



Introduction

The City of Riverdale, Georgia is updating its Livable Centers Initiative (LCI) Plan for the physical development and redevelopment of the community and invites qualified consultants to respond to this RFP.

This City of Riverdale is requesting proposal submissions from any and all qualified consultants with expertise in current and future land use planning, economic development, demography, emerging trends, community visioning and public engagement. The selected consultant will be responsible for the management and execution of this project, including implementing quality community engagement, communicating with staff, and producing the required final document.

Project Description/Scope of Work

- A. The City of Riverdale LCI plan was completed 2006. The consultant will update the plan (based on current statistics, outreach information). The update shall include a new Town Center Plan, develop a new concept plan for the old Town center site- Lamar Hutcheson activity node, develop a new concept plan for the Main St Activity Node. Additionally, since our activity nodes are located along the newly identified BRT line proposed by MARTA, we would like to incorporate smart technology (street lighting, video cameras) to address any public safety issues within the activity nodes. The final plan must be presented in a non-technical, easy to read and understandable format by utilizing maps, photos and illustrations.

The study will consist of five tasks, each with its own deliverable:

- 1. Existing Conditions Assessment within the LCI area, concept areas and activity nodes
 - 2. Marketing and Implementation plan
 - 3. Public Input
 - 4. LCI Plan
 - 5. Project Deliverables
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- B. The development plan's goals are to: 1) engage community stakeholders to seek input on the development and growth of the downtown LCI study area; 2) establish a vision for the physical development of the area including illustrated best practices for design standards that establish aesthetic guidelines supported by the stakeholders;



3) develop goals and strategies for implementing and accomplishing the vision; 4) identify key redevelopment sites and strategies to jumpstart development; 5) list and prioritize implementation strategies, specifically for public investment in the activity nodes; and

6) review and update zoning regulations within the study area with emphasis placed on regulations that support the LCI priority area.

C. Specific items the study shall include:

1. Summary of existing conditions and issues, including land use, zoning, transportation, housing and infrastructure conditions
2. Vision and goals for the downtown area
3. Recommended policies and programs to implement community vision
4. Detailed implementation strategy and action plan to move the plan forward that includes recommendations from the Housing and Market Analysis
5. Housing and Market Analysis
6. Transportation assessment and recommendations
7. Site specific recommendations for 2-3 catalytic sites in the downtown area
8. Funding Opportunities

These tasks are discussed in more detail below; however, within the Request for Proposals (RFP), Consultants are encouraged to recommend additional and/or different approaches to enhance the development and implementation of a master plan, inclusive of the following:

Task 1 – Existing Conditions Assessment, Inventory and Recommendations

For this Task, the Consultant will conduct a thorough review and assessment of existing conditions within the study area. The focus of the assessment will include, at a minimum, the following:

- Review existing plans or proposals for future land uses, development, zoning, transportation, and public facilities and compare to conditions “on the ground” today;
- Conduct additional technical analysis on the commercial corridors (What uses are operating, How many are in place? Who is using the area?)
- Analyze and document existing conditions and issues related to land use, public spaces, and transportation



Land Use and New Development

The Consultant shall inventory and assess existing land uses (including vacant property, vacant commercial space/units/buildings) in the study area, particularly in the activity nodes and account for possible new developments or land uses that may impact future development. Identify potential redevelopment sites (outdated, underutilized sites and ownership). The data analysis should be based on interviews with the public, the business community, Mayor and

City Council, ARC data, etc. Low and high growth scenarios may be used. The study should include a market analysis of the identified activity nodes with regulatory recommendations and visualization of key concepts.

Task 2 – Marketing and Implementation Plan

For this Task, the Consultant will prepare a market and housing plan.

The focus of the plan should include the following:

- Level of market opportunity and depth by land use and product type (i.e. how much and what type of retail is needed);
- Identify the kinds of uses/ industries to be targeted
- Recommend procedure and techniques to use on target market
- Identify where new development can be located to most effectively catalyze further reinvestment; cost revenue potential
- Identify new housing development type that can be introduced within the LCI study area that align with the guidance for development types, scale, and character in the study area;
- Develop the recommendations that identify best practice(s) and/or development incentives of financing mechanisms for commercial and housing development.

Task 3 – Public Input

For this Task, the goal is to develop a local planning 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, and elderly or disabled citizens. As one of the first steps in the project, the Consultant shall develop a *Public Engagement Plan*. This document



shall establish the means and methods for conveying information and encouraging and incorporating input from the target groups, other stakeholders, property owners, elected officials, etc. The use of technology, social media and/or other progressive ideas for engaging the public is encouraged.

The plan shall have a schedule and description of the public/community engagement activities anticipated during the project and identify responsibilities. The plan shall identify all stakeholders and facilitate their involvement in the study process. These tasks will be documented through meeting notices, meeting summaries and other written communications. Responses and acknowledgement of public comments must be addressed in the study reports.

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

a) *Project Management Team*

A Project Management Team must be established that includes a representative from the City of Riverdale the consultant, and ARC. This team shall meet or hold a conference call monthly to discuss the study progress and advise on public involvement and other planning process issues.

b) *Core Team*

The Core Team must be established to include the members of the Project Management Team along with representatives from key stakeholder groups in the study area. The Core Team must include representatives from relevant state, regional, and local government departments responsible for land use planning, transportation, and housing (including applicable housing authorities/agencies). The key responsibility of the Core Team is to review and comment on materials to be presented at public meetings, help advertise meetings, provide strategic direction to the plan, and distribute information to the larger community.

c) *General Public Engagement*

During the study process, the Consultant shall make a reasonable effort to involve all stakeholders in the study area, including property owners, residents, business owners, and employers/employees. The public involvement process should include a variety of methods, times, and techniques to reach the broadest range of stakeholders possible (i.e. workshops, charrettes, forums, door-to-door surveys, open houses). The Project Management Team, including the representative from ARC, and the Core Team must be notified of all meetings taking place in a timely manner.



A minimum of three (3) public engagement activities, in a format determined by the Project Management Team, the following topics/milestones should be covered by the public engagement activities (at a minimum):

- Provide an overview of the study process, the goals of the study, key dates, and opportunities for public input;
- Solicit opinions on goals and objectives of the study, stakeholder needs, strengths, weaknesses, opportunities, and threats in the study area;
- Review preliminary findings, present a draft plan, and gather comments;
- Seek approval of final plan documents and concepts.

Virtual meetings and/or digital engagement activities can be used to meet the above activities.

d) *Final Plan Review and Transportation Coordination Meetings*

A transportation project coordination meeting is required to be conducted prior to finalizing the LCI Master Plan Study recommendations. To ensure the transportation projects are feasible, the coordination meeting should include all affected organizations (such as GDOT, County Government, City Public Works, MARTA, etc.) to discuss potential.

Projects prior to the transportation improvement list being finalized. The final plan review is to be at the ARC offices to discuss the plan process, issues or unique activities that occurred, and future projects that the area needed to implement the plan once the plan is complete.

Task 4 – Updated Plan

Review the existing conditions and update the goals, policies and action strategies based on the findings of Tasks 1,2, and 3 and prepare a detailed development concept plan. At a minimum, this plan will assess and update the study area’s current land use patterns, environmental constraints, transportation patterns and urban design elements, including pedestrian, bicycle, and transit access; access to jobs, retail and neighborhood services; diversity of dwelling types; and design for healthy living and social interaction. This analysis should be coordinated with other completed studies, programs, developments, and organizations. At a minimum, this plan and study will contain the following components:

1. Summary of existing conditions and issues identified in Task 1. This includes land use, zoning, transportation, housing, and infrastructure conditions.



2. Assessment of the current conditions and other relevant plans that have an impact on the plan update, also covered in Task 1.
3. Vision and goals for the downtown area that address the following:
 - a) Mix of land uses appropriate for future growth including new and/or revised land use regulations needed to complete the development program
 - b) Mixed-income housing, job/housing match and social issues.
4. Recommended policies and programs to implement community vision.
5. Recommended revisions to the zoning ordinance and development of regulations to support the vision which includes street design standards.
6. Detailed implementation strategy and action plan to assist the city in moving the plan forward that includes the recommendations from the Housing and Market Analysis.

7. Transportation assessment and recommendations which include:
 - a) Transportation demand reduction measures
 - b) Internal mobility improvements including traffic calming, pedestrian and bicycle circulation, transit access, and safety and security of all modes
 - c) Placemaking strategies including but not limited to public art, wayfinding, lighting, and streetscapes
 - d) Continuity of local streets in study area and extension of the street grid
 - e) Conceptual renderings of the key transportation recommendations
 - f) Temporary and interim transportation improvements
 - g) Opportunities for green infrastructure within transportation recommendations
 - h) Parking analysis

Task 5 – Prepare Project 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 study document shall include the following (not necessarily in this order) into an easy to read format:

- I. Executive Summary**

- II. Assessment of Existing Plan and Conditions from Task 1**
 - a) A description of the findings from Task 1.

- III. Summaries of the plan development process from Task 2:**
 - a) A description of the study process and methodology, data gathering techniques and findings, and general outcomes.



- b) A description of the public participation process used to achieve a community-supported program of improvements (**Task 3**).

IV. LCI Master Plan Study, including:

- a) Maps, concept illustrations, and other graphic representations to support the plan including (but not limited to): the study area, existing land use, future land use, existing transportation facilities, and proposed transportation improvements.
- b) Activity Node locations with renderings to depict the redevelopment concept of the sites.
- c) Identify locations of transportation recommendations.

V. Marketing and Implementation Plan from Task 2:

- a) Include a summary of the marketing and implementation plan and economic development recommendations in the planning document and executive summary and provide the full report as an appendix.

VI. LCI Implementation Strategy:

- a) Describe the organizational structure and processes that will be used to ensure the action plan items are implemented. Focus should be given to collaboration opportunities with other organizations and strategies to ensure continued support from local elected officials, citizens, and businesses.
- b) Recommendations from the Housing and Market Analysis.
- c) A 100-day Action plan shall be developed to include no-cost or very low-cost actions and organizational steps needed to keep momentum going and the stakeholders involved and sharing responsibility for the plan's success. This action plan should include short term creative placemaking measures and temporary transportation installations that the City of Riverdale can undertake to test out concepts in a lighter, cheaper, faster manner.
- d) A description of the changes required within the zoning ordinance, development regulations, and/or other locally adopted policies to support the concept plan and street design standards, with revised language for adoption, and including a committed schedule for adopting such changes.
- e) An evaluation process used to monitor plan implementation and update the action plan every five years (or more often if need), should be identified.

VII. Five-year Implementation Plan (aka Schedule of Actions): Using the "5 Year Implementation Plan" template provided by ARC, create a list of all actions and



projects that are planned in the study area to implement the study goals, programs, and projects. Schedules should include estimated start date, completion date, cost estimate and responsible party. This short-term implementation plan should include specific actions with start and end dates that implement the LCI Master Plan, including, but not limited to:

- a) A prioritized description of transportation improvement projects (local, state and federal) that will support the study area goals;
- b) A prioritized description of housing strategies, particularly for affordable and mixed income housing developments, that support a job-house match, aging in place, and efficient utilization of transportation facilities in the study area.
- c) A prioritized description of economic development and placemaking strategies.
- d) A prioritized description of transportation improvement projects that are long term in nature five-year implementation plan.

Appendix

- The full market/fiscal feasibility report
- Detailed transportation assessment
- Revised Land Development regulations to implement the concept plan including the street design standards.

Format of Final Deliverables:

- Four (4) printed copies of the final report and appendices (8.5"x11")
- PDF file of Final Report and all appendices
- The 5-Year Implementation Plan in Excel using the ARC template.
- All electronic files in their original formats (e.g. MS Word, Excel, InDesign, etc.) with supporting graphics and GIS shape files.

Project Disclaimer: This project is contingent on funding provided by the Atlanta Regional Commission with a budget of \$200,000.

Proposal Requirements/Deliverables

1. **Cover letter and Summary:** Summarize relevant qualifications relevant to the proposed project, overall strategy approach to comprehensive planning, overview of project timeline and key deliverables.



2. **Description of consulting firm and project team:** Describes firms' expertise, length time in business, number of employees, approach to work and any other pertinent information.
3. **Project approach:** Describe the tasks including timelines that must be accomplished to achieve project and associated deliverables.
4. **Project Timeline:** Provide a project timeline with project, phases, tasks and activities including duration and key groups for each item (ex. Public, city staff, board, etc.)
5. **Fee schedule:** Provide a schedule with hourly rates, fee, reimbursable expenses and all other expenses. Include grand total to complete to project as presented. Fees should be broken down as outlined in the Project Description/ Scope of Work (B) tasks.
6. **References:** Provide references from previous work completed that demonstrate relevant experience. Describe the referenced project and provide contact information including name, address and phone number and email of client. Schedule of local actions planned for implementation of plan. Population and employment data project
7. **Finished product:** The report should include that data gathered, relevant findings recommendations, public comments, and other pertinent information. Deliverables will include full color depictions suitable use form digital marketing materials. Population and employment data projections comparing current and proposed conditions including housing (# of units, anticipated) and employment# of existing jobs, anticipated)

Submission Instructions

The CITY will accept proposals for this project until **4:00 p.m. on Tuesday November 1, 2022.** Seven (7) copies of the responses shall be submitted in a sealed envelope, plainly marked:

"Proposal for 2023 LCI Plan Study" Submittals shall be addressed to the following:

**City of Riverdale
Community Development Department
971 Wilson Road
Riverdale, GA 30296**

Please Note: Any Proposal received after 4:00 p.m., Tuesday November 1, 2022 WILL NOT BE ACCEPTED.

- A. A **Mandatory** Virtual "Pre-Bid" conference will be held at **10:00 a.m. on Monday October 17, 2022** with the City's Community Development Office. The purpose of this conference is to introduce the Project and to provide a means to address comments, inquiries and additional



questions. Email ndozier@riverdalega.gov for teams link for the meeting by Wednesday October 12, 2022

B. Please Note: Only Bidders that attend the scheduled Mandatory Pre-Bid conference are permitted to submit a bid package. A sign-in sheet will be used to account for attendance.

- C. Submittals must be responsive to all aspects of this RFP. The delivery of the bid package to Riverdale by the time and date stated in the preceding paragraph is solely and strictly the responsibility of the Responder. Riverdale will in no way be responsible for delays caused by the United States Postal Service, Federal Express or other couriers or for delays caused by any other occurrence. Fax proposals are not acceptable. Submittals sent via email will not be accepted.
- D. Submittals which do not contain the required number of copies and all the information requested in this RFP, may be considered non-responsive and rejected without evaluation. Submittals received after the deadline or at the wrong location will be considered non-responsive.
- E. The RFP response shall not exceed thirty (30) pages, on 8 1/2-inch by 11-inch printed on both sides, no larger than a 12 pt. font. The thirty-page requirement does not include the front cover or back cover of the document.

Submittals

The Responder must carefully examine the requirements and conditions expressed in the attached documents and become fully informed as to the quality and character of the information requested. The Responder must follow the following submission requirements for consideration:

- Submit six (6) bound copies one (1) unbound original.
- A Table of Contents, with corresponding tab sheets, which correspond to items (A-G), must be included to identify each section, in the same sequence requested in this RFP. RFP responses must meet the requirements of submission format and requirements as stated in this RFP.

A. Complete and submit Business Identification Form, enclosed as **Attachment 1**.

One copy of the Consultants Bid Submission Form **Attachment 2**- The total fixed-price fees proposed shall be considered to be inclusive of all fees and expenses [travel expenses, printing, reproduction, postage, testing, etc.], which will be generated by the Design



Professional and all Sub-Contractors whose services are required to complete the work described in the section entitled *Scope of Work*, herein. Submit a fixed-price quote [use the Bid Submission Form provided in Attachment 2], submitted in a separate envelope with the RFP response. The envelope containing the Fee Proposal should be marked:

[Fixed Fee Quote- 2023 LCI Study -City of Riverdale - RFP # 2022-021]

- B. Provide a description of the Design Professionals capabilities, techniques or resources that can be contributed to this assignment. Past experience on similar projects completed by firm, years of involvement with municipal agencies and appurtenant background information.
- C. Staff specifically assigned to the project at the professional level. Short resumes may be included, but extensive resumes should be limited to key personnel only. The consultant shall provide key project staff qualifications, project staff organization chart, and identify project representative, including:
 - 1. The office locations from which the consultant shall operate shall be provided;
 - 2. Name of sub-consultants, if any, to be used for specific aspects of the project, including a summary of previous work arrangements on similar types of work; and
 - 3. Names of sub consultant's key personnel for the project, their professional experience, qualifications, and training which are applicable to this project, and the scope of services that will be provided by each sub consultant, shall be described.
- D. A minimum of three references from projects of a similar scope and type shall be submitted with each proposal. Mailing addresses, telephone/fax numbers, email addresses [if available] and the names of contacts must be provided as part of the reference package. Particular emphasis should be placed on demonstrating previous experience in civil design of improvement projects and/or other facilities that demonstrate a special knowledge of the requirements and needs of communities.



- E. Provide a timetable indicating the time necessary for the completion/presentation to DCA by the designated deadline.
- F. A statement of the Team's approach in designing a project within the allocated time schedule.
- G. The successful Firm must provide proof of the required insurance described in **Appendix A** as a requirement of this document.

In addition to the above-mentioned items, the bidder shall be required to agree to and adhere to the following:

No reimbursables will be paid beyond the total fixed-price fee quote amount submitted in response to this RFP.

If additional services will be required to complete the work and these additional services are not outlined in the Scope of Work, the Bid should describe these additional services in a distinct and separate line item. The Department and the evaluation committee will review these additional services outlined in the Quote and determine if these services are necessary to complete the work as outlined in the Scope of Work. The project team shall include the provision of the above-described deliverables package in the fixed-price fee for the work and shall not be further reimbursed for these deliverables.

Scoring Values

The decision for selecting a Firm will be made by the "Evaluation Committee." The criteria listed below will be used to evaluate all responses to this RFP.

Schedule of Scoring Criteria

(Maximum 100 Points)

A	Evaluation of Project Team ability to follow instructions in preparing and submitting proposal	10 Pts.
B	The experience of the Project Team and key staff as it relates to projects of a similar nature and scope	30 Pts.



C	The time anticipated to complete the project	10 Pts.
D	Evaluation of the Project Team references	20 Pts.
E	Evaluation of the Quote	30 Pts.
	SUB-TOTAL=	
	MBE/WBE Bonus (Add 5 points to sub-total) = (described below)	
	TOTAL =	

Selection Process

- Each member of the Evaluation Committee will read, review, and evaluate the contents of each timely submitted RFP response.
- If the selection committee deems it necessary, Bidders may be requested to come in for an on-site interview. Recommendation to the Mayor and Riverdale City Council will be made for Council approval. The Mayor and City Council possess final approval authority.
- The City reserves the right to negotiate adjustments in any and all elements of what Bidders submit in their RFP responses, as long as such adjustments do not have the effect of increasing the total compensation paid by the City over the total proposed fixed-price fee compensation set forth in submitted quotes.

Firms submitting a response to the REQUEST FOR PROPOSAL (RFP) for this project must provide in their submittal, verifiable evidence demonstrating that they have considerable current and past experience in providing the services necessary for this project as described in the "Submittals" section of this RFP.

The City will evaluate the Project Teams based on the following items:



1. The information contained in Project Team's RFP. The City's evaluation of this information will be based, at least in part, on the requirements for the RFP set forth elsewhere in this document.
2. Project Team's ability to understand the project requirements as it may be revealed in their proposed method and procedure of study, goals and objectives, and their approach to the project.
3. Comments received from the City's reference checks.
4. Project Team's submittal and subjective statements.

The submission of a fee proposal shall be conclusive evidence that the Project Team and its sub-consultants have investigated and satisfied themselves as to the conditions to be encountered, the character, quality and scope of work to be performed, and any municipal and ordinance requirements of the City of Riverdale.

Points of Contact

Any questions or suggestions regarding this RFP must be submitted via email to the named individuals listed below on or before **THURSDAY, OCTOBER 28, 2022**. Questions by phone will not be accepted. Questions by sub-contractors will not be accepted and / or inquiries submitted after this date will not be answered. Responses will be issued in the form of written addenda only.

- Nicole C.E. Dozier, Community Development Director, ndozier@riverdalega.gov).

Rules Governing Bidding Process

- A. All Quotes and supporting documentation received by Riverdale shall become the property of the City and will not be returned.
- B. All costs associated with the preparation and submission of the Quote shall be borne solely at the expense of the Bidder. Riverdale shall not, under any circumstances, be responsible for any costs or expense incurred by the Bidder.
- C. This RFP and interview selection processes shall in no way be deemed to create a binding contract of any kind between Riverdale and the Bidder.
- D. Riverdale reserves the right in its sole discretion to waive informalities in the RFP process, but is not required to do so.



- E. To be considered, a Responder must submit a complete proposal as indicated herein. The format that is provided in this document is not negotiable. Failure to adhere to the instructions contained within this document will void the submission of any Proposal.
- F. It is the responsibility of each Responder to examine the entire RFP, seek clarification in writing, and review its submittal for accuracy before submitting the RFP response. Once the submission deadline has passed, all RFP responses will be final. The City will not request clarification from any Design Professional relative to its RFP response.
- G. Any submitted RFP response shall remain a valid submission for three months after the quote due date, or until the City executes a Contract, whichever is first. The City may, in the event the selected Design Professional fails to perform and/or the contract is terminated within forty-five days of its initiation, request the Design Professional submitting the next acceptable proposal to honor its quote.
- H. Each Bidder must comply with the applicable laws, ordinances and resolutions of Riverdale, Clayton County, the State of Georgia, and the Federal Government. Bidders must also exhibit the financial ability to furnish the necessary insurance coverage, and bonding specified herein.
- I. The price for the services requested in this RFP includes all licenses and permits that the Responder is or may be required to complete this work.
- J. Riverdale reserves the right to award a Contract to a Responder other than the lowest cost Bidder if the interests of the City are best served. In addition, if a limited number of qualified submittals are received, the City may deem it necessary to notify the bidders and re-advertise the project.