

MARTIN LUTHER KING, JR. BOULEVARD
CELEBRATION CORRIDOR INITIATIVE
EVENT NO. 11267

SECTION II
SCOPE OF WORK

- 2.0 **Broad Description of Project:** The purpose of this event is to receive proposals from qualified contractors for services for the *Martin Luther King, Jr. Boulevard Celebration Corridor Initiative*.

Only electronically submitted bids through the supplier portal will be allowed. To submit pricing electronically for this event, enter pricing for each line item shown under the lines tab on the event summary. Large files may need to be split up and uploaded as multiple attachments.

A pre-bid conference has been scheduled to be conducted via Teams (Meeting ID: 289 690 883 225 Passcode: LZ2DZ6uZ). Please email Andrea Bossart at abossart@savannahga.gov for a link if needed. Please visit the City of Savannah Supplier portal for the date, time, and link. This meeting will allow vendors to discuss the specifications and resolve any questions and/or misunderstandings that may arise. You are invited to attend.

- 2.1 **Contract Terms:** This will be a 9-month contract, for a maximum price of \$50,000. Proposed pricing will remain firm throughout the contract.
- 2.2 **Scope of Services:** Research has shown that there are nearly 1,000 streets in the U.S. that carry the name Martin Luther King, Jr. (MLK). These streets are in 41 states, the District of Columbia, and Puerto Rico and across neighborhoods – rural and urban – residential and commercial areas, small and large.

In 2019, Norwalk, Connecticut launched a unique program to explore a more comprehensive treatment of their MLK corridor including economic and community development, education, housing, safety, façade improvements, public art, lighting, and more. Otherwise, there seem to be no corridors that are identified nationally as MLK celebrations beyond the significance of the naming and more standard transportation-related improvements. MLK corridors should be built and activated to be the most beautiful and safe in every city where they exist.

Inspired by the notion of celebration, Savannah’s MLK Celebration Corridor Initiative would identify a City of Savannah customized portfolio of projects and programming anchored on the north end by the MLK amphitheater at Plant Riverside and on the south end at Exchange Street and encompassing the broadest range of creative “celebrations” as described above.

This RFP’s deliverable supports the development of an implementation strategy identifying schedule, capital and operations costs, implementation partnerships, and the range of funding opportunities for components. The strategy will specifically include reviewing projects from previous studies and planning efforts as well as identifying partnerships in the broad range of

comprehensive opportunities above - all with a spirit of celebration.

This initiative would enhance and build upon several past and ongoing planning efforts by the City and the Chatham County-Savannah Metropolitan Planning Commission (MPC), as well as those from the Savannah Development and Renewal Authority. It aims to celebrate placemaking at the corridor level, energizing our entire City, with a particular focus on the years of community input and the projects that have been awaiting revitalization and implementation. These plans are listed in Section 2.4.

There are four (4) items required for this scope of work:

- A. Report of Existing Plans.** Ensure that all prior planning efforts related to the MLK Celebration Corridor are systematically reviewed, updated, and implemented.
- B. Prioritization Projects Report.** Rank projects based on criteria such as amount of community impact, feasibility, funding availability, and alignment with the City of Savannah's strategic priorities.
- C. Identification of Partnership/Stakeholders.** Identify key partners and stakeholders for collaboration and implementation including local government agencies, community organizations, private sector entities, and other entities.
- D. Implementation of Projects:** Establish a timeline for the prioritized projects through 2029.

2.3 Deliverables. The following items will be considered deliverables of this initiative.

A. Comprehensive Project Review Report

Provide a comprehensive document summarizing all relevant past studies, reports, and planning efforts related to the MLK Celebration Corridor to include:

- a. Summary of past planning documents and community input
- b. Identify projects proposed in previous plans
- c. Analyze the current status of these projects (completed, in progress, pending, or not completed, no longer an option)
- d. Rank potential projects, prioritized based on factors such as community benefit, financial feasibility, timeline urgency, and alignment with the City's strategic priorities

B. Project Prioritization Report

Include a detailed report ranking projects based on the criteria developed during the prioritization phase to include:

- a. A scoring matrix and methodology used to rank each project
- b. A ranked list of projects, categorized by immediate, short-term (1-3 years), and long-term (3-5 years) priorities
- c. Justification for the prioritization based on feasibility, impact, cost, and other criteria
- d. Outline a plan to celebrate the legacy of Dr. King through each phase of implementation (public art installations, cultural programming, or events tied to project milestones)
- e. Integration of community-led initiatives, including opportunities for local artists, schools, and residents to participate

C. Stakeholder/Partnership Report

A document identifying key stakeholders and partnerships and outlining roles for collaboration in the project's implementation to include:

- a. A stakeholder list of government agencies, community organizations, businesses, and other partners.
- b. Description of the framework of collaboration

D. Implementation Plan

An implementation plan to execute the prioritized projects through 2029 to include:

- a. Detailed project descriptions for each priority
- b. Phased timelines (including immediate, short-term, and long-term goals).
- c. Estimated project costs and potential funding sources (public funding, private sector, grants, other)
- d. Assignment of responsibilities
- e. Milestones and performance metrics for tracking progress

2.4 Available plans and studies

The following previous plans and studies are available in the supplier portal:

- [Reclaiming Old West Broad Street | I-16 Ramp Removal Study](#)
- [Downtown Master Plan \(2011\)](#)
- [Downtown Savannah 2033 \(2018\)](#)
- [Urban Redevelopment Plan \(2001\) South of Gwinnett](#)
- [Urban Redevelopment Plan Supplement \(2002\)](#)
- [West Downtown Urban Redevelopment Plan \(2015\)](#)
- Various Streetscape Plans - Not available at this time.
- [Chatham County – Savannah Comprehensive Plan \(Plan 2040\)](#)
- [Common Ground, A Master Plan for Savannah's Canal District](#)
- [Chatham Area Transit \(CAT\) Transit Master Plan](#)

2.5 City of Savannah Equity Initiatives

The City is committed to advancing equity and inclusivity in all aspects of our work. This was exemplified in 2024 when the City Council adopted this equity statement:

We strive to create and maintain an environment that influences fair and equitable service delivery and distribution of resources to shape the provision of exceptional public services that benefit all Savannah residents, businesses, workers, and guests.

Additionally, this priority is reflected in the initiatives highlighted below.

Tide to Town. Originally identified as a key component of the [Downtown Savannah 2033 Master Plan](#), Tide to Town is a transformative initiative in Savannah, aimed at creating a network of nearly 30 miles of protected walking and bicycling trails. While the project will initially serve Savannah's residents and visitors, the project plans to expand into adjacent jurisdictions, revolutionizing transportation connectivity within the region and underscoring the commitment to inclusivity.

Tide to Town Equitable Growth Plan. In 2024, the City hired consultants to create an equity plan for Tide to Town aimed at ensuring equitable access and connectivity, prioritizing vulnerable neighborhoods, and supporting generational wealth building. Key goals include helping local businesses and residents thrive, creating opportunities for entrepreneurs, and distributing economic benefits fairly. The plan will also focus on improving connectivity to essential services like jobs, schools, and healthcare, and developing inclusive infrastructure with safe crossings and accessible entry points.

Vision Zero Action Plan. The City is committed to ensuring the health, safety, and well-being of its residents by providing access to secure streets, sidewalks, and transportation options. The Vision Zero Action Plan emphasizes protecting our most vulnerable road users as a matter of equity. Recognizing that historically marginalized groups, particularly Black, Indigenous, and Hispanic/Latino communities, face disproportionately high rates of traffic-related fatalities and serious injuries, the plan also addresses the environmental and economic challenges these communities may face because of roadway development and safety improvements.

Common Ground, a Master Plan for the Canal District. As the construction of the new Special Purpose Local Option Sales Tax (SPLOST)-funded Enmarket Arena was underway, the City launched a community planning process for the Canal District, located on the west side of Savannah near the intersection of Gwinnett Street and Stiles Avenue. The plan, referred to as [Common Ground, A Master Plan for Savannah's Canal District](#), was developed to inform and empower City residents and leadership to develop resilient places where people and nature thrive and the City can grow. The document includes mobility concepts to create an equitable network, better connections, and fewer cars by advocating for the Heritage Trail, part of Tide to Town, complete streets, and green streets. As part of the plan, the City conducted a [Historic and Cultural Resources Survey](#) to highlight significant landmarks and narratives along the Heritage Trail. This effort preserves and honors African American legacies, linking historically disadvantaged neighborhoods to the broader community through public recognition.

Racial Equity and Leadership (REAL). In 2020, Mayor Johnson established REAL to advocate for racial equity in Savannah by identifying the systemic and structural barriers caused by racism that make it difficult for people of color to achieve their maximum potential. REAL used a racial equity lens approach to identify and analyze data on local racial disparities. The report of REAL's findings, *Seeing Savannah Through a Racial Lens* was designed to encourage the community to support action to address the serious levels of racial inequities that exist in Savannah.

Bloomberg Philanthropies. In 2024, Savannah was chosen by Bloomberg Philanthropies as one of 25 U.S. cities for Bloomberg American Sustainable Cities, a three-year initiative to use federal funds for transformative, low-carbon, and resilient local solutions. The program, in partnership with PolicyLink, Johns Hopkins University, and the Natural Resources Defense Council, will provide Savannah with an innovation team (i-team) of experts and customized policy and technical assistance. This support aims to enhance climate mitigation efforts, promote equity, and mobilize investments through collaborations with community organizations. The City will also receive multi-year, in-depth, customized policy and technical assistance in collaboration with community-based organizations to mobilize public, private, and philanthropic investments.

Centers for Disease Control and Prevention ACTion Grant. In 2023, the City was awarded a multi-year "Addressing Conditions to Improve Population Health" ("ACTion") grant from the Center for Disease Control and Prevention (CDC). This grant represents the implementation phase of the previously completed Accelerator Plan. The Accelerator Plan, also funded by the CDC, supported a multi-sector Leadership Team, which developed short, intermediate, and long-term goals for the redevelopment of the historic water supply plant called the Water Works building. Achieving these goals will foster equitable economic opportunity for communities. To help implement the goals identified in the Accelerator Plan, the City secured the ACTion grant to provide policy analysis, coordinate programming, and support meaningful improvements for westside residents. The ACTion grant's specific purpose is to increase healthy outcomes in what are known as the "Social Determinants of Health" (SDOH) for census tracts and neighborhoods near and surrounding the Water Works building. The objectives and activities being supported by the

ACTion grant are co-created by an Implementation Team, made up of city staff, westside community leaders, plus agency and nonprofit partners whose missions align with SDOH issues.

2.6 Proposal Format: Proposals shall be submitted in the following format and include the following information.

- a. Cover letter stating the intent of the Proposer for this event. The cover letter must include acknowledgment of all addenda issued for this proposal. If all addenda are not acknowledged in the cover letter, proposals will not be further considered.
- b. Detailed description of qualifications, experience, and methodology as requested.
- c. Fees uploaded to the City of Savannah Supplier Portal along with an attachment detailing fees labeled as “Fee Schedule”.
- d. Response to Consultant Statement of Qualifications included with this document. Additional information such as agency brochures, resumes, etc. may be submitted as appropriate.

2.7 Basis of Award.

Proposals must present a sufficient level of detail to allow evaluation and comparison with other competing proposals.

Proposals will be evaluated according to the criteria and weight listed below.

Each proposer shall submit a summary of its qualifications and experience as requested in the attached Statement of Qualifications. In evaluating proposals submitted pursuant to this request, the City of Savannah requires the following minimum qualifications of the proposers submitting proposals to be considered for evaluation:

2.7.1 Proposer’s qualifications and experience, including support capabilities (30 points)

- a. Education, Knowledge, Skills, and of Principal Consultant and Team. Include a resume or Curriculum Vitae of each member of the project team.
- b. Contextual Sensitivity of Principal Consultant and Team. Demonstrate knowledge and experience by understanding the local perspective and impact of the project on the community. Experience leading programs or planning processes is required. Members of the team should have at least five (5) years of successful community engagement experience with a diverse group of stakeholders through a variety of methods (public meetings, charrettes, open houses, surveys, etc.).
- c. Relevant Experience of Principal Consultant and Any Sub-Consultants. Provide examples of three projects where similar services were provided. Include at least one example of a municipal or county government client (City of Savannah experience preferred). Projects must have been completed in the last five (5) years.
- d. Outstanding Characteristics/Qualifications. Describe any type of outstanding characteristics or qualifications the team has to participate in this project.
- e. Breakdown of Team Members & Resource Allocation.
- f. Past Performance.

In evaluating proposals submitted pursuant to this request, the City places high value on the following factors, not necessarily in order of importance:

- Experience with projects of similar scope, scale, and visibility.
- Quality of experience as demonstrated in submitted relevant project examples.
- Resolution of challenging problems including those that may have arisen during the public engagement process.
- Experience in providing consulting services to municipalities or other governmental entities.
- Innovative or recognized work by the proposer that demonstrates the firm's unique qualifications to provide consulting services.
- Commitment of principals to lead the team and devote time to critical projects.
- The ability of the proposer to complete projects within designated schedules and to maintain project budgets.
- Experience managing sub-consultant teams. The proposer shall have the ability to identify potential sub-consultants with the necessary qualifications for a project.

2.7.2 Approach (35 points).

- a. A description of how the firm will complete the Scope of Work described and the priorities articulated.
- b. Provide a description of the relevant services provided by each member of the Project Team.
- c. Provide a proposed time schedule for each phase of the project.
- d. Specifically describe innovative components of the approach and associated value added.

2.7.3 Fees (5 points). The response shall include an hourly fee rate schedule and will specify the same information for proposed sub-consultants. Any budgetary assumptions must be stated in the submission. **Fee schedule response shall be uploaded in a separate attachment and named as "Fee Schedule".**

2.7.4 References (10 points). The proposer shall furnish three (3) letters of reference of similar size and magnitude providing similar types of services. References shall include a contact person, email address, and phone number. Also, include a description of the service provided. Failure to provide suitable references may be cause for rejection of the proposal.

2.7.5 Savannah First (20 points). Vendors within the city limits of Savannah and have a City of Savannah Business Tax Certificate one (1) year prior to the solicitation release date will receive a total of 20 points. Vendors outside the city limits but located within Chatham County will receive a total of 10 points. Submit a copy of the business tax certificate with the proposal.

2.8 Selection Committee. Proposals shall be evaluated by a selection committee. The selection committee may, at its option, request any or all proposers to provide on-site demonstrations of the proposed system.

A short list may be developed and interviews conducted with those proposers deemed to be most qualified. The City reserves the right to conduct interviews of any or all proposers at the City's discretion. The City also reserves the right to request a best and final offer (BFO) and to re-score evaluations based on the best and final offer. Proposers may be required to provide clarification of their proposal as part of the BFO response.

2.9 Copies: One (1) electronically submitted through the supplier portal of the proposal and supporting documents must be submitted in response to the RFP. All responses must relate to the

specifications as outlined.

2.10 Contacts: Proposers must submit proposals in accordance with the instructions contained in this RFP. All requested information must be submitted with the proposal. Instructions for the preparation and submission of proposals are contained in this package. All questions regarding this request for proposal should be submitted in writing and emailed to the person listed on the summary event page.

2.11 Local Vendor Definition

A bidder or business shall be considered a local vendor if it meets all of the following requirements:

- a. The bidder or business must operate and maintain a regular place of business with a physical address within the corporate limits of the city, and
- b. The bidder or business must at the time of bid or quotation submission, have a current city business tax certificate issued by the City for at least one (1) year prior to the issuance of the requested competitive quote, bid, or proposal by the City (a post office box or temporary office shall not be considered a place of business), and
- c. The bidder or business performs quantifiable services in the ordinary course and scope of its business with the skills, qualifications, and expertise necessary to execute its contractual obligations to the City.

2.12 Qualifications: Each proposer shall submit a summary of their qualifications and experience. Additional information such as agency brochures, resumes, etc. may be submitted as appropriate.

2.13 Schedule: Each proposer shall submit a proposed time schedule for the project.

2.14 Fees: Proposer shall submit fees based on the detailed listing in the RFP to the supplier portal. Any additional fee documents should be uploaded to the City of Savannah supplier portal in an attachment titled "Fee Schedule".

2.15 Acknowledgement of Addenda: The Vendor is responsible for determining and acknowledging any addenda issued in connection with this RFP. The addenda must be acknowledged in order for proposals to be considered.

CITY OF SAVANNAH
Non-Discrimination Statement

(This document requires submission with all bids/proposals.)

The prime contractor / bidder certifies that:

(1) No person shall be excluded from participation in, denied the benefit of, or otherwise discriminated against on the basis of race, color, national origin, or gender in connection with any bid submitted to the City of Savannah or the performance of any contract resulting therefrom;

(2) That it is and shall be the policy of this Company to provide equal opportunity to all business persons seeking to contract or otherwise interested in contracting with this Company, including those companies owned and controlled by racial minorities, cultural minorities, women, and individuals belonging to other socially and economically disadvantaged groups;

(3) In connection herewith, we acknowledge and warrant that this Company has been made aware of, understands and agrees to take affirmative action to provide such companies with the maximum practicable opportunities to do business with this Company;

(4) That this promise of non-discrimination as made and set forth herein shall be continuing in nature and shall remain in full force and effect without interruption;

(5) That the promises of non-discrimination as made and set forth herein shall be and are hereby deemed to be made as part of and incorporated by reference into any contract or portion thereof which this Company may hereafter obtain and;

(6) That the failure of this Company to satisfactorily discharge any of the promises of non-discrimination as made and set forth herein shall constitute a material breach of contract entitling the City of Savannah to declare the contract in default and to exercise any and all applicable rights and remedies including but not limited to cancellation of the contract, termination of the contract, suspension and debarment from future contracting opportunities, and withholding and or forfeiture of compensation due and owing on a contract.

Signature Company Representative

Company Representative Title

Name of Company Representative, PLEASE PRINT

Date
