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**MCPHERSON IMPLEMENTING LOCAL REDEVELOPMENT AUTHORITY**  
**1794 Walker Avenue, SW**  
**ATLANTA, GEORGIA 30310**  
**May 21, 2015**

**REQUEST FOR PROPOSALS (RFP)**

**ATTENTION INTERESTED RESPONDENTS**

The McPherson Implementing Local Redevelopment Authority ("MILRA") is seeking Proposals from qualified firms to update the **2004 Oakland City/Lakewood Livable Centers Initiative Investment Policy Studies ("LCI" or "Study")**.

In 2004, the City of Atlanta's Bureau of Planning in the Department of Planning & Community Development and the Metropolitan Atlanta Rapid Transit Authority ("MARTA") prepared the Oakland City / Lakewood LCI. The LCI was funded by the Federal Transit Administration through MARTA. The Study was grandfathered by the Atlanta Regional Commission as a Livable Center's Initiative Community in 2004.

As part of the Atlanta Regional Commission's Livable Centers Initiative Program, sponsoring agencies are required to revisit LCI plans each five years to access, evaluate, and update the plans and initiatives that emerged from the plan. The 2009 update, along with its maps and attachments, constitutes the five-year update of the 2004 LCI. Both referenced reports can be viewed or downloaded in the Business/RFP heading at [www.mcphersonredevelopment.com](http://www.mcphersonredevelopment.com)

MILRA has received funding provided through a Federal Grant from the Atlanta Regional Commission in the amount of \$60,000 and has the required 20% (or \$15,000) local matching funds to update the LCI to reflect the redevelopment of Fort McPherson, the Transit Oriented Development possibilities connecting the Oakland City MARTA station at the north end of Fort McPherson and enhanced connectivity to the Atlanta Beltline. In addition, MILRA's governmental stakeholders and other partners have provided additional matching funds in the amount of \$45,000 which brings the total amount allocable to this study to \$120,000.

Interested consultant firms or teams are encouraged to submit proposals that exhibit multidisciplinary and creative approaches to public engagement and public space design. Please reference Attachments A located at the end of this document for the complete Scope of Work proposed for this project and the Study area.

A Pre-Proposal Conference will be held on Tuesday, June 9, 2015 at 10:30 a.m. at the offices of the McPherson Implementing Local Redevelopment Authority, 1794 Walker Avenue, SW, Atlanta, Georgia 30310. The purpose of the Pre-Proposal Conference is to provide respondents with detailed information regarding the project and to address questions and concerns. All respondents are urged to attend the Pre-Proposal Conference.

All questions not addressed publicly at the Pre-Proposal Conference are to be submitted in writing to Darlene Hawksley, [darlene@mcphersonredevelopment.com](mailto:darlene@mcphersonredevelopment.com). The last date to submit questions is June 12, 2015. Written responses will be provided to all respondents that attended the conference no later than June 16, 2015 via broadcast email, posting to MILRA's website or other means which MILRA determines best ensures access to all attendees.

Your response to this Request for Proposals must be received by MILRA at 1794 Walker Avenue, SW, Atlanta, Georgia 30310 no later than 1:59 p.m. (Atlanta time) on June 30, 2015.

**ABSOLUTELY NO PROPOSALS WILL BE ACCEPTED AFTER 1:59 P.M.  
(ATLANTA TIME) ON JUNE 30, 2015**

## **SPONSOR BACKGROUND**

Fort McPherson became the first permanent Army installation in the southeast in 1885. Most recently, Fort McPherson served as the home to Headquarters, U.S. Army Forces Command, First U.S. Army Central, the U.S. Army Reserve Command and the Southeast Installation Management.

Fort McPherson, located within the city limits of Atlanta, in Fulton County, Georgia, was closed under the Base Realignment and Closure Act (BRAC) of 2005. The base closure and redevelopment process is affected by many federal, real property and environmental laws and regulations along with volumes of implementing guidance requirements of the Department of Defense. The base ceased operations in September 2011.

With the closing of the base, the McPherson Planning Local Redevelopment Authority (the "MPLRA") was formed to assume, on behalf of the City of Atlanta, its neighboring cities and communities, Fulton County and the State of Georgia, the responsibility and authority for preparing a redevelopment plan for the property. In 2009 MILRA was created in order to implement the planning conducted by the MPLRA by the enactment of the "McPherson Implementing Local redevelopment Authority Act" by the Georgia Legislature (the "MILRA Act"), and commenced its operations pursuant to an activating order of the Governor of the State of Georgia. You may review a copy of the MILRA Act by visiting [www.mcphersonredevelopment.com](http://www.mcphersonredevelopment.com).

## **SPONSOR MISSION**

The study will assess and update the LCI subject area's current land use 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. It will require community meetings, and inventory and assessment of existing physical and economic conditions.

MILRA is serving as the Project Manager for the Project. A broad group of project partners will be necessary to ensure the appropriate vision and enable the successful implementation of the Project recommendations. The Project Management Team includes, the Atlanta BeltLine, Inc., MARTA, the City of East Point Planning Office, the Georgia Department of Transportation, and others.

## **RFP AND SELECTION TIMELINE**

Release and Distribution of RFP	May 21, 2015
Pre-Proposal Conference	June 9, 2015
Deadline for Questions	June 12, 2015
Deadline for Submitting Proposals	June 30, 2015
Meet with Finalist(s) optional	July 9, 2015
Notification of Selection	July 15, 2015

## **SUBMITTAL**

Submittals must include the following and be limited to \_\_\_\_\_ pages to be considered:

1. Cover letter summarizing interest in the Project
2. Names and resumes of a principal, the respondent's project manager/lead and key staff members who will work on the Project. Identify which team members will contribute 20% or more of their time to the Project.
3. Names of any sub-consultants and a summary of their scope of services and billing arrangements.
4. Project approach that addresses how the Scope of Work will be accomplished with focus on community engagement.
5. Proposed schedule of tasks including key milestones for deliverables
6. Project cost approach and fee itemized by each work task as outlined in Attachment A that identifies:
  - a) Standard hourly billing rate for each staff member anticipated to work on the Project
  - b) Estimated reimbursable expenses
7. 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.
8. Letter(s) from the consultant or sub-consultant(s) identifying the firm's DBE (as herein defined) status (as applicable) and percentage of work proposed to be conducted for the Project.
9. Additional information demonstrating understanding and insights related to the Project's Scope of Work.

Submittal of four (4) hard copies AND electronic (email and/or CD) must be received by 1:59 p.m. (Atlanta time), \_\_\_\_\_, 2015. Every effort should be made to make proposals as clear and concise as possible.

Please address submittal to: MILRA  
1794 Walker Avenue, SW  
Atlanta, Georgia 30310

By email to: [darlene@mcpersonredevelopment.com](mailto:darlene@mcpersonredevelopment.com)

### **MILRA POLICY ON COMMUNICATIONS AND CONTACT**

Respondents are required to conduct the preparation of their applications with professional integrity and free of lobbying activities. Respondents and their respective agents and consultants are not permitted to contact or communicate with, directly or indirectly, any member of the MILRA Board after the issuance of this RFP except as specifically permitted herein or approved in advance by MIRA. Any verified allegation that a respondent or team member or an agent or consultant of the foregoing has made such contact or attempted to influence the evaluation, ranking, and/or selection of Respondents is cause for MILRA to disqualify the Respondent and its team member from further consideration.

### **LCI PROGRAM REQUIREMENTS AND DBE PARTICIPATION**

MILRA encourages all Consultants to promote opportunities for diverse businesses, including Female Business Enterprises ("FBE"), Minority Business Enterprises ("MBE") and Small Business Enterprises ("SBEs" and together with FBEs and MBEs, "DBEs") to compete for business as consultants, sub-consultants and/or suppliers. Goals are based on the Scope of Work and general availability of firms with the requisite experience and capacity to perform the work. The goal for the Project has been set at 30%. Consultants are encouraged to involve DBEs in all aspects of the work.

Projects funded through the Livable Centers Initiative program must use competitive procurement procedures and follow applicable federal regulations (49 CFR Part 18). Contracts executed for completion of the Project must comply with the Georgia Security and Immigration Compliance Act as prescribed in O.C.G.A. Section 13-1000-91. Additionally, the Disadvantaged Business Enterprise ("DBE") requirements of 49 CFR Part 26 applies to LCI projects since federal funds are utilized.

### **SELECTION CRITERIA**

The selection will be based on the qualifications of the consultant team as presented in the information submitted. However, MILRA reserves the right to call references provided in the submittal and to require phone or personal interviews with firms requiring additional evaluation. The following criteria will be used for the evaluation.

- Related experience of the firm and the team with similar projects and insight in planning, the real estate market and community engagement.
- Demonstration of understanding and commitment to execute creative, unique and contextual approaches to community engagement
- Abilities, experience and capacity of professional personnel identified as contributing 20% or more of their time to the Project.

- Inclusion of DBE participation goals.
- Pricing approach related to the tasks listed in Scope of Work (Attachment A)
- Utilization of local business with local being defined as in the Greater Atlanta Area with special emphasis on the adjacent communities.

## EVALUATION

Possible Points	Selection Criteria	Score
25	Experience of the Firm	
40	Experience of Personnel 20% of their time	
15	DBE Participation	
20	Pricing Approach	
100	Total Possible	
+5	Bonus for Local Business Participation	

The table above shows the maximum points that may be received in evaluation of each of the selection criteria. MILRA reserves the right, in its sole discretion, to reject or accept any submittal it considers to be non-responsive. MILRA also reserves the right to amend or withdraw this RFP for any reason. Should MILRA fail to reach agreement with any firm or teams initially selected, MILRA reserves the right to commence negotiations with the next highest ranked firm or team. MILRA shall select the firm or team it considers best qualified and as providing the best value to MILRA in its sole discretion. MILRA may select a firm without an interview or may choose to interview all or a limited number of applicants. The cost of preparing responses will be the responsibility of the applicant and will not be reimbursed.

MILRA is an equal opportunity employer and will select a consultant team without regard to age, disability, religion, creed or belief, political affiliation, race, sex or ethnicity.

## OPEN GOVERNMENT LAWS

All proposers/respondents should obtain and thoroughly familiarize themselves with the Georgia Open Records Act (O.C.G.A. § 50-18-70, et seq.) and Georgia Open Meetings Act (O.C.G.A. § 50-14-1, et seq.) (collectively, the “Open Government Laws”) applicable to the issue of confidentiality and public information. MILRA will not advise a proposer/respondent as to the nature or content of documents entitled to protection from disclosure under the Open Government Laws, as to the interpretation of such laws, or as to definition of “proprietary.” Each proposer/respondent shall be solely responsible for all determinations made by it under applicable laws. Each proposer/respondent is advised to contact its own legal counsel concerning the effect of applicable Open Government Laws to that proposer’s/respondent’s own circumstances.

All written correspondence, exhibits, photographs, reports, printed material, tapes, electronic discs, and other graphic and visual aids submitted to MILRA during this procurement process will immediately become the property of MILRA, may not be returned to the submitting parties, and are subject to the Open Government Laws. Each proposer/respondent shall be responsible for clearly identifying and labeling any document contained in its proposal as "Proprietary" that the proposer/respondent has reasonably determined meets the definition of "proprietary" under Section 32-2-80(a)(4) of the Code or is exempt from disclosure under Section 50-18-72 of the Code or any other applicable law. Proposers/respondents are advised that the designation of "Proprietary" shall not be binding on MILRA or determinative of any issue relating to confidentiality. Blanket "Proprietary" designations by a proposer/respondent shall be considered non-responsive. In no event shall MILRA, or any of their agents, representatives, consultants, directors, officers or employees, be liable to a proposer/respondent or any team member of such proposer/respondent for the disclosure of all or a portion of a proposal submitted under this RFP.

If MILRA receives a request for public disclosure of all or any portion of the materials identified as confidential in a proposal, MILRA will endeavor to notify the applicable proposer/respondent of the request. The proposer/respondent may seek a protective order or other appropriate remedy. If MILRA determines in good faith that the materials identified as "Proprietary" are not exempt from the Open Government Laws, unless otherwise ordered by a court of competent jurisdiction, MILRA will release the requested information. MILRA shall make the final determination regarding whether the requested information is to be disclosed or withheld.

The provisions of the Open Government Laws, or any other applicable laws, shall control and govern in the event of a conflict between the procedures described above and any such applicable law.

## **ATTACHMENT A**

### **Scope of Work**

**I. General:** The work to be accomplished is in support of the following Atlanta Regional Commission (ARC) subelement:

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

**II. Area covered:** All the necessary services provided in this subgrant contract will support the study of LCI-related programs and projects within the Oakland City/Lakewood LCI area (see Exhibit A-1, Study Area Map).

**III. 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.

### **IV. Work Tasks:**

The McPherson Implementing Local Redevelopment Authority will prepare a major update to the existing Oakland City/Lakewood LCI study and expansion into the Fort McPherson site. The purpose of this update is to keep the LCI plan relevant, produce new recommendations for implementation and include the Fort McPherson redevelopment site which was vacated by the Army since the original LCI plan was adopted. The updated LCI plan must remain consistent with the LCI program goals.

The work to be accomplished under this contract is divided into the following tasks:

#### **Task 1 – Existing Plan Assessment & Technical Analysis**

The focus of this assessment will include, at a minimum, the following:

- Conduct a thorough review and assessment of the existing LCI plan, subsequent updates, the 2007 McPherson Reuse Plan, the 2010 McPherson Research Park Master Plan, local Comprehensive Plans, BeltLine Subarea plans, East Point LCI studies, Lakewood LCI study, Murphy Triangle/EPA Brownfields Plan and any other plans impacting the area.
- Review existing plans' proposals for future land uses, development, zoning, transportation and public facilities and compare to conditions "on the ground" today. Identify the status and relevancy of the various plans' recommendations and action items.

- Conduct additional technical analysis on targeted subareas that have changed significantly since the last plan update, this may include traffic analysis, a walkability assessment, property inventory, etc.

### **Task 2 – Market Impact Analysis**

The intent of this task is help potential investors see the market potential of the area.

- Summarize current market conditions based on the Oakland City MARTA station area market study completed in 2014, and other readily available market-related data such as recent sales data, co-star, etc.
- Conduct analysis of the impact on the real estate market that various projects which area currently under development would have, including the Tyler Perry Studios development, the Atlanta BeltLine, and the Oakland City MARTA station transit-oriented development. Additional scenarios may want to be considered, such as Aerotropolis related development, bike lane related improvements along Lee Street, PATH trails, redevelopment in East Point, etc.
- Prepare proformas for a select few catalytic redevelopment sites, and prepare a presentation or marketing materials highlighting the market potential based on these catalytic projects
- Working with Invest Atlanta and ARC, convene a developers forum and tour to grow interest in redevelopment opportunities.

### **Task 3 – Public Input**

The goal of this task 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. The Subgrantee will 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 will be addressed in the study reports. The public involvement process shall, at a minimum, include the following components:

- *Project Management Team*

The Subgrantee shall establish a Project Management Team that includes a representative from the Subgrantee, the consultant, the City of Atlanta Planning Office 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.

- *Core Team*

A core team shall be established that includes the members of the Project Management Team along with a representative 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).

Representatives from non-profit organizations that provide services in the study area should also be included on the Core Team.

At a minimum this team shall include the Project Team, the City of East Point Planning Office, Atlanta BeltLine Inc., MARTA, and GDOT. This team shall meet prior to each of the general public meetings (not necessarily on the same day), or more frequently as needed. The key responsibility of the Core



Team is to help advertise meetings, distribute information to the larger community, and to review and comment on plan objectives, findings, and recommendations.

- General Public Meetings

During the study process, the Subgrantee 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, online and paper surveys, open houses, etc). The Project Team and Core Team must be notified of all meetings taking place.

A minimum of **four (4) General Public Meetings** shall be conducted. The format of the public meetings shall be determined by the Core Team, which may include a combination of workshops, charrettes, open houses, on-site demonstration projects/pop-up shops, or facilitated issue discussions or forums involving subject-matter-experts and key implementation partners. Topics to be covered by the public involvement meetings/events, shall at a minimum include the following:

- Provide overview of study process, the goals of the study, key dates, and opportunities for public input.
- Solicit opinions on goals and objectives of the study, needs assessment, and the challenges and opportunities in the study area.
- Review preliminary findings, present draft plan and gather comments.
- Seek approval for final plan documents.

- Final Plan Review and Transportation Coordination Meeting

A transportation project coordination meeting, and final plan review by ARC, is required to be conducted prior to finalizing the LCI plan recommendations. A single combined meeting can be held in lieu of two separate meetings if feasible. To ensure the transportation projects are feasible, the coordination meeting should include all affected organizations (such as GDOT, MARTA, City Public Works, etc.) to discuss potential projects prior to the transportation improvement list being finalized.

#### **Task 4 – Update/Develop a Plan**

Review the existing plan and update the goals, policies and action strategies based on the findings of Task 1, 2, and 3 along with changing conditions/priorities in the community. Prepare a detailed development concept plan. At a minimum, this study will assess and update the subject area's current land use patterns, 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 study will evaluate and address the following information:

1. Existing conditions, land uses, zoning, transportation facilities, previously completed plans and studies, permitted developments and projects in the pipeline.
2. Development concept plan, land use and policy proposals that address:

- a) Efficiency/feasibility and 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
  - c) A concept plan for the Fort McPherson site
3. Transportation assessment and recommendations which include:
- a) Examine one-way pairs for conversion to two-way operations, and roadways with excess capacity for potential lane reductions. Analysis will include conducting a targeted traffic study on roadway network where changes are proposed or impacts are likely.
  - b) Transportation demand reduction measures.
  - c) Internal mobility improvements including traffic calming, pedestrian and bicycle circulation, transit access, and safety and security of all modes.
  - d) Continuity of local streets in study area and extension of the street grid.
4. Implementation strategy that has the support of the community and public and private stakeholders, and addresses community organization, management, promotion, and economic restructuring to ensure implementation.

#### **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):

- **Summaries of the plan development process:**
  - 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.
- **Existing conditions summary, 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) Existing and projected population and employment data, including the following:
  - c) Number of existing and anticipated housing units and population
  - d) Distribution of proposed housing units by type
  - e) Number of existing and anticipated jobs
  - f) Square feet of future non-residential development

- **Market/Fiscal Feasibility Analysis:**

Include a summary of the market study findings in the planning document and executive summaries, and provide the full market/fiscal feasibility report as an appendix.

- **Implementation Strategy:**

- a) Describe the organizational structure and process that will be used to ensure the action plan items are implemented, which may include investigating the formation of a Community Improvement Districts (CID), partnerships, Tax Allocation Districts (TADs), etc. Focus

- should be given to collaboration opportunities with other organizations and strategies to ensure continued support from local elected officials, citizens and businesses.
- b) 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.
  - c) An evaluation process used to monitor plan implementation and update the action plan every five years (or more often if need), should be identified.
- **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 that implement the LCI 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) Description of housing strategies, particularly for affordable and mixed income housing developments, that support a job-housing match, aging in place, and efficient utilization of transportation facilities in the study area; and,
    - c) A description of the changes necessary within the comprehensive plan, zoning ordinance, development regulations or other locally adopted plans or policies to support the concept plan, including a committed schedule for adopting such changes.
  - **Format of Final Deliverables:**
    - One (1) printed copy of the complete 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.

## KEY DATES

The following are key benchmarks for completion of significant tasks to ensure the LCI study is completed on time. ARC staff will assist the LCI recipients as needed to meet these dates.

- RFP/Q Advertised- **5/15/15**
- Consultant Selected- **7/15/15**
- Executed Consultant Contract & Study Commences- **8/31/15**
- Study Complete- **2/31/16**
- Final Invoice and Study Documents- **3/31/16**

# Exhibit A-1, Study Area Map

