



4303 Lawrenceville Highway • Loganville, GA 30052 • 770-466-1165 • www.loganville-ga.gov

REQUEST FOR PROPOSAL

Consultant Services for Traffic Study and Needs Analysis for the City of Loganville

Written proposals will be received by the City of Loganville at Loganville City Hall, 4303 Lawrenceville Road, Loganville, until 5 p.m. on Friday, January 29, 2021. Proposals may be mailed or hand delivered. Names of the firms submitting proposals will be read aloud publicly at 2 p.m. on Monday, February 1st, 2021, in the Council Chambers located inside City Hall, 4303 Lawrenceville Road, Loganville.

To obtain documents for the RFP or for questions regarding this proposal, email Robbie Schwartz with the City of Loganville at rschwartz@loganville-ga.gov.

All questions must be received no later than 5 p.m. on Monday, January 25th, 2021, by e-mail. No questions by telephone will be accepted. All responses will be provided by or no later 5 p.m. on Wednesday, January 27th, 2021. No other City staff nor officials associated with this project should be contacted regarding this proposal. **DOING SO MAY RESULT IN PROPOSERS'S DISQUALIFICATION.**

The work subject of the proposal consists of, but is not limited to, furnishing all materials, labor, and equipment for:

“Consultant Services for Traffic Study and Needs Analysis for the City of Loganville”

Qualifications of each proposer will be reviewed and evaluated before award of the contract. The City of Loganville will use a two-phase process for selection of the consulting firm on this project. The selection committee will review each proposal received utilizing the criteria in the Proposal documents. At the City's discretion, presentations may be required as part of the evaluation process.

The Loganville City Council will consider award of the consulting services contract to the highest ranked firm based on the recommendation of the selection committee. The Loganville City Council reserves the right to reject any and all proposals, waive any informalities, and determine the award of said contract in the best interest of the City of Loganville.

RESPONSIBILITY OF PROPOSER

Request for proposals must be signed by an authorized official and shall contain a statement to the effect that the proposal is firm for a period of at least 120 days from the closing date of the submission period.

PROHIBITION OF GRATUITIES

Firms shall not offer any gratuities, favors, or anything of monetary value to any official, employee, or agent of the City of Loganville for the purpose of influencing consideration of this qualification.

OWNERSHIP OF MATERIAL

The City of Loganville, Atlanta Regional Commission, Georgia Department of Transportation and the U.S. Department of Transportation are identified as "Concerned Funding Agencies" and, as such, will have unrestricted rights to utilize the work products from this study. The Concerned Funding Agencies can also authorize others to use the work products. A consultant may retain ownership of the work product so long as these rights are established.

SELECTION AND NOTIFICATION

The selected firm will be given written Notification of Intent to Award by the City of Loganville. The City will negotiate and execute a contract with the selected firm prior to the beginning of the actual services. Should contract negotiations fail, the City will negotiate with one of the highly ranked firms. In general, the contract will comply with applicable laws and standard provisions

and shall contain the following terms: detailed scope of services, schedule for providing services, and cost of services.

INSURANCE

Prior to commencing work, the selected firm shall provide a current insurance certificate showing the certificate holder as the Loganville City Council, with a special notation naming the City of Loganville as an additional insured. At a minimum, Commercial General Liability and Automobile Liability combined single limit of at least \$1,000,000, per occurrence; Umbrella liability in the amount of at least \$5,000,000 that follows the coverage forms for underlying liability policies or is broader; and Worker's Compensation policy providing statutory limits; Architects' and Engineers' Professional Liability —errors and omissions policy in the amount of at least \$1,000,000 per occurrence.

INDEMNIFICATION

The Firm shall indemnify and hold harmless the City of Loganville, its agents and employees, from and against any and all claims, demands, judgments, or causes of action, including costs and attorney's fees, by any party or parties whatever for loss, damage, injury, fines, or penalties or any kind, either to persons or property, directly or indirectly, arising out of the operations performed under this contract.

MISCELLANEOUS

The proposer agrees that they presently have no interest and shall not acquire any interest, directly or indirectly, which would conflict in any manner or degree with the performance of the services hereunder. Proposals submitted are not publicly available until after formal contract award and execution by the Loganville City Council. All Proposals and supporting materials, as well as correspondence relating to this RFP, become the property of the City of Loganville when received.

ASSIGNMENT OF CONTRACTUAL RIGHTS

It is agreed that the successful Proposer will not assign, transfer, convey, or otherwise dispose of a contract that results from this invitation or his right, title, or interest in or to the same, or any part thereof, without the written consent of the City of Loganville.

STANDARD TERMS AND CONDITIONS

The selected Firm must carry out the required professional services in accordance with the City of Loganville standard terms and conditions as described herein.

PRE-QUALIFICATION

The Consultant Team must be pre-qualified with the Georgia Department of Transportation in areas appropriate for the type of work requested in the RFP in order to be awarded a contract with the City of Loganville. This includes prequalification in:

- 1.01 – Statewide Systems Planning
- 1.02 – Urban Area and Regional Transportation Planning
- 1.10 – Traffic Analysis
- 1.13 – Non-Motorized Transportation Planning
- 3.02 – Two-Lane or Multi-Lane Urban Roadway Design
- 3.06 – Traffic Operations Studies
- 3.07 – Traffic Operations Design

Evidence of pre-qualification in the appropriate area classes will be required with each submittal.

OPEN RECORDS

The contents of the proposals will not be made public until after the formal award and contract has been executed.

MINIMUM QUALIFICATIONS

To assist in the evaluation of proposals resulting from this RFP, it is requested that each proposal be written in a concise and forthright manner and that unnecessary marketing statements and materials be avoided. The proposal shall consist of the following sections. Responses for each of the proposal requirements listed below must be clearly stated. For the City of Loganville to consider your application, a proposal must include the following minimum requirements:

1. Cover letter that identifies the consulting firm as well as any sub-consultants. This letter should include the firm's qualifications and experience as well as appropriate Georgia professional registrations and licenses. The letter should also clearly identify the name, telephone number, email address and name of a contact person and be signed by a duly authorized officer of the firm.

2. A description of the project team, specifically those who will be assigned to the project, including their responsibilities and individual qualifications.
3. A narrative describing the Firm's understanding, philosophy and approach to this project based on the general outline provided in the Scope of Work. This should include a task-by-task description as to what the Firm anticipates providing to ensure successful project completion.
4. Provide five (5) client references for comparable projects handled by the lead Firm.
5. A schedule based on the scope of work that includes a timetable for deliverables.
6. A brief description of in-house procedures in place to ensure accuracy and integrity of the Firm's work.

Proposals should include the above information in no more than 20 pages total.

Disadvantaged Business Enterprises

The City of Loganville intends to follow the requirements and goals of the Atlanta Regional Commission with respect to the inclusion of DBE firms. The DBE Program and Goal is designed to ensure nondiscrimination in the award and administration for ARC-assisted contracts and create a level playing field on which DBEs can compete fairly for ARC-assisted contracts. This project has a DBE goal of 17.6%, though this is a goal and not a quota. DBE requirements are governed by 49 CFR Part 26 and apply to all federally funded projects.

Assurances

The Consultant acknowledges that if awarded a contract it will comply with all pertinent federal requirements and regulations applicable to projects funded fully or partially with federal funds and in responding to this RFP assures and certifies that it will comply with the appropriate regulations, policies, guidelines and requirements (as applicable), including, but not limited to, 2 CFR Part 200, "Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards," 48 CFR 31, "Contract Cost Principles and Procedures," Executive Order 12372, "Intergovernmental review of Federal programs," U.S. Office of Management and Budget Circular Nos. A 21, "Cost Principles for Educational Institutions," and A 133, "Audits of States, Local Governments and Non-Profit Organizations," or other requirements imposed by ARC or the

Concerned Funding Agencies concerning requirements of law or project matters as expressly made applicable by ARC herein, as they relate to the application, acceptance, use and audit of federal funds for this federally assisted project.

Selection Process

The City of Loganville will use a two-phase selection process for the selection of a consulting firm for this project. The Selection Committee, as appointed by the City Manager of the City of Loganville, will review each Proposal received utilizing the following criteria. At the City's discretion, presentations may be required as part of the evaluation process. The City of Loganville reserves the right to retain all proposals submitted and to use any idea in any proposal regardless of whether that proposal is selected. (Maximum points for each category)

- Project Approach and Scope of Work (25%)
- Firm Experience and Qualifications (25%)
- Project Manager Experience and Qualifications (25%)
- Project Fee – not to exceed \$300,000 (25%)

Failure of a consultant to provide any portion of the requested information may result in the consultant's qualifications package being declared non-responsive. The City of Loganville reserves the right to reject any and all of the firms submitting. At the completion of the technical evaluation process, the Proposals will be ranked, and the firms submitting the three highest ranked proposals, based upon technical merit may be scheduled for interviews at the discretion of the Selection Committee. If necessary, negotiations with the selected firm will then be conducted; should contract and/or pricing negotiations fail, the City may enter into negotiations with one of the other highly ranked firms.



4303 Lawrenceville Highway • Loganville, GA 30052 • 770-466-1165 • www.loganville-ga.gov

ATTACHMENT A

Scope of Work

I. General: The work to be accomplished is in support of the following Atlanta Regional Commission (ARC) sub-element “906ETS- Regional Transportation Planning Study Program”

II. Area covered: All the necessary services provided in this subgrant contract will support the development of a transportation improvement study for the City of Loganville, GA. The study area may extend beyond these limits if needed for logical termini purposes.

III. Goal: The Regional Transportation Planning Study (RTPS) program provides local governments and Community Improvement Districts funds for transportation plans, corridor studies and feasibility studies that support the goals and objectives of the Atlanta Region’s Plan. The purpose of these studies is to develop project concepts that improve safety, mobility and access to all roadway users, while also preparing them for advancement to Scoping and/or PE phases (in future TIP project solicitations).

IV. Work Tasks: The initial goal of this study is to determine the organically developed local traffic patterns that have resulted from growth. The study will also seek to define the start and end locations of vehicles moving through the City. The results of the traffic study will be used develop a strategy to strengthen secondary arteries and provide alternatives for those who live in the city to get around without having to use the state highways. The study will make short- and long-term improvement recommendations based on the following criteria:

- Consistency with the Cities', Counties' and GDOTs' transportation vision and goals
- Addresses public concerns regarding congestion
- Potential to address the existing and future mobility needs of the corridor
- Sensitive to current and future land use
- Provides better access and circulation within and between major intersections

The study will involve several tasks including environmental screening and inventory of existing conditions, traffic projections, alternatives analysis, public and stakeholder involvement, and developing a set of recommendations that includes short- and long-term improvements with conceptual schematics and cost information.

TASK 1: PUBLIC INVOLVEMENT

Plan, prepare and conduct a minimum of two (2) public meetings in the City of Loganville, GA.

- The first public meeting will be held in coordination with Tasks 2.B and 2.C to present existing conditions findings and solicit public input on needs and potential solutions for the corridor. Public input received during this first meeting will be used in the development of potential improvements.
- The second public meeting will be held prior to completion of the final report to discuss the findings and conclusions of the study and to solicit public comments, which will be integrated with the improvement recommendations in the final report.

The Consultant is responsible for all handouts, visual aids, scheduling and conducting of the public meetings. The City of Loganville will take the necessary steps to advertise the meetings and reserve the venues. All stakeholder and public engagement activities will be documented and incorporated to the recommendations and final report deliverables.

TASK 2: EXISTING CONDITIONS & NEEDS IDENTIFICATION

2.A Existing Year Traffic Data Collection

Collect data that will include, but will not be limited to, peak-hour turning movement counts, daily traffic counts, information related to roadway geometry, aerial/mapping, crash data, bicycle and pedestrian infrastructure, and signal timing information for the subarea. This will include collection of peak-hour turning movement counts at up to thirty (30) intersections and daily traffic counts at up to fifty (50) locations within the city limits of Loganville. Conduct a field visit to inventory roadway signs, speed limits, queuing at intersections, and traffic patterns amongst other relevant traffic variables. The Consultant will use the latest technology, such as license plate tracking, and innovative techniques, such as web surveys and retail center

interviews, to track cars and determine start and stop points for traffic. Existing traffic volume diagrams will be developed.

2.B Environmental Screening

An environmental screening will be conducted along the major corridors including, but not limited to: US 78/GA 10; SR 20; SR 81; Bay Creek Road, Lee Byrd Road, Tommy Lee Fuller Road. The screening will consist of a windshield survey, ground truthing (where necessary), and electronic database record research to document environmentally sensitive resources within the natural, social, and cultural environments. The study corridor will be approximately 500 feet wide (250 feet on either side of the existing roadways centerline). This will include, but not be limited to, NWI mapping, cultural and historic resources, underground storage tank or Hazmat sites, threatened and endangered species, noise and air quality impacts, floodplains, etc. Conduct a site visit to confirm any database “hits” of sensitive resources and conduct a visual inspection to locate churches, cemeteries, schools, parks, ecological resources, gas stations, plant and animal habitats, low-income housing, and other resources of potential concern.

2.C Needs Identification

Use the latest version of the ARC Travel Demand Model and GDOT historical traffic count data to develop a proposed growth rate and methodology memo. The memo and volume diagrams for two future years will be submitted to GDOT for approval. This will include traffic operational analysis of existing conditions and future year no-build conditions. Once created, the existing Synchro network will be calibrated to match the current traffic counts, travel times, and speeds. Building on the calibrated, existing network two future years will be analyzed using Synchro. Based on the results of operational analysis of existing and no build conditions, the consultant will identify existing and future system deficiencies and needs. These deficiencies and needs will be used as the basis for developing short- and long-term alternatives for the corridor.

TASK 3: ALTERNATIVES DEVELOPMENT & RECOMMENDATIONS

3.A Preliminary Alternatives

Develop a list of preliminary alternatives for short- and long-term improvements. Short-term improvements primarily focus on solutions that address operational, safety and capacity deficiencies along the corridors under existing and near future conditions. These improvements will require minimal right of way and environmental impacts and may include intersection improvements, turn lanes, signal timing, pedestrian safety and crossing, and minor capacity additions. Long-range improvements primarily focus on identifying major improvements that may include new roadway networks, major capacity improvements, and grade separations

within the subarea, which are anticipated to meet the long-term needs of the corridor and significantly improve the LOS of the corridor.

Identify short-term operational, safety and capacity improvements at the thirty (30) existing intersections (median breaks) within the city and ten (10) long-term viable corridor or city-wide alternatives for further detailed analysis. Short and long-term alternatives will consider the Complete Streets Policy in each alternative. These long-term alternatives include evaluation of the following concepts for the Loganville service area:

- Standard Safety and Operational Improvements
- Innovative Safety and Operational Improvements
- Widening SR 81 up to four (4) lanes with Standard Safety and Operational Improvements
- Widening local roads to 3 or 4 lanes with Innovative Safety and Operational Improvements
- Larger improvements (grade separation, etc.) throughout the corridor

3.B Traffic Operational Analysis

Conduct detailed traffic operational analyses for the short-term solutions at each intersection and up to five (5) long-term corridor-level alternatives in up to two (2) scenarios for build year +2 and design year +2 volumes in the AM and PM Peaks.

Using the calibration parameters developed through the existing network calibration, future year improvements and scenarios will be modeled. Simulation output will be analyzed to calculate arterial and network performance measures, such as level of service, average vehicular delay, travel time, and speeds for no build and build scenarios. The comparison of these performance measures for build alternatives, along with the findings of the Environmental Screening in Task 2.B, will help determine the most viable alternative.

Develop conceptual schematics and preliminary cost estimates for up to twenty (20) short-term improvements and estimates for up to ten (10) long-term alternatives evaluated with detailed analysis. Up to five (5) meetings with City of Loganville staff and other involved stakeholders are expected during this task.

3.C Recommendations

Consultant will work with the City of Loganville to explore local, state and federal funding eligibility and funding options, and identify how each option differs in the requirements, process and likely time required. This analysis will be incorporated in the recommendations report described below. The Consultant will develop a Recommendations Report that will

include deficiencies and needs of the City, a prioritized list of short- and long-range recommendations that include design context solutions utilizing Complete Streets and an implementation plan that ties the selected recommendations to available funding sources.

TASK 4 – IMPLEMENTATION PLAN:

Prepare an action plan that identifies logical phases of implementation, responsible agencies, cost estimates, schedules, and potential funding sources.

TASK 5 – PREPARE PROJECT DELIVERABLES

The following shall be developed and submitted to ARC in the format indicated below:

Deliverables:

- Prepare a document summarizing the goals of the project, methodology, public involvement process, existing conditions, technical analysis and alternatives considered.
- Prepare summary documents – including handouts – of public meetings
- Complete GDOT Concept Report Form, and appendices including traffic data and analysis, safety audit, environmental scan, and other data produced in study process.

Format:

- Single combined PDF of the final report, including attachments or appendices, concept layouts and typical sections.
- PDF of the completed GDOT Concept Report, including appendices.
- A USB thumb drive containing electronic files in their original formats with supporting graphics and GIS or other data files (Word, Excel, InDesign, CAD, etc.).