

CITY OF TALLAPOOSA, GEORGIA
MAYOR AND COUNCIL

REQUEST FOR PROPOSALS
FOR
DOWNTOWN MASTER PLAN

General

The City of Tallapoosa is seeking Proposals from qualified and experienced firms to develop the city's first Downtown Master Plan. Responding firms should have a strong record in successfully assisting local governments with preparing plans for downtowns and experience in working on Federally Assisted Projects. Responding firms should be qualified to provide a comprehensive master plan for the community and conceptual plans to serve as a blueprint for direct growth, investment, tourism, and development in the downtown area over the next 5-10 years.

Scope of Work

The intentions are to contract with a reputable firm to prepare a city-wide Downtown Master Plan and shall address recommendations regarding economic development, transportation, public spaces (connectivity, parks and recreation, cultural arts/civic center), tourism, and marketing and branding. It should also include a recommended wayfaring system for the city, with signage design and placement and a capital improvement plan for the recommended projects contained in the plan. The plan will serve as a blueprint to direct growth, investment, tourism, and development in the downtown area over the next 5-10 years, while also enhancing Tallapoosa's historic character and unique identity. The City of Tallapoosa has applied for and been awarded an Appalachian Regional Commission grant to procure a firm to complete a Downtown Master Plan. The selected firm would be expected to prepare the Downtown Master Plan within twelve (12) months of receiving the award.

At a minimum, the Downtown Master Plan should address the following areas of focus:

1. Recommendations regarding changes to the zoning map and how to foster the desired development patterns;
2. Recommendations for sidewalks/connectivity/pedestrian and bicycle movement around downtown;
3. Recommendations for public spaces to enhance the downtown user's experience

PROPOSAL FORMAT

All proposing consultants shall submit an original and four copies of their proposal that include the following information and documents in this order:

Cover

Table of Contents

Qualifications

- A brief history and overview of the firm and its general areas of practice. If a firm has multiple office locations, please identify the office location from which this project will be undertaken. Please include the number of years the company has been in existence and the firm's specific

experience with Federally Assisted Projects.

- Firm's experience preparing similar downtown master plans.
- Resumés of key personnel that will be working on the Downtown Master Plan for the City of Tallapoosa, if selected, including their qualifications and relevant experience.
- Listing consultant team members who are not part of the company that will be a part of this project (if any) and their relevant experience.

Scope and Methodology

- Methodology and approach for planning services.
- Scope and level of service proposed (must include discussion of proposed deliverables).
- Timeline for each milestone and deliverables.
- Organizational chart which identifies the project manager, key team leaders, support personnel, and reporting structure.

Ability to Complete the Project

- Statement of current workload and availability for this project.
- Statement of the company's financial strength to perform the project. *(Please provide suitable documentation to establish financial stability. Acceptable documentation includes audited or reviewed financial statements, partnership or corporation tax returns, bank or financial institution commitments, or other verifiable information demonstrating financial stability.)*
- Statement concerning any previous projects that the firm was unable to complete, unable to complete in a timely manner, or unable to complete as budgeted in the last ten years.
- Statement of any previous, existing, or pending litigation of the company.

Budget and Fees

- Proposed budget to complete each item in the scope of work.
- Fee schedule reflecting typical hourly rates for team members.

Additional

- Proof that the firm is authorized to do business in the State of Georgia. The firm MUST have all the necessary, valid, and current licenses to do business in the State of Georgia as issued by the respective State Boards and Government Agencies responsible for regulating and licensing the services to be provided and performed.
- In an Appendix, please provide any other pertinent information you believe will assist the City of

Tallapoosa in assessing the capability of your firm to undertake the project (i.e. letters of recommendation, certifications or awards, etc.). Please limit it to no more than an additional 5 pages.

EVALUATION CRITERIA

The City of Tallapoosa shall at its sole discretion select the most qualified firm, based on the best value evaluation of the following criteria:

- Relevance and amount of previous experience providing recreation planning services for similar projects.
- Relevance and amount of previous experience with Federally Assisted Projects (extra consideration will be given to experience with the Appalachian Regional Commission (ARC) in the state of Georgia).
- Methodology and approach.
- Scope and level of services;
- Demonstrated capacity to complete assignments and manage complex projects;
- Cost-effectiveness of proposed remuneration schedule.

GENERAL TERMS AND CONDITIONS

There are no expressed or implied obligations for the City of Tallapoosa to reimburse the responding companies for any expenses incurred in preparing proposals in response to this RFP.

The City reserves the right to request clarifications regarding information submitted as well as request additional information from one or more companies submitting qualifications.

Ownership of all data, materials, and documentation prepared for and submitted in response to this RFP shall belong exclusively to the City of Tallapoosa and will be considered a public record and subject to public inspection in accordance with the Georgia Open Record Act, O.C.G.A. 50-18-70 et. seq. unless otherwise provided by law.

The City reserves the right to reject any or all proposals, extend the deadline for submission of proposals, and call for new proposals. The City reserves the right to accept, reject, and/or negotiate all proposals or parts of proposals deemed by the City Council to be in the best interest of the citizens of the City of Tallapoosa.

The contract between the City and the successfully proposing firm will be on the form approved by the City of Tallapoosa.

By submitting their proposal, responding companies certify that it has fully read this RFP and have full knowledge of the nature, scope, quantity, and quality of the work to be performed; the detailed requirements of the services to be provided, and the conditions under which the services are to be performed. Failure to do so will not relieve the successful proposing company of its obligation to enter into a contract and to completely perform the contract in strict accordance with this RFP.

This RFP and any resulting contract shall be governed in all respects by the laws of the State of Georgia and the successful proposing company shall comply with all applicable federal, state, and local laws and regulations.

By submitting their qualifications, all proposing companies certify that their proposals are made without collusion or fraud that they have not offered or received any kickbacks or inducements from any other person or party in connection with their proposals and that they have not conferred with any City of Tallapoosa employee having official responsibility for this procurement transaction of any payment, loan, subscription, advance, deposit of money, services, or anything of value of more than nominal value, present or promise.

The proposing companies specifically certify that by submitting their qualifications they are not in violation of O.C.G.A. §§ 16-10-2 and 16-10-22 for acts of bribery, and/ or conspiracy in restraint of free and open competition in transactions with state or political subdivisions.

By submitting their qualifications, all proposing companies certify that they are not currently debarred from submitting bids or proposals on contracts by any agency of the State of Georgia and the federal government, nor are they an agent of any person or entity that is currently debarred from submitting bids on contracts by any agency of the State of Georgia or the federal government.

ASSIGNMENT

The successful firm shall not assign or transfer any interest in the contract or subcontract any part of the contract without prior written approval of the City of Tallapoosa.

INQUIRIES ABOUT THIS RFP

All inquiries and questions regarding this RFP shall be in writing and directed to:

Suzy Montalto
smontalto@tallapoosaga.gov

The deadline for submission of any questions shall be **Monday, November 6 at 3:00 p.m.** Do not call or email any employee or elected official seeking answers to questions. If a person or entity violates the prohibition against calling or emailing with questions, the City of Tallapoosa reserves the right to immediately remove said person or entity from consideration. Questions and answers will be distributed to all interested parties through a formal written addendum to the RFP prior to the submittal deadline. All addendums will be posted on the city's website, www.tallapoosaga.gov.

QUALIFICATIONS SUBMITTAL

Proposals are due no later than **3:00 p.m. on Monday, November 13, 2023**. An original and four (4) copies of the proposal must be enclosed in a sealed envelope clearly marked, "Proposal for Downtown Master Plan." All proposals must be delivered by the deadline date and time to:

City of Tallapoosa City Hall

Attn: Suzy Montalto, Deputy Clerk

25 East Alabama Street

Tallapoosa, Georgia 30176

A representative of the City of Tallapoosa government will publicly read the names of the companies submitting qualifications at **3:05 p.m. on Monday, November 13, 2023**. Any proposals received after the deadline date and time will be returned unopened. Incomplete proposals may not be considered if the omissions are determined to be significant.

OTHER INFORMATION

Once a firm is selected for the project and the fee negotiated, that fee will be included in the application's budget. Although fund obligations cannot be made before the official award of the grant, a contract with the selected firm will be executed upon the release of funds by ARC after the grant award.

The Appalachian Regional Commission (ARC) is a regional economic development agency that represents a partnership of federal, state, and local governments. Established by an act of Congress in 1965, ARC is composed of the governors of the 13 Appalachian states and a federal co-chair, who is appointed by the president. The Appalachian Regional Commission (ARC) program in Georgia is administered by the Georgia Department of Community Affairs (DCA). All project elements must conform with ARC requirements.

The City of Tallapoosa also abides by the following laws as they pertain to Federally Assisted Projects: Title VI of the Civil Rights Act of 1964; Section 109 of the HCD Act of 1974, Title 1; Title II of the Americans with Disabilities Act of 1990 (ADA); and the Architectural Barriers Act of 1968.