



DATE: June 1, 2020

TO: All Offerors'

FROM: City of Brookhaven Purchasing Department

RE: RFP No. 20-111, City Centre Master Plan

Please see Addendum No. 1 for the above-referenced solicitation.



1. The following change has been made to the above-referenced solicitation.

Questions and Answers

Revised - II. Evaluation and Selection Criteria

Revised – III. SUBMISSION OF RFP

2. All other terms and conditions remain the same.

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- A. The following are questions received and City of Brookhaven responses for the above- referenced solicitation:
1. Does participation in this master plan phase preclude the prime consultant and its subconsultants from future projects/contracts with the City of Brookhaven related to this redevelopment?
No.
 2. Has any budget estimate for the project been established?
Undetermined.
 3. Has any preferred schedule for starting and completion of the project been established?
No. However, the city anticipates 12 to 18-month process.
 4. Is there an anticipated budget for this study?
Please see question # 2.
 5. Is this study being funded by grant(s)?
No.
 6. Is there a need for architectural design?
No.
 7. Is there a DBE/MBE/WBE target percentage?
No.
 8. Under “Key Deliverables” the second sentence reads, “The strategy document shall provide a high-level overview of key elements that will be addressed in the master plan, general strategies that will be considered and the general organization and format that the proposed code will take.” This is the only reference to a “code” in the RFP. Is the expectation that the master plan will include a detailed regulatory component similar to a code? Or that a draft code will be developed that can be adopted separately? Or is a code part of a separate effort?
No, the project will not require development of a new code; however, the plan should take into account the recently adopted Peachtree Road (PR) districts and Peachtree Road Overlay (PRO) and provide any suggestions on needed updates/amendments necessary to achieve recommendations of the master plan.
 9. The RFP references a permanent City Hall. Has a space needs analysis (including parking) been completed that summarizes the space needs for a City Hall and will this be available to the consultant prior to beginning this effort?
Yes.
 10. Under “Scope of Work – Item 3 Zoning Code Review,” is the intention that the evaluation and recommendations are high level/conceptual recommendations for changes and that specific regulatory amendments/language will be developed as part of another effort?
Yes.

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11. Under “Scope of Work – Item 9 Public Art” is the City looking for a formal Public Art Plan, or a high-level assessment which can be a precursor to a full Public Art Plan?
No, the city currently has an arts master plan project underway. This item is requesting only recommendations on areas within the city centre master plan boundary that may be appropriate for public art.
12. Will the contractor team have access to information from the Brookhaven Connect app? Will the contractor team be able to (or will the City) use Brookhaven Blast to provide the public with updates as well as notify the public about upcoming community meetings?
**Yes, depending on what information is being requested and the intent for its use.
Yes, all project updates and meeting information will be announced through the city’s normal communications platforms.**
13. The RFP includes the following statement: " Brookhaven has a significant minority population." Can you elaborate on the term "minority population"? (For example, does this refer to racial minority groups?)
Yes, this refers to the racial and ethnic diversity of the city’s population.
14. The RFP indicates that the community engagement plan should include a "project website" and "paid social media". Are you expecting the consultant team to use an existing website and existing social media pages OR are you expecting the consultant team to create a new website and create social media pages that are specific to the project?
The city anticipates that the consultant will create and maintain a new project website and associated social media pages for this project.
15. Does the Steering Committee of community residents and business owners have diverse representations? Can we seek to find additional members if we identify a voice or perspective that is missing from the group?
The steering committee membership has not yet been established; however, the city will be open to consultant recommendations should any gaps in representation be identified.
16. Will we be able to access the City's list of phone numbers to send out phone and text surveys?
Yes.
17. Will we have the flexibility to alter our communication methodologies based on resident responsiveness?
Yes.
18. What is the City's comfort level for incentivizing participation? Such as grocery store gift cards and MARTA cards for participation from underserved and uninvested communities?
The city is supportive, but this would be outside of the contract cost.
19. When is the expected start date of the work?
It is anticipated that the project will be awarded in July 2020 and that the project kick-off meeting will be held in August 2020; however, this schedule is tentative.

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20. Given the current conditions is it reasonable to assume the all or part of the community engagement process can proceed virtually or do you expect to start post corona restrictions?
Yes, it is reasonable to assume that there will be some virtual aspect of the community engagement process.
21. Can you share what the City's proposed budget is for the effort?
Please see question #2.
22. Would you consider proposals from an IT Professional Services firm that provides IT Architectural facility design services? We have a significant past performance portfolio providing these services and writing specifications for Division 27 & 28.
The submitting firm must be able to successfully provide the scope of service.
23. We are an Indiana firm, holding M/W/DBE certifications in Georgia. Are out of state vendors permitted to bid?
Yes.
24. What was the basis behind identifying the 300 Acre Site Boundary for the Master Plan? Is there a desire to look for ways to further expand this boundary to capture potential areas of opportunity for the City Centre to grow?
The boundary is based on the core portion of the city's Peachtree Road Overlay (PRO) district and is not expected to expand.
25. Given the current situation of COVID-19, is the June 11th Due Date still in place or will there be an extension?
The bid will not be extended.
26. What is City of Brookhaven's desired budget-range for this Master planning effort?
Please see question #2.
27. Is there a specific duration/timeframe being considered by the City of Brookhaven to conclude this Master planning effort?
12 to 18 months.
28. Is Minority/WBE participation a requirement for this RFP?
No.
29. What is the level of design detail and required deliverables that are expected to be produced for Architectural and Landscape Visions/Recommendations that address the Catalyst Projects, and Infill and Redevelopment?
Consultants should at minimum provide a massing plan detailing recommended uses, heights and densities based on the existing development standards from the city code and any suggested modifications to the code. Additional consideration will be given for more detailed catalyst project proposals.

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30. The Catalyst Project Section of the RFP mentions a permanent City Hall as one of the projects. Has the City identified other such specific projects or programs that are desired to be incorporated as part of the Master Plan?
Not at this time.
31. Does Is the City willing to disclose the anticipated budget (allocated amount or range of fees) for this effort?
Please see question # 2.
32. Does the City consider it a conflict of interest if a prime firm is currently working with a private developer on an architecture project in the study area? Our current firm policy is to set up an internal fire wall, so that only staff members who are working on that specific project have access to those files.
No.
33. Are all landowners aware of the upcoming project?
Some may have minimal awareness.
34. Is there general support from the development community for this effort?
There is general support from the community at-large as reflected in the city's original and updated comprehensive plans.
35. Will there be local developers on the Stakeholder Group or Steering Committee?
Potentially.
36. Will GDOT be a Stakeholder or on the Steering Committee?
Potentially.
37. Will the City provide GIS information for the study area?
Yes.
38. How many neighborhood organizations do you anticipate being involved during the planning process?
Within the immediate vicinity of the master plan area, there are approximately 5 to 10 neighborhood/homeowners associations that will have an interest in the project (three of them larger/more organized groups).
39. **Because of COVID-19, will there be a protocol that the City wants the consultant team to incorporate in the submittal?**
The anticipates some virtual component of the community engagement process.
40. Will traffic data be provided to the design team for analysis? If so, what data will be available for use?
Yes, any data that is available through the city public works department will be provided.

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41. Does the city own any existing parcels or sites within the development area?
Yes, Brookhaven Park.
42. Will existing GIS data be shared with the chosen consultant or does Task #1 (Current Assessment) include creating GIS files?
Yes, GIS data will be shared.
43. What is the level of detail required for Task #10: Implementation funding?
The city would be looking for recommendations and information on incentives and financing options that are available for the city to apply for or offer to developers in the area. This information should include processes and timeframes for seeking or offering these options.
44. What is the preferred schedule / number of months to complete this master plan study?
Please see question # 27.
45. Has a budget been set aside for this project? What are the funds allocated?
Please see questions #2.
46. Is it anticipated to hold all public and client meetings virtually in the light of COVID 19?
Yes.
47. Do you have a standard Fee Proposal form to use as a template?
Please see Exhibit E.
48. Is it okay to list a City of Brookhaven staff member as a reference based on previous collaboration?
Yes, but the reference must be relevant to the project at hand and will not give any additional weight in consideration.
49. Due to continued restrictions in business openings due to COVID 19, will you accept a fully digital RFP submission or are physical prints and USB still required?
Bids must be delivered in person or delivered by carrier.
50. Please confirm you want Exhibits A-E completed as opposed to Page 37 requesting D-H (there are no Exhibits G-H).
Only Exhibits A-E should be submitted with your proposal.
51. Please clarify what "contract documents" refers to in the following statement on page 1 of the proposal—"FAILURE TO RETURN THE CONTRACT DOCUMENTS MAY RESULT IN THE BID BEING DEEMED NON-RESPONSIVE AND AUTOMATIC REJECTION"—assuming the contract should not be executed prior to selection.
Only Exhibit A-E should be submitted with your proposal.

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52. Can you clarify the number of copies the City wants? Page 1: “two (2) sealed bids (one (1) original, one (1) copies) and one (1) USB flash drive, along with one (1) copy of the cost proposal in a sealed envelope
Page 37: two (2) sealed bids (one (1) original, four (1) copies) and one (1) USB flash drive of the RFP must be submitted in a sealed envelope, along with one (1) copy of the cost in a sealed envelope.
Two (2) sealed proposals (one (1) original, one (1) copy) and one (1) USB flash drive of the RFP must be submitted in a sealed envelope, along with one (1) copy of the cost in a sealed envelope.
53. Is there a preferred duration for completing the master plan or a date at which the plan needs to be completed by?
Please see question #27.
54. Is there a targeted budget for completing the master plan?
Please see question # 2.
55. Our team will tailor our process and engagement approach in response to COVID, the need to social distance, and the need to engage everyone in the community (with an emphasis on those that will be hard to reach). That said, is the City anticipating any required changes to the process, outlined engagement approach, or initial schedule in response the current public health and economic crises?
Yes, the city anticipates that the community engagement process will include a virtual component.
56. With the current work from home standard of some companies, will you still be expecting hard copies and corporate notaries and seals?
Yes.
57. How copies of the proposal are needed (one or four)? Page 1 says "One (1) copies" and page 37 says "four (1) copies."
Please see question # 52.
58. Page 34 refers to a final document provided in Microsoft Word. Is it possible to provide another file format such as Adobe Indesign?
Yes, Adobe Indesign will be acceptable.
59. Should the Contract and its Exhibits be completed and included as an appendix to the proposal?
Yes. Submit Exhibits A-E with your proposal.
60. For the contract signatures on page 6, should the "ATTEST" signature be completed by an officer of the firm or by a notary?
Officer of the firm.

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61. In light that many offices are closed due to COVID-19, are forms with placeholders for a notary signature and stamp required to have that section completed?
Yes.
62. Is there a page limit?
40 pages.
63. Can you please confirm that the total points is 120?
The points criteria schedule has been updated to reflect 100 points.
64. Has a budget been determined for this project? If so, can it be disclosed?
Please see question # 2.
65. Is a financial feasibility proforma analysis desired as part of the plan?
No.
66. Over the past couple of months what changes has Brookhaven made to accommodate public involvement and how do you see that continuing moving forward?
The city has transitioned to virtual internal and public meetings and anticipates this will be a component of the project.
67. Will the City take the lead on portions of the public outreach, and will there definitely be a steering committee?
The consultant will be the primary facilitator and the city will provide assistance. Yes, there will definitely be a steering committee.
68. In Section II. Evaluation and Selection Criteria – it adds up to a 120 pt scale - is this accurate?
We are assuming the points in parentheses are the points allocated to that criteria item.
Please see question # 52.
69. Is there a budget in mind?
Please see question # 2.
70. What is the extent to which MARTA is likely to be involved as a major property owner/key stakeholder?
Ideally MARTA will be well-involved; however, this has been undetermined at this time.
71. Will the city provide the most current GIS data?
Yes.
72. Will the city manage the project website?
No, the consultant will be expected to do so.
73. Given the C-19 Pandemic is the proposal or project schedule affected?
The city anticipates this project will take 12 to 18 months once it is kicked off. There are no delays for kick-off expected at this point.

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74. It is stated that there will be 'paid social media', should we build a budget into our proposal?
Yes.
75. Are hardcopies still required for the proposal submittal?
Yes.
76. What was the basis for establishing the study area boundary?
The boundary is based on the core portion of the city's Peachtree Road Overlay (PRO) district.
77. Please confirm a page number maximum for the submitted RFP package
Please see question # 62.
78. Does the City have an estimate on the size of a new City Hall building to be located in the City Centre?
Yes, 40,000-50,000 square feet.
79. Please clarify the sentence in RFP Section III, 'The Delivery shall include two (2) sealed bids (one (1) original, four (1) copies) and one (1) USB flash drive of the RFP must be submitted in a sealed envelope, along with one (1) copy of the cost in a sealed envelope.'
Please see question # 52.
80. Due to the current situation surrounding the Coronavirus, would the City consider accepting a digital format submission in lieu of the printed and delivered proposal as described in the RFP?
Please see question # 49.

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II. Evaluation and Selection Criteria

The City, at its discretion, may award the Contract to the responsible and responsive consultant submitting the proposal which is deemed to be the most advantageous to the city. The following is the evaluation criteria the city will consider in determining which proposal is most advantageous to the City.

Proposals submitted in response to this RFP will be evaluated and scored, in accordance with the criteria outlined below, by an evaluation committee established by the client.

Criteria	Points
Qualifications of the firm and personnel (including any subcontractors) to be assigned to this project.	15
Similar projects completed by the firm.	25
Overall project understanding.	25
Clarity of the proposal and creativity/thoroughness in addressing the tasks required.	15
Public Engagement Plan (20 points) A-D	
A. Knowledge of local planning and economic development issues and policies	5
B. Time needed to complete the study	5
C. Inclusion of cutting-edge, innovative, or creative recommendations	5
D. Completeness of submitted proposal with all elements required by the RFP	5
Total	100

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III. SUBMISSION OF RFP

The packages shall be in sealed envelopes and identified as follows:

RFP Number: 20-111, City Centre Master Plan

Questions Due: Thursday, May 21, 2020, 4:00 pm EST

Proposal Due Date: Thursday, June 11, 2020, 2:30 pm EST

All packages are due at the location specified no later than the date and time specified herein.

The RFP package must include detailed information relative to Section 1.3 Evaluation and Selection Criteria, as required. The Proposal Letter included as page two of this RFP, and Exhibit **A-E** ~~D-H~~ must be included in the package and must be signed by a person authorized to legally bind the company.

The Delivery shall include two (2) sealed bids (one (1) original, **one ~~four~~ (1) copies) and one (1) USB flash drive of the RFP must be submitted in a sealed envelope, along with one (1) copy of the cost in a sealed envelope. FAILURE TO INCLUDE THIS SIGNED STATEMENT LETTER WILL RESULT IN THE REJECTION OF YOUR RESPONSE.**