

BILL C. PEACOCK
Director - Purchasing



DOUGLAS COUNTY BOARD OF COMMISSIONERS
PURCHASING DEPARTMENT

8700 Hospital Drive • Douglasville, GA 30134
Telephone (770) 920-7247 • Fax (770) 920-7219

June 28, 2017

Subject: Douglas County, Georgia, Board of Commissioners
Request for Proposal – Small Area Plan – Lee Road Extension
Solicitation 17-023

Dear Gentlemen/Ladies:

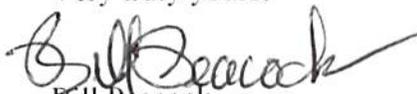
Enclosed please find the Douglas County Board of Commissioners, Request for Proposal for the services of a qualified consulting firm for the Small Area Plan – Lee Road Extension project.

Your sealed proposals (one (1) digital and ten (10) bound copies) in response to this Request are due **no later than 3:00 p.m. ET, Friday, July 21, 2017**. All sealed proposals must be submitted to the Douglas County Purchasing Department, 8700 Hospital Drive, Douglasville, GA 30134. All proposals must be submitted by this date and time and will be publicly opened. You are invited to attend, or submit your proposal prior to the deadline as stated in the attachments.

A **Pre-proposal Conference** will be held on **July 12, 2017 at 10:00 a.m.**, in Purchasing Department on the third floor of the Douglas County Courthouse, 8700 Hospital Drive, Douglasville, Georgia.

Thanking you in advance for your interest and looking forward to your participation.

Very truly yours,


Bill Peacock
Purchasing Director

ATTACHMENT

DOUGLAS COUNTY GEORGIA BOARD OF COMMISSIONERS
Purchasing Department
June 2017

REQUEST FOR PROPOSALS
SMALL AREA PLAN – LEE ROAD EXTENSION
SOLICITATION 17-023

The Douglas County Board of Commissioners is soliciting qualified consulting firms to submit a proposal to prepare a Small Area Plan for the Lee Road Extension project. The County is insistent that the document be user friendly with adequate visual aids and written in a language that is easily understood. The Plan shall contain practical policies which will guide the physical development of the community in a coordinated and consistent manner to create a more livable community through walk-ability and bike-ability. The County desires an extensive public visioning process that will focus on creating a unique document that embraces our history and natural resources.

PROJECT SUMMARY

The objective of this project is to prepare a Small Area Plan, using the most recent census data, area and national trends, best planning practices, alternative scenarios, projections and analysis. The Small Area Plan will be developed for the area adjoining the proposed Lee Road Extension, in and around the Highway 92 LCI corridor, using the codified vision for the area to include the following elements:

- a. Transportation project's priorities list determined in the LCI supplemental study.
- b. The walk-ability priorities of the LCI study.
- c. The 2017 Housing Study recently completed for Douglas County by the Bleakley Advisory Group.

The Plan should determine the marquee parcels in the area and create a blueprint for the community. It should recognize and appropriately plan for the County's discrete and unique physical, social, economic assets and development challenges. The Plan must meet the needs of the present generation without compromising the ability of future generations to meet their needs, and must be sustainable. The Plan's outlook is anticipated to be a twenty (20) year timeframe.

The planning consultant will be expected to review the market study done as part of the original LCI study and determine if a new market study is needed, and if so, complete a new market study. Also, to analyze existing zoning and land use categories for the area and make recommendations for potential new zonings and future land use categories as needed.

The Plan must be developed through a robust citizen engagement process. The County considers active citizen participation to be central to the new Plan, and the planning process must be structured to maximize such involvement. The planning consultant must work in a cohesive and

**DOUGLAS COUNTY BOARD OF COMMISSIONERS
REQUEST FOR PROPOSALS
SMALL AREA PLAN – LEE ROAD EXTENSION
SOLICITATION 17-023**

coordinated manner with the Chairman, County Administrator, Commissioners, Economic Development Authority and County Staff. Consultant is expected to collaborate on the development of a process that is creative, interactive, and solicits input from a diverse participant pool. The planning consultant will help channel public participation into realistic alternatives for consideration by the public and other stakeholders. Participation in public meetings and other community engagement activities by the planning consultant is expected. The final Plan document should be well-organized and rely heavily on visualization and graphics in order to relay key concepts.

The County will require that the implementation of the new Plan be consistent with the existing LCI Plan and will integral to the update of the County's Comprehensive Plan.

All information for interested firms, and proposal documents may be obtained at the office of the Douglas County Purchasing Department, (770.920.7247), located on the third floor of the Douglas County Courthouse, at 8700 Hospital Drive, Douglasville, Georgia.

Sealed proposals in response to this Request will be received by the:

Douglas County Board of Commissioners
Bill Peacock - Purchasing Director
3rd Floor
8700 Hospital Drive
Douglasville, Georgia 30134

The Proposal due date is July 21, 2017 no later than 3:00 PM ET. Proposals will be opened at 3:00 PM ET on the proposal Due Date in the Purchasing Bid Opening Room on the third floor of the Courthouse. You are invited to attend, or submit your proposal prior to the deadline. Each response should be marked on the outside of the envelope with: **“RFP – SMALL AREA PLAN-LEE ROAD EXTENSION – Solicitation No. 17-023, July 21, 2017”**.

A pre-proposal conference to respond to all inquiries with regards to this project will be held at **10:00 AM EST, July 12, 2017** on the third floor of the Douglas County Courthouse in the Purchasing Department. Potential Proponents are strongly encouraged to attend.

Douglas County reserves the right to waive any informalities, to reject any and all proposals, to evaluate proposals, to accept portions of any proposal and to accept any proposal, which in its opinion, may be in the best interest of the County. The County reserves the right to add to or delete from the contract after the contract has been awarded.

No proposal will be received or accepted after the above specified date and time of the proposal opening. Proposals submitted after the designated date and time will be deemed invalid and returned unopened to the firm.

No proposal may be withdrawn within thirty (30) days after the proposal opening and all proposals shall remain firm during this period.

**DOUGLAS COUNTY BOARD OF COMMISSIONERS
REQUEST FOR PROPOSALS
SMALL AREA PLAN – LEE ROAD EXTENSION
SOLICITATION 17-023**

SCOPE OF WORK

The following section describes the specific minimum components which should be included in the scope of work. The County will finalize the scope of work with the selected consultant prior to contract authorization. The County envisions the process occurring in the following stages; Start Up Meetings, inventory and analysis of data already available, obtain missing relevant data, visioning and consensus building, drafting Plan document and implementation plan development. The County will be open to suggestions other than those item listed which the consultant believes will be of value in producing a viable Plan that will have practical applications for daily planning activities. The County desires the completion of the Plan on or before October 1, 2017.

CONSULTANT OBJECTIVES

1. The basic elements to be addresses in the Plan:
 - a. Land use and redevelopment, including but not limited to a future land use map.
 - b. Transportation, including but not limited to, bicycle and pedestrian planning.
 - c. Housing and neighborhood development and redevelopment.
 - d. Economic development.
 - e. Capital improvement.
2. Provide a broad-based participation plan to solicit input throughout the process.
3. Define a clear direction of how and where development should occur over the next ten, fifteen, and twenty years.
4. Determine a specific implementation plan for immediate short and long term action items.

PRODUCTS AND DELIVERABLES

- Preliminary reports and project updates prepared at Plan milestones
- Presentations for public meetings to be provided in PowerPoint format
- One digital copy in Microsoft Word format (editable), print-ready graphics included in each preliminary report, including 10 color copies of the draft Plan for comments
- One digital copy in Microsoft Word format (editable) of the final Plan, including 10 bound color
- Condensed presentation format of the final Plan in PowerPoint format (editable)
- One digital copy in Microsoft Word format (editable) of the Implementation Plan and 10 bound color copies
- Maps and shapefiles in an agreed upon format

**DOUGLAS COUNTY BOARD OF COMMISSIONERS
REQUEST FOR PROPOSALS
SMALL AREA PLAN – LEE ROAD EXTENSION
SOLICITATION 17-023**

PROPOSAL SUBMISSION INFORMATION

Submittal address:

Bill Peacock – Director Purchasing
3rd Floor
8700 Hospital Drive
Douglasville, Georgia 30134

Proposal submittal deadline: July 21, 2017 at 3:00 PM ET

Number of proposal copies: 1 digital, 10 bound

Pre-Proposal meeting: July 12, 2017 at 10:00 AM ET

RESPONSE TO THIS REQUEST FOR PROPOSAL IS TO BE PROVIDED IN THE FOLLOWING FORMAT

- Letter of Interest: Cover letter indicating interest in the project and identifying the firm's ability to provide services needed.
- Introduction: A brief description of the firm including the number of years the firm has been in existence, range of professional services, office locations, and staff size.
- Work Program: In the project overview, describe the general project approach and process to be employed, a process approach that was used in the past to successfully complete a similar project. Describe the proposed project schedule, including a timeline of major milestones, deliverables, and completion.
- Experience and Qualifications: Brief documentation of the firm's prior work relevant to this RFP including the name, address, and phone numbers of client references and the primary contact persons.
- Consultant Personnel: Identify individuals from the firm's professionals and others who will work on the project, or are likely to work on the project.
- A List of Clients: Provide a list of comparable clients for which similar services have been provided in addition to contact information.
- Timeframe Flow Chart: Submit a flow chart with estimated project timeframe for meeting important project targets.
- Estimated Costs: Submit cost estimates for Plan objectives and separate costs for alternate items.

**DOUGLAS COUNTY BOARD OF COMMISSIONERS
REQUEST FOR PROPOSALS
SMALL AREA PLAN – LEE ROAD EXTENSION
SOLICITATION 17-023**

PROPOSAL EVALUATION

Selection criteria are outlined below and will be used to evaluate proposals for invitation to interview/presentation. This RFP does not commit the County to award a contract or to pay any costs incurred in the preparation or submission of proposals. The County reserves the right to reject any or all proposals received in response to this RFP.

Selection of the successful proposal for interview/presentation will be made based upon the following criteria:

- Responsiveness and proposed approach to work scope and project needs. Although County has identified a general nature of services to be provided, the consultant is given leeway toward the approach to the methodology to provide the requested services. Innovative strategies and creativity are desired.
- Demonstrated experience and technical competence in similar projects.
- Past record of performance of the firm with respect to such factors as working relationship with sub-consultants or peer consultants on the same project, control of costs, quality of work, and ability to meet schedules.
- Cost-effectiveness.
- Capacity and capability of the firm/team to perform the work in question, including specialized services.
- Quality of key personnel assigned: bios, qualifications.
- Understanding of local conditions related to the completion of the services.

End of Request