

Request for Proposal

Gwinnett Place Mobility and Traffic Study



October 4, 2021



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In partnership with the Gwinnett County Department of Transportation, the Gwinnett Place Community Improvement District (GPCID) Board of Directors is requesting proposals from qualified firms to conduct a comprehensive Traffic and Mobility Study of the greater Gwinnett Place area. Pending approval by the GPCID Board of Directors, it is anticipated that the effective date of this agreement would be February 9, 2022.

Proposals will be received until 3:00 p.m., November 15, 2021, in the GPCID offices at 3700 Crestwood Parkway, Suite 680, Duluth, GA 30096. Any proposal received after this date and time will not be accepted. Proposals are legal and binding upon the Consultant when submitted.

The GPCID, at its sole discretion, may short-list firms that are deemed to best meet the GPCID's requirements, taking into consideration all criteria listed in the Request for Proposal (RFP). Negotiations will be conducted in person or with the most qualified firm as identified by the GPCID or, if short-listing occurs, with all of the short-listed Consultants. The GPCID requires pricing to remain firm for the duration of the contract. Failure to hold firm pricing for the duration of the contract will be sufficient cause for the GPCID to declare a proposal non-responsive.

The GPCID reserves the right to reject any or all responses for any reason. Clarification of information may be requested by the GPCID.

The written proposal documents supersede any verbal or written prior communications between the parties. All companies submitting a proposal will be notified of award.

We look forward to your proposal and appreciate your interest in the Gwinnett Place CID.

Sincerely,

A handwritten signature in black ink, appearing to read 'Joe Allen'.

Joe Allen
Executive Director
jallen@gwinnettplacecid.com
678.924.8171

REQUEST FOR PROPOSAL
Gwinnett Place Area Traffic and Mobility Study

IMPORTANT PROPOSAL INFORMATION

Review of Dates:

- | | |
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| • Request for Proposal Issued | October 4, 2021 |
| • Deadline for Receipt of Written Questions | October 14, 2021; 4:00pm |
| • Deadline for Posting of Written Answers
On the GPCID Website Home Page | October 20, 2021; 4:00pm |
| • Proposal Deadline | November 15, 2021; 3:00pm |
| • Notification of Proposal Interviews | Week of December 13, 2021 |
| • Interviews | Weeks of January 10 and 17, 2022 |
| • Recommendation to Board of Directors | February 9, 2022 |
| • Contract Award and Notice to Proceed | February 9, 2022 |

A technical proposal must be submitted in a sealed envelope which shall be clearly marked RFP Gwinnett Place Area Traffic and Mobility Study. One (1) printed and signed unbound original, three (3) bound copies, and one (1) electronic copy in PDF on a USB drive of the proposal shall be submitted no later than 3:00pm, November 15, 2021.

Any proprietary information contained in the proposal should be so indicated. However, a general indication that the entire contents, or a major portion, of the proposal is proprietary will not be honored. An official that has authorization must sign the proposal in ink to commit resources.

GPCID needs sufficient information to determine that the Consultant is adequately staffed and capable of providing the requested professional consulting services.

Sub-consultants will be permitted as part of the proposal but must be clearly identified. Sub-consultants' resumes and project references must be provided.

The full cost of proposal preparation is to be borne by the Consultant.

Sole responsibility rests with the Consultant to see that the proposal(s) are received on time at the stated location.

Proposals sent by telegraphic and/or electronic devices are not acceptable and will be rejected upon receipt. Consultants are expected to allow adequate time for delivery of their proposal either by hand delivery, postal service, or other means.

MINIMUM REQUIREMENTS FOR SUBMISSION

This RFP is intended to foster effective, fair, and broad-based competition for public procurement within the free enterprise system. It is unethical for any person to offer, give, or agree to give any GPCID Board Member, employee, business associate, or relative a gratuity as an inducement for the award of a bid.

The Consultant must agree to protect, defend, indemnify, and hold harmless the GPCID, Gwinnett County, their Commissioners, directors, officers, property owners, agents and employees from and against any and all liability, damages, claims, suits, liens, and judgments, for whatever nature, including claims for contribution and/or indemnification, for injuries to or death of any person or persons, or damage to the property or other rights of any person or persons to the extent arising out of and attributed to the negligent errors, acts, or omissions of the Consultant. The Consultant's obligation to protect, defend, indemnify, and hold harmless, as set forth hereinabove shall include any matter arising out of any patent, trademark, copyright, or service mark, or any actual or alleged unfair competition disparagement of product or service, or other business tort of any type whatsoever, or any actual or alleged violation of trade regulations. The Consultant further agrees to protect, defend, indemnify, and hold harmless the GPCID, Gwinnett County, their Commissioners, directors, officers, property owners, agents, and employees from and against any and all claims or liability for compensation under the Worker's Compensation Act arising out of injuries sustained by any employee of the Consultant.

Qualified Consultants must demonstrate competence and experience in all areas of expertise required by the scope of services.

The Consultant shall obtain and maintain the following insurance coverages issued by an insurance company authorized to do business in the State of Georgia with a minimum A.M. Best rating of "A VII" and reasonably acceptable to the GPCID. The Consultant shall provide certificates of insurance evidencing these coverages to CID upon execution of this Agreement.

- A. Workmen's Compensation Insurance in accordance with the laws of the State of Georgia.
- B. Commercial General Liability Insurance including Bodily Injury and Property Damage in an amount of not less than Two Million Dollars (\$2,000,000) in the aggregate and One Million Dollars (\$1,000,000) per occurrence.
- C. Automobile Liability Insurance in an amount not less than Two Million Dollars (\$2,000,000) in the aggregate and One Million Dollars (\$1,000,000) per occurrence.
- D. Valuable Papers Insurance in an amount sufficient to assure the restoration of any plans, drawings, field notes, or other similar data relating to the work covered by the Project.
- E. Professional Liability Insurance in the minimum of One Million Dollars (\$1,000,000) per claim and One Million Dollars (\$1,000,000) in the aggregate.
- F. Umbrella Insurance in the minimum of Five Million Dollars (\$5,000,000) over and above the underlying required coverages of Commercial General Liability and Auto Liability coverage.

The Consultant shall provide GPCID a minimum thirty (30) days written notice prior to any change in insurance coverage. Said liability insurance policies shall name GPCID and Gwinnett County as additional insured.

The Consultant agrees as follows: (1) the Consultant will not discriminate against any employee or applicant for employment because of race, creed, color, sex, handicap/disability, age or national origin; (2) the Consultant will, in all solicitations or advertisements for employees placed by qualified applicants, receive consideration for employment without regard to race, creed, color, sex or national origin; (3) the Consultant will cause the foregoing provisions to be inserted in all

subcontracts for any work covered by the Agreement so that such provision will be binding upon each subcontractor, provided that the foregoing provision shall not apply to contracts or subcontracts for standard commercial supplies of raw materials.

The Consultant shall comply with the Georgia Security and Immigration Compliance Act as prescribed in O.C.G.A. 13-10-91.

Salaries of architects, draftsmen, technical engineers and engineers, and technicians performing work under this Agreement shall be paid unconditionally and not less often than once a month without deduction or rebate on any account except only such payroll deductions as are mandatory by law. The Consultant hereby promises to comply with all applicable "Anti-kickback" laws and shall insert appropriate provisions in all subcontracts covering work under this Agreement.

The Consultant shall obtain and maintain current any and all licenses, certificates, registrations, permits and any other item or permission necessary to perform and complete the services outlined in this Request for Proposal.

The Consultant shall execute a contract tendered by GPCID prior to initiating service.

The relationship between the Consultant and the GPCID staff/board is one of independent contractor with the ultimate goal being the effective use of talents to achieve the most favorable results for the district.

SELECTION CRITERIA

The GPCID may award the contract to the responsible and responsive Consultant submitting the proposal which is deemed to be the most advantageous to the community by the GPCID Board of Directors.

The following are the evaluation criteria in determining which proposal is most advantageous to the GPCID:

- Qualifications and Experience of the Proposed Team
 - Previous experience of proposed Project Manager
 - Technical skills and expertise of key team members
 - References from former clients on similar projects
 - Relevant prior experience of key team members in dealing with multi-modal transportation issues
 - Demonstrated ability to successfully conduct thorough analysis on complex transportation mobility and safety issues, and objectively present feasible options and recommendations on associated issues
 - Demonstrated understanding of interrelationships between transportation and land use
- Public Involvement and Stakeholder Engagement Approach
 - Demonstrated ability to implement a successful public engagement strategy with various stakeholder interests that provides meaningful input into study outcome
- Understanding of the Project Study Area, Goals and Objectives
 - General familiarity with the study area, including local issues
 - General understanding of the project objectives

- Demonstrated understanding and insight related to project scope
- Understanding of local policies pertaining to transportation
- Proposed approach to the project, innovative and “out of the box” approaches
- Technical analysis tools and techniques proposed
- Proposed project timeline/schedule, including appropriate order of described tasks to achieve meaningful recommendations
- Availability and ability of team members to engage with various groups and levels of stakeholders throughout the duration of the study
- Quality of the Proposal
 - Concise description of tasks, staff and process, proposal neatness, organization and detailed-oriented proposal
 - Responsiveness of RFP and submittals
 - Clarity of roles and responsibilities of key members
- Pricing
 - The cost proposal should include a detailed line-item budget including all labor and direct costs broken down by task and hours. If the proposal includes recommended services beyond the scope listed, those should be called out separately as optional services
- In-person Interviews
 - After the initial review of proposals, an appropriate number of Consultant(s) may be selected to participate in an interview process

Criteria Weighting

The proposals will be ranked using the following allocation of points with the total eligible points being 100.

- Qualifications and Experience of the Proposed Team: Maximum of 25 points
- Public Involvement and Stakeholder Engagement Approach: Maximum of 10 points
- Understanding of the Project Study Area, Goals and Objectives: Maximum of 35 points
- Quality of the Proposal: Maximum of 10 points
- Pricing: Maximum of 10 points
- Interview: Maximum of 10 points

A selection committee comprised of the “Project Management Team” leading the effort will review proposals. The Project Management Team will include representatives from GPCID and Gwinnett County Government.

After reviewing the proposals, the team may, at its discretion, request formal presentations from one or more of the Consultants (at Consultant’s expense) whose proposals appear to best meet the requirements.

The Project Management Team reserves the right to waive any informalities or irregularities of proposals, to request clarification or information submitted in any proposal, to request additional information from any Consultant, or to reject any or all proposals, and to re-advertise for proposals. The GPCID also reserves the right to extend the date or time scheduled for the opening of proposals.

During the first phase of the evaluation process, the Project Management Team will have access to all proposal materials except the separately sealed cost/fee proposal. Proposals will initially be scored based on the technical criteria and references. The cost/fee proposals will then be opened and scored. The team may invite any number of the highest rated Consultants to participate in onsite interviews.

All expenses related to the participation in the interviews are the responsibility of the Consultant with no obligation to the GPCID. The expected project manager should attend any interview. The decision to interview and the number of Consultants to interview is at the sole discretion of the committee. The selection of the Consultants shall be the combined highest scores from all the evaluation criteria.

The GPCID reserves the right to negotiate with the selected Consultants for rates and concessions that are in the best interest of the GPCID. At GPCID's discretion or as deemed in its best interest, firms may be short-listed a second time in order to determine the final recommendations to the GPCID Board of Directors. At this time, if GPCID deems it to be necessary, GPCID staff may request further information, explanations, clarifications, presentations, interviews or meetings with some or all of the firms submitting proposals. Based upon the results of the proposals, references, and the interviews, the GPCID will negotiate with the Consultant ranked highest in an attempt to reach agreement. If negotiations with the highest ranked Consultant are unsuccessful the GPCID may then negotiate with the second ranked Consultant and so on until a satisfactory agreement has been reached.

This selection process will be an equal opportunity without regard to age, disability, religion, creed or believe, political affiliation, race, sex, or ethnicity. The GPCID encourages the use of minority and disadvantaged business owners.

The budget for this strategy is "not to exceed" the amount of \$75,000.00. The selected Consultant should view this budget as the maximum amount available. The selected Consultant should account for a contingency in the budget to account for such that issues that may arise during the process can be addressed within the maximum budget limit.

Overview

The study will address the mobility needs for users of all means of transportation, including pedestrians, bicyclists, transit riders and drivers and passengers of motorized vehicles.

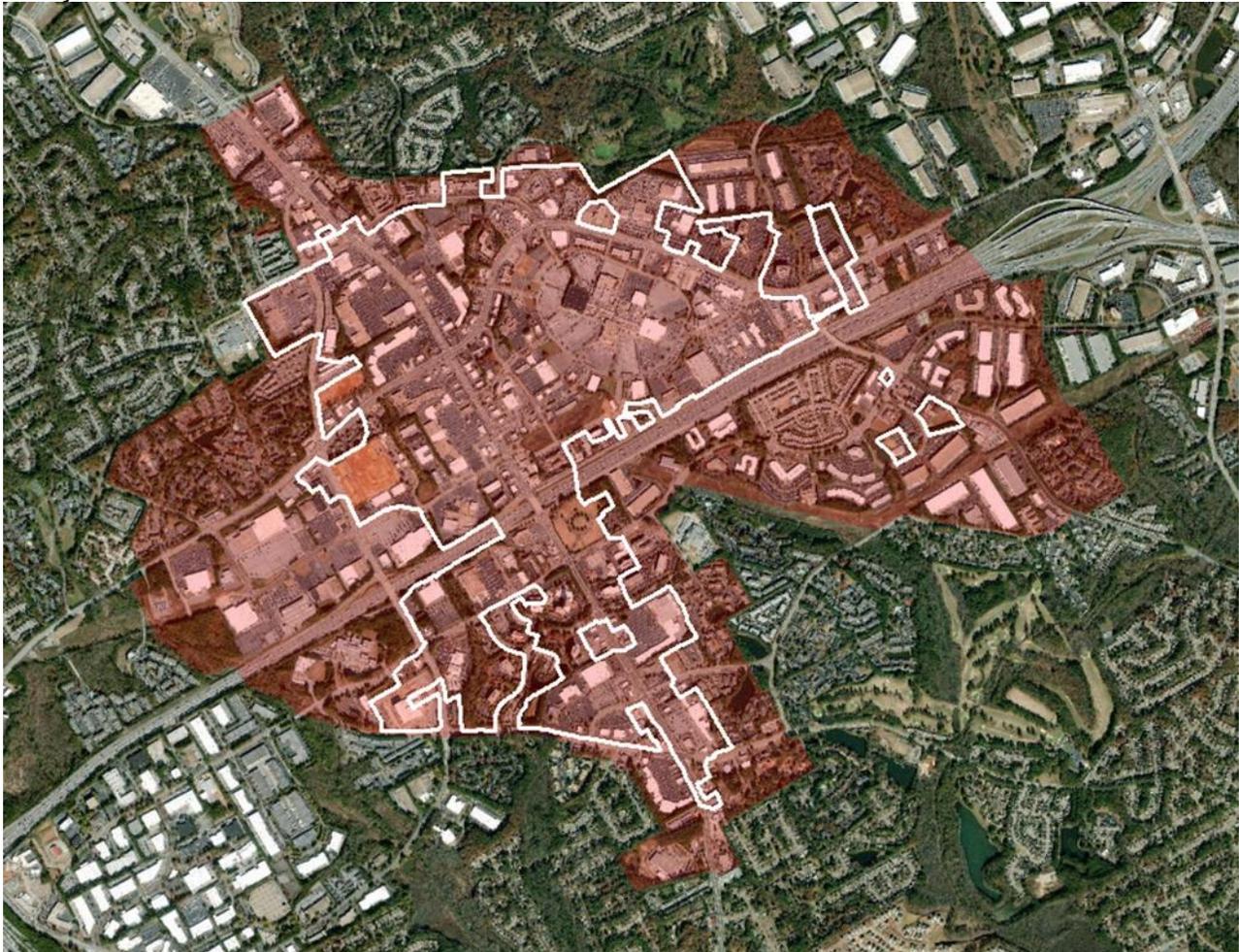
The study scope of services will address accessibility along the various major and minor corridors in the greater Gwinnett Place area. The scope of work for this study includes the identification of strategies to improve the livability and economic vitality of the area by conducting an analysis of potential multi-modal improvements. It also includes establishing an implementation strategy by identifying specific projects and policies to help transform the Gwinnett Place area into a vibrant multi-modal area.

The selected Consultant shall review the information and project recommendations from previous studies done in the Gwinnett Place area, identify new potential projects/programs, assemble a list of recommended projects for possible implementation, and prepare preliminary cost estimates or benefit/cost analysis for each identified potential project/program.

The budget for this study is "not to exceed" the amount of \$75,000.00. The selected Consultant should view this budget as the maximum amount available. The Consultant should account for a

contingency in the budget to account such that issues that may arise during the process can be addressed within the maximum budget limit.

Study Area:



Study area is highlighted. For informational purposes, the CID boundaries are outlined in white.

PROJECT SCOPE OF SERVICES

The tasks outlined below are the components that make up the scope of services.

Task 1 Project Management & Initiation

The purpose of this task is to ensure a coordinated and efficient planning process which results in timely and thorough deliverables that address the scope of work. Task 1 will include a kick-off meeting to finalize the project's primary goals and objectives, establish the overall schedule, and provide an opportunity for the discussion of initial data. With input from the GPCID and Gwinnett County DOT, the Consultant will develop a project schedule to include routine project management meetings, project milestones, reviews, and deliverables, and community engagement and communications strategies. Project management will occur throughout the course of the entire project.

Task 2 Community/Public Engagement & Outreach

The purpose of this task is to obtain valuable input from a range of stakeholders to help shape the study's goals, objectives, and recommendations. Outreach activities will be conducted to understand existing transportation issues and future needs, and to receive feedback on the recommendations developed in the study. Stakeholders will include property owners, employers, area businesses, commuters, residents (including transit dependent groups), institutions, developers, agencies, and the general public, among others. The Consultant will be responsible for preparing, advertising, conducting, and documenting the public outreach envisioned for the study. Consultants should explain strategies that will be used to maximize the impact of outreach. This includes thinking of creative and out-of-the-box strategies that will engage the community at large, especially population groups such as seniors, low-income, non-English speaking and minority residents, and people with disabilities.

The outreach should be interactive and break down complex discussion topics into simplistic design options and elements that the public can grasp. The outreach formats and types will be coordinated with the GPCID and shall include, but is not limited to, workshops, online resources, social media, etc.

Task 3 Data Collection (Gathering), Analysis & Review

The purpose of this task is to collect, organize, review, and analyze current transportation, commuting, land use, and other pertinent data and plans/studies to better understand existing conditions, trends, and deficiencies in the study area. The Consultant will identify, collect, and create as needed, a compilation of data to analyze existing and future transportation needs of the area.

In coordination with the GPCID and the Gwinnett County DOT, the Consultant will also review pertinent development projects and proposals advancing in the area.

Task 4 Assess Current Conditions and Forecast Future Conditions

The purpose of this task is to obtain a comprehensive understanding of existing transportation conditions in the study area and to determine likely future conditions. A multi-modal analysis will be conducted. Areas of congestion will be identified through a travel time and capacity and Level of Service (LOS) analysis, through field observation of peak conditions, and through input from community engagement. A complex microsimulation MAY NOT be desired as a necessary tool for the completion of this task. Rather, the analysis and its tools should have the ability to accurately replicate existing traffic patterns and demand conditions for current and future travel demands.

The selected Consultant will conduct a comprehensive assessment of the study area's existing transportation network and land use to establish baseline conditions and better understand transportation needs and opportunities. The Consultant will analyze traffic operations; roadway geometry; its connectivity and accessibility; the pedestrian, bicycle, and transit networks; freight/delivery access; and parking factors. Existing crash data will be examined to identify locations with potential safety needs. Existing pedestrian and bike facilities will be assessed based on current design standards, connectivity, and safety.

The selected Consultant will forecast future travel demand, travel patterns, and volumes. The Consultant will summarize the results of the existing and future year analyses in a succinct technical memo (including maps, tables, graphs) that documents the current performance of the Gwinnett Place area's transportation network and addresses general traffic circulation, traffic safety issues, connectivity and accessibility issues, transit, bicycling, and other specific transportation elements.

Task 5 Identify & Evaluate Project Alternatives

A primary deliverable of this task is the development of a draft list of potential projects that address current/future transportation challenges, including articulation of problems or hot spots and possible mitigation measures/issues and innovative strategies to address them. The existing and future conditions information of Task 4 will provide context for the list's definition.

Development of multimodal improvement alternatives including:

- Roadway capacity
- Intersection operations
- Sidewalk and pedestrian crossings
- Bicycle travel along corridors
- Access to transit (local route stops and regional connections from the Gwinnett County Transit hub at Gwinnett Place)

These proposed alternatives will be geared towards improvements that provide effective traffic and transit operations while enhancing walkability and pedestrian safety. Gwinnett County Transit vehicle capacity and usage needs to be accounted for in the various alternatives.

When identifying potential projects/policies or programs, the selected Consultant is encouraged to reference and apply best practices and current and potential future transportation innovations such as car and bike-sharing and "Smart City" technologies that may impact future scenarios as appropriate. The selected Consultant will also develop traffic operations management strategies appropriate for the study area including additional demand-side strategies to reduce peak period traffic delays and opportunities for utilizing access management to protect or enhance the performance of the street system.

For the traffic operations management strategies, the improvement alternatives need to account for a transit vehicle with enough riders to warrant transit signal priority to provide a reliable and reasonable trip time.

The selected Consultant will define a list of projects that address identified needs and opportunities in a succinct technical memo.

Task 6 Evaluate and Prioritize Projects

The selected Consultant will develop project evaluation criteria and performance measures. The evaluation criteria will be used to vet and prioritize the list of projects developed in Task 5. Criteria to be considered include typical transportation measures; however, criteria can also be expected to include non-transportation measures such as economic development, benefit to cost ratio, livability, health, and sustainability.

The Consultant will develop and apply evaluation and prioritization criteria and methodology and conduct and document a thorough evaluation and prioritization of proposed projects to address identified needs. Short-term, Mid-term and/or Long-term projects will be identified and recommended. Public engagement support is expected as part of or in coordination with this task.

Task 7 Vision & Study Development/Implementation Framework

The purpose of this task is to finalize materials in the form of a Final Report and Implementation Framework outlining the recommendations.

Task 7 Deliverables:

1. The Consultant will deliver a Final Report consisting of a compilation of finalized deliverables from Tasks 1-7 in this RFP. This Final Report compendium will also:

- a) Summarize findings in an Executive Summary
- b) Provide supporting PowerPoint presentations and related materials
- c) Summarize community engagement
- d) Document the comments/discussions generated by the stakeholders, GPCID Board of Directors, Gwinnett County, etc.

2. In addition, the selected Consultant will develop a comprehensive Implementation Framework for project programming and delivery. The Framework will:

- a) Establish a final prioritized list of specific projects.
- b) Timeframes: short-term, midterm, and long-term. Long-term improvements shall align with planning year 2045. Maps will be created to identify short-term, mid-term and long-term transportation improvements as well as the full transportation improvement framework proposed.
- c) Include a review and inventory of current and potential funding sources for recommended improvements, including but not limited to, federal, state, county, private, and other funding sources.
- d) Outline a specific Project Implementation Framework to guide project development and implementation activities. For each recommended project, policy or strategy (“project”), this will include a summary to indicate the project’s a) characteristics / description, b) its extent / logical termini, c) need for the project, d) anticipated improvement resulting from the project, e) estimated cost (including engineering/design, right-of-way impact construction and contingency cost estimates in current dollars), and f) potential funding source(s), g) recommended timeline/years, and h) a map showing the project location.

The Consultant will provide all deliverables for all tasks in digital format.

INSTRUCTIONS FOR PROPOSAL PREPARATION

All proposal materials should be clearly marked “Gwinnett Place Mobility and Traffic Study” as well as include the name and address of the Consultant.

Cost Proposal

The cost proposal should be submitted in a SEPARATE, sealed envelope from the technical proposal. The cost proposal should include a detailed line-item budget including all labor and direct costs broken down by task. If the proposal includes recommended services beyond the scope listed, those should be called out separately as optional services.

The Project Management Team reserves the right to negotiate actual fees for the project following the Consultant selection.

Technical Proposal

The technical proposal should be submitted in a sealed envelope. To aid in thorough and consistent review, the technical proposal shall be submitted on no more than 25, one-sided, 8½” x 11” pages in no smaller than 10-point font and shall be clearly organized. Tabs and required forms

will not be counted towards the 25-page limit.

Each proposal shall include a Title Page and a Table of Contents. The Title Page should identify the “Gwinnett Place Mobility and Traffic Study” along with the name of the firm, name of the firm’s primary contact, address, telephone number, fax number, and email address.

The Table of Contents shall contain the sections and corresponding page number for the items listed below. All pages of the proposal must be clearly identified and consecutively numbered and correspond to the Table of Contents.

Strategy Approach – Each Consultant shall provide with its proposal a summary of their mobility and traffic strategy that describes the proposed approach to the successful implementation of the proposed services. Each Consultant shall submit, in the order below:

- A detailed outline of proposed methodology to complete the scope of services including a high-level timeline and brief descriptions of the key tasks, key milestones and key deliverables. An estimate of hours per task by professional personnel category for the project phases/deliverables should be included.
- State the Consultant’s belief in the scope of the intended strategy within the RFP. If there are any gaps between what the Consultant believes should be the proper scope of the services given all information known at the time of this RFP, the Consultant should clearly state these gaps in this section and clearly mark these concerns as such.
- Discussion of the assumptions relating to the responsibilities and/or commitments the Consultant is expecting of the GPCID throughout the life of this project.

Team Qualifications – Each Consultant shall document its staff, experience and qualifications by providing in its proposal a Staffing Plan describing the manner in which it plans to manage and staff the awarded contract, including the resumes of key and critical personnel, to successfully complete the project objectives on a timely basis and within the agreed upon budget. The Staffing Plan should include, as a minimum, the proposed project manager and key functional and technical team members and their related roles and shall provide, at a minimum, the following for each team member:

- Qualifications, including experience in the proposed strategy methodology and public/private sector and/or municipal experience;
- Summary of experience, including the number of years of relevant experience, years with the firm and representative project experience with project name, client and date performed;
- Other supporting documentation which demonstrates the ability to successfully perform the work; and
- The Consultant’s assurance, to the extent possible, that the proposed team members will be available and remain on the project until its completion. Include the availability of replacement team members in the event the proposed team members become unavailable prior to the commencement of or during the project.

Experience – Each Consultant shall provide a minimum of three case histories of recent similar studies completed by the firm. Each Consultant is required to include a minimum of three (3) references related to those studies. For references, provide the name of the individual to contact, title, organization, address, and e-mail.

Schedule – Each Consultant shall provide a detailed project schedule corresponding to the proposed methodology and highlighting key tasks and milestones, including all public engagement activities.

Additional Materials – Each Consultant may include qualifications, resumes and any other materials deemed necessary but not provided otherwise (such as promotional literature, white papers, etc.) They should be clearly marked “Additional Materials” and will not be included with the 25-page maximum guideline for the proposal length. Any out-of-scope services not covered in other sections should be included here with a description of the personnel likely to be involved, and the resources brought to bear (including costs and/or hourly rates) should be provided.