REQUEST FOR PROPOSALS

June 2<sup>nd</sup>, 2017

To: Consulting Firms (Bike Share Programming & Implementation Expertise)

Re: Request for Proposals for Cumberland Bike Share Implementation Plan

The Cumberland Community Improvement District (CID) is seeking consultant firms specializing in bicycle and pedestrian implementation services. The CID is developing an implementation bicycle share study that links places of interest within the Cumberland community via bike sharing. The purpose of this update is to develop recommendations for implementing a bike share program within the Cumberland CID. This Plan is a component of the Blueprint Cumberland Plans an Atlanta Regional Commission (ARC) Livable Centers Initiative (LCI) Plan as well as a supplemental initiative to the Cumberland Bike Plan that was completed in June 2016. The overall intent of the LCI plan should not change, and updated goals, policies and action strategies must remain consistent with the LCI program goals.

Review and Evaluation of Proposals:
Respondents must demonstrate competence and experience in the areas of expertise outlined in the following Required Expertise and Scope of Services sections of this Request for Proposals (RFP).

Respondents must demonstrate competence and experience in public speaking and graphic presentations for the purpose of conveying project information to large and diverse groups of community stakeholders. Respondents should also demonstrate the ability to build consensus among public and private interest groups related to the project.

Respondents should address each of the following characteristics and qualifications as succinctly and briefly as possible. All items listed below will be given equal consideration in the evaluation process:

- **Team Organization (15 points):** Identify a project manager and describe the person’s relevant experience and qualifications on similar projects. Provide information of project team members, identifying their relevant qualifications and experience and the tasks for which they will be responsible along with man-hours.

- **Consultant Capability (15 points):** Demonstrate the ability to perform the work outlined in the Scope of Services on schedule and within budget. A preliminary work program along with a schedule of consultant team members, title/role, and associated man-hours per team member shall be included that anticipates approximately a finish date no later than October 2017.

- **Statement of Project Understanding (20 points):** Demonstrate a clear understanding of the project, including the relationships of the various land use and transportation issues, and other applicable economic development issues. It is critical to have an understanding of the Cumberland CID, its
relationship to other involved entities and stakeholders, and it’s goals and mission as it relates to the study area.

✓ **Project Approach (30 points):** Demonstrate a clear outline or overview of the Consultant’s proposed project approach to the Cumberland Bike Share Implementation Plan.

✓ **Collaboration and Public Participation (15 points):** Demonstrate the ability to work collaboratively with, and facilitate consensus among a variety of governmental, neighborhood, institutional, non-profit and business interests.

✓ **References (5 points):** Provide five (5) references of previous relevant work performed by the Consultant. List contact name, organization, contact number, email, relevant project(s), and brief project description.

**Review Process:** All submissions will be reviewed and evaluated by a Selection Team established specifically for this effort. The Selection Team will establish a short list of respondents. The short listed respondents may be required to expand on submitted materials, submit additional materials for review, and/or may be invited to interview before the Selection Team. The Selection Team will then make a final recommendation to the CID Board of Directors and notify the successful respondent. Selection shall be made to the respondent whose proposal is determined to be the most advantageous for the Cumberland CID, taking into account all of the evaluation factors set forth in this RFP.

A Contract for Services will be formulated and executed as soon as appropriate. Following the proposal due date, the proposal constitutes a binding offer and may not be withdrawn prior to the consummation of good faith contract negotiations or rejection of a proposal by the Cumberland CID in its sole discretion, whichever occurs first. No award shall be binding upon the Cumberland CID unless and until consummated by a written, fully executed contract.

The proposing firm shall state with specificity those elements of its response that it considers confidential and/or proprietary. Failure to properly identify and mark confidential or proprietary information as specified in the following paragraph may result in all information received being deemed non-confidential, non-proprietary, and in the public domain. Notwithstanding the foregoing, the proposing firm is hereby notified that any and all materials submitted in response to this RFP will be treated as if subject to the provisions of Georgia’s Open Records Act (O.C.G.A. § 50-18-70 et seq.). The Cumberland CID’s receipt, review, evaluation or any other act concerning any such information shall not create an acceptance by the CID of any obligation or duty to prevent the disclosure of any such information except as required by the Open Records Act. Proposing firms that submit information they believe should be exempt from disclosure under the Open Records Act shall clearly mark each document as confidential, proprietary or exempt, and state the legal basis for the exemption with supporting citations to the Georgia Code. If the information is requested under the Open Records Act, the CID shall make a final determination if any exemption actually exists for the CID to deny the request and prevent disclosure. The CID will withhold such information from public disclosure under the Open Records Act only if the CID determines, in its sole discretion, that there is a clear legal basis to do so.

The Cumberland CID reserves the right to: (a) waive minor irregularities or variances, non-material bid formality 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
proposing firms; (e) make partial, progressive or multiple awards; and (f) withdraw or cancel this RFP without prior notice, at any time, at its sole discretion. The proposing firm shall be solely responsible for any and all costs associated with developing and preparing its proposal.

**Required Expertise:**
Interested respondents must demonstrate the experience and expertise to address and coordinate the following disciplines as they relate to this effort:

- Bicycle Share Programming and Implementation Specialization
- Bicycle and Pedestrian Specialization
- Transportation Planning
- Economic Development and Impact
- Urban Design
- Placemaking
- Public Participation/Promotions/Marketing

**Scope of Services:**

**Task 1 – Data Collection, Peer analysis and site analysis**
The goal of this task is to gather data and information to assist in the determination of the implantation and sustainability of a bike share system within the Cumberland LCI area. The focus of the assessment will include, at a minimum, the following:

- Conduct a peer analysis illustrating the benefits and costs to identify system parameters, funding mechanisms, demand, and implementation frameworks.
- Review existing development regulations to identify any barriers to implementation.
- Analyze demand generators and attractors within the Cumberland area.

**Task 2 – Public Involvement**
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 Cumberland CID 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.

**Task 3 – Bike Share Implementation**
The goal of this task is to determine how to implement a bike share system, and ensure its sustainability in the Cumberland LCI area. The focus of the assessment will include, at a minimum, the following:
• Evaluate the preparedness of the Cumberland area for bike sharing and identify suitable service areas and bike technology with forecasted expected demand, costs and revenue.
• Examine potential management strategies and recommendations to remain sustainable.
• Review existing plans’ proposals for future land uses, development, zoning, transportation and public facilities and develop future system expansion plans.

Task 4 – 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.

• Feasibility Analysis:
  a) Provide detail outline and process of the analysis to determine feasibility and recommendations.

• Implementation Strategy:
  a) Describe the organizational structure and process that will be used to ensure the action plan items are implemented.
  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.

• Format of Final Deliverables:
  a) One (1) printed copy of the complete final report and appendices (8.5”x11”)
  b) PDF file of Final Report and all appendices
  c) All electronic files in their original formats (e.g. MS Word, Excel, InDesign, etc.) with supporting graphics and GIS shape files.
Cumberland LCI Study Area

Key Dates:

- **Pre-bid Meeting** - Tuesday, June 13th, 2017 at 2 p.m.
  - Location: Cumberland Community Improvement District (located within the Cobb Chamber of Commerce building), 240 Interstate North Parkway, Atlanta, Georgia 30339

- **Request for Proposals Deadline** - 4:00 p.m. (prevailing time) Tuesday, June 27th, 2017.
  - Submittals after this time and date will not be considered.
Firms interested in submitting proposals are required to deliver digital via email at kclark@cumberlandcid.org.

- Submitting via email: Digital format, preferably as a pdf.
  - Format of Subject Line should include Name of Firm - Cumberland Bike Share Study Proposal.

Project Term:
The time frame for completion could be influenced by unanticipated requirements, constraints or circumstances. However, it is anticipated that the conceptual plans (outlined in the Scope of Services) of the Cumberland Bike Share Implementation effort will take approximately 3 (3) months from contract award to completion.

Project Funding:
Funding for this project will be provided by the Atlanta Regional Commission and the CID.

Inquiries of Qualifications:
Interested respondents may email inquiries to: kclark@cumberlandcid.org

Submission Details:
Number of Copies: It is mandatory to submit completed proposals in a digital format (preferably as a pdf), and send to kclark@cumberlandcid.org. In the subject section of the email, format of subject should be Name of Firm - Cumberland Bike Share Study Proposal. Submittals should not exceed fifteen (15) pages, covering the general qualifications and background of the firm or team.

Team Members: Submittals should state the full name, address, phone number, and email address (project manager) of the organization and the branch office or other subordinate element that will perform or assist in performing the services described herein. If responding as a team, then the lead firm should be identified with a project manager designated as a single point of contact for the team. Indicate the type of ownership (i.e. individual, partnership, corporation, etc.) and explain any proposed joint venture or cooperative relationships. Include the states in which the firm is licensed to operate.

Diversity: Additional consideration may be given to respondents that represent the cultural diversity of the Atlanta Metro area. This diversity should be reflected in all aspects of team composition such as ownership, professional personnel, consultants and staff. Evidence of this diversity should be included in the RFP.

Budget Estimate: The cost has been established so the budget should be itemized in accordance with the following budget categories: Salaries and wages, man-hour estimates, equipment and materials, travel expense, staff benefits and payroll, overhead and fixed fees. Other expense categories may be added, if appropriate.