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Columbia County Board of Commissioners
Procurement Department

RFQ # 2020029-RFQ1511

MARTINEZ REDEVELOPMENT PLAN

REQUEST FOR QUALIFICATIONS

Qualification Packages are due Thursday,
October 1, 2020 no later than 12:00 PM EST.

TO ENSURE RECEIPT OF ADDENDA, PLEASE VISIT <https://columbiacountyga.bonfirehub.com>

****NOTE THE VENDOR IS ULTIMATELY RESPONSIBLE FOR VERIFYING THEY HAVE RECEIVED ANY/ALL
ADDENDA PRIOR TO THE DEADLINE.****



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Project Background

Columbia County, Georgia, one of the fastest growing counties in the United States, is seeking a qualified firm for consulting services for the Martinez Redevelopment Plan. Martinez is an older, heavily commercial section of the County, centered on the intersection of Washington Road and Old Evans Road/Bobby Jones Expressway. A previous plan for this area was completed in 2005, however there has not been significant redevelopment activity as a result of this previous plan.

The Development Authority of Columbia County is currently in the process of establishing a Tax Allocation District for a portion of the Martinez area. The requested redevelopment plan will build on this district, and will likely address redevelopment of areas of Martinez both within and outside of the TAD. The initial proposed boundaries of the Redevelopment Plan are shown below, and include both commercial and residential areas.



The County has budgeted \$150,000 for this project. Submittals may propose revisions to the project boundaries to remain within the budgeted amount.

All consulting teams responding to this solicitation shall be subject to instructions communicated in this document and are cautioned to completely review the entire RFQ and follow instructions carefully. CCBOC reserves the right to reject any or all qualification package(s) and to waive technicalities and informalities at the discretion of the CCBOC.



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The County has elected to utilize a two-step selection process:

- Phase I: Selection of Finalists - Qualifications/Competency Based Shortlisting
- Phase II: Interview - Project Specific

Scope of Services

The following provides an outline of the key components to be addressed in the Redevelopment Plan.

Identification of Issues & Opportunities

The Consultant shall collect and analyze a range of information about existing conditions in the District. This information shall include, but not be limited to, existing land use, utility infrastructure, vehicular and pedestrian infrastructure, environmental and historic resources, recreational opportunities, and economic factors. Existing land uses, utility infrastructure, vehicular and pedestrian infrastructure, and environmental and historic resources have been mapped as part of a GIS layer. The selected consultant will have those layers made available to them upon request.

Existing Land Use

An existing land use map should be developed identifying how properties in the study area are currently used. This map should clearly identify properties that are identified in partnership with County staff as nonconforming to current zoning districts, and should clearly highlight vacant properties and redevelopment target areas.

Traffic Management Study

A traffic management study shall be completed as part of this project. The study area contains multiple high volume arterial roadways. This study should address access control and management, traffic patterns, and connectivity. The study should take into account projects proposed in the ARTS 2050 plan, but is expected to include additional projects specific to the study area. The deliverables for this study should include, but not be limited to, methods for access management and reduction of curb cuts, particularly along arterial roads; a network view of the existing and proposed road system; and cross sections for any new roads proposed.

Walkability & Infrastructure

Walkability within Martinez is limited. A sidewalk or pedestrian master plan, taking into account existing infrastructure and the ownership of rights of way (GDOT and Columbia County), will be required. This plan must include the residential sections of the study area. In addition, street sections and graphics showing recommendations of the plan will be included with the walkability plan. The plan should additionally address connectivity to the planned Euchee Creek Greenway, as well as proposals for other 'green' infrastructure and amenities for residents and businesses in the study area.

Identification of existing utility infrastructure and future needs will be required. Recommendations for improvements to the existing infrastructure to encourage redevelopment and enhance the sense of place will be required as well. Due to these utilities being owned by separate entities, an incremental approach to modification is recommended.



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Future Land Use

A future land use study or map, shown at the parcel level, shall be a deliverable for the project. This future land use study shall take into account existing land uses, the adopted Vision 2035 Comprehensive Plan, including information from the 5-year update, and information gained throughout this process. Emphasis shall be placed on currently undeveloped properties and those considered the most likely redevelopment targets.

Design Charrettes & Small Redevelopment Plans

Design charrettes and redevelopment plans for the different types of development existing in Martinez will be required as part of the formulation of the master plan. Different types of development in Martinez includes auto oriented “big box” commercial development, traditional commercial strip centers, older residential development, some modern commercial development, and underutilized, vacant parcels. Options and plans to redevelop these different types of development patterns will be required. Plans should focus on applicability to the development pattern and not individual sites within the study area. A minimum of 6 redevelopment plans focusing on the different development patterns are required, with at least 3 addressing commercial development types, 1 addressing mixed use, 1 addressing multifamily development, and 1 addressing a residential redevelopment. Designs that are executable are required. Development of multiple options for each small area development and/or redevelopment plan are required.

A focus on urban design elements will be required. Use of graphics and other visual design mediums, including the use of 3D modeling, is required. A visual preference survey may be part of the small area plans to identify desired development types at an easily visualized location and scale, or an alternative means may be agreed to. Involvement of key stakeholders and the public will be crucial to craft well thought out and vetted designs.

Implementation Plan

A key component of the plan shall be an implementation plan, identifying specific actions to be taken to implement the redevelopment plan. Strategies for addressing nonconforming properties in the study area must be included. Actions may include but not be limited to recommended code changes, beautification projects, utility and infrastructure improvements, etc. Additionally, the implementation plan should include the anticipated costs and funding sources, and general timeline for each action. The implementation plan may be structured in tiers or phases, or other organization methods used as agreed to.

Exploration and recommendations of economic development tools is encouraged. As noted above, a Tax Allocation District (TAD) is currently being developed for a portion of this area, and a project list that could be accomplished with this tool, drawn from the charrettes and small area plans, will be a part of the master plan and implementation plan. The final implementation program should include the project list for the TAD as well as actions to be taken in the larger redevelopment area.

Public Involvement

Public involvement via design charrettes, public input sessions, and other means of public outreach is crucial to the plan. Online options for public input are required, to include a dedicated project website and dedicated Facebook page, to be managed by the consultant in partnership with Columbia County Public Relations for the duration of the project. This shall be required as part of any submittal. A steering committee made up of appointees by the Board of Commissioners will serve as a reviewing body and provide assistance throughout the project. The submittal must specify strategies for public involvement that align with the executive orders and public health measures related to the current pandemic. The public involvement strategy must additionally include methods to encourage property owners to participate in the development and



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implementation of the plan.

Media Press Releases

The Consultant will work with the Client to prepare press releases at strategic intervals for distribution and posting on the County’s website, project website, social media, and other media sources.

Public Hearings & Adoption by the Board of Commissioners

Upon completion of the plan, the document will be made available for public review and public hearings will be scheduled and advertised within the legal requirements of the County. The public hearing(s) will be held prior to the review and adoption of the Plan. Any comments at the public hearing(s) will be addressed. The Consultant will attend the agenda meeting and the adoption meeting of the Board of Commissioners to respond to any questions or comments, and where appropriate, make presentations regarding the Plan to the Board of Commissioners.

After adoption, the Consultant will provide digital (in an editable format such as Microsoft Word or Adobe InDesign) and hard-copy of the originals (including all maps, charts, tables, etc.) for the County in addition to a limited number (to be determined) of printed and bound copies of the completed Master Plan. After adoption, the Consultant will turn over control of the website and Facebook page to the County.

Schedule of Events

The following Schedule of Events represents CCBOC’s best estimate of the Schedule that will be followed. All times indicated are prevailing times in Evans, Georgia. CCBOC reserves the right to adjust the Schedule as CCBOC deems necessary.

PHASE I	DATE
a. CCBOC releases RFQ# 2020029-RFQ1511: Martinez Redevelopment Plan (Bonfire and GA Procurement Registry)	9/9/2020
b. RFQ advertised in Columbia County Legal Organ	9/9, 9/16, 9/23
c. Deadline for questions – Send to Chris Landers at clanders@columbiacountyga.gov	9/24/2020
d. Release Final Addendum by 12:00PM (if necessary)	9/28/2020
e. Qualification Packages Due https://columbiacountyga.bonfirehub.com	10/1/2020 By 12:00 PM
f. Evaluation Panel Review/Finalists Determined	Week of 10/5 – 10/9



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PHASE II	-----
g. Interviews/Presentations	Week of 10/12 – 10/16
h. Procurement’s Recommendation/Highest Ranked Provider	10/19/2020
i. Oversight Committee Approval	10/27/2020
j. Board of Commissioners Approval	11/03/2020

Selection Method

Method of Communication

Addenda will be posted on the Columbia County’s bid site, Bonfire, at <https://columbiacountyga.bonfirehub.com> . Please note all firms are ultimately responsible for verifying they have received any/all addenda prior to the due date of the qualification package. CCBOC reserves the right to communicate via electronic-mail with the Project Lead listed in the qualification packages. Other specific communications will be made as indicated in the remainder of this RFQ.

Phase I - Selection of Finalists: Qualifications/Competency Based Shortlisting

Based on the Qualification Packages submitted in response to this RFQ, the Selection Committee, which is made up of representatives from CCBOC, will review the team’s Project Understanding/ Technical Approach, Qualifications/Experience, Scheduling, Capability of Team to Perform, etc. The Selection Committee will discuss and rank all submissions to determine the top consulting teams. Three (3) to five (5) teams will be shortlisted based on the following criteria:

Criteria – Phase I	Max Points
Project Understanding/Approach	500
Qualifications/Experience	400
Cover Letter	100
Total	1000

Finalist Notification to Advance to Phase II

The top three to five consulting firms that are shortlisted as finalists will receive email notification from Chris Landers in Procurement outlining final instructions from CCBOC regarding Phase II - Interviews.

Phase II - Interviews

CCBOC will interview all shortlisted finalists in order for each consulting team to present their ideas/creative solutions to our project. Each finalist will then be given the opportunity to introduce all the members of their team, as all members of the Selection Committee will attend the presentation/interview. The Selection Committee will again discuss and rank the top finalists based on their individual interview/ presentation. The teams will then be scored based on the following criteria:

Criteria – Phase II	Max Points
Interviews – Project Specific	500
Total	500



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Final Selection

Final selection will be determined by adding the scores from Phase I for each Finalist to the scores from Phase II to identify the highest ranked consulting team.

In the event the consulting firm cannot equitably negotiate an approved agreement, the County has the right to formally terminate negotiations with highest ranked team and enter into negotiations with the second highest ranking consulting firm, and so on in turn until a mutual agreement is established and CCBOC awards a contract. The final form of the contract shall be developed by the Columbia County Board of Commissioners and Columbia County Attorney.

The contract resulting from this RFQ shall include, but not be limited to the following:

- RFQ document in its entirety presented by Columbia County
- Qualification package (Phase I) submitted by the successful consulting firm
- Interview presentation (Phase II) submitted by the successful consulting firm

If Columbia County defends any claim, demand, cause of action, or lawsuit arising out of any act, action, negligent acts or negligent omissions, or willful misconduct of the contractor, its employees, agents or servants during the performance of the contract, whether directly or indirectly, contractor agrees to reimburse the County for all expenses, attorney's fees, and court costs incurred in defending such claim, cause of action or lawsuit.

Information to be Included in Qualification Package

All qualification packages are to be submitted electronically via Columbia County's electronic bid platform, Bonfire, at <https://columbiacountyga.bonfirehub.com> . Please download the Questionnaire titled 'Qualification Package Requirements', complete in it's entirety, and upload as part of your qualification package submission. If your response exceeds the character limit, provide, at a minimum, a summary of your response within the questionnaire, and then upload your complete response to the question within the 'Additional Information' area of Bonfire. This option should **only** be utilized in the event your firm's response exceeds Bonfire's character limit. Responding solely with "See Attached", or "See Page..." is NOT recommended.

Submission of Qualification Package

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Terms and Conditions

- ❖ Qualification packages must be submitted to the County on or before the time and date stated herein.
- ❖ All firms, by submission of qualification package, shall agree to comply with all of the conditions, requirements and instructions of this RFQ as stated or implied herein.
- ❖ All packages submitted will become the property of the County.
- ❖ Exceptions or deviations to this solicitation may not be added after the submittal date.
- ❖ All firms are required to provide all information requested in this RFQ. Failure to do so may result in disqualification of the submission.
- ❖ The County reserves the right to postpone, cancel this RFQ, or reject all proposals, if in its sole discretion, deems it to be in the best interest of the County to do so.
- ❖ The County reserves the right to waive any technical or formal errors or omissions and to reject all packages, or to award contract for the items herein, in part or whole, if it is determined to be in the best interests of the County to do so.
- ❖ The County shall not be liable for any costs incurred by the vendor in the preparation of qualification packages or for any work performed in connection therein.
- ❖ Governing Law: Any agreement resulting from this RFQ shall be governed by the laws of the State of Georgia, and the venue for any legal action relating to such agreement will be in Columbia County, Georgia.
- ❖ Conflict of Interest: For purposes of determining any possible conflict of interest, each firm must disclose if any County employee is also an owner, corporate officer, or an employee of the firm(s). If any County employee is an owner, corporate officer, or an employee, the team must include a statement in the submittal.
- ❖ Drug Free Workplace: The selected firm will be required to verify they will operate a "Drug Free Workplace".
- ❖ Patent Fees, Royalties, and Licenses: If the selected firm requires or desires to use any design, trademark, device, material or process covered by letters of patent or copyright, the selected team and his surety shall indemnify and hold harmless the County from any and all claims for infringement by reason of the use of any such patented design, device, trademark, copyright, material or process in connection with the work agreed to be performed and shall indemnify the County from any cost, expense, royalty or damage which the County may be obligated to pay by reason of any infringement at any time during or after completion of the work.



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- ❖ Familiarity with Laws: It is assumed the selected firm will be familiar with all federal, state and local laws, ordinances, rules and regulations that may affect its services pursuant to this RFQ. Ignorance on the part of the firm will in no way relieve the firm from responsibility.
- ❖ Composition of Consulting Team: Firms are required to commit that the principals and personnel named in the RFQ will perform the services throughout the contractual term unless otherwise provided for by way of a negotiated contract or written amendment.