



### Piedmont Park Master Plan – RFP Process Questions/Answers 05/14/24

1. Could you please confirm if the Conservancy possesses an existing Cultural Landscape Report for Piedmont Park?
  - a. *Piedmont Park does not currently have a Cultural Landscape Report.*
  
2. What professional disciplines and consultants do you expect to see on a proposal team to fulfill the various study components?
  - a. *We leave this to the proposing firms but would refer to the bulleted list on page three of the [RFP](#) under 'Comprehensive Plan Goals, Objectives, and Timelines' for the types of expertise sought from planning firms or adjunct team members*
  
3. As we develop our proposal team and fees, we do not want to create redundancy with areas of expertise and other staff capabilities/support the Conservancy might expect to provide. Can you please clarify how you expect the Conservancy to contribute to the overall process (outside its role as client and primary interest group)?
  - a. *Helping to identify stakeholders and groups for engagement. Working with stakeholders to get surveys and other data out to their constituents. Convening and facilitating public meetings. Providing content expertise to process.*
  
4. To what extent do you anticipate the comprehensive plan including major capital improvements within the original park footprint, in addition to Piedmont Commons, Piedmont Gardens, and the planned expansion area?
  - a. *The objective here is to make this plan as comprehensive as possible for this to have the long term impact we envision it having for this city and region. To the extent the research and community feedback drives and necessitates major capital improvements within the original footprint, we want to make sure we incorporate that into this plan.*
  
5. Are there local landscape architects, civil engineers, and / or engagement specialists with whom you've worked successfully in the past and would recommend as partners for national firms not based in Atlanta?
  - a. *To remain objective, we are not in a position to suggest potential collaborator firms.*
  
6. Has a budget been established for the Comprehensive Plan or future capital projects? We've seen Comprehensive Plans range from \$200,000 to over \$2,000,000. A budget range for the Comprehensive Plan would help us better understand expectations as we develop the proposed scope of work.
  - a. *The budget is much closer to \$200,000 than \$2,000,000 but we are not sharing a definite number.*

7. To better understand the scope for architecture and whether we include an architect on the team:
  - a. Shall the Harry Norman Realty building be included as part of the existing conditions assessment?
    - i. *Yes, this is currently owned and leased by the City of Atlanta under the assumption that this will be part of the future park expansion.*
  - b. Shall buildings be included as part of the maintenance plan?
    - i. *Yes, the Conservancy currently is responsible for the maintenance and care in conjunction with the city for all of the buildings in the Park and we want to plan for that going forward. The city typically handles major infrastructure building initiatives while the Conservancy handles the day to day maintenance and some minor and a few major projects when it comes to buildings.*
  - c. We understand the Conservancy would like to relocate maintenance facilities, but there are no other new buildings anticipated.
    - i. *There are several options on the table and maybe others once we look into this further. We anticipate a new maintenance building as part of a capital project and repurposing our existing maintenance building footprint. While no other facilities are planned, the planning process should be inclusive of these if the need arises.*
  - d. Shall existing maintenance facilities be considered for adaptive reuse, demolition or will this need to be determined?
    - i. *This will be determined by the specific building and suggested use, so this will need to be determined during the process.*
8. Who are the parks' key stakeholders? Are there pre-determined stakeholder groups or committees with whom teams should anticipate engaging?
  - a. *We are developing that list now and it includes a broad range of individuals and groups that are users, donors, and stewards of the park. We are creating a steering committee of 20 persons from various stakeholder groups to help guide the process. Some groups represented include: Neighborhood Planning Units; City Council Members; City of Atlanta Department of Parks & Recreation; other City of Atlanta agencies/departments (Enterprise and Asset Management, Transportation, Watershed Management, Piedmont Park Conservancy board, staff, and volunteers; other park-related non-profits (including: Park Pride, Atlanta BeltLine Partnership; Trees Atlanta; Atlanta Botanical Garden; Atlanta Track Club; etc.)*
9. Can PPC share the makeup of the selection committee?
  - a. *Two staff members, two board members, two staff members from the City of Atlanta*
10. Can you share the latest master plan, comprehensive plan, marketing plan, and any other relevant plans?
  - a. *These will be made available on the planning web [site](#)*

11. Would you like to receive the fee proposal in a lump sum by phase, or broken down by hours and titles?
  - a. *Lump sum by phase*
  
12. During the pre-bid meeting, you mentioned the need for a budget for paid advertising. Should this budget be included in the scope of this project, or will it be provided by PPC?
  - a. *We would like for your recommendations and anticipated budget for paid advertising to be included in the scope of this project.*
  
13. Should the scope of services include a survey of the park and existing trees?
  - a. *No. We will be conducting this survey separately.*
  
14. Is there a recent site plan available outlining any adjacent parcels under consideration for acquisition by the conservancy?
  - a. *Not at this time*
  
15. Can proposals be submitted digitally?
  - a. *Yes, this is preferred per the RFP that requests all proposals be emailed to: [plan@piedmontpark.org](mailto:plan@piedmontpark.org)*
  
16. Is there an existing Operations and Maintenance Plan available for the park?
  - a. *Not at this time.*
  
17. Is there a copy of the 1995 masterplan available?
  - a. *Yes, this is available on the planning web [site](#)*
  
18. Are there any studies or surveys (Geotech, facilities, topography) available to the proponents at this time or will they be made available to the selected candidate?
  - a. *Where they exist, these will be made available to the selected candidate*
  
19. Is there an estimated budget or range available for professional service fees associated with this contract?
  - a. *Costs will be a key criteria in the selection, but we do not want to limit finding the best firm to help us develop this plan.*
  
20. How many firms will be selected for the shortlist and interview?
  - a. *We plan to narrow this down to 3 to 5 for the shortlist interview*
  
21. Is there a list available on who will be on the selection committee?
  - a. *No: 2 staff members, 2 Board members, 2 City of Atlanta staff members*
  
22. Is the cost of engagement sessions or engagement materials (rentals, food, consumables) expected to be included in the consultant's fees?
  - a. *Yes, we would like this to be included in the proposal and itemized for visibility.*

23. What is your biggest concern as a conservancy that the teams should address in their responses? What keeps you up at night?
- a. *We want to provide a safe, welcoming, and accessible park to everyone that visits (and anyone considering a visit). The competing uses in the park on any given day, and especially in-season summer weekends, are especially challenging.*
24. Is there a page limit or any project example limit you'd like to see from the proponents?
- a. *Narrative: 5-10 pages. Entire proposal with attachments, references, and budget: 20-30 pages. These are suggestions, not requirements.*
25. Will the master plan need to assess historic buildings for renovation needs/repurposing?
- a. *Our previous master plan did that and we did renovate all of those buildings. We are interested in reviewing these buildings for highest and best use. There is one building that could be considered for reuse which is our current maintenance building.*
26. Can you talk a bit about your hopes/expectations for community/stakeholder engagement? Are there any recent community engagement processes that you have liked (models)?
- a. *We envision this being as comprehensive as possible. We want open ended public surveys, in person and virtual meetings, and where appropriate one on one meetings. Our team can help with some of that input gathering.*
27. Are there any shared initiatives with Atlanta Botanical Garden and The Beltline planned?
- a. *At one time there was some coordination with ABG with their expansion campaign and ours. While the Park is on a different timeline, ABG is already in the process of design and have launched their fundraising campaign. We communicate openly and regularly with both partners and anticipate collaborative ideas emerging from the natural nexus of all three entities in the park as expansion plans are realized.*
28. Can you expand on this bullet from the scope "Understanding of the park's dual role as a local park and regional park that offers a variety of events and festivals for visitors from across the city, metro region, and beyond " are you looking for a public programming strategy with recommendations for future events and festivals?
- a. *We don't permit the majority of events in the park, the city of Atlanta does. We are a park that hosts larger, regional festivals for events, tourists, etc. There is a natural tension between people using it as a local park and still balancing that with regional events that are run here. We do want to understand and plan for the current and future need for Piedmont Park to continue to be a public gathering space for major events as it was originally intended and how to best optimize the space we have responsibly between these regional attractions and the park also being used as a local part that is frequented regularly by persons who live nearby.*
29. Would the contract be held with the Conservancy or the City?

- a. The Conservancy is paying for this plan and it will be contracted with the Conservancy. The City of Atlanta will be an integral part of the selection team and the stakeholder committee.*
  
30. Can you please chime in on your energy, water and carbon goals for this 20 yrs plan and expectations to hit KPIs that City or Conservancy desires?
  - a. The city has some aggressive goals and we want to support those initiatives. Our Comprehensive Plan needs to align with the City of Atlanta's Comprehensive Parks and Recreation Master Plan, [Activate ATL](#).*
  
31. Is there a current/recent Strategic Plan that will inform the plan and especially program
  - a. Our recent strategic plan expired in December of 2023. We will start our Strategic Planning in December of 2024 once we have enough data from this Comprehensive Master Planning Effort. The current plan can be found here on the planning web [site](#).*
  
32. Specific ask for scope and deliverables, could we provide a matrix for everyone to compare apples to apples.
  - a. We left it somewhat vague so that we could get each candidate's experience in developing these to help us determine the right scope. Once we down select the final candidates, we will work with each firm to help refine the best ideas and scope.*
  
33. How many hours/week of assistance can be considered available from Administration, Education and Programs, Venue Rentals & Special Events, Marketing and Development, and Operations staff?
  - a. In general, Doug will be the main POC and available 5-10 hrs/week, Marshal a little less. Others will be available for focus groups and content expertise a couple of hours of month.*
  
34. Venue Optimization plan for earned income opportunities...bullet point. What does it mean?
  - a. We program/manage the following areas in the Park (Community Center, Active Oval, Dockside/Visitor's Center, Greystone, Aquatic Center, Magnolia Hall, Promenade, Dog Park) and want to make sure we are maximizing the impact those programs have for the community and our ability to fund the Conservancy's mission.*
  
35. Will the city be looking for any programming recommendations?
  - a. No, that is out of scope for the city, but PPC would be receptive of recommendations. The city is separately looking into impact studies related to its programming.*
  
36. Are the neighbors going to be needed to be engaged in a special way
  - a. Yes. We will have two of the NPU Chairs on our steering committee and will do significant outreach to surrounding community groups for input/engagement, including the potential of facilitating specific feedback sessions with their members.*
  
37. Is the city open to use a mailer from utilities as information input

- a. We can make those connections and ask, but don't know the answer yet about leveraging things like water bills to promote this through the city, etc.*
38. What is the expectation on presenting the proposal to the city?
- a. The city will be part of the selection committee and present for the proposals.*