ADID is funded through a Community Improvement District (CID) within which commercial property owners pay special assessments and is governed by a Board of Directors of nine private-and public-sector leaders. Founded in 1995 by Central Atlanta Progress, with the support of property owners and the City of Atlanta, ADID is a public-private partnership that strives to create a livable environment for Downtown Atlanta. 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 ADID can be found at www.atlantadowntown.com.

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.

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	July 8, 2024
Pre-Bid Conference	July 15, 2024 at 1 PM
Questions Due	July 15, 2024
Responses to Questions	July 19, 2024
Submittals Due	August 9, 2024
Interviews (if necessary)	Week of August 19, 2024
Consultant Selection	Week of August 26, 2024
Contract Negotiation & Finalization	Week of August 26, 2024
Notice to Proceed	Week of September 2, 2024

Pre-Bid Conference

A virtual pre-bid conference will be held on July 15, 2024, at 1pm EST. Registration for the pre-bid conference is available [here](#).

Questions

Direct any questions in writing to Shayna Pollock via email at proposals@atlantadowntown.com by July 15, 2024, at 5pm EST using the subject line "Downtown Wayfinding LCI Questions." Answers to questions will be made available to all respondents via email and the ADID website by July 19, 2024.

Submittal Requirements

Respondents should submit a digital proposal in PDF format via email to the address below by 5pm EST on August 9, 2024. Submittals received after this time and date will not be considered.

Shayna Pollock

proposals@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 February 28, 2025 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 forms included as Attachments C and C-1.
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 Wayfinding LCI. 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

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 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 comprehensively. It is ADID's intent to select directly from information gained from the submittal review. However, 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 August 5, 2024 (anticipated).

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 – 20%
- 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 and the inclusion of members of the local creative community are valued. – 25%
- Demonstrated understanding and insight related to project scope, as well as experience design unique wayfinding concepts and modifying existing wayfinding systems. – 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. 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

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 Wayfinding LCI
Scope of Work

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

402 CAS - Livable Centers Initiative Investment Policy Studies (LCI)

2. Area covered: All the necessary services provided in this subgrant contract will support the study of LCI-related programs and projects within the Atlanta Downtown Improvement District (ADID) area. The study area may extend beyond these limits if needed for logical termini purposes.

3. 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.

4. Work Tasks:

Project Overview

ADID seeks Consultant support to study and develop recommendations to update Downtown Atlanta's wayfinding system. The study area is Downtown Atlanta, a focus area for the LCI Program and the host of the 2026 FIFA World Cup. The current wayfinding system is close to 20 years old and does not reflect the existing conditions. In addition, the system components are in very poor condition.

A wayfinding system is a comprehensive suite of tools designed to guide people through the built environment and enhance their understanding and experience of the space. Wayfinding improves the visitor experience and is an important element of place branding and economic development.

The work should provide planning-level recommendations on three interrelated elements:

1. The current pedestrian and vehicular wayfinding system.
2. The introduction of new, tactical and creative placemaking elements that deliberately integrate arts and culture and can support the overall wayfinding messages. These elements are encouraged to feature local art and artists, as feasible.
3. The incorporation of new or existing smart technology/wayfinding elements currently in the right-of-way (e.g. IKE Smart City).

The recommendations should be translated into a conceptual design brief that communicates a messaging strategy and hierarchy, as well as a plan for signage locations. Schematic design intent documentation should also be provided for all recommended signage types (including upgrades on the existing signage, if applicable). Design should be advanced enough to develop a statement of probable cost for a future implementation phase.

Stakeholders, with an emphasis on artists and the creative community, should be involved in the development of the wayfinding update.

Future work, not included in this Scope of Work, will include final engineering and fabrications documentation, along with the preparation of bid documents.

All elements recommended should be able to be delivered by the summer of 2026 for the FIFA World Cup.

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–Stakeholder and Public Engagement

Stakeholder and public engagement is critical to the success of this project.

Stakeholder Engagement

An eight-to-ten-member steering committee will guide the development of this project. The steering committee will meet four to six times during the process to review various stages of work. The steering committee will include—at a minimum— representatives from ADID,

the City of Atlanta, the Atlanta Regional Commission, the Atlanta Convention and Visitors Bureau, Georgia State University, and a major attraction.

In addition to the steering committee, feedback from the major attractions and venues should be included. Effective and efficient tactics should be utilized to capture the depth and breadth of perspective (e.g. surveys, focus groups, workshops, etc.)

Public Engagement

A minimum of three public engagement opportunities must be provided. They should aim to engage the broader Downtown community, with a special emphasis on those that are traditionally excluded from planning processes. Creative engagement mechanisms are encouraged.

Task 1 Deliverables:

- Stakeholder and Public Engagement Summary
- Materials for stakeholder and public engagement
- Content suitable for project webpages and social media (utilizing existing ATL DTN platforms)
- Project promotions (e.g. emails, flyers, etc.)

Task 2 – Existing Conditions Assessment

Task 2 will develop an understanding of the current wayfinding system and previously recommended changes and enhancements.

Existing Plans & Documentation

The Consultant should review documents pertaining to the existing wayfinding system's original installation (2007), the system's ten-year review and system assessment (2017), the summary of the 2023 stakeholder wayfinding meeting, and the Downtown Atlanta Master Plan.

Additional Signage Review and Analysis

While the existing documents should serve as important source material for the plan, the Consultant should also familiarize themselves with the current context of the Downtown area, as well as advances in design tactics and technology. The consultant should re-evaluate the existing Downtown wayfinding system and gather new relevant information.

Best Practices

The Consultant should survey and document best practices in district wayfinding. A special emphasis should be given to tactical improvements and potential system upgrades that retain existing assets as useful and feasible.

Task 2 Deliverables:

- Existing Conditions Summary Presentation
- Best Practices Summary Memo

Task 3 – Recommendations & Design Intent

With a full understanding of the existing conditions, issues and opportunities, the Consultant shall develop a recommended wayfinding system for Downtown Atlanta. The plan should include potential alterations to the existing system, new wayfinding elements with an emphasis on pedestrians, and ways to integrate the existing smart city infrastructure in City of Atlanta right of way and the larger system. The recommendations should work together to deliver a comprehensive and modernized wayfinding system that meets the needs of Downtown Atlanta. The plan should identify a strategy or hierarchy for messaging and locations in order to meet the system goals. Any proposed vehicular wayfinding elements must be MUTCD compliant.

The Consultant shall also develop a document detailing the conceptual design intent and design guidelines for implementation. The design guidelines should include parameters for the inclusion of the commissioned local art during fabrication; the guidelines should be well-vetted with the artist community. The conceptual design intent should also include identification of parameters for removal, replacement, and the addition of new elements (i.e. visibility, siting requirements, etc.). If the criteria for signage deviates from the 2007 City of Atlanta Directional Signage Program Policies and Administrative Rules recommended updates should also be identified for this existing guiding document.

Task 3 Deliverables:

- Wayfinding Plan
- Conceptual Design Brief

Task 4 – Schematic Design

The consultant shall develop schematic designs for all recommended sign types sufficient to illustrate the design intent of each element. They shall also include sign locations, content by sign, and estimated costs for fabrication and installation.

Task 4 Deliverables:

- Schematic Design Brief
- Opinion of Probable Cost Memo

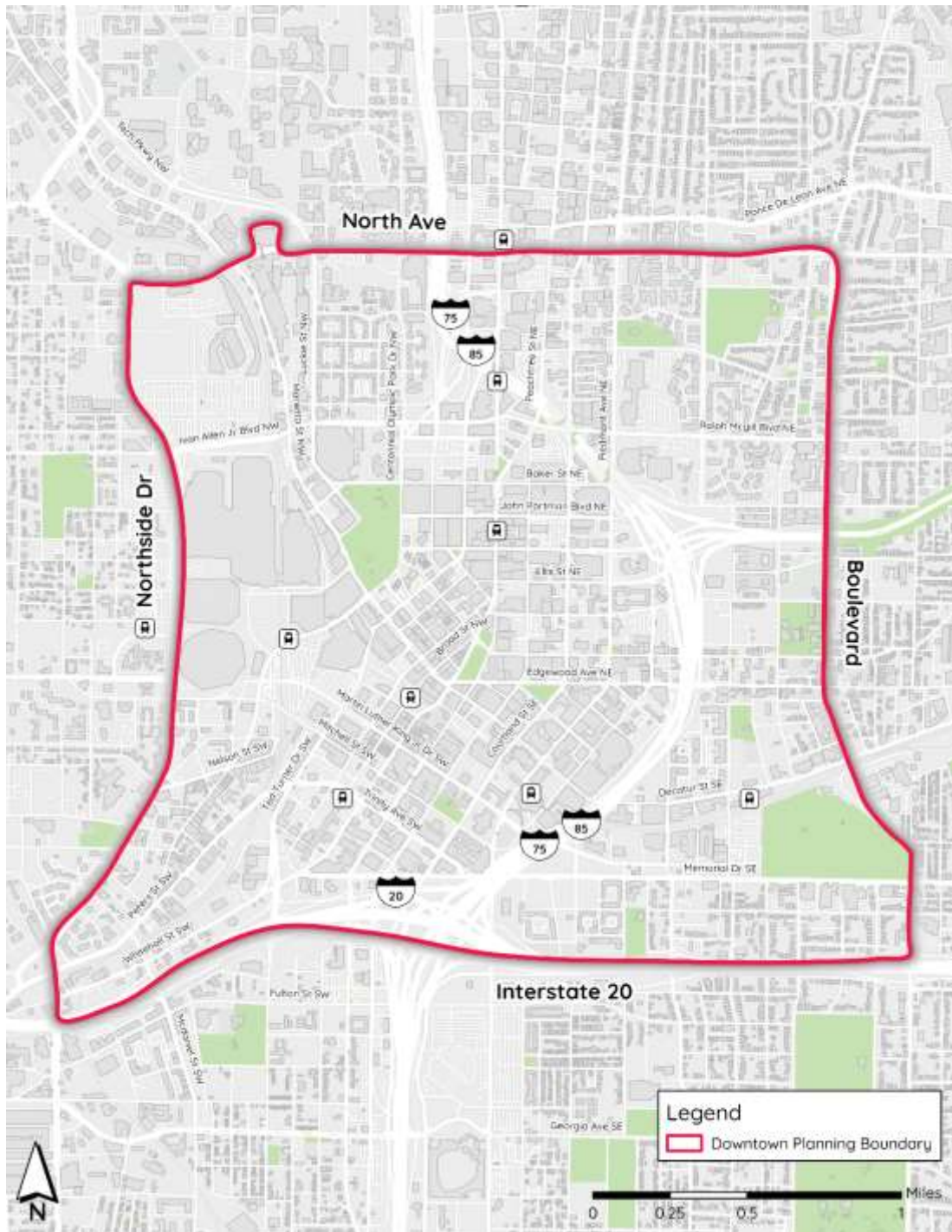
Task 5 - Downtown Wayfinding LCI Report

The Consultant shall compile and communicate the results of the process, relevant findings, and recommendations into a final report. This should include appendices with detailed design documentation.

Task 5 Deliverables:

- Final formatted, illustrated easy-to-read study summary document.
- 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 required.

Downtown Planning Area



Attachment C

Proposed Budget Summary - Detail
(Required for Submittal with Proposal)

Task	Total Hours	Cost (\$)
Task 1- Stakeholder and Public Engagement		
Task 2- Existing Conditions Assessment		
Task 3- Recommendations & Design Intent		
Task 4- Schematic Design		
Task 5- Downtown Wayfinding LCI Report		
Subtotal-Direct Labor		
Overhead Cost		
Sub-Consultant Costs (list)		
Reimbursable Expenses (including travel)		
Profit		
Total Estimated Cost and Profit		

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

Attachment C-1

Proposed Budget Summary
(Required for Submittal with Proposal)

Task	Amount (\$)
Task 1- Stakeholder and Public Engagement	
Task 2- Existing Conditions Assessment	
Task 3- Recommendations & Design Intent	
Task 4- Schematic Design	
Task 5- Downtown Wayfinding LCI Report	
Total	