MEMORANDUM

TO: All Interested Firms

FROM: Middle Georgia Regional Commission

DATE: November 9, 2015

SUBJECT: Questions and Answers related to a Request for Proposals for Consulting Services for the City of Centerville, GA Town Center Master Plan

The following questions have been received pertaining to the Middle Georgia Regional Commission's (MGRC) Request for Proposals (RFP) for Consulting Services for the City of Centerville, GA Town Center Master Plan. Similar questions submitted by different firms have been grouped into a single response. Questions are in regular type, and responses are in **BOLD.**

1) Numerous questions were submitted regarding an established budget, the city's anticipated costs, and cost limitations.

   The city does not have a maximum budget for the planning services being procured. However, firms are encouraged to submit a proposal which best estimates their actual cost for the work outlined in the RFP. The City of Centerville has worked with other communities which have procured similar services and is aware of the potential costs. Each proposal will be evaluated on its own merits, and budget will be considered relative to the proposed scope and method of work to be performed. As a reference, the City of Centerville's annual operating budget for Fiscal Year 2016 is $8,418,886.

2) Does the city have a market/gap analysis of locally provided goods and services and/or a regional market analysis, and is the RFP requesting a market study to evaluate economically viable land uses?

   The city has not conducted a recent market analysis on a local or regional level. For this RFP, firms are encouraged to propose a market study in the scope of work if the firm considers it necessary for the proposed plan of action.

   The goal of the plan, as described in the Summary section, is to develop a usable plan to assist the City of Centerville with development moving forward. A market analysis may be a part of that plan in the future, or the selected firm may determine it best to include such a study in the current scope of work. The city is open to any and all proposals.

3) The RFP document sets a date of March 1, 2016, for the transmittal of final deliverables. Does this date reflect a required deadline by any grant funding or other reason, or is the date the desire of Mayor and Council?

   The date of March 1, 2016, was set through discussions with Mayor and Council. For the purposes of this RFP, it should not be considered a requirement in order to be selected by the city.

   The second paragraph of Section 5: Final Deliverables is stricken in its entirety, and a new paragraph is inserted to read as follows:
   The final deliverables shall be transmitted to the City of Centerville in a timely fashion to be determined by both parties during contract negotiations. It is the goal of Mayor and Council to have a deliverables in-hand in early spring of 2016.

4) Will the Middle Georgia Regional Commission be participating in the project work scope as a resource to the city and consultant team?

   The Middle Georgia Regional Commission will participate in the project as a resource or stakeholder as requested by the Mayor and Council of the City of Centerville. Currently, the MGRC role in the project is to assist the city with the procurement process.

5) Does the RFP consider multimodal and scale improvements along transportation corridors? If so, what traffic information is available to make planning assumptions?

   The City of Centerville would be very interested in access to major transportation corridors, particularly Houston Lake Road, which is adjacent to the city-owned property. Data may be available through MGRC or the Warner Robins Area Transportation Study (which includes Centerville).

6) What level of interaction is expected from the mall (Houston County Galleria) ownership and the surrounding community?

   The city desires to increase level of interaction between the mall owners/tenants and surrounding community by including stakeholders from both the Houston County Galleria and the community. There is a level of support from both entities for engaging each other, however the goal of the public involvement portion of the planning process is to understand this better and orient the plan accordingly.

7) Considering the city has purchased the eight-acre property and desires to consider surrounding properties, what would constitute the outer limits of the study area?

   The outer limits of the study area will likely be dynamic as growth starts and continues to take place. Currently, the focus is on the eight-acre parcel and adjoining properties around the perimeter (roughly bounded by Houston Lake Blvd., Bassett St., Davis Dr., and Church St.), keeping in mind the 2007 charrette and other surrounding areas that will hopefully all be connected to the study area at some point in the future.

8) With regards to the 2007 UGA New Town Center Charrette, what types of outreach were used to gather public input, how successful was it as a public participation tool, and what aspects of the study does the city consider relevant to the community today?

The city hosted the charrette team for a two-day, intensive weekend process. Citizens were very engaged and came to town-hall type meetings prior to and during the weekend and were very outspoken about their own vision for a "downtown." There was a lot of focus on citizens' and council's desire to "not lose" Centerville's small-town feel. This was apparent in discussions that got very detailed about aesthetics, including how street signage, lighting and facades might look. The meetings were highly successful and positive. However, since the process took place eight years ago, the ideas need to be revisited. However, citizens will still be very likely to participate in determining how the project unfolds.

9) What types of public participation techniques would best meet the community's needs and generate the greatest response?

The City of Centerville is open to all suggestions for creative ways of obtaining public input. Besides the required kickoff meeting and presentation of the draft plan to the public, a quality proposal will include a combination of proven and innovative public participation methods. Mayor and Council look forward to hearing what has worked for the selected firm's previous projects.

10) Have any potential implementation partners been identified that would need to be included prior to the project kickoff?

City Council and staff have initial ideas about stakeholders/partners and would be able to provide a more expansive list once the selected consultant is able to inform the community about the types of people or groups that have filled these roles on similar, successful projects.

11) Section 1: Summary, Submission Content requires respondents to submit an electronic version of the proposal on a CD with the proposal in either a Microsoft Word (or compatible file) or a PDF file. Is it acceptable to submit the digital file on a jump drive?

Yes. The digital submission requirement can be satisfied by submitting the document file on a CD or removable storage device (such as a jump drive) which is compatible with Microsoft Windows.