



REQUEST FOR PROPOSALS

GATEWAY MARIETTA CID MASTER PLAN STUDY

Proposals Due: Friday, August 9, 2024 at 12:00 PM

**Deadline for Written Questions:
Monday, July 15, 2024 at 12:00 PM**

Questions shall be directed to Caroline Whaley,
Caroline@strat-city.com

Released: Thursday, June 27, 2024

The Gateway Marietta Community Improvement District (GMCID) issues this Request for Proposals (RFP) from highly qualified firms or a team of firms (Proposer) for the Gateway Marietta Community Improvement District Master Plan. The study will focus on developing an initial Master Plan for the entire GMCID footprint (see attached map), to maximize the potential of the Gateway Marietta area as the gateway to the City of Marietta and beyond. The desired result is a plan that will help the GMCID best understand our strengths and weaknesses, prioritize, plan and execute projects, and will serve as a guide for quality development and reinvestment to the area.

Proposals will be received no later than **Friday, August 9, 2024, at 12:00PM**. All proposals should be emailed to Caroline Whaley, Caroline@strat-city.com with the subject line, **Company Name – Gateway Marietta CID Master Plan Proposal**. The deadline for written questions is **Monday, July 15, 2024, at 12:00 PM**.

Funding

Funding for the GMCID Master Plan is being provided by Gateway Marietta CID. It is the desire of GMCID to receive a quality study that will serve as a guide for future planning and development. We ask that bids include additional information and explanation of how to best develop a strong product.

Schedule

The submittal, review, and planning study schedule for the GMCID Master Plan is as follows, with the Master Plan process itself anticipated to last approximately 9 months:

- Deadline for submitting questions July 15, 2024
- RFP Addendum posted no later than July 19, 2024
- Deadline for submitting proposals August 9, 2024
- Consultant team selection by September 17, 2024
- Master Plan process begins. October 2024
- Master Plan complete July 2024

Selection Process

An evaluation team will evaluate all proposals received and will select a firm/team or short list of firms/teams for further evaluation based on the following evaluation criteria:

- Experience of the firm, number of years and type of experience, including the qualifications of team members and subconsultants.
- Professional references of present or prior entities for which the Proposer has performed similar services; and,
- Project understanding and approach
- Most advantageous and in best interest of the CID

The GMCID Board of Directors reserves the right to: (a) waive minor irregularities or variances, non-material bid formalities or defects in any proposal; (b) reject any and all proposals, in whole or in part, submitted in response to this RFP; (c) request clarifications from all proposing firms; (d) request resubmissions from all Proposers; (e) make partial, progressive or multiple awards;

(f) withdraw or cancel this RFP without prior notice, at any time, at its sole discretion; and (g) to re-advertise. The full cost of proposal preparation is to be borne by the Proposer. Sole responsibility rests with the Proposer to see that its proposal is received on time at the stated manner. While interviews may be conducted as part of the proposal evaluation process, the GMCID reserves the right to select a firm/team with or without interviews.

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 GMCID Board Member, employee, business associate, or relative a gratuity as an inducement for the award of a bid.

The chosen Proposer shall execute a contract tendered by GMCID prior to initiating service. Any contract award for this study is contingent upon the approval of a contract by the GMCID Board of Directors.

All qualified Proposers will receive consideration for contract without regard to age, disability, religion, creed or belief, political affiliation, race, color, sex, marital status, genetic information or national origin.

The applicant shall submit a proposal to include the following:

1. Background and Experience of Proposer with emphasis on similar type of work (public and private). Include date of establishment of firm and office where contract will be served (5 pages max).
2. A list of key personnel to be assigned to the project and their qualifications and an organizational chart outlining key team leads and members. Please clearly identify a Project Manager and his/her availability to work on this project.
3. Using the indicated scope of work and project tasks outlined in this RFP, outline your approach for the work (5 pages max). This should include a plan for public input, including innovative approaches to reach a diverse cross-section of participants.
4. Fee proposal. A budget and fee itemized by each task outlined in 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 subconsultant(s)
 - d. Total cost for all anticipated reimbursable expenses
5. Schedule for the project.
6. References (minimum of 3).
7. Other relevant information concerning your bid shall be included in the appendix (no page limit).

GMCID also reserves the right to make such inquiries regarding the Proposer's qualifications and reputation as it deems necessary to evaluate the Proposer. The Proposer may be requested to execute releases to obtain information from third parties. Failure to execute a release upon request may result in disqualification.

Proposers are directed to submit all questions about this RFP including technical requirements, submission instructions, and any other general information to Caroline Whaley, GMCID, e-mail: caroline@strat-city.com. All questions concerning this RFP must be submitted via email. No questions other than written will be accepted. No response other than written will be binding upon the GMCID. A response to questions (if any) will be provided via addendum prior to the submittal deadline.

DESCRIPTION OF REQUIREMENTS

Definition of Terms

Whenever the terms "shall", "must", "will", or "is required" are used in the RFP, the specification being referred to is a mandatory requirement of this RFP. Failure to meet any mandatory requirement will cause rejection of Proposer's qualifications.

Whenever the terms "can", "may", or "should" are used in the RFP, the specification being referred to is a desirable requirement and failure to provide any items so termed may not be cause for rejection, however, may cause a reduction in score awarded/ranking.

Background

On November 5, 2013, the citizens of the City of Marietta approved a \$68 million Redevelopment Bond, of which, \$64 million was dedicated to redevelopment and reinvestment of Franklin Gateway. Bond funds have been used to purchase properties that were then marketed for development to encourage job growth and improve quality of life. Developments resulting from the use of bond money include the Franklin Gateway Sports Complex, Atlanta United Children's Healthcare of Atlanta Training Grounds, and additional properties currently owned by Ikea, MiRus and Atlanta United.

In 2014, the GMCID was established to represent the voice of the commercial property owners. GMCID works to improve the mobility and livability of the area by focusing on projects pertaining to infrastructure improvements, beautification and public safety. From the beginning, GMCID took on landscaping and maintenance of the I-75 Delk Road and South Marietta Parkway interchanges and corridors. In addition, the GMCID has worked to develop a robust public safety infrastructure and is the first CID in Cobb County to roll out a Flock Safety program in partnership with the Marietta City Police.

Over the years, multiple studies have been done in and around GMCID and Franklin Gateway. However, since the creation of the GMCID, no Master Plan has been conducted. Below is a listing of existing studies pertaining to the Franklin Gateway area. These are studies commissioned by the City of Marietta or GMCID. To date, priorities and projects for GMCID

have been developed from recommendations stemming from these studies. At this time, based on GMCID's growth and completion of several major projects, it is important that there is a blueprint directing the growth and investment of the GMCID for the near term and future, to ensure the work being done is meeting needs of the area.

Existing Studies

- 2004 Delk Transit Oriented Development Livable Center Initiative Study: The Delk Road Transit Oriented Development (TOD) Livable Centers Initiative (LCI) Study is a joint plan between the City of Marietta and Cobb County. In 2005, the plan was initially adopted by the City and Cobb County. The plan was funded as part of the Atlanta Regional Commission's (ARC) LCI program and was awarded federal funds to conduct the study. Initially, the study focused on the concept of a bus rapid transit station location along Franklin Road. The concept was supported then by the proposed light rail transit plans for the High Occupancy Vehicle (HOV)/Bus Rapid Transit (BRT) study along Interstate 75. When the transit study was no longer supported, the plans of the LCI study were altered.
<https://www.marietta.gov/DocumentCenter/View/844/Delk-Transit-Oriented-Development-Livable-Center-Initiative---Study-Plan-PDF>.
- 2009 Franklin/Delk Livable Center Initiative – 5-year update: In 2009, the City and Cobb County approved an update of the original study and changed the name of the plan from the Delk Road Transit Oriented Development Study to the Franklin Road / Delk Road LCI study. The primary focus of the study still centers on the redevelopment of the land uses along the Franklin Road corridor.
<https://www.marietta.gov/DocumentCenter/View/848/FranklinDelk-Livable-Center-Initiative---5-Year-Update---2009-PDF>
- 2011 Franklin/Delk Livable Center Initiative – 5-year update amendment: In 2011, both jurisdictions approved an amendment to the study update to expand the area boundary southward to include portions of Powers Ferry Road as well as include the Green Tech Corridor and the Opportunity Zone designation.
<https://www.marietta.gov/DocumentCenter/View/849/FranklinDelk-Livable-Center-Initiative---5-Year-Update-Amendment---2011-PDF>
- 2015 Powers Ferry Realignment and Franklin Gateway Extension Study conducted by Croy Engineering.
- 2017 Franklin-Delk LCI 5 Year Update: An update based on current economic factors as well as recommended priorities for ongoing revitalization towards a truly livable center.
<https://www.marietta.gov/DocumentCenter/View/4310/Franklin-Delk-LCI-5-Year-Update>
- 2018 Georgia Conservancy Study, Review of Existing Planning Documents,
https://gatewaymarietta.org/images/GMCID_TM_recs_051518-FINAL.pdf

- 2019 Bleakly Advisory Group, Existing Conditions, Impact, and Future Growth Analysis, https://gatewaymarietta.org/images/GMCID_Impact_Final_Bleakly_091819.pdf
- 2020 ARC funded CDAP study Creative Placemaking and Signage Study, https://gatewaymarietta.org/images/1118_FinalDocument_Spread.pdf
- 2023 Blanche Underpass Landscaping Plan, Atkins

Knowing the work that has been done and the current conditions of the area, GMCID is wanting to better understand what is possible for the future, look at opportunities to enhance the area, and ways to better highlight Franklin Gateway and the surrounding area as an opportunity for growth and reinvestment. GMCID wants to maximize the potential of the area as the gateway to the City of Marietta and beyond.

General Scope of Work

This study is funded by Gateway Marietta Community Improvement District. In order for the study to be eligible for future federal and state funding, the selected firm will need to abide by all regulations required through GDOT's Plan Development Process (PDP) for acceptance as a locally funded study to ensure future projects are eligible for available and appropriate funding.

Coordination with Other Organizations

The chosen Proposer will be required to work closely with the City of Marietta and other major stakeholders in the district. In addition, presentations to, and input from, GMCID Board of Directors, adjacent neighborhoods and business organizations and appropriate public agencies will be sought where appropriate.

All the necessary services provided in this contract will support the study of programs and projects within the GMCID boundary and areas adjacent to GMCID.

Project Goals

The desired outcome of this plan is to create a blueprint for attracting the highest quality development for the Franklin Gateway and GMCID area, and the City of Marietta. The GMCID Master Plan will result in the following anticipated outcomes and deliverables:

- A list of implementable projects that aim to improve property values and overall value of the Franklin Gateway area.
- A market study to assist developers in gaining an understanding of the type, scale, design and location of desired development as well as potential development intensity informed by likely market demand and the community's vision.
- An understanding of existing industries within the GMCID and opportunities for growth through recruitment and expansion.
- Strategies for economic development to support growth of the area and attract a talented and diverse workforce.

- Strategies to best optimize the status of Federal Opportunity Zone for The Franklin Gateway area.
- An approach to land use and transportation integration to improve traffic flow into, throughout, and out of the area, and taking in consideration alternative modes of transportation such as bike or pedestrian to create safe opportunities for movement within the GMCID and beyond-especially along Delk Road.
- Evaluation of mobility projects on the northeast side of the GMCID to provide better access to the undeveloped, hard to access land.
- Identify opportunities to grow the trail system in the area; including projects to connect to the future Rottenwood Creek Trail and amenities to enhance.
- Identify potential projects outside the current boundaries of the GMCID that will be attractive to expanding GMCID boundaries.
- A plan that highlights opportunities for public greenspace.
- Evaluate recommendations from the 2019 Creative Placemaking and Wayfinding study and Atkins Blanche Underpass Plans for implementation.
- A branding strategy for the area that establishes it as a destination.

The Master Plan will focus on the Franklin Gateway/GMCID area as well as just outside of the current GMCID boundaries. Keeping in mind the uniqueness of Franklin Gateway, the primary aim is to create a plan that can be implemented.

Work Tasks

GMCID and its consultants will prepare a Master Plan study. The purpose of this study is to understand current market conditions, develop implementable projects and establish a vision for future investment, growth and development.

Task 1 – Existing Plan Assessment

The process should begin with a kickoff meeting with the Project Management Team (PMT), a review of relevant studies and documents to better understand existing conditions pertaining to GMCID. The outcome of this task will be an existing conditions and plan assessment summary.

Task 2 – Market Analysis

Prepare a market or fiscal feasibility analysis that supports the plan recommendations and ensures the proposed plan is realistic. The focus of the assessment will include, at a minimum and not limited to, 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, overbuilt, etc.)
- Demand and feasibility assessment for retail, office, and industrial within the area and assessment of competing uses in districts adjacent to the area.
- Understand the residential market and opportunities to add varying housing types to the existing mix to support the area.
- To quantify future demand for the market segments listed above over a defined time horizon (five to ten years) in terms of nonresidential square footage and number of housing units by housing type and cost/rent per square foot potential.

- Develop customer profiles, the customer profile information should include detailed demographics, lifestyle segmentation data, actual customer spending habits, and any other information deemed pertinent by the selected contractor.
- An analysis of the trade areas should be completed to identify new GMCID members and complimentary businesses and services centrally located to the area.

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. GMCID 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 PMT that includes a representative from GMCID, the chosen Proposer, the City of Marietta and any additional stakeholders that will play a critical role in shaping the Master Plan. The PMT shall meet or hold virtual meetings monthly to discuss the study progress and advise on public involvement and other planning process issues.
 - GMCID Board of Directors shall be interviewed to ensure their involvement in the process.

Core Team

- A core team (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 and transportation. In addition, the Core Team is to include, but not limited to, key property owners and businesses from the area, and representatives from non-profit organizations that provide services in the study area.
- The Core Team shall, at a minimum, meet prior to each of the general public meetings (not necessarily on the same day) described below. The key responsibility of the Core Team is to review and comment on materials to be presented at public meetings, help advertise meetings, and distribute information to the larger community.

General Public Meetings

- During the study process, the representative from GMCID 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, surveys, open houses, etc.). The PMT and Core Team must be notified of all meetings taking place.
- A minimum of **three (3) General Public Meetings**, in a format determined by the PMT, along with other methods of public engagement that include meeting people where they already are. The following topics/milestones should be covered by the public meeting:

- 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, and needs, strengths, weaknesses, opportunities and threats in the study area.
- Review preliminary findings, present draft plan and gather comments.

Task 4 – Plan Development

Based on analysis from Tasks 1 and 2, and input from plan participants, the PMT will develop preliminary concepts related to land use, transportation, walkability, and placemaking, and develop a preliminary list of improvement projects and initiatives. Projects and initiatives should be identified for the study area, as well as up to 4 key development sites. Preliminary concepts should consider strategies to reimagine the retail environment, retrofit suburban office areas, reposition vacant retail and office space, and enhance placemaking in the area. These items will be presented to the PMT and then the Core Team.

Task 5 – Action Plan/Implementation

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):

- Overview of existing conditions and the plan development process
- Market analysis, market trends, and associated recommendations
- Updated concept plans including key investment sites, the location of recommended projects, integration strategies into the surrounding community, and targeted investments and initiatives. Include updated maps of boundaries and map highlighting key areas within the CID and any other maps to help with plan implementation, concepts, illustrations and other graphic representations to support the plan.
- Summary of noted barriers and recommended changes and updates that may be needed to ensure optimal growth and development.
- 5-Year Implementation Plan (using LCI 5 Year Implementation Plan template)
- A 100-day Action plan including no-cost or very low-cost actions.
- List of additional studies and funding strategies

Format of Deliverables

- PDF file of the document, any appendices, concept plans, and typical sections
- Electronic files in their original formats (raw data format) with supporting graphics and GIS or other data files (Excel, InDesign, etc.)

Map of GMCID, Boundaries as of 2020

