





CROSSWALK
STOP ON RED
STOP ON FLASHING RED
THEN PROCEED IF CLEAR



25
MPH

← Maple St
Oak St →

Regional LOANS

STATE LAW
STOP
FOR
PEDESTRIANS
IN CROSSWALK

ROCK CREEK
VETERANS PARK





May 25, 2023

Hall County Government Center
Purchasing Division - 4th Floor, P.O. Drawer 1435
Gainesville, GA. 30503
Attn: Julie Dorough

Dear Selection Committee:

As the Gainesville-Hall (and Jackson!) region continues to grow and mature, the complexity of balancing increasingly diverse transportation demands in an increasingly urbanized area, meeting federal MPO requirements, and coordinating with surrounding communities offers both challenges and opportunities that will be key in updating the region's Metropolitan Transportation Plan and Bicycle & Pedestrian Plan. The Gresham Smith team responds with an approach that capitalizes on our team's familiarity and history with the region while injecting new ideas and perspectives through our comprehensive team experience to address those opportunities and challenges.

Team Familiarity and History of Service to the Gainesville Region

Through our proposed Project Manager, Eric Lusher AICP and teaming partners in Blue Cypress and Alta, our team can leverage the knowledge and credibility of staff and working relationships that have successfully served the Gainesville-Hall MPO in a multitude of capacities over the years including nearly all of the community engagement and bicycle/pedestrian planning in the last five-plus years.

Fresh Perspectives through Comprehensive Team Experience

To supplement that familiarity, our team structure allows us to tap into the broader expertise of our partners at Blue Cypress (community engagement experts) and Alta (bicycle and pedestrian travel experts) as well as the fresh perspectives offered by Gresham Smith staff. That includes the expertise of Megha Young, AICP and Erin Thoresen, AICP who are both well established as experts in various areas of transportation planning.

A Deep Understanding of the Opportunities and Challenges

Both Eric and Megha live in North Gwinnett and serve out of Gresham Smith's Buford office, nearby to the GHMPO planning area and as such have broad local familiarity with the region, whether it be visiting Lake Lanier, downtown Gainesville, Braselton or various points in between. Through that local familiarity and our team's broader experience working in the region, our team brings an unparalleled understanding of the transportation opportunities and challenges as referenced throughout this proposal.

As these themes suggest, we pride ourselves on applying our varied and deep perspectives to serve our clients and realize positive outcomes. We are confident that our team's combined expertise, local knowledge, and experience will be invaluable in helping the MPO articulate and realize how to best update its Metropolitan Transportation Plan and Bicycle & Pedestrian Plan.

Sincerely,

Eric Lusher, AICP
Project Manager
678.268.4285
eric.lusher@greshamsmith.com

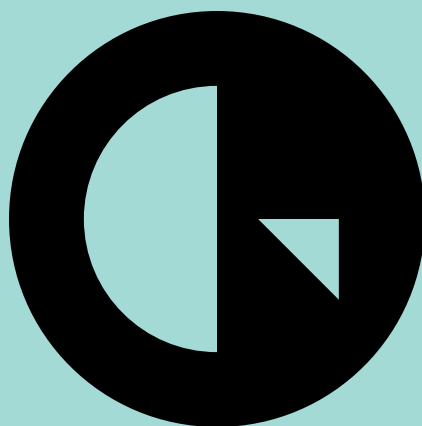
Megha Young, AICP
Deputy Project Manager
678.518.3657
megha.young@greshamsmith.com

Jody Braswell, P.E.
State Transportation Leader
678.836.9864
jody.braswell@greshamsmith.com

Genuine Ingenuity

205 Clean Water Court
Building A, Suite 305
Buford, GA 30519
678.268.4290

GreshamSmith.com



Section 1.0
**Copy of
Business License**



PROFESSIONAL LICENSING

GEORGIA SECRETARY OF STATE BRAD RAFFENSPERGER

CORPORATIONS • ELECTIONS • LICENSING • CHARITIES

Menu

- [Renew Your Current License](#)
- [Apply for a New License](#)
- [Apply to Reinstate Your License](#)
- [Request a Pocket Card or Wall Certificate](#)
- [Change Your Business Mailing/Personal Address](#)
- [Logout](#)

Georgia Online Licensing

<<< Please select an option from the menu on the left <<<

NOTE: If you have started, but not completed your license application or renewal process, click the **Continue** link in the **Your Licenses** section below.

Name: Gresham Smith
Address: 222 Second Avenue South
 Suite 1400
 Nashville, TN 37201

Your Licenses

Engineer Firm	Print License		
Profession:	Engineer / Land Surveyor	License Number:	PEF000285
Issued:	7/13/1989	License Status:	Active
		Expires:	6/30/2024



CITY OF ATLANTA
 55 Trinity Avenue SW
 Suite 1350
 Atlanta GA 30303

OCCUPATION TAX REGISTRATION CERTIFICATE
 VALID ONLY WHEN OCCUPATION REGISTRATION TAX REQUIREMENTS ARE PAID

Business Name: GRESHAM SMITH
Business Location: 600 W PEACHTREE ST NW STE 1550
 ATLANTA, GA 30308
Owner:
License Number: LGB-180263-2020
Issued Date: 2/15/2023
Expiration Date: 12/31/2023

Business Type(s): 541330 Engineering Services
Mailing Address: 600 W PEACHTREE ST NW STE 1550
 ATLANTA, GA 30308
License Type: General Business License
Classification: Professional/Scientific/Technical Services

Mohamed Balla

Mohamed Balla, Chief Financial Officer

DISPLAY THIS CERTIFICATE IN A CONSPICUOUS PLACE AT BUSINESS LOCATION. NOT VALID IF BUSINESS LOCATION DOES NOT COMPLY TO CITY ZONING REQUIREMENTS. NOT VALID UNLESS ACCOMPANIED BY STATE OF GEORGIA LICENSE(S) IS REQUIRED. CERTIFICATE NOT TRANSFERABLE IF BUSINESS TERMINATES OR CHANGES OWNERSHIP DURING CERTIFICATE PERIOD. CALL THE BUSINESS LICENSE OFFICE AT 404-330-6270 THIS CERTIFICATE IS SUBJECT TO ALL APPLICABLE ORDINANCES AND LAWS.

TO BE POSTED IN A CONSPICUOUS PLACE

DO NOT ACCEPT UNLESS THIS DOCUMENT IS PRINTED WITH A COLOR BACKGROUND, CONTAINS A VOID PANTOGRAPH, AND A MICROPRINT BORDER

POST IN A
CONSPICUOUS
PLACE

CITY OF ALPHARETTA, GEORGIA
2 PARK PLAZA
678-297-6086

License
Number
10053

Occupational Tax Certificate Business Registration
THIS LICENSE EXPIRES **12/31/2023**

Business Owner: GRESHAM SMITH
DBA: GRESHAM SMITH
Address: 1125 SANCTUARY PARKWAY 350
City, State Zip: ALPHARETTA GA 30009

ID: 18203

Phone Number: 678-518-3924

Comments:

Classification: EMPLOYEE BASED

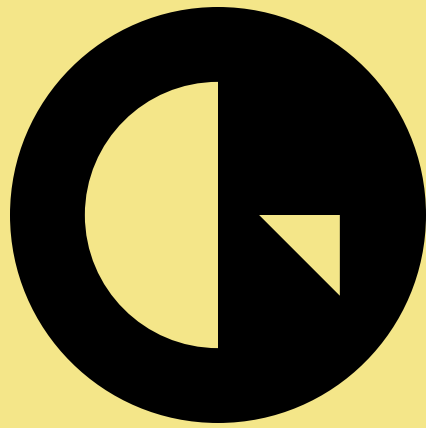
Date Issued: 01/31/2023

GRESHAM SMITH
1125 SANCTUARY PARKWAY
UNIT 350
ALPHARETTA, GA 30009

This License is NOT Transferable and subject to be REVOKED if abused.

License Copy

<p>KEEP THIS COPY FOR YOUR RECORDS</p>	<p>City of Alpharetta, Georgia BUSINESS/OCCUPATIONAL LICENSE 12/31/2023</p>	<p>License Number 10053</p>
<p>Business Owner: GRESHAM SMITH DBA: GRESHAM SMITH Address: 1125 SANCTUARY PARKWAY 350 City, State Zip: ALPHARETTA GA 30009</p>		<p>ID: 18203 Phone Number: 678-518-3924</p>
<p>Classification: EMPLOYEE BASED Date Issued: 01/31/2023</p>		<p>ADMINISTRATION FEE 50.00 EMPLOYEE BASED 500.00 Total Received..... 550</p>



Section 2.0
Exhibits

Exhibit A - Mandatory Bid Response Sheet

EXHIBIT A

MANDATORY BID RESPONSE FORM

This section must be completed and returned with the bid by the Bidder

By submitting a proposal, the respondent certifies that it has fully read and understands the proposal and has full knowledge of the scope, nature, and quality of work to be performed. The services offered and the cost factor must be valid for at least one-hundred twenty (120) days from date of signature.

Date of Bid Submittal: May 25, 2023 RFQ/P Bid No: # 43-027

Bid Name: Gainesville-Hall Metropolitan Transportation Plan: 2025 Update / Bicycle and Pedestrian Plan Update

Affirmation: Bidder affirms the following by affixing a wet signature in blue ink below:

"I agree to abide by all terms and conditions of this RFQ/P and certify that I am authorized to sign this bid".

Bidder Signature:  Date: May 25, 2023

Print Name: Jody Braswell

Title: Principal, Georgia State Transportation Leader

Attested by: Kate Block Date: May 25, 2023

Print Name: Kate Block

Phone Number: 678.518.3655 Email Address: jody.braswell@greshamsmith.com

Physical Address: 2500 Clean Water Court, Building A, Suite 305

Physical Address 2: Buford, GA 30519

Acknowledge receipt of all issued addenda (if any) by listing their numbers and date of issuance below:

Bids not signed may be declared as "Non-Responsive" and will not be evaluated.

If you desire to submit a "No Bid" then please indicate by checking one or both of the reasons listed below and explain.

- Bidder does not offer this service
- Unable to meet specifications
- Remove my company name from the bidder's list

Exhibit D – Mandatory Questions Worksheet

EXHIBIT D MANDATORY QUESTIONS

Bidder's company name: **Gresham Smith**

All questions must be answered. All questions are Yes/No answers only

No.	Question	Yes/No
1	Have you completed and attached a completed EXHIBIT A - MANDATORY BID RESPONSE WORKSHEET? <i>See Section 2-Exhibits, page 4</i>	YES
2	Do you agree to the EXHIBIT B - BID SUBMITTAL TERMS AND CONDITIONS? <i>Email Q&A With Julie Dorough (5/12/23) - Question/Clarification from Gresham Smith: Exhibit B, 18 - We request the language include "to the extent caused by successful proposer's negligence".</i> <i>Response from Julie Dorough (Purchasing) (received on 5/15/23): The County agrees to include "to the extent caused by successful proposer's negligence" in Exhibit B, 18.</i>	YES
3	Have you completed and attached EXHIBIT C -MANDATORY COST PROPOSAL WORKSHEET separately in a physical or digitally sealed envelope?	YES
4	You are required to have your proposal also on a USB flash drive if you turn in a physical response. Have you provided your bid response on a USB Flash Drive? Is responding digitally then just answer yes.	YES
5	Have you completed and attached the EXHIBIT F -S.A.V.E. AFFIDAVIT? <i>See Section 2-Exhibits, page vi</i>	YES
6	Have you completed and attached the EXHIBIT G -CONE-OF-SILENCE AFFIDAVIT? <i>See Section 2-Exhibits, page ix</i>	YES
7	Have you completed and attached the EXHIBIT H -W-9 FORM? <i>See Section 2-Exhibits, page x</i>	YES
8	Have you completed and attached the EXHIBIT I - E-VERIFY AFFIDAVIT? <i>See Section 2-Exhibits, page vi (Prime Contractor) and pages vii-viii (Subcontractors)</i>	YES
9	Have you completed and attached the EXHIBIT J -MANDATORY ETHICS AFFIDAVIT? <i>See Section 2-Exhibits, pages xii-xiii</i>	YES
10	Have you read EXHIBIT K - SAMPLE CONTRACT TEMPLATE FOR SERVICES? <i>Email Q&A With Julie Dorough (5/12/23)</i> <i>Question/Clarification from Gresham Smith: Exhibit D Question 10 asks if we've read and signed the sample contract. Since it is a sample contract, we request the language of this question be revised to "have you read" only.</i> <i>Response from Julie Dorough (Purchasing): That is an acceptable answer.</i> <i>Email Q&A With Julie Dorough (5/12/23)</i> <i>Question/Clarification from Gresham Smith: Would the County be willing to discuss a few minor revisions to the contract with the awarded bidder in order to comply with our professional liability insurance?</i> <i>1st Response from Julie Dorough (Purchasing) (5/15/23): Please provide red-line copy of suggested changes to the minor revisions to the contract in order to comply with Contractor's professional liability insurance.</i> <i>2nd Response from Julie Dorough (Purchasing) (5/19/23), after e-mailing our red-line on 5/17/23: Since this is a sample contract, if your company is awarded we will adapt the changes you have requested into the bid contract per their answers; this Please provide red-line copy of suggested changes to the minor revisions to the contract in order to comply with Contractor's professional liability insurance.</i>	YES

11	This Bid requires that bidders to attach a copy of their current Business License. Have you attached this document? See Section 1-Copy of Business License, pages 2-3	YES
12	Bid Bonds are not required, but a letter of P&P Bondability is required. Have you attached this letter? Not Applicable <i>Email Q&A With Julie Dorough (5/8/23)</i> <i>Question/Clarification from Gresham Smith: In the Exhibit D-Mandatory Questions spreadsheet, item #12 – “Bid Bonds are not required, but a letter of P&P Bondability is required.” Can we get additional clarification/instruction on what a P&P Bondability is?</i> <i>Response from Julie Dorough (Purchasing): Exhibit D – this is a standardized form and I should have noted that P & P bonds are not necessary as there will be no actual physical work taking place per this plan/proposal. Simply answer N/A for that question.</i>	NO
13	Have you provided your Certificate of Insurance? Not Applicable <i>Email Q&A With Julie Dorough (5/12/23)</i> <i>Question/Clarification from Gresham Smith: Exhibit D, 13 asks if we have provided our COI; however, RFP Section II states if awarded contractor to provide COI. We are happy if awarded but would request the requirement to provide a COI for the proposal be removed.</i> <i>Response from Julie Dorough (Purchasing): That would be acceptable as well.</i>	NO
14	Do you affirm that neither your firm, nor its principals, are barred from work in the State of Georgia?	YES
15	Do you affirm that neither your firm, nor its principals, are currently in litigation with Hall County, Georgia?	YES



Exhibit E – Mandatory Scored Questions/Responses

Please see *Section 3. Exhibit E - Mandatory Scored Questions/Responses* for more detailed information.

EXHIBIT E

MANDATORY SCORED QUESTIONS/RESPONSES TECHNICAL RESPONSE WORKSHEET

Bidder's company name: **Gresham Smith**

All nine (9) questions below MUST be answered. Each question is weighted and scored for completeness and detail. The maximum possible amount of points is nine-hundred (900) total. The County's Evaluation Committee will review and assign percentage scores to each question depending on the answers provided. The maximum amount of points is nine-hundred (900) for this Technical Response Worksheet. The Contractor(s) with the highest point values will be considered the apparent contract award winner(s) and may be invited to interview with the County's Evaluation Committee for further discussions, and may be asked to enter into further negotiations. Use additional pages and attach if needed.

No.	Question	Answer
1	Does your company have at least three (3) sequential years of experience in transportation planning and engineering of Bicycle and Pedestrian infrastructure as detailed in the RFQ document?	Yes, Gresham Smith has well over 3 sequential years of experience in transportation planning and engineering of Bicycle and Pedestrian infrastructure. Originally founded in 1967 in Nashville, Gresham Smith began operations in Georgia in 1994 with a focus on Transportation oriented services. Specific expertise in Transportation Planning and Bicycle and Pedestrian Infrastructure followed within the next decade and has remained a consistent and growing service since, as demonstrated by some of our more recent experience as provided in our response to Question 2 below. Additionally, a broader firm profile of Gresham Smith, applicable services, and the histories of our partners on the project (Alta and Blue Cypress) is provided on Page 5 , of our SOQ.
2	Describe in narrative form at least three (3) projects within the past five (5) years, in similar size and scope that you have completed with project names, entity name, references names and contact details.	<p>Gresham Smith and our project partners have completed numerous projects of similar size and scope, often in collaboration with each other. At Gresham Smith, this includes a diverse mix of applicable projects including broad Transportation Plans such as the Jackson MPO 2050 Long Range Transportation Plan or the City of Brookhaven Comprehensive Transportation Plan, bicycle and pedestrian oriented plans such as the Cobb County Greenways and Trails Master Plan, specific efforts focused on safety such as the ARC Regional Safety Strategy and the Cobb County Safety Action Plan, and detailed corridor plans such as our work on the Roswell Road Access Management Plan for the City of Sandy Springs. More information, including reference names and contact details, are provided for these projects in the section beginning on Page 6 of our SOQ.</p> <p>Additionally, we are fortunate to be supported by Blue Cypress on this effort, who supplement our experience with several community engagement and planning efforts for the GHMPO and participating communities including the previous GHMPO 2020 Regional Transportation Plan, the Jackson County Transportation Plan, the Dawsonville Highway-McEver Road Connectivity Study, the Jesse Jewell Traffic Impact Study (notably a collaboration with proposed Project Manager Eric Lusher, AICP) and the Flowery Branch Comprehensive Plan in addition to other notable efforts throughout Georgia such as the 2045 BATS Metropolitan Transportation Plan, the Henry County Transportation Plan and Trails Plan (also a collaboration with proposed Project Manager, Eric Lusher, AICP) and the Paulding County Comprehensive Plan & Comprehensive Transportation Plan.</p> <p>Similarly, Alta's experience focused on bicycle and pedestrian planning includes the ARC Walk. Bike. Thrive! Plan, the Augusta MPO Regional Bicycle and Pedestrian Plan and the Brookhaven Multi-Modal Plan in addition to the efforts serving the Gainesville-Hall community in delivering the Gainesville & South Hall Trail Studies and the Braselton Trail Study.</p> <p>Furthermore, to indicate the strength and experience of our team members, we have also provided sample work experience of our proposed Project Manager, Eric Lusher, AICP prior to joining Gresham Smith. This includes his leadership on several MTPs for Georgia MPOs (Dalton, Rome, Albany, and yes - a previous iteration of GHMPO's RTP), several Bicycle and Pedestrian Plans (including awarding winning efforts for Roswell and Columbus in addition to other works in Brookhaven and Henry County among several others), broader Transportation Plans (Henry County, Rockdale County and Gwinnett County among many others) and previous service to GHMPO including the aforementioned 2015 Regional Transportation Plan as well as the Jesse Jewell Corridor Study.</p>

Please see *Section 3. Exhibit E - Mandatory Scored Questions/ Responses* for more detailed information.

<p>3</p>	<p>List current projects, percent complete, and total possible workload.</p>	<p>The Gresham Smith Planning team is currently working on the following projects indicated below. As indicated by the staggered expected completion dates for current assignments, our team has a healthy mix of projects in various stages with sufficient capacity to carry out work for GHMPO. Additionally, as also noted in our response to Question 8 below, our PMs and department leaders regularly review project staffing and workload assignments. We utilize resource management software to help us identify team member availability and capacity, helping us efficiently allocate resources to projects as needs arise with the ebb and flow of project assignments.</p> <ul style="list-style-type: none"> • Cobb County Safety Action Plan - 90% complete (June 2023 expected completion) • City of Woodstock Comprehensive Plan Update - 60% complete (August 2023 expected completion) • Noonday Creek Trail Extension Scoping Study - 85% complete (August 2023 expected completion) • City of Brookhaven Multi-modal Plan - 50% complete (December 2023 expected completion) • City of Stonecrest Bicycle, Pedestrian, and Trail Plan - 30% complete (November 2023 expected completion) • Town Center Community Improvement District Freight Cluster Plan - 35% complete (April 2024 expected completion) • City of Woodstock Connect the Creeks LCI - 20% complete (February 2024 expected completion) • Mobile MPO Planning Study - project starting up (May 2024 expected completion) • Gwinnett County Equitable Multimodal Access and Safety Plan - project starting up (March 2023 expected completion)
<p>4</p>	<p>Why Hall County should select our firm for this project.</p>	<p>There are a multitude of reasons that Hall County and the MPO should select the Gresham Smith team for this project which can be summarized by the three themes below.</p> <p>Team Familiarity and History of Service to the Gainesville Region Through our proposed Project Manager, Eric Lusher AICP and teaming partners in Blue Cypress and Alta, our team can leverage the knowledge and credibility of staff and working relationships that have successfully served the Gainesville-Hall MPO in a multitude of capacities over the years. Collectively, this includes work on the GHMPO 2020 Regional Transportation Plan, the GHMPO 2015 Regional Transportation Plan, Gainesville-Hall Trail Feasibility Study, the Braselton Trail Study, Dawsonville Highway-McEver Road Connectivity Study, Flowery Branch Comprehensive Plan, SR 365-Jesse Jewell Parkway Traffic Impact Study, and Jackson County Transportation Plan. Our work on these important initiatives has given us insight into the needs and priorities of the Gainesville-Hall County region and has helped to establish our team members as trusted voices in the community.</p> <p>Fresh Perspectives through Comprehensive Team Experience To supplement that familiarity, our team structure allows us to tap into the broader expertise of our partners at Blue Cypress (community engagement experts) and Alta (bicycle and pedestrian travel experts) as well as the fresh perspectives offered by Gresham Smith staff. Our proposed Project Manager, Eric Lusher, AICP has managed MTPs, CTPs, Bicycle & Pedestrian Plans, and Community Engagement programs across Georgia and has seen his work recognized by organizations as diverse as the Georgia Planning Association, Walk Friendly Communities and National Association of Counties. His expertise in effectively managing the MTP process to meet State and Federal requirements will be essential to this effort allowing for a tailored approach to honor the unique context of the Gainesville-Hall region.</p> <p>Megha Young, AICP and Erin Thoresen, AICP are both well established as experts in various areas of transportation planning, including MTPs, CTPs, freight plans, bicycle/pedestrian plans and corridor studies. Our partners at Alta are well established national experts in bicycle and pedestrian planning and will bring their experience to bear for Gainesville-Hall County. Blue Cypress has led effective community engagement programs throughout Georgia and will offer a variety of innovative techniques to garner meaningful impact, including feedback from underserved communities. Each of us will leverage our unique experiences and best practices from throughout Georgia and the Southeast to similarly serve the Gainesville-Hall region.</p> <p>A Deep Understanding of the Opportunities and Challenges Both Eric and Megha live in North Gwinnett and serve out of Gresham Smith’s Buford office located near the GHMPO planning area. We have broad local familiarity with the region from our frequent visits to Lake Lanier, Downtown Gainesville, Williams Mill Greenspace, Braselton, Elachee Nature Science Center, Laurel Park and a variety of other destinations. We understand the unique challenges in the region, such as burgeoning growth and urbanization of Gainesville and other municipalities, with the desire to retain small-town community character; an increasingly diverse community; and limited crossings of Lake Lanier and connections to the Atlanta region, which put a strain on existing arterials and interstates. We also see the tremendous opportunity to create a more efficient and better connected transportation system in Gainesville-Hall, considering community-scale projects like roundabouts or sidewalks improvements, as well as larger-scale projects that address cross-county travel and commute trips. Through our local familiarity and our team’s broader experience working in the region, we bring an unparalleled understanding of the transportation opportunities and challenges, as referenced in the understanding and approach, starting on Page 16 of our SOQ.</p>

Please see *Section 3. Exhibit E - Mandatory Scored Questions/ Responses* for more detailed information.

5	<p>Will any of the proposed services be subcontracted out to a third-party? If so, denote the work, the percentage of total, and list each of the legal entity's company names of the third-party(s).</p>	<p>Yes, the Gresham Smith team includes two partners as indicated below.</p> <ul style="list-style-type: none"> •Alta Planning + Design, Inc. (Alta) will provide subconsulting services for bicycle and pedestrian planning (estimated 25% of total project). As addressed in response to Question 3, Alta's history serving the Gainesville-Hall region in this very capacity will provide significant benefit to our team. •Blue Cypress Consulting, LLC (Blue Cypress) will provide subconsulting services for community engagement and general planning support (estimated 12.5% of total project). As addressed in response to Question 3, Blue Cypress' history serving the Gainesville-Hall region in this very capacity will provide significant benefit to our team. <p>We acknowledge that we will need prior approval from County to subcontract these estimated percentages of professional services prior to starting work.</p>
6	<p>Describe the expertise of your work force. Supervisors, specialists, laborers. Provide a brief resume and experience record for each key person, including years of experience, education, and location of each person.</p>	<p>The Gresham Smith team brings significant staff expertise in multimodal transportation planning, transportation engineering and design, community planning, bicycle and pedestrian planning, and public involvement that will all be leveraged in the service of this contract. Specifically, our proposed PM, Eric Lusher, AICP and Deputy PM, Megha Young, AICP have each led multiple multimodal transportation plans for local governments and MPOs throughout Georgia and the Southeast.</p> <p>Additionally, other key individuals include Caroline Evans, AICP who has supported community engagement efforts in multiple instances for the Gainesville-Hall community as well as many other communities, and Britt Storck, ASLA, PLA who has also served the Gainesville-Hall community in preparing multiple trail feasibility studies in addition to her experiences preparing similar plans for other communities.</p> <p>For more information, please see the section beginning on Page 22 of our SOQ for an organizational chart and resumes of key members of the team.</p>
7	<p>Accountability and documentation of records are critical for assessing completed work and level of quality. Will your company be capable of providing to the County your daily work schedule and daily check list for completed work daily?</p>	<p>Yes, Gresham Smith is capable of providing daily work schedules and daily check lists of completed work on this contract at request by the County.</p>
8	<p>Describe how your company verifies that staff adequately performs work for delivery of the service(s) described under this RFQ. Also, include who within your company inspects, approves and verifies delivery of service(s) and how corrective actions with staff are implemented</p>	<p>Gresham Smith's commitment to quality is rooted in our desire to meet our clients' needs and expectations for technical quality, service excellence and consistent performance. Quality is a pillar within our overall Practice Excellence model and includes a Quality Management System (QMS) that is built-in to our processes throughout a project life-cycle and adapted to the needs and type of each project we have the privilege of executing.</p> <p>For Planning projects like this assignment, our specific process includes all internal team detail and external independent checking of all deliverables and supporting data. Each project also includes a Project Execution Plan which lists the qualified reviewers, deliverables to be reviewed, and deadlines for review.</p> <p>Through our QMS, we strive for the continuous improvement of our work practices through the consistent application of established processes for the mutual success of Gresham Smith's clients and the firm. Additional information is provided on Page 29 of our SOQ.</p>

Please see *Section 3. Exhibit E - Mandatory Scored Questions/ Responses* for more detailed information.

<p>9</p>	<p>Per documentation of this solicitation you must keep a sufficient work force to perform the requirements of this contract. Describe how you will continue to maintain this work force. What is your companies succession planning when an employee quits or calls out?</p>	<p>With a deep bench of over 1,100 professionals at Gresham Smith, our team has significant resources and work force to perform the requirements of this contract. As demonstrated by our response to Question 3, our Planning team also has a healthy mix of current projects with staggered schedules that allow room to execute this assignment. Our PMs and department leaders regularly review project staffing and workload assignments. We utilize resource management software to help us identify team member availability and capacity, helping us efficiently allocate resources to projects as needs arise with the ebb and flow of project assignments.</p> <p>Additionally, our proposed team leadership consists of members of Gresham Smith's existing and emerging overall leadership who through those roles, are heavily committed to both Gresham Smith and the clients we are fortunate to serve. These team leaders work side-by-side with each other and other staff to ensure layers of redundancy, institutional knowledge and succession opportunities should the need arise.</p> <p>Nonetheless, we acknowledge that unanticipated staff changes can happen due to work volume or attrition and in the unlikely event of a key staff change, Gresham Smith commits to the following:</p> <ol style="list-style-type: none"> 1 - Immediate notification to Hall County/GHMPO 2 - Identify and propose candidates for replacement with resumes and recommendations 3 - Solicit client approval on the proposed replacement staff 4 - Where appropriate, integrate new team members
----------	---	---



Exhibit F - Mandatory S.A.V.E. Program Affidavit



POST OFFICE DRAWER 1435
GAINESVILLE, GA 30503

t:770.535.8270 | f:770.531.6711

DIRECTOR
Wesley Geddings

Hall County Government
FINANCIAL SERVICES

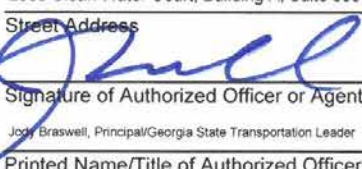
Exhibit F
INSTRUCTIONS FOR
S.A.V.E Program PRIME CONTRACTOR Affidavit
Under O.C.G.A. § 13-10-91(b) (1)

Systematic Alien Verification for Entitlements (SAVE) Program
Office of U.S. Citizenship and Immigration Service (USCIS).

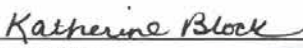
By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is contracting with Hall County, Georgia, has registered and is participating in a federal work authorization program* (an electronic verification of work authorization program operated by the U.S. Department of Homeland Security or any equivalent federal work authorization program operated by the U.S. Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform And Control Act of 1986 (IRCA), in accordance with the deadlines established in the referenced statute.

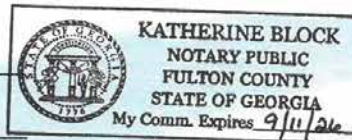
Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. § 13-10-91(b). Contractor hereby attests that its federal work-authorization user identification (E-Verify) number and date of authorization are as follows:

**The applicable federal work authorization program as of the effective date of the statute is the E-Verify Program of the Systematic Alien Verification for Entitlements (SAVE) Program Office of U.S. Citizenship and Immigration Service (USCIS). To register for the E-Verify Program visit www.uscis.gov. The County will not accept bids without a valid E-Verify Number.*

Gresham Smith	57204
Name of Prime Contractor	Contractor's/Vendor's E-Verify #
2500 Clean Water Court, Building A, Suite 305	Buford, GA 30519
Street Address	City / State
	May 25, 2023
Signature of Authorized Officer or Agent	Date of Authorization
Joey Braswell, Principal/Georgia State Transportation Leader	RFQ/P #43-027
Printed Name/Title of Authorized Officer	Name of Project

Subscribed and sworn before me on this the
25 Day of May, 2023


Katherine Block
Notary Public
My Commission Expires 09/11/2026





POST OFFICE DRAWER 1435
GAINESVILLE, GA 30503

t: 770.535.8270 | f: 770.531.6711

DIRECTOR
Wesley Geddings

Hall County Government
FINANCIAL SERVICES

Exhibit F
S.A.V.E Program SUB-CONTRACTOR Affidavit
Under O.C.G.A. § 13-10-91(b)(1)
Systematic Alien Verification for Entitlements (SAVE) Program
Office of U.S. Citizenship and Immigration Service (USCIS).

By executing this affidavit, the undersigned sub-contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services under a contract for **Gresham Smith** on behalf of Hall County, Georgia, has registered and is participating in a federal work authorization program (an electronic verification of work authorization program operated by the U.S. Department of Homeland Security or any equivalent federal work authorization program operated by the U.S. Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform And Control Act of 1986 (IRCA), in accordance with the deadlines established in the referenced statute.

Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. § 13-10-91(b). Contractor hereby attests that its federal work-authorization user identification (E-Verify) number and date of authorization are as follows:

**The applicable federal work authorization program as of the effective date of the statute is the E-Verify Program of the Systematic Alien Verification for Entitlements (SAVE) Program Office of U.S. Citizenship and Immigration Service (USCIS). To register for the E-Verify Program visit www.uscis.gov. The County will not accept bids without a valid E-Verify Number.*

Blue Cypress Consulting, LLC	1616576	12/11/2020
Name of Contractor	Contractor's/Vendor's E-Verify #	
315 W Ponce de Leon, Suite 905	Decatur, GA 30030	
Street Address	City / State	
<i>Caroline G. Evans</i>	5/9/2023	
Signature of Authorized Officer or Agent	Date of Authorization	
Caroline G. Evans, Owner	Gainesville-Hall Metropolitan Transportation Plan: 2025 Update / Bicycle and Pedestrian Plan Update	
Printed Name/Title of Authorized Officer	Name of Project	

Subscribed and sworn before me on this the
9 Day of May, 2023

Monica Klinkmueller
Notary Public

My Commission Expires: March 30, 2025

Monica Klinkmueller
NOTARY PUBLIC
Cobb County, GEORGIA
My Commission Expires 03/30/2025



Hall County Government
FINANCIAL SERVICES

Exhibit F
S.A.V.E Program SUB-CONTRACTOR Affidavit
Under O.C.G.A. § 13-10-91(b)(1)
Systematic Alien Verification for Entitlements (SAVE) Program
Office of U.S. Citizenship and Immigration Service (USCIS).

POST OFFICE DRAWER 1435
GAINESVILLE, GA 30503

t:770.535.8270 | f:770.531.6711

DIRECTOR
Wesley Geddings

By executing this affidavit, the undersigned sub-contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services under a contract for Gresham Smith on behalf of Hall County, Georgia, has registered and is participating in a federal work authorization program (an electronic verification of work authorization program operated by the U.S. Department of Homeland Security or any equivalent federal work authorization program operated by the U.S. Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform And Control Act of 1986 (IRCA), in accordance with the deadlines established in the referenced statute.

Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. § 13-10-91(b). Contractor hereby attests that its federal work-authorization user identification (E-Verify) number and date of authorization are as follows:

**The applicable federal work authorization program as of the effective date of the statute is the E-Verify Program of the Systematic Alien Verification for Entitlements (SAVE) Program Office of U.S. Citizenship and Immigration Service (USCIS). To register for the E-Verify Program visit www.uscis.gov. The County will not accept bids without a valid E-Verify Number.*

<u>Alta Planning + Design, Inc.</u> Name of Contractor	<u>285965</u> Contractor's/Vendor's E-Verify #
<u>711 SE Grand Avenue</u> Street Address	<u>Portland, OR</u> City / State
<u><i>Natalie Lozano</i></u> Signature of Authorized Officer or Agent	<u>12/2/2009</u> Date of Authorization
<u>Natalie Lozano, Vice President, as duly authorized</u> Printed Name/Title of Authorized Officer	<u>Gainesville-Hall Metropolitan Transportation Plan: 2025 Update/Bicycle and Pedestrian Plan Update</u> Name of Project

Subscribed and sworn before me on this the 10th Day of MAY, 2023

Erin Cox

Notary Public
My Commission Expires: 11-21-2026

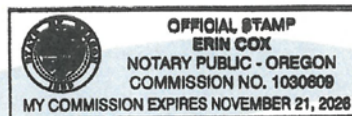


Exhibit G - Mandatory Cone-of-Silence Affidavit



Hall County Government
FINANCIAL SERVICES

Exhibit G

RFQ/P #43-027

Mandatory Cone-of-Silence Affidavit

POST OFFICE DRAWER 1435
GAINESVILLE, GA 30503
t:770.535.8270 | f:770.531.6711

DIRECTOR
Wesley Geddings

In order to ensure fair consideration for all bidder's responding to the County's Request for Qualifications and Cost Proposals, the County requires that all potential bidders to the Solicitation, that all firms, companies, agents, or other refrain from discussions privately or publicly during the Solicitation process. This includes all staff, employees, subcontractors, as well as paid or unpaid personnel acting on the firm's behalf shall not contact nor participate in any type of contact with County employees, department heads or elected officials, up to and including the County Administrator and Board of Commissioners.

Therefore, the County issues this "Cone of Silence" that shall be in effect from the date the solicitation is publicly advertised, until the time an award decision has been approved by the Board of Commissioners and fully executed by all parties. Contact should only be between the bidding firms and the Issuing Officer/Buyer listed in the Solicitation documents.

Any such contact may be considered as collusion and may result in the bidder being disqualified from participation and consideration for award. All contact must be coordinated through the Issuing Officer, for the procurement of these products and/or services.

Please reference the Solicitation number on all correspondence to the County. Any oral communications shall be considered unofficial and non-binding.

Only written responses to written communication shall be considered official and binding upon the County. The County reserves the right, at its sole discretion, to determine appropriate and adequate responses to the written comments, questions, and requests for clarification.

I understand and shall fully comply with the above requirements.

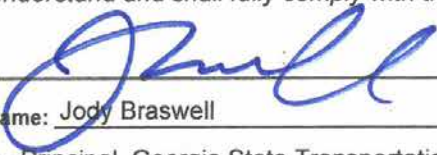
Signed: 
Typed Name: Jody Braswell
Job Title: Principal, Georgia State Transportation Leader
Company: Gresham Smith
Date: May 25, 2023

Exhibit H - Mandatory Completed W-9 Form

Form W-9 (Rev. October 2018) Department of the Treasury Internal Revenue Service	Request for Taxpayer Identification Number and Certification ▶ Go to www.irs.gov/FormW9 for instructions and the latest information.	Give Form to the requester. Do not send to the IRS.
--	--	---

Print or type. See Specific Instructions on page 3.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Gresham Smith	
	2 Business name/disregarded entity name, if different from above	
	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input checked="" type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) ▶ _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <i>(Applies to accounts maintained outside the U.S.)</i>
	5 Address (number, street, and apt. or suite no.) See instructions. 222 Second Avenue, South, Suite 1400	Requester's name and address (optional)
	6 City, state, and ZIP code Nashville, TN 37201-2308	
	7 List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)																																																				
Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i> , later. Note: If the account is in more than one name, see the instructions for line 1. Also see <i>What Name and Number To Give the Requester</i> for guidelines on whose number to enter.	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td colspan="10" style="text-align: center;">Social security number</td> </tr> <tr> <td style="width:20px; height: 20px;"></td> <td style="width:20px; height: 20px;"></td> <td style="width:20px; height: 20px;"></td> <td style="width:20px; height: 20px;"></td> <td style="width:20px; height: 20px;"></td> <td style="width:20px; height: 20px;"></td> <td style="width:20px; height: 20px;"></td> <td style="width:20px; height: 20px;"></td> <td style="width:20px; height: 20px;"></td> <td style="width:20px; height: 20px;"></td> <td style="width:20px; height: 20px;"></td> </tr> <tr> <td colspan="10" style="text-align: center;">or</td> </tr> <tr> <td colspan="10" style="text-align: center;">Employer identification number</td> </tr> <tr> <td style="width:20px; height: 20px; text-align: center;">6</td> <td style="width:20px; height: 20px; text-align: center;">2</td> <td style="width:20px; height: 20px; text-align: center;">-</td> <td style="width:20px; height: 20px; text-align: center;">0</td> <td style="width:20px; height: 20px; text-align: center;">7</td> <td style="width:20px; height: 20px; text-align: center;">9</td> <td style="width:20px; height: 20px; text-align: center;">4</td> <td style="width:20px; height: 20px; text-align: center;">1</td> <td style="width:20px; height: 20px; text-align: center;">2</td> <td style="width:20px; height: 20px; text-align: center;">6</td> </tr> </table>	Social security number																					or										Employer identification number										6	2	-	0	7	9	4	1	2	6
Social security number																																																				
or																																																				
Employer identification number																																																				
6	2	-	0	7	9	4	1	2	6																																											

Part II Certification	
Under penalties of perjury, I certify that:	
1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and 2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and 3. I am a U.S. citizen or other U.S. person (defined below); and 4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.	
Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.	
Sign Here	Signature of U.S. person ▶
	Date ▶ 5/18/23

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)
 Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.
If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

Exhibit I - Mandatory E-Verify Affidavit



Hall County Government FINANCIAL SERVICES

EXHIBIT I MANDATORY E-VERIFY AFFIDAVIT

The undersigned contractor ("Contractor") executes this Affidavit to comply with O.C.G.A § 13-10-91 related to any contract to which Contractor is a party that is subject to O.C.G.A. § 13-10-91 and hereby verifies its compliance with O.C.G.A. § 13-10-91, attesting as follows:

POST OFFICE DRAWER 1435
GAINESVILLE, GA 30503

t. 770.535.8270 | f. 770.531.6711

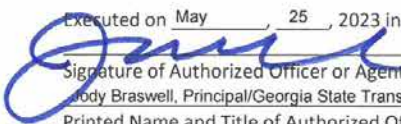
DIRECTOR
Wesley Geddings

- a) The Contractor has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program;
- b) The Contractor will continue to use the federal work authorization program throughout the contract period, including any renewal or extension thereof;
- c) The Contractor will notify the public employer in the event the Contractor ceases to utilize the federal work authorization program during the contract period, including renewals or extensions thereof;
- d) The Contractor understands that ceasing to utilize the federal work authorization program constitutes a material breach of Contract;
- e) The Contractor will contract for the performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the Contractor with the information required by O.C.G.A. § 13-10-91(a), (b), and (c);
- f) The Contractor acknowledges and agrees that this Affidavit shall be incorporated into any contract(s) subject to the provisions of O.C.G.A. § 13-10-91 for the project listed below to which Contractor is a party after the date hereof without further action or consent by Contractor; and
- g) Contractor acknowledges its responsibility to submit copies of any affidavits, drivers' licenses, and identification cards required pursuant to O.C.G.A. § 13-10-91 to the public employer within five business days of receipt.

<u>57204</u>	<u>09/04/2007</u>
Federal Work Authorization User Identification Number	Date of Authorization
<u>Gresham Smith</u>	<u>RFQ/P #43-027</u>
Name of Contractor	Name of Project
<u>Hall County, Georgia</u>	
Name of Public Employer	

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on May, 25, 2023 in Buford (city), Georgia (state).


 Signature of Authorized Officer or Agent
Roddy Braswell, Principal/Georgia State Transportation Leader
 Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME
 ON THIS THE 25 DAY OF May, 2023
Katherine Block
 NOTARY PUBLIC
 My Commission Expires: 09/11/2026

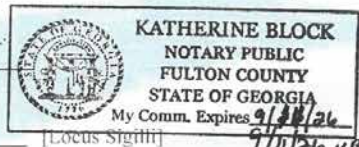

 KATHERINE BLOCK
 NOTARY PUBLIC
 FULTON COUNTY
 STATE OF GEORGIA
 My Comm. Expires 9/11/26
 [Locus Signi] KB

Exhibit J – Mandatory Contractor Ethics Affidavit

EXHIBIT J
MANDATORY ETHICS AFFIDAVIT
For Compliance with
Official Code 3.10.070 of Hall County

Contractors, consultants, and vendors of any service or commodity to Hall County, Georgia must read and affirm to adhere to the following ethics requirements.

3.10.070. - Ethics.

A. It is the policy of Hall County to seek the best overall value when procuring goods and services. Toward this end, the county finds and declares that its objectives will best be achieved through an open, competitive process with a broad range of responsible vendors wishing to furnish products and services to the county. Hall County will establish and conduct a procurement program that maximizes service benefit to the community and awards contracts to vendors who offer the best quality and value.

B. Hall County declares that county employees and officials, along with those wishing to do business with the county, have the shared responsibility for avoiding biased, anticompetitive, or unethical practices.

C. Hall County employees, officials, and their family members are prohibited from seeking, requesting, or receiving any material payment, gift, job offer, security, promise of future benefit, or any other tangible or intangible thing of value when such receipt has the potential to influence a procurement decision or to gain undue advantage in a procurement competition.

D. Prospective vendors must compete for county business within the parameters of the solicitation process and are prohibited from seeking to obtain inside information, attempting to skew the writing of specifications, or influencing a procurement decision through any means outside the process established for the particular solicitation. This principle applies to any contractor, subcontractor, representative, employee, or agent that may be associated with a procurement transaction.

E. Bidders and proposers shall disclose on competitive bid responses any individual(s), firm(s), and/or county official(s) who do business with the county if there is an appearance of a conflict of interest.

F. Ethical business practices are important, both, during a solicitation, and after the decision to grant an award. The county seeks to establish relationships with business partners whose ongoing ethical standards of business conduct are congruent with those outlined here. The purchasing manager, subject to the approval of the director of financial services, is charged with establishing methods for ongoing monitoring for non-compliance with these principles. The prohibition against the offering of or the acceptance of kickbacks, gratuities, payments or any other instrument of value extends beyond and outside any specific procurement or solicitation.

G. A vendor's contract compliance history with Hall County and other contractual parties is a valid element in the decision to award a solicitation.

H. Hall County stipulates that the furtherance of its strategic goals for job creation, stability and growth in the tax base, business retention, and other fiscal and economic development objectives may be considered during the procurement process. The purchasing manager, subject to the approval of the

director of financial services, is authorized to establish procurement initiatives consistent with the county's strategic economic development objectives. These procurement practices shall be applied consistently and equitably and shall have a direct relationship to the county's goals.

I. Hall County employees, officials, and their family members are generally prohibited from participation in any procurement decision or any gain of undue advantage in a procurement competition as a result of contemporaneous employment with a potential or actual business partner.

J. It is unethical for any county employee to purchase commodities or services from a county contract for personal use.

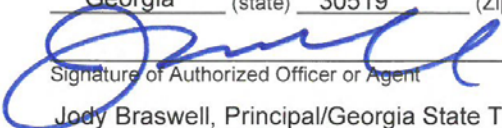
K. With the exception of solicitations for the sale of real property, individuals, firms and businesses seeking an award of a Hall County contract may not initiate or continue any verbal or written communications regarding a solicitation with any county officer, elected official, employee or other county representative other than the purchasing associate named in the solicitation, or the county's financial advisor, between the date of the issuance of the solicitation and the date of the final contract award by the board of commissioners. The purchasing manager will review violations. If determined that such communication has compromised the competitive process, the offer submitted by the individual, firm or business may be disqualified from consideration for award. Solicitations for the sale of real property may allow for verbal or written communications with the appropriate Hall County representative.

L. All county commissioners, officials, and employees shall adhere to the standards outlined in the Hall County Code of Ethics.

M. (AMENDED) The purchasing division of the financial services department shall determine and implement methods of educating all prospective contractors, bidders, proposers, and vendors on the requirements and provisions of Code Section 3.10.070, including, but not limited to, requiring each prospective contractor, bidder, proposer, and vendor that expresses an intent to do business with the County to sign an affidavit attesting that they have read this Chapter and have more specifically also read Code Section 3.10.070." (Res. of 11-14-19(1), § 1(Exh. A))

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on May, 25, 2023 in Buford (city),
Georgia (state) 30519 (Zip Code)



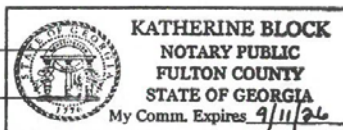
Signature of Authorized Officer or Agent

Jody Braswell, Principal/Georgia State Transportation Leader
Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME

On This the 25 Day of May, 2023

Katherine Block
NOTARY PUBLIC
My Commission Expires: 09/11/2026





Section 3.0
**Exhibit E –
Mandatory Scored
Questions/Responses**

Answer to Question #1: Supplemental Information (Firm Experience)

Gresham Smith - Prime Consultant



Gresham Smith is a national planning, engineering and architecture firm that provides practical and innovative solutions for the communities we are so fortunate to serve. With 26 locations throughout the US, our three Georgia offices include our Buford location which is the main office of our proposed Project Manager, Eric Lusher, AICP and Deputy Project Manager, Megha Young, AICP located less than 30 minutes from the MPO's offices.

Planning and Design Expertise

- Freight Planning & Design
- Multimodal Planning & Design
- Transportation Planning
- Community Planning
- Active Transportation
- Comprehensive Transportation Plans
- Livable Centers Initiative (LCI)
- Comprehensive Plans
- Complete Streets
- Roadway Design
- Innovative Intersection Design
- Traffic Analysis
- ITS, Signal Design & Smart Corridor Solutions
- Community Engagement
- Landscape Architecture
- Lighting Design
- Wayfinding
- Bridge Design
- Hydrology & Hydraulics
- Stormwater Water / Wastewater Management Plan

Alta Planning + Design, Inc. (Alta) - Subconsultant (25%)



Alta is an active transportation consulting firm dedicated to creating active, healthy communities through planning, landscape architecture, engineering, and education/encouragement programs. Alta was founded in 1996, when cities and communities were calling for safer streets for people walking and bicycling. They pioneered the field of active transportation and evolved into a visionary practice. As a global leader in mobility innovation, they are dedicated to working across disciplines to address social justice,

safety and environmental resilience. Their planning process includes extensive field work on bicycle and on foot, engaging residents and stakeholders through tours and outreach activities, and documenting existing conditions and needs through easily-readable maps, photographs, and narrative discussion. Other key tasks they provide include developing short- and long-term project and program recommendations, identifying traditional and innovative funding strategies, preparing development code language to leverage improvements through new development, and developing implementation plans to clearly map where communities should focus their investments first.

Blue Cypress Consulting, LLC (Blue Cypress) - Subconsultant (12.5%)



Blue Cypress is a DBE/WOSB firm headquartered in Decatur, Georgia with branch offices in Cincinnati and Columbus, Ohio and Seattle, Washington. Founded in 2013 by Caroline Evans, AICP, the company was formed with a vision of improving the communities in which we live and work by providing public outreach, community planning, GIS and utility management services. Their planning services help their clients build community by developing or fulfilling a vision, gathering information from the public, engaging stakeholders, creating or enhancing community plans and supporting the implementation of those plans. Blue Cypress and its team of community planning professionals have more than 55 years of combined experience providing land use planning and analysis, public outreach and GIS for transportation projects throughout the metropolitan Atlanta area, including projects supporting the City of Brookhaven, the City of Dunwoody, Fayette County, GHMPO, Forsyth County, the City of Gainesville, Hall County, Jackson County, the City of Atlanta, Atlanta Regional Commission, MARTA, the City of Norcross, Gwinnett County, Douglas County, Athens-Clarke County and more.

The Gresham Smith Team brings:

Team Familiarity and History of Service to the Gainesville Region

Fresh Perspectives through Comprehensive Team Experience

A Deep Understanding of the Opportunities and Challenges

Answer to Question #2: Supplemental Information (Projects within the last 5 years)



2050 Long Range Transportation Plan

Jackson Area Metropolitan Planning Organization, Jackson, TN (2021-2022)
| **Gresham Smith**

Reference: Stan Pilant, Jackson Area MPO / City of Jackson, 111 East Main Street, Suite 201, Jackson, TN 38301; 731.425.8282; spilant@jacksontn.gov

Gresham Smith led development of the 2050 Long Range Transportation Plan (LRTP) Update for the Jackson Area MPO, which includes the Cities of Jackson, Three Way, Medon and Madison County. Situated in Western Tennessee, the Jackson Area MPO has long been a transportation hub, with

access to I-40, numerous state routes and US highways, a regional airport and several railroads. Gresham Smith was primarily responsible for updating the evaluation of existing conditions, analyzing multimodal transportation systems and networks, a safety analysis, summarizing previous plans and studies, and documenting the status of previously recommended and ongoing projects. Based on the assessment of needs and system conditions, Gresham Smith updated previous recommendations, identified new recommended improvements, and prepared cost estimates for recommended projects. Gresham Smith also evaluated potential environmental justice impacts of recommendations, developed forecasts of reasonably anticipated revenue to fund future projects, and prepared a project prioritization framework used to inform development of the financially feasible plan.



Comprehensive Transportation Plan

City of Brookhaven, Brookhaven, GA (2014 and 2020) | **Gresham Smith**

Reference: Hari Karikaran, P.E., (Former Public Works Director, City of Brookhaven) Lowe Engineers; 770.857.8400; hari.karikaran@loweengineers.com

Gresham Smith was hired to prepare an update to the first CTP which we completed in 2014. The team documented status of recommendations and projects from prior plans and studies. We also updated assessments of previously-identified Priority Corridors and Community Connectors, daily

traffic volumes and level of service along key corridors, pavement condition, crash data, and analyzed intersections along Priority Corridors and offsystem roadways where corridor studies have not already been conducted. The resulting plan recommends several additional studies and projects, including corridor studies, bridge projects, an intersection analysis along Dresden Drive and several city-wide policies and strategies for consideration.



Greenways and Trails Master Plan

Cobb County Department of Transportation, Cobb County, GA (2017-2018)
| **Gresham Smith in collaboration with Alta**

Reference: Eric Meyer (Previous Cobb DOT Planning Division Manager), Development & Infrastructure Agency Executive Director, City of Powder Springs; 770.943.1666 ext. 350; emeyer@cityofpowdersprings.org

The Greenways and Trails Master Plan represents Cobb County's first comprehensive trail plan and serves as a guide for the expansion of greenways and trails throughout the County for years to come. It provides

a framework to increase countywide and regional trail connectivity, improve trail design, create a more comfortable user experience and advance priority projects. The plan is the result of a year-long process of research, exploration, community conversations and extensive data analysis and mapping. It prioritizes developing five types of safe, comfortable facilities for people of all ages and abilities and implementing eight priority projects that reach all quadrants of the county. Several of these—the Austell Powder Springs Road Trail, the Chattahoochee River Trail and the Noonday Creek Trail Extension—have already advanced to the next phases beyond initial planning. In addition to the priority projects, the plan includes more than 200 miles of proposed trails, which represent a long-term aspiration of creating a vast, interconnected network across the County and beyond.



Regional Safety Strategy

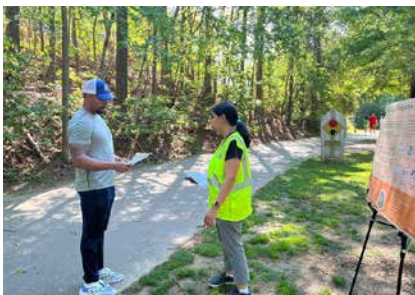
Atlanta Regional Commission (ARC), Atlanta, GA (2021-2022) |

Gresham Smith

Reference: Tejas Kotak, Senior Planner, Transportation Access & Mobility Group, 229 Peachtree Street #100, Atlanta, GA 30303; 678.559.7651; tkotak@atlantaregional.org

Gresham Smith supported the prime consultant in developing the Regional Safety Strategy to help ARC and partners respond to trends in transportation safety outcomes and build a safe transportation system for all users of

all modes. Specifically, Gresham Smith assisted with a literature and data review focused on statewide safety programs, supported stakeholder input and priority issue identification, and contributed to the development of the regional safety strategy report. Gresham Smith developed a series of before and after “Safe Street” visualizations depicting high-risk scenarios and application of proven safety countermeasures to illustrate how infrastructure recommendations fit into various contexts and settings.



Safety Action Plan

Cobb County Department of Transportation (CCDOT), Cobb County, GA (2022-Ongoing) | Gresham Smith

Reference: Laura Beall, CCDOT Planning Division Manager, 1890 County Services Parkway, Marietta, GA 30008; 770.528.1539; laura.beall@cobbcounty.org

Gresham Smith was tasked with developing a county-wide Comprehensive Safety Action Plan that will be compliant with the Safe Streets and Roads for All (SS4A) grant program under the Bipartisan Infrastructure Law. Drawing

upon the team’s expertise in safety data analysis, project identification and prioritization as well as proven success with project implementation, Gresham Smith is analyzing crash, demographic and facility data to understand patterns and trends. Specifically, Gresham Smith is analyzing historic crash data to identify systemic patterns based on a variety of contributing factors, roadway and other characteristics, as well as geographic patterns. The plan will identify specific safety needs, high risk locations, risk factors and a range of projects, strategies and policies for improving safety on Cobb County roadways. The project also includes an equity impact assessment, outreach and engagement of stakeholders including historically underrepresented or disadvantaged communities, via a stakeholder committee, focus groups, interviews and community pop-up events.



Roswell Road Access Management Plan

City of Sandy Springs, Sandy Springs, GA (2022-2023) | Gresham Smith in collaboration with Blue Cypress

Reference: Caitlin Shankle, AICP, Transportation Planner, 1 Galambos Way, Sandy Springs, GA 30328; 770.206.1456; cshankle@sandyspringsga.gov

As part of the Atlanta Regional Commission’s federally funded Regional Transportation Planning Studies, Gresham Smith recently completed an access management plan to improve safety and operations along SR 9/ Roswell Road in Sandy Springs including the interchange along I-285. The

project includes an extensive crash analysis, including left-turn and driveway crashes; inventory of access points and comparison to GDOT driveway spacing standards; traffic analysis at all major intersections; development and evaluation of alternatives and accompanying phased project list with costs; and development of an implementation plan for intergovernmental coordination among Sandy Springs City departments and the GDOT Office of Planning and District 7.

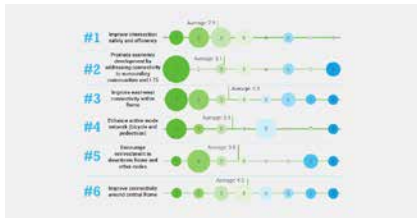
*Proposed Project Manager Eric Lusher’s Sample Work Experience prior to Gresham Smith



Greater Dalton 2045 Metropolitan Transportation Plan*

Dalton MPO, Dalton, GA (2019-2020)

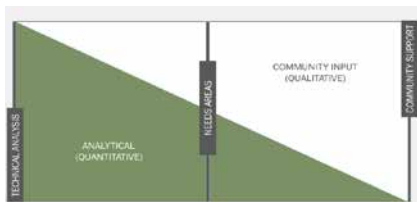
Eric Lusher managed the development of the Greater Dalton MPO’s federally compliant 2045 Metropolitan Transportation Plan at his previous firm. With Eric’s consultant team coming in relatively late to the process, Eric’s first step was to engage with GDOT and subsequently complete the development of socioeconomic data quickly so as to realign with the travel demand modeling schedule. Other tasks included the development of goals, objectives and performance based prioritization factors; the development of several elements for specific modes of travel like freight, human services transportation and bicycle and pedestrian travel; Title VI and equity based analyses; and the development of a fiscally constrained implementation plan. The community engagement program notably supplemented traditional engagement tools with tactical methods for engagement and the use of Social Pinpoint, an interactive map engagement tool that proved enormously successful to increasing the amount of public input received. The final plan was adopted in time unanimously by the MPO Policy Committee and received accolades from the MPO staff, local stakeholders as well as GDOT who appreciated the streamlined organization and visually oriented plan document.



Rome-Floyd 2050 Metropolitan Transportation Plan*

Rome-Floyd MPO, Rome, GA (2020-2021)

Eric Lusher led the creation of the Rome-Floyd MPO 2050 Metropolitan Transportation Plan. Tasks included the development of socioeconomic data, coordination with GDOT for travel demand modeling and process, development of goals and objectives, development of mode-specific elements, a needs assessment to identify transportation project needs, development of performance measures and application to evaluate and prioritize projects, and funding analysis to complete a fiscally constrained implementation plan. Notably, the schedule of this plan coincided almost entirely with the pandemic resulting in the community engagement program being completely virtual. With the use of Social Pinpoint, an interactive map engagement tool as well as the development of short educational videos and a website, this ended up not being the challenge it was initially anticipated as with a significant amount of input and engagement received via these tools. The final plan was adopted unanimously by the MPO Policy Committee and during the adoption, GDOT mentioned their appreciation of the plan document’s aesthetic and organizational appeal, a similar reaction to Eric’s work on the Dalton Plan.



Gainesville-Hall 2015 Regional Transportation Plan*

Gainesville-Hall MPO, Gainesville, GA (2014-2015)

Eric led the completion of the Gainesville-Hall MPO’s federally compliant RTP in the year 2015 that had the unique challenge of essentially being an austerity plan after a previous iteration had over-estimated future funding by about double of what GDOT was projecting at the time for the region. With that unique challenge came the process of having to determine which projects would fall out of the fiscally constrained plan so in addition to following all of the standard scope items and elements of a Georgia based MTP, special emphasis was placed on ensuring the planning process would yield an objective, defensible and accurate prioritization methodology. The resulting methodology—used as a framework in nearly all of Eric’s subsequent work due to its effectiveness—equally weighted community input and support for projects with the results of various technical analyses proving those projects’ efficacy in addressing transportation challenges. A third element of the framework also considered how each project reflected systematic goals for the region and how strongly those goals were supported by the community. In essence, the projects that rose to the top of the prioritization process were those that were deemed to be effective, had direct community support, and broadly addressed systemic needs in the community and as such clearly defined those best suited to be contained within the fiscally constrained element of the plan.

Dougherty Area Regional Transportation Study 2035 and 2040 Long Range Transportation Plans*

DARTS MPO, Dougherty County, GA (01/2009-12/2009 and 01/2014-12/2014)

In 2009, Eric Lusher managed the federally required 2035 Long Range Transportation Plan for the Dougherty Area Regional Transportation Study (DARTS) MPO based in Albany, Georgia and was subsequently re-hired to prepare the 2040 Long Range Transportation Plan update in the year 2014. Both plans followed the GDOT process of LRTP/RTP/MTP documents including development of socioeconomic data, development of goals and objectives, multiple elements, public engagement and a fiscally constrained project implementation plan and visually oriented plan document.



Project Manager Eric Lusher celebrating the City's recognition as a Walk Friendly Community with City Council and Staff.

Roswell Bicycle and Pedestrian Master Plan*

City of Roswell, Roswell, GA (06/2021-08/2022)

Eric served as Project Manager in developing the City's inaugural Bicycle and Pedestrian Master Plan. Building off of Eric's work leading the City's 2035 Comprehensive Plan (and leading subsequently into his work leading the City's 2040 Comprehensive Plan), this plan took a particularly holistic approach to integrate with land use planning instead of being just the mere development of a project list. In addition to delivering the Plan in a compressed six month schedule and achieving unanimous City Council approval (in a community where that can be rare), Eric's work on this project received two very specific accolades:

- Recognition by the [Georgia Planning Association as the 2020 "Outstanding Public Involvement"](#) award winner for the series of online, tactical and inclusively oriented community engagement opportunities throughout the process and the integration of feedback from those efforts into the final plan.
- Supporting the City's 2021 application to become just the third community in Georgia to be recognized as a ["Walk Friendly Community" Bronze Level](#). This support included a specific element of the plan tailored to investigate and recommend what the City can do to achieve this recognition.

Henry County Comprehensive Transportation Plan and Trails Plan*

Henry County, Henry County, GA (06/2021-08/2022)

Eric served as Project Manager in the final delivery of the combined efforts to develop the Henry County Comprehensive Transportation Plan and Henry County Trails Plan. Also a collaboration with Blue Cypress, the planning process included significant community engagement including several tactical in-the-field and web-based interactive map approaches to supplement traditional meetings. As a growing community on the south side of Atlanta, the resulting plans included recommendations to address safety issues, major capacity improvements, exploration of how to best accommodate freight along the I-75 corridor and to/from various warehousing and distribution facilities throughout the county, and a series of 'model miles' to emulate in the development of the County's trail network.



Columbus Alternative Transportation Study*

City of Columbus, Columbus, GA (01/2013-03/2014)

Eric served as Project Manager in the development of Columbus' Alternative Transportation Study which included a specific review and analysis of the pedestrian, bicycle and transit systems in the community. Integrating a program of intentional community engagement to include input from community members of all phases of life and demographics in the community, the project also included a robust propensity analysis to identify locations in the community best suited to address latent demand and needs

for pedestrian, bicycle and transit investment. Eric's work was [recognized by the Georgia Planning Association when the Plan was awarded the "Outstanding Planning Document" award in 2014.](#)



Jesse Jewell Corridor Study*

Gainesville-Hall MPO and City of Gainesville, Gainesville, GA (07/2019-032/2021) | Eric Lusher's previous firm in collaboration with Blue Cypress

Eric led this comprehensive corridor study of Jesse Jewell Parkway, SR 365 and several perpendicular corridors for the Gainesville-Hall MPO and City of Gainesville. The study was commissioned in reaction to a variety of land use and development dynamics in the northeastern portion of the community that included the then-recent opening of Lanier Tech, the then-recent announcement of a new inland Port, ongoing initiatives to revitalize

and redevelop portions of downtown Gainesville, and several new greenfield development proposals and concerns of how compatible each of these initiatives were with each other with particular concern that freight traffic would compromise redevelopment in downtown Gainesville. Collaborating with Blue Cypress, the study recommendations identify a combination of prioritized short-term safety and operational improvements while developing a framework for longer-term grid oriented network improvements to better distribute traffic throughout the community as well as multi-modal considerations.

Rockdale Comprehensive Transportation Plan*

Rockdale County, Rockdale County, GA (12/2016-11/2018)

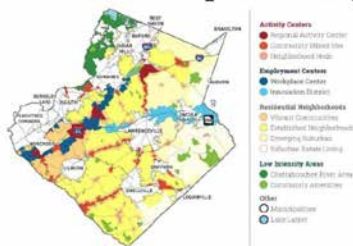
Eric led Rockdale County's most recent Comprehensive Transportation Plan update. Funded in part by the Atlanta Regional Commission, the CTP included three overall phases (Existing Conditions, Needs Assessment and Recommendations) to investigate transportation and land use challenges and opportunities and develop an implementation plan of solutions. Like all CTPs, the resulting plan feeds into the Atlanta Region's Transportation Plan.

Gwinnett County Comprehensive Transportation Plan*

Gwinnett County, Gwinnett County, GA (06/2015-02/2017, 08/2021-08/2022)

Eric has served Gwinnett County's Comprehensive Transportation Plan in a variety of capacities over the years including acting as the Bicycle & Pedestrian and Travel Demand Modeling leader on the Destination 2040 iteration of the plan and more recently serving as the initial Project Manager for the Destination 2050 iteration of the plan. Eric's work on these various iterations of the plan has included a commitment to inclusive community engagement and a similar integration of equity considerations in the technical elements of the analysis. Likewise, Eric's work has led to his leadership on several companion efforts including acting as a Senior Advisor for the County's Trail Master Plan, as the Project Manager for a detailed corridor analysis of Jimmy Carter Boulevard, and in providing advisement to the County on federal legislation and grant opportunities.

Future Development Map.



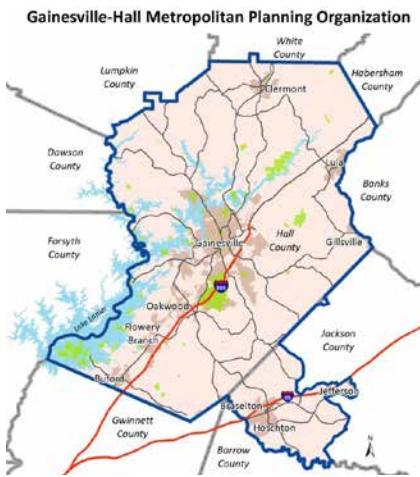
Gwinnett 2040 Unified Plan*

Gwinnett County, Gwinnett County, GA (2019)

Eric served as Project Manager in preparing the award-winning 2040 Unified Plan for the County which integrates the County's planning in Land Use, Infrastructure, Economic Development, Housing and several other considerations into a singular vision. Among the many achievements associated with this work were the development of several innovative methods of engaging the public, technical analyses that combined that public engagement with traditional forms of hard data, and preparing the

whole plan in a compressed 9-month schedule.

The plan was recognized by the *Georgia Planning Association as the "Outstanding Planning Document"* for 2019 and the *National Association of Counties for its public engagement program that "Reached Out to Diverse Communities."*



2020 Regional Transportation Plan

Gainesville-Hall Metropolitan Planning Organization (GHMPO), Hall County and Jackson County, GA (2019-2020) | **Blue Cypress**

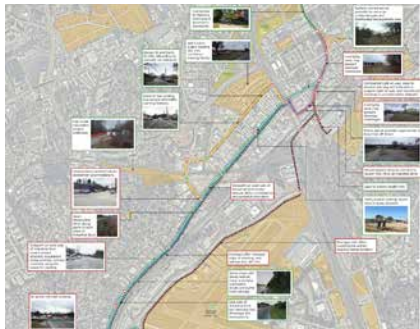
References: Joseph Boyd, Transportation Planning Director, GHMPO, 2875 Browns Bridge Road, Gainesville, GA 30504; 770.297.5541; jboyd@hallcounty.org

Sam Baker, AICP, Director of Transportation Planning, 140 Henry Parkway, McDonough, GA 30253; 770.288.7669; sbaker@co.henry.ga.us

Blue Cypress was responsible for the public engagement program to solicit community stakeholder and citizen input on transportation desires and concerns. The project team specifically reached out to low income, minority and non-English speaking communities within the GHMPO planning area to ensure that these typically hard to reach populations were represented in the plan.

The community engagement efforts consisted of both online engagement and community events. PublicInput.com, a multi-functional central outreach portal, served as the engagement hub for all activities associated with the project. Using the PublicInput.com hub, Blue Cypress staff created an interested parties' database and sent and received email notifications and comments to the list; conducted coordination and management of social media accounts; created and distributed a project survey; and provided other general information about the project and associated public outreach events.

Blue Cypress hosted two traditional public meetings and two pop-up events in the GHMPO area. The feedback and data gathered from the project hub page, survey and meetings was used in part with other data to establish and prioritize goals and needs as they relate to transportation projects.



Gainesville and South Hall Trail Studies

Gainesville-Hall County MPO, Gainesville-Hall County, GA (2018-2019) | **Alta**

Reference: Joseph Boyd, Transportation Planning Director, Gainesville-Hall County MPO, 2875 Browns Bridge Road, Gainesville, GA 30504; 770.297.2625; jboyd@hallcounty.org

Alta led two trail feasibility studies that bring Hall County closer to filling two gaps in their countywide "Highlands-to-Islands" trail system. Alta's work included bilingual public and stakeholder engagement, data compilation and plan review, technical analysis, assessment, development of preferred and alternative alignments, and implementation strategy.

The Gainesville trail study focused on a one-mile stretch between the existing Midtown Greenway and Chicopee Trail sections. The trail traverses a complex urban environment, with residential neighborhoods, a regional airport, railroad crossings, major roads and the industrial strip.

The South Hall trail study focused on Flowery Branch, Oakwood, and unincorporated Hall County. The aim was to connect the Chicopee Trail to a newly built side path along a state road in the southern end of the County. The trail traverses barriers such as an interstate highway, Norfolk-Southern rail, and several wetland areas to connect town centers to nearby neighborhoods, schools, retail centers and parks.



Braselton Trail Connectivity Study

Hall County, Braselton, GA (2021-2022) | **Alta**

Reference: Joseph Boyd, Transportation Planning Director, Gainesville-Hall County MPO, 2875 Browns Bridge Road, Gainesville, GA 30504; 770.297.2625; jboyd@hallcounty.org

Alta led development of the Braselton Trail Connectivity Study. This multi-use path will provide the opportunity to connect Braselton with the Highlands to Islands Multi-Use Trail system, Lake Lanier Islands and downtown Gainesville. These connections offer a safe active transportation

choice for residents and visitors of the region, and will help Braselton leverage existing community, cultural, and tourism resources by connecting two major destinations in town—the Chateau Elan Golf Club, Winery, & Resort and downtown Braselton.

Alta conducted an existing conditions analysis, opportunities and constraints screening, an alternatives analysis, and designed the trail concept. Alta addressed multiple challenges, including crossing multiple state roads and Interstate 85; traversing commercial and industrial land uses; working with adjacent property owners; and maintaining a quality user experience. Alta worked with the City and the MPO to prioritize the project into constructable phases.

Jackson County Transportation Plan

Jackson County, Jefferson, GA (2018 - 2019) | **Blue Cypress**

Reference: Gina Roy, Assistant County Manager at Jackson County Government; 706.367.6314; groy@jacksoncountygov.com

The Jackson County Transportation Plan created a multi-modal plan for the next 25 years that focuses on improving the County's transportation network, making the community more livable and healthier while strengthening the economy for all members of the community built upon community's character and needs. The plan was funded by the GHMPO, Jackson County and several municipalities within the county. Blue Cypress led community outreach and engagement, including both online engagement and community events. The online engagement portion of this project was hosted by PublicInput.com. Blue Cypress hosted four pop-up events throughout the county with a booth setup that included project handouts, maps and laptops for survey taking.

City of Gainesville/GHMPO Dawsonville Highway – McEver Road Connectivity Study

City of Gainesville, Gainesville, GA (2018) | **Blue Cypress**

References: Joseph Boyd, Transportation Planning Director, GHMPO, 2875 Browns Bridge Road, Gainesville, GA 30504; 770.297.5541; jboyd@hallcounty.org

Sam Baker, AICP, Director of Transportation Planning, 140 Henry Parkway, McDonough, GA 30253; 770.288.7669; sbaker@co.henry.ga.us

The Dawsonville Highway – McEver Road intersection is located in one of Gainesville's busiest commercial districts and acts as a regional connection to locations including downtown Gainesville, Dawsonville, Cumming and Forsyth Counties. This area has recently seen an increase in traffic congestion due to rapid development. Localized and regional traffic are competing for limited roadway capacity. The study examined the existing and future needs associated with the area's vehicular travel, traffic and congestion, and assessed the current and proposed transportation projects to develop recommendations for alternative options to improve mobility and connectivity within the study area. Blue Cypress was responsible for public outreach, including online engagement and public meetings. Drivers who traveled near or through the intersection were targeted to respond to the survey through social media ads. The survey gathered both qualitative and geographic feedback. The targeted ads resulted in more than 640 responses to the online survey. Blue Cypress planned and hosted two public meetings: a kick-off open house and a final review meeting.



GHMPO State Route 365 – Jesse Jewell Parkway Traffic Impact Study

City of Gainesville, Gainesville, GA (2018) | [Blue Cypress](#)

References: Joseph Boyd, Transportation Planning Director, GHMPO, 2875 Browns Bridge Road, Gainesville, GA 30504; 770.297.5541; jboyd@hallcounty.org

Sam Baker, AICP, Director of Transportation Planning, 140 Henry Parkway, McDonough, GA 30253; 770.288.7669; sbaker@co.henry.ga.us

The SR 365 - Jesse Jewell Parkway Traffic Impact Study (TIS) explored potential impacts that several new developments in northeast Gainesville, including a new inland port, will have on traffic in the area, particularly along the SR 365 corridor and Jesse Jewell Parkway. These developments include the new campus of Lanier Technical College (2018 opening), future development of the 104-acre inland port along SR 365 (2021 opening), and other major developments, including a recently approved 200,000 sq. ft. commercial/office development with roughly 300 residential developments. The traffic generated from these new and planned developments will affect the traffic flow on State Route 365, Jesse Jewell Parkway, and the connecting state and local streets.

Blue Cypress led the stakeholder engagement task, consisting of 15 stakeholder interviews with a variety of area leaders, including area colleges, major employers, area schools and community members, government leaders, and implementation partners. Blue Cypress streamlined the stakeholder interview process by utilizing Calendly, an integrated scheduling tool, and the online meeting platform Zoom, which offered the benefit of replicating in-person meetings by utilizing integrated screen sharing, editing, and videoconferencing tools. Through the process, the team strengthened relationships between the GHMPO, City of Gainesville and the Georgia Ports Authority, as well as others.



2045 BATS Metropolitan Transportation Plan with St. Simons Island Sector Study

Glynn County Board of Commissioners, Brunswick, GA (2020) | [Blue Cypress](#)

Reference: Adam Ivory, AICP, CDM Smith, 3200 Windy Hill Road, Suite 210 West, Atlanta, GA 30339; 404.720.1246; ivorya@cdmsmith.com

The Brunswick Area Transportation Study (BATS) is the metropolitan planning organization for Glynn County inclusive of the City of Brunswick, St. Simons Island and Jekyll Island. The 2045 BATS Metropolitan Transportation Plan (MTP) effort included an existing conditions assessment, an update of

goals, objectives and performance measures, and a technical assessment of future needs.

The MTP update was carried out in coordination with the St. Simons Sector Area Study. The resulting long- and short-range strategies address goals and objectives from federal, state and local levels. Blue Cypress led both the Public Participation efforts and the Environmental Justice Report. The public participation efforts included both online engagement activities and community events. Two sets of in-person public meetings were held in late 2019 and early 2020, each with a meeting in Brunswick and a meeting on St. Simons Island. Over 100 people participated in those in-person meetings.

Additionally, over 375 people participated in the first online survey coordinated by Blue Cypress. In the wake of the COVID-19 pandemic, the last two rounds public meetings were held remotely utilizing online meeting tools, including another web-based survey. Feedback and data were gathered from social media, the web-based surveys and meetings, and were considered along with technical data to establish and prioritize goals and needs for proposed transportation projects.



Flowery Branch Comprehensive Plan

City of Flowery Branch, Flowery Branch, GA (2020-2021) | **Blue Cypress**

Reference: Rich Atkinson, City of Flowery Branch, 5410 Pine Street, Flowery Branch, GA 30542; 770.967.6378; rich@flowerybranchga.org

As a growing community located along the heavily traveled I-85 corridor, north of Atlanta and adjacent to Lake Lanier, long-term planning is critical to preserving the City of Flowery Branch's historic downtown and small town

feel while it continues to grow. The 2020 update of the plan affords the community an opportunity to revisit its overall vision, goals, and priorities and to account for any shifts in those areas due to contextual changes. Key outcomes of the plan update include updated needs, goals and strategies, an updated land use plan, and a new, five-year community work program to guide implementation. The major focus of this update will be on the land use element and will result in an updated Future Development Map, which is integral to the city's land use policy. The update process will also consider needs and opportunities related to housing, economic development, broadband services, and natural and cultural resources. Blue Cypress is providing GIS support and leading the public engagement task, which includes project branding, steering committee coordination, stakeholder interviews, an online engagement portal to facilitate involvement of the public and a robust communications program.



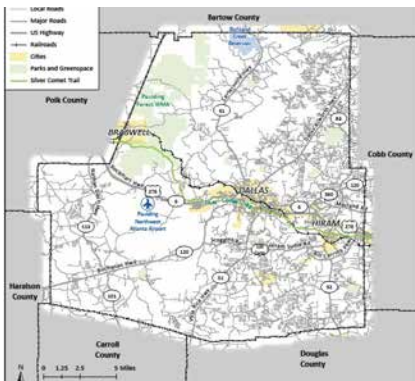
Transportation Plan and Trails Plan

Henry County, Henry County (2022) | **Blue Cypress**

Reference: Sam Baker, AICP, Director of Transportation Planning, 140 Henry Parkway, McDonough, GA 30253; 770.288.7669; sbaker@co.henry.ga.us

The Henry County Transportation Plan and Trails Plan project is composed of two transportation projects running in tandem due to their common geography, targeted population and overlapping goals and challenges. The

Blue Cypress team conducted community engagement throughout the life of the project. Both stakeholders and the community played a vital role in the Transportation Plan and Trails Plan planning process by offering firsthand knowledge of the transportation challenges and opportunities affecting the Henry County transportation network. The project team used multiple communication efforts to engage the community and keep the public updated on input activities and project milestones. Project websites, emails, social media posts and project videos were key communication methods to build project awareness and promote engagement opportunities. Existing community communication channels such as social media, newsletters, media and community boards were also leveraged throughout the project to help expand outreach as much as possible. A combination of in-person and virtual engagement events were offered throughout the planning process to encourage greater participation. Events included public meetings, a public survey, pop-up events at local festivals and farmers markets, speaking events, focus groups, tactical community events, intercept interviews and open houses. Feedback and data collected from community engagement activities helped establish and prioritize goals and needs related to roadway projects as well as paths, sidewalks, bike lanes and crossings. Notably, this project reflects one of several previous collaborations between Blue Cypress and proposed Project Manager, Eric Lusher, that occurred when he was with a previous employer.



Comprehensive Plan & Comprehensive Transportation Plan (CTP) Update

Paulding County, Paulding County, GA (2022) | **Blue Cypress**

Reference: Ann Lippmann, Paulding County, 240 Constitution Boulevard, Dallas, GA 30132; ann.lippman@paulding.gov

Paulding County, in collaboration with the cities of Dallas, Braswell and Hiram, updated both its Comprehensive Plan and CTP. The Comprehensive Plan update was considered a minor update, which included a reassessment of Needs and Opportunities, completion of the Report of Accomplishments of the previous Community Work Program, creation of the current Community Work Program and a reevaluation of the Land Use Element and Future Land

Use Map. The CTP update examined all transportation modes and analyzed where strategic investments are needed to improve the County's transportation network. The CTP scope also addresses small area studies for up to five target areas. The Comprehensive Plan and the CTP play a vital role in helping the community chart a vision for the future and facilitate growth that is well managed, sustainable and enhances quality of life.

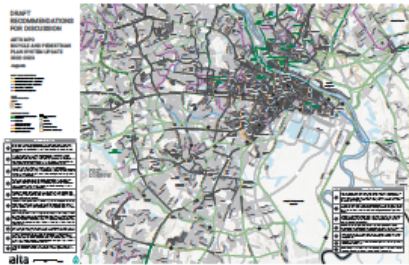


Atlanta Regional Commission Walk.Bike.Thrive! & Implementation

Atlanta Regional Commission (ARC), Atlanta, GA (2015-2017) | **Alta Reference:** Amy Goodwin, AICP, Planning Coordinator / LCI Transportation Manager - Transportation Planning Department, 229 Peachtree Street NE, Suite 100, Atlanta, GA 30303; 404.463.3100 main/470.378.1597 direct; agoodwin@atlantaregional.org

In 2016, the ARC Board voted unanimously to adopt Walk.Bike.Thrive!, an update of the regional bicycle and pedestrian plan for the metro Atlanta region. The plan introduces a new framework for prioritizing regional investments in walking and bicycling, and provides tools to help local jurisdictions within ARC's boundaries offer residents safer, more comfortable places to walk and bike. After completion of the draft plan in 2015, ARC retained Alta to assist with plan implementation in 2016. Year two tasks included the development of a regional active modes strategy, a custom website containing technical resources for local jurisdictions, a regional trail cost benefit analysis and implementation report, an active modes communication strategy, and the development of ARC's Walk- and Bike-Friendly Community technical assistance program.

Received a *2017 FHWA Transportation Planning Excellence Award* for the use of modeling and technology applications, linkage of planning with environmental and public health, and public outreach and education components.

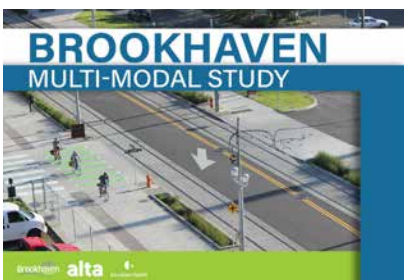


Augusta Regional Transportation Study MPO Regional Bicycle and Pedestrian Plan

Augusta Regional Transportation Study (ARTS) MPO, Augusta-Richmond County, GA (2022-Ongoing) | **Alta**

Reference: Mariah Harris, Strategic Planning Manager, City of Augusta, GA, 535 Telfair Street, Suite 910, Augusta, GA 30901; 706.821.1810; mharris2@augustaga.gov

The ARTS is a bi-state MPO covering the Augusta-Richmond County, GA and Aiken County, SC urbanized areas, as well as parts of Edgefield County, SC and Columbia County, GA. In 2012, ARTS completed a comprehensive bicycle and pedestrian plan, led by Alta. Now, Alta is helping ARTS develop an update to that plan, including infrastructure and program recommendations to improve the walking and bicycling environment in the two-state metropolitan area. Using a combination of remote analysis and field work that includes biking over 100 miles across the region (and walking and driving countless miles more), Alta staff has created an up-to-date regionwide layer of walking and biking facilities. Building on projects completed or in development since the 2012 Alta-led plan, Alta has collected and mapped a series of 25 new data sets that underscore important equity, safety and demand considerations for priority projects. Alta will combine this data with feedback from extensive public outreach to develop a new set of priority projects, detailed cost estimates, and concepts.



Brookhaven Multi-Modal Plan

City of Brookhaven, Brookhaven, GA (2022-2023) | Alta in collaboration with Gresham Smith

Reference: Don Sherrill, Public Works Director, 4362 Peachtree Road, Brookhaven, GA 30319; 404.637.0682; don.sherrill@brookhavenga.gov

Alta is leading a complete refresh of the original 2016 Bike and Ped Plan for the City of Brookhaven, while also including a micromobility mode study. The plan features an interdisciplinary approach to assess challenges and develop strategies on how to best retrofit a city developed primarily

for vehicular travel. Using cutting edge data analytics, Alta evaluated the demand for bike and pedestrian facilities around the city and conducted a comfortability and gap analysis. These results were verified and supplemented by field observations. Initial insights were vetted and refined by robust public engagement, with interviews with the city council, the mayor, other key stakeholders, and public events such as a pop-up event and more traditional public meetings. Alta is building the proposed multi-modal network, informed by feedback from public engagement, along with feasibility analyses, to organize projects into short-term and long-term priorities, along with cost estimates and a funding toolbox.

Answer to Question #4: *Supplemental Information (Technical Approach & Understanding)*



Gresham Smith will collaborate with the Gainesville-Hall community to develop solutions that will improve access and mobility, guide decision making and comply with state and federal requirements.

Team Familiarity and History of Service to the Gainesville Region

Through our proposed Project Manager, Eric Lusher AICP and teaming partners in Blue Cypress and Alta, our team can leverage the knowledge and credibility of staff and working relationships that have successfully served the Gainesville-Hall MPO in a multitude of capacities over the years. Collectively, this includes work on the GHMPO 2020 Regional Transportation Plan, the GHMPO 2015 Regional Transportation Plan, Gainesville-Hall Trail Feasibility Study, the Braselton Trail Study, Dawsonville Highway-McEver Road Connectivity Study, Flowery Branch Comprehensive Plan, SR 365-Jesse Jewell Parkway Traffic Impact Study and Jackson County Transportation Plan. Our work on these important initiatives has given us insight into the needs and priorities of the Gainesville-Hall County region and has helped to establish our team members as trusted voices in the community.

Fresh Perspectives through Comprehensive Team Experience

To supplement that familiarity, our team structure allows us to tap into the broader expertise of our partners at Blue Cypress (community engagement experts) and Alta (bicycle and pedestrian travel experts) as well as the fresh perspectives offered by Gresham Smith staff. Our proposed Project Manager, Eric Lusher, AICP has managed MTPs, CTPs, Bicycle & Pedestrian Plans and Community Engagement programs across Georgia and has seen his work recognized by organizations as diverse as the Georgia Planning Association, Walk Friendly Communities and National Association of Counties. His expertise in effectively managing the MTP process to meet State and Federal requirements will be essential to this effort allowing for a tailored approach to honor the unique context of the Gainesville-Hall region. Megha Young, AICP and Erin Thoresen, AICP are both well established as experts in various areas of

transportation planning, including MTPs, CTPs, freight plans, bicycle/pedestrian plans and corridor studies. Our partners at Alta are well established national experts in bicycle and pedestrian planning and will bring their experience to bear for Gainesville-Hall County. Blue Cypress has led effective community engagement programs throughout Georgia and will offer a variety of innovative techniques to garner meaningful impact, including feedback from underserved communities. Each of us will leverage our unique experiences and best practices from throughout Georgia and the Southeast to similarly serve the Gainesville-Hall region.

A Deep Understanding of the Opportunities and Challenges

Both Eric and Megha live in North Gwinnett and serve out of Gresham Smith's Buford office located near the GHMPO planning area. We have broad local familiarity with the region from our frequent visits to Lake Lanier, Downtown Gainesville, Williams Mill Greenspace, Braselton, Elachee Nature Science Center, Laurel Park and a variety of other destinations. We understand the unique challenges in the region, such as burgeoning growth and urbanization of Gainesville and other municipalities, with the desire to retain small-town community character; an increasingly diverse community; and limited crossings of Lake Lanier and connections to the Atlanta region, which put a strain on existing arterials and interstates. We also see the tremendous opportunity to create a more efficient and better connected transportation system in Gainesville-Hall, considering community-scale projects like roundabouts or sidewalks improvements, as well as larger-scale projects that address cross-county travel and commute trips. Through our local familiarity and our team's broader experience working in the region, we bring an unparalleled understanding of the transportation opportunities and challenges, as referenced in the understanding and approach below.

Understanding

As one of the fastest growing regions in Georgia, the Gainesville-Hall region has to balance all the reasons people are drawn to the region while also making strategic infrastructure investments to maintain a safe, efficient, convenient, and equitable transportation network for all users. This is not an easy task—with people increasingly being drawn to the region for high-quality employment, including the healthcare and technology industries; post-secondary educational opportunities; recreation at Lake Lanier and parks, gardens, museums, and nature centers across the area; and a variety of quality housing options, the transportation needs and patterns of travel are increasingly complex and dynamic.

There are also opportunities and challenges that are unique to GHMPO and require a thoughtful, customized planning process that honors those unique characteristics of the region. Increasing commercial and industrial growth – including the Inland Port and Lanier Tech - along the SR 365 corridor has been a boon to the local economy but has the potential to create conflicts in the suburban and Downtown Gainesville areas, especially in accommodating heavy truck traffic while supporting Gainesville's efforts to revitalize and redevelop parts of its downtown . Limited connectivity across Lake Lanier creates bottlenecks on key corridors like Green Street and Dawsonville Highway that lead to those crossings. Separately, limited connectivity that is parallel to I-985 to the south of the freeway may eventually emerge as an existential threat to addressing the creeping growth in the area from Flowery Branch through Oakwood and Gainesville.

On that note, communicating the long-term vision and importance of strategic investments will be a key part of both the MTP and Bicycle & Pedestrian Plan processes as some of the public involvement along the Martin Road corridor 10 years ago or the long-gestating idea of a Northern Connector can attest. While those two examples suggest the role of large-scale (and

in the case of the Northern Connector – extremely expensive) improvements, there are also opportunities to target smaller-scale meaningful improvements – new sidewalks to connect to schools and parks, expansion of the countywide trail system to expand recreational travel, and intersection-level improvements to address safety and operations that can also make big differences.

The Gainesville-Hall region has a tremendous amount of natural beauty and greenspace, including parks, trails, and recreational areas. This is especially an asset given the increasing urbanization of the area. Since the onset of the COVID-19 pandemic, in particular, more people have seen the value of increasing access to natural areas for physical and mental health, and understand the direct correlation between active transportation options and economic vitality. Our teaming partner, Alta, has conducted trail feasibility studies in the region and will build upon the successes of initiative like the Highlands to Islands trail network to identify new paths to build out the bicycle/pedestrian network in the region.

While most commuters in the region drive personal vehicles, there is a substantial number of people who rely on walking, biking, or transit to reach work. The WeGo rideshare transportation service is a prime example of GHMPO's commitment to making transportation more accessible to a wide range of users in the region. The MTP will be a great opportunity to evaluate the success of the recently adopted service, and consider improvements to last-mile connectivity that could enhance access to the transit service, particularly for transportation-disadvantaged populations.

The region also has a substantial underserved and transportation-disadvantaged population particularly in the neighborhoods between Oakwood and Gainesville, and it is critical to consider their transportation needs during planning and engagement activities. It will be important to partner with trusted community organizations to gain trust and credibility with these communities in order to understand their needs and priorities. There are also opportunities to utilize



digital tools, with translation options for Spanish and other languages, to expand outreach and allow for “anonymous” feedback from those who may not feel comfortable attending a traditional meeting. A key element of our community engagement partner Blue Cypress and our proposed Project Manager, Eric Lusher’s work is a commitment to this type of engagement with Eric even being recognized by both the National Association of Counties and the Georgia Planning Association for two separate projects (Gwinnett 2040 Unified Plan and Roswell Bicycle & Pedestrian Plan) that successfully engaged with diverse and underserved communities.

A more administrative dynamic is the recent crossing of the threshold of 200,000 in population for the region, and subsequent designation by the USDOT as a Transportation Management Areas (TMA). As such, GHMPO must implement a congestion management process (CMP) and is subject to a federal certification review after four years. This will no doubt create new dynamics and expectations for this particular MTP process when coordinating with GDOT, FHWA and FTA and Gresham Smith will take a proactive approach to addressing these new requirements.

Through all of this, the boundary of the Atlanta Regional Commission’s MPO area borders Hall County on two sides - increasing growth in south Hall, as well as Jackson County to the southeast, has blurred the lines between the regions. Many Hall County residents commute to the Atlanta area, and there are also numerous workers in the MPO planning area who live in surrounding communities. These growth patterns and cross-directional travel patterns call for greater coordination with neighboring counties and regions and both the MTP and Bicycle & Pedestrian Plan processes are great opportunities to initiate these conversations where they are not already happening.



Social Pinpoint allows for community members to engage with the planning process at their convenience, whether from a desktop or mobile device.

Unique Elements of Our Approach

Meaningful and Effective Community Engagement

Gresham Smith understands that successful planning projects require meaningful community engagement. Our approach to community engagement is purposeful yet flexible. We work closely with our clients to tailor specific processes to the unique needs of each project and community and go beyond the typical advisory committees and public meetings. Gathering the most effective feedback for the MTP and Bicycle and Pedestrian Plan updates will require a combination of outreach – sharing information with a wide range of the public and stakeholders, to ensure that all users have a voice – and engagement, which involves a deeper dive to understand people’s needs, especially among underserved groups. Overall, our process will include:

- Identifying key stakeholders and groups to target for involvement.
- Outlining specific activities, which will include traditional public meetings may also incorporate focus groups, online surveys, pop-up events, and public information sessions.
- Developing a coordinated and cohesive communication strategy, including fact sheets, a project website, and traditional media, and social media outlets.

Taking this strategic approach will help to ensure that a broad range of interests are represented in development of the MTP and Bicycle and Pedestrian Plan, and that the feedback received has a direct correlation to the final projects and strategies identified. The methods for engaging the public and stakeholders will be designed to make participation in the MTP and Bicycle and Pedestrian Plan convenient, inclusive, transparent and straightforward. In addition to the public and stakeholder involvement activities outlined in the RFP, our team proposes the following engagement methods.

Online Interactive Mapping

We propose integrating an online interactive map on the project website. This map would be utilized twice during the duration of the plans’ development. During the Existing Conditions Analysis, users will be asked to pinpoint where there are specific issues related to safety, mobility, multimodal access and other transportation-related challenges. Towards the conclusion of both planning efforts, a second iteration of the online interactive map would be launched to display draft MTP projects and draft projects for the Bicycle and Pedestrian

Plan. Users can comment on the projects, or “vote” on which they like best. Gresham Smith has a subscription with the Social Pinpoint mapping service that we utilize for GHMPO. Social Pinpoint also translates the digital maps into a variety of different languages, allowing for greater participation from Limited English Proficiency communities, especially those who do not feel comfortable attending a traditional public meeting.

Community Events

Increasingly, people’s busy schedules do not allow them to attend does not attend traditional public meetings. If desired by GHMPO, our team can conduct supplemental outreach at local festivals or community gatherings, to share about the planning efforts and collect feedback on concerns, priorities, and draft projects. We have successfully conducted this type of public outreach at local farmer’s markets, fall and spring festivals, lantern parades, and other places that draw a large number of people in the community.

Intercept Surveys

Intercepts are an even more tactical approach to engaging with communities and can include opportunities as simple as showing up at a trailhead on a warm summer morning or talking to parents at a park’s playground. The point of these is to capture discussion with specific populations that may have specific viewpoints (in the cases above: trail users and parents of small children respectively) that may not necessarily attend a public meeting or even be aware of the planning process.

Project Branding

Project Branding can also help make the engagement process more successful. By creating logos and “brands” for these two GHMPO efforts, we can help distinguish (where necessary and appropriate) between the two to avoid confusion with the general public.



Such branding would be developed in collaboration with GHMPO and any appropriate Communications staff to subtly reinforce the overall GHMPO brand and then reflect the goals of these specific planning efforts. When combined with broader communications efforts utilizing traditional and social media, these established brands can help generate recognition and excitement with the community.

Educational Videos

Educational videos are another mechanism to engage with the general public and can be created with general ease. A series of videos can cover fundamental elements of the planning processes to help supplement presentations and other collateral that happen in traditional in-person engagements. These videos can then be hosted on websites, the aforementioned Social Pinpoint, and even posted to Social Media to help advertise public meeting and survey opportunities.



Context-Sensitive Planning

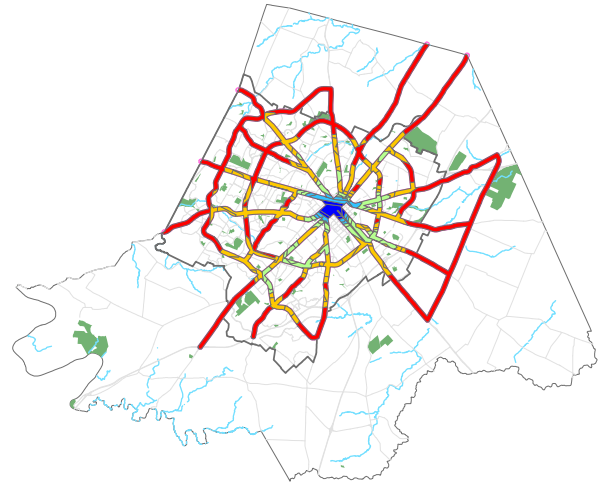
While the Gainesville-Hall County MPO is becoming increasingly urbanized, and has recently been designated as a Transportation Management Association area (TMA), there are significant swaths of agricultural and low-density residential uses. For both the MTP and Bicycle and Pedestrian Plan efforts, our team will give thoughtful consideration to the solutions that make the most sense given the diverse land uses, development patterns, and types of users in the area. Having a wide range of expertise in specific types of transportation planning—including freight, trails, bicycle and pedestrian facilities, transit—will allow us to holistically consider how all the modes interact, and how to holistically plan for a future transportation network that will meet the varying needs and priorities of the region.

Integrating Land Use and Socioeconomic Data

A unique aspect of our team is our collective expertise in Comprehensive and Land Use Planning, including several projects in that space led by our proposed Project Manager, Eric Lusher, AICP and by our subconsultant, Blue Cypress including their collaboration delivering that type of work for Forsyth County just last year. This base of knowledge provides our team with additional expertise to consider the collective land use and transportation ramifications of decision making, allowing for a broader and more holistic approach. Additionally, this expertise will assist in efficiently addressing the Socioeconomic Data elements of the scope of work which are noted to have some quick deadlines with GDOT coming up as soon as July 2023. Our expertise in translating land use plans into socioeconomic data inputs—as well as our familiarity with the specifics of GDOT's process and requirements—will enable our team to quickly address despite the compressed timeline to avoid starting the project behind on schedule.

Bicycle/Pedestrian Propensity Analysis and Common Sense Solutions

Recognizing the limited funding available for bicycle and pedestrian improvements, our team will conduct a propensity analysis to determine the areas/users that are in greatest need of better facilities, and where the land uses and development patterns are most conducive to walking and biking. We will consider demographics, such as population density, vehicle ownership, and age cohorts, as well future projected trends in population and employment growth, as well as character areas.

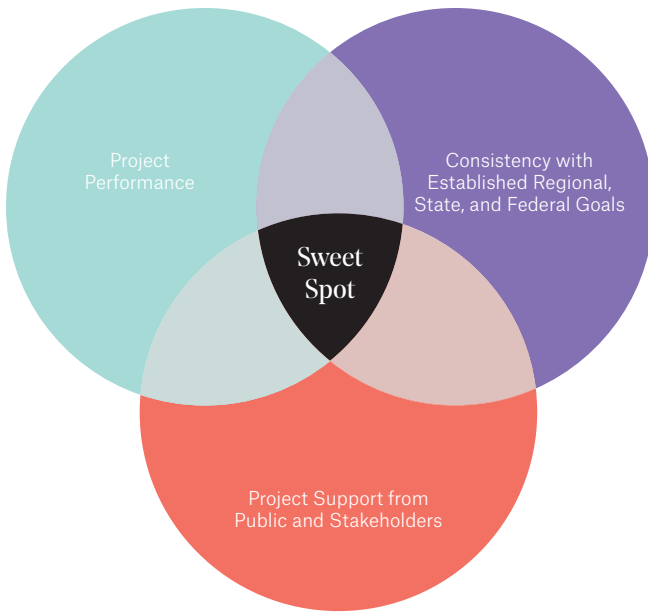


In work we recently completed for Lexington, KY, a series of propensity analysis (as shown in this heat map example) were used to look at various factors as diverse as transportation disadvantaged populations, intensity of land uses, and traffic volume to understand the composite appropriateness of corridors in the community for various treatments. This same type of process can be used to understand the cumulative and composite latent demand that may exist in the region for walking and biking to help identify and prioritize active transportation investments.

This will provide a “big picture” perspective on where to target bicycle and pedestrian investments. During project development, we will consider the types of facilities and design guidelines that are the most appropriate, based on functional class, vehicle speeds, available right-of-way, housing density, and similar characteristics. We will draw upon our team's expertise in trail planning and design, deep understanding of best practices from NACTO, APBP, and similar organizations, and experience with other bicycle/pedestrian plans across the Southeast US, to develop implementable solutions to enhance active transportation in the region.

Clear and Transparent Process for Project Development and Prioritization

Throughout the MTP and Bicycle and Pedestrian Plan updates, our team is committed to a data-driven, transparent planning process that is readily understood by the public and stakeholders. As a full-service firm, Gresham Smith will draw upon the expertise of our staff who specialize in roadway design, active transportation, traffic analysis, signal operations, right-of-way, and utility coordination, to develop a universe of potential projects that are implementable and reflect best practices. Our team will evaluate potential projects based on how they align with established goals, which may include safety, congestion reduction, infrastructure condition, project delivery, and similar measures. We also suggest consider incorporating



A successful evaluation and prioritization process developed by and used for many efforts by our proposed Project Manager includes simplifying the otherwise complicated process to express all criteria into three overall themes such as shown in this image. The idea is that the best performing projects are those that can reasonably triangulate all three broad themes.

the BIL’s new planning emphasis areas, which include equity and justice, Complete Streets, and future climate considerations. These measures will be used to help prioritize the projects in a transparent and data-driven manner, ensuring that GHMPO’s transportation program reflects the values of the community.

Sharing of Resources and Economies of Scale

Although the MTP Update and Bicycle and Pedestrian Plan Update are separate efforts, the fact that they will run concurrently provides some economies of scale and opportunities to share resources among the efforts. For instance, we will share much of the same data for the Existing Conditions Analysis, and may employ common goals in the development of projects. We also propose that public meetings, stakeholder meetings, and other outreach events be conducted jointly to the extent possible, to avoid meeting fatigue and confusion among the planning efforts. We have successfully worked with our partners, Alta and Blue Cypress, on other recent planning efforts, including the Cobb County Greenways and Trails Master Plan, Roswell Road Access Management Study, and Brookhaven Multimodal Study, and commit to a cohesive and coordinated planning process among the two efforts.



Answer to Question #6 Supplemental Information (Organizational Chart & Resumes)



*DBE Certified



Eric Lusher, AICP

Project Manager
Gresham Smith

Eric is an award-winning urban planner specializing in the integration of both transportation and community planning with community engagement. He has demonstrated success delivering a wide variety of plans including CTPs, MTPs, bike and ped plans, LCI and small area plans, comprehensive plans, corridor studies, revitalization plans and project scoping studies.

Years of Experience

20

Education

Master of Science, Urban & Regional Planning,
Florida State University
Bachelor of Science, Certificate in Planning Studies,
Florida State University

Accreditations/Certifications

American Institute of Certified Planners (AICP) #023406

Recognitions/Awards

- Leadership Gwinnett, Class of 2020
- GPA: Outstanding Public Involvement, Roswell Bicycle & Pedestrian Plan
- NACo: Reaching Out to Diverse Communities, Gwinnett 2040 Unified Plan
- GPA: Outstanding Plan Document, Gwinnett 2040 Unified Plan
- GPA: Outstanding Plan Document, Columbus Alternative Transportation Plan

Relevant Experience

MPO Transportation Plans

- Floyd-Rome MPO 2050 Metropolitan Transportation Plan | *Project Manager*
- Greater Dalton MPO 2045 Metropolitan Transportation Plan | *Project Manager*
- Gainesville Hall 2015 Regional Transportation Plan | *Project Manager*
- DARTS 2040 Long Range Transportation Plan | *Project Manager*
- DARTS 2035 Long Range Transportation Plan | *Project Manager*

Bicycle & Pedestrian Plans

- DARTS Bicycle & Pedestrian Plan Update | *Senior Project Advisor*
- Henry County Trails Plan | *Senior Project Advisor*
- Roswell Bicycle & Pedestrian Master Plan | *Project Manager*
- Gwinnett County-wide Trails Master Plan | *Subconsultant Project Manager*
- Brookhaven Bicycle, Pedestrian and Trail Plan | *Project Manager*
- Columbus Alternative Transportation Plan | *Project Manager*

County Transportation Plans

- Gwinnett County Comprehensive Transportation Plan | *Project Manager*
- Henry County Comprehensive Transportation Plan | *Senior Project Advisor*
- Effingham County Transportation Master Plan | *Senior Project Advisor*
- Coweta County Comprehensive Transportation Plan | *Subconsultant Project Manager*
- Douglas County Comprehensive Transportation Plan | *Subconsultant Project Manager*
- Rockdale County Comprehensive Transportation Plan | *Project Manager*
- Newton County Comprehensive Transportation Plan (2017 Update) | *Subconsultant Project Manager*
- Gwinnett County Comprehensive Transportation Plan (2017 Update) | *Subconsultant Project Manager*

Corridor Studies

- Jimmy Carter/Mountain Industrial Boulevard Corridor Study | *Project Manager*
- SMART Woodstock Corridor Study & Citywide Strategy | *Project Manager*
- Jesse Jewell Corridor Study | *Project Manager*
- SR 74 Comprehensive Corridor Study | *Project Manager*
- Winters Chapel Road Corridor Study | *Project Manager*
- Gwinnett Place CID Corridor Studies | *Project Manager*



Megha Young, AICP

Deputy Project Manager, Task Lead - Development of Draft and Final Plans

Gresham Smith

Megha has 18 years of experience in regional, county-wide and municipal transportation planning. She has worked in both the public and private sectors and has a solid understanding of the challenges and opportunities faced by local governments and agencies. Megha's experience includes a broad range of studies that balance a variety of needs, including safety, mobility and multimodal connectivity. She has managed and led analyses for bicycle and pedestrian plans, trail studies, corridor studies and comprehensive transportation plans, among others. In each of these studies, Megha has integrated her technical expertise with meaningful public and stakeholder engagement to develop solutions that are implementable and meet community needs.

Years of Experience

18

Education

Master of City & Regional Planning,
Georgia Institute of Technology
Bachelor of Science, Earth & Atmospheric Sciences,
Georgia Institute of Technology

Accreditations/Certifications

American Institute of Certified Planners (AICP) #27269

Memberships/Affiliations

American Planning Association
Georgia Planning Association

Relevant Experience

City of Sandy Springs, Roswell Road Access
Management Plan, Sandy Springs, GA |
Deputy Project Manager

Southern Georgia Regional Commission, Hahira
Area Transportation and Land Use Studies, Lowndes
County, GA | *Project Manager (sub role)*

Valdosta-Lowndes MPO/SGRC, FY2018-22 Annual
Crash Report, Valdosta, GA | *Project Manager*

Valdosta-Lowndes MPO/SGRC, Transportation
Infrastructure Vulnerability Assessment, Valdosta, GA |
Project Manager

Spalding County, Griffin-Spalding County
Comprehensive Transportation Plan, Spalding
County, GA | *Project Manager (sub role)*

Alabama Department of Transportation (ALDOT),
ALDOT Statewide Freight Plan Update, Statewide
Alabama, AL | *Project Manager*

ATL Airport Community Improvement Districts
(AACIDs), Aerotropolis Freight Cluster Plan,
Atlanta, GA | *Lead Planner*

Spalding County, Spalding County Freight Cluster Plan,
Spalding County, GA | *Project Manager (sub role)*

Atlanta Regional Commission, City of Atlanta, Cobb
County & Trust for Public Land, Chattahoochee
RiverLands Greenway Study & Pilot Project, Atlanta
Region, GA | *Public Engagement Lead*

Tucker Summit CID, Tucker Summit Freight Cluster Plan,
Tucker, GA | *Project Manager (sub role)*

Gwinnett County, Transit Title VI Update, Gwinnett
County, GA | *Project Manager*

Gwinnett County, Transit Route Optimization, Gwinnett
County, GA | *Project Manager*

Town Center CID (TCCID), LCI-Bells Ferry Operational
Study, Kennesaw, GA | *Project Manager*

TCCID, Chastain Road LCI Corridor Study,
Kennesaw, GA | *Public Engagement Lead*

City of Sandy Springs, Mt. Vernon Highway Transit
Study, Sandy Springs, GA | *Deputy Project Manager*

Cobb County DOT (CCDOT), Greenways and Trails
Master Plan, Marietta, GA | *Lead Planner*

CCDOT, Noonday Creek Trail Extension Scoping Study,
Cobb County, GA | *Public Engagement Lead*

CCDOT, Cumberland Area Pedestrian Study,
Marietta, GA | *Lead Planner*

ALDOT, Statewide Bicycle and Pedestrian Plan,
Statewide, AL | *Lead Planner*

City of Sandy Springs, Last Mile Connectivity Study,
Sandy Springs, GA | *Lead Planner*



Erin Thoresen, AICP

Task Lead - Data Collection and Existing Conditions Analysis, Needs Assessment and Plan Formulation | Gresham Smith

Erin is a skilled multidisciplinary planner whose experience blends multimodal planning and project implementation with a passion for safety and community engagement. She specializes in studies that include extensive analysis, strategic implementation and meaningful community engagement. Her experience includes county-wide transportation studies, bicycle and pedestrian plans, corridor studies, road safety audits and Complete Streets throughout metro Atlanta.

Years of Experience

14

Education

Master of Urban Planning,
University of Michigan
Bachelor of Arts, Art & Art History,
Kalamazoo College

Accreditations/Certifications

American Institute of Certified Planners
(AICP) #026658

Relevant Projects

City of Atlanta, Northwest
Atlanta Industrial Area Freight
Study, Atlanta, GA |
Project Manager

Cobb County DOT, Greenways &
Trails Master Plan, Cobb County,
GA | *Project Manager*

Jackson Area Metropolitan
Planning Organization, 2050
Long Range Transportation Plan,
Jackson, TN | *Project Manager*

ARC, City of Atlanta, Cobb
County and Trust for Public
Land, Chattahoochee
RiverLands Greenway Study &
Pilot Project, Atlanta Region, GA
| *Lead Local Planner*

Town Center CID, Chastain Road
LCI Corridor Study, Kennesaw,
GA | *Project Manager*



Andrew Smith, AICP

Data Collection and Existing Conditions Analysis | Gresham Smith

Andrew is an award-winning transportation planner with experience in multimodal planning and design for various projects across Georgia and the Southeast. He has a broad range of experience in freight planning, corridor and sub-area planning and excels in needs assessment and GIS analysis. Prior to joining Gresham Smith, Andrew previously worked at the Southern Georgia Regional Commission/Valdosta-Lowndes MPO where he developed several annual MPO crash reports, assisted in MPO planning efforts and research and produced the Valdosta-Lowndes Complete Streets Suitability which received the 2017 Outstanding Initiative Award from the Georgia Planning Association.

Relevant Projects

Cobb County DOT, Safety
Action Plan, Marietta, GA |
*Existing Conditions and Crash
Analysis Task Lead*

Town Center CID, Town Center
Community Freight Cluster
Plan, Kennesaw, GA | *Inventory
& Assessment Task Lead*

Cobb County DOT, Noonday
Creek Trail Extension Scoping
Study, Marietta, GA | *Existing
Conditions Task Lead*

ALDOT, FY 2022 Statewide
Freight Plan Update,
Montgomery, AL | *Truck
Parking Assessment Lead*

Years of Experience

6

Education

Master of City & Regional Planning,
Georgia Institute of Technology
Bachelor of Science, Geography,
University of Georgia

Accreditations/Certifications

American Institute of Certified Planners
(AICP) #33550

Memberships/Affiliations

American Planning Association
Georgia Planning Association



Zach Adriaenssens

Data Collection and Existing Conditions Analysis, Needs Assessment and Plan Formulation, Public and Stakeholder Involvement | Gresham Smith

Zach has extensive experience as planning lead for GDOT transportation projects including large widenings, smaller intersection improvements, interstate widenings and interchange reconstructions. He has served as project manager on a number of environmental-only contracts, mostly on GDOT oversight projects but with local clients and CIDs as well.

Years of Experience

12

Education

Master of City & Regional Planning, Georgia Institute of Technology
 Bachelor of Science, Urban & Regional Planning, Miami University

Relevant Projects

Cobb County DOT, Safety Action Plan, Marietta, GA | *Planner*

Town Center CID, Freight Cluster Plan, Marietta, GA | *Planner*

City of Brookhaven, Multimodal Study, Brookhaven, GA | *Planner*

I-85 Express Lanes Extension from I-985 to North of SR 53, Title VI Analysis/Categorical Exclusion, PI No. 110610, Gwinnett County | *Senior Planner*

I-85 Express Lanes Project, Environmental Justice Analysis/Categorical Exclusion, PI No. 110600-, Gwinnett County | *Senior Planner*



Britt Storck, ASLA, PLA

Deputy Project Manager, Task Lead - Development of Draft and Final Plans | Alta

Britt is a professional landscape architect who has built her career around greenway and trail placemaking, natural resource-based recreation projects, and active community design and planning. Britt has expertise in managing large interdisciplinary teams on highly technical trail projects. She is experienced in trail design, compliance and consensus building. Britt has cultivated an instinctual understanding of the complexities associated with design of open spaces and public trails in all types of landscapes. She approaches her work with the belief that each project provides the opportunity for a community to activate, transforming its health, stimulating its economy, and boosting overall quality of life of its people.

Years of Experience

18

Education

Bachelor of Landscape Architecture, Cum Laude, University of Georgia

Accreditations/Certifications

Professional Landscape Architect (PLA) GA #001754, NC, AL
 CLARB Certified #40871

Relevant Projects

Gainesville Hall Trail Feasibility Study, Gainesville, GA | *Landscape Architect*

Brookhaven City Centre Master Plan, Brookhaven, GA | *Landscape Architect*

Atlanta Beltline Westside Trail Extension, GA | *Landscape Architect*

Auburn Bicycle Plan, AL | *Landscape Architect*

Red Rock Action Plan, Birmingham, AL | *Landscape Architect*

Alpha Loop Trail, Alpharetta, GA | *Landscape Architect*

Clarkston Parks and Trails Plan, Clarkston, GA | *Landscape Architect*



Eric Scott

Task Lead - Data Collection and Existing Conditions Analysis | Alta

Eric has 13 years of experience as a project manager, both in transportation and in criminal justice. He provided wrap-around project management services for multiple municipalities while at his previous firm. Eric also worked on the production side as well as for many transportation planning projects, with a focus on transit. At Alta, Eric serves as a Planning Associate in a project management role, providing leadership on all sides of the active transportation project delivery process, while also contributing to multi-modal plan production throughout the southeastern United States.

Years of Experience

13

Education

Master of City & Regional Planning, Transportation, Georgia Institute of Technology

B.A., Economics and History, Covenant College

Relevant Projects

Local Roads Safety Action Plan
Alpharetta, GA | *Bicycle and Pedestrian Manager*

Multi-Modal Study, Brookhaven, GA | *Bicycle and Pedestrian Manager*

Capital Region Planning Commission Regional Bicycle and Pedestrian Plan, Baton Rouge, LA | *Final Report*

Streetscape Concept Design
17th Street Corridor, Atlanta, GA | *Bicycle and Pedestrian Manager*

Orange Belt Trail Study, Pasco County, FL | *Bicycle and Pedestrian Manager*

Lee County Metropolitan Planning Organization Rail Trail Feasibility Study, Lee County, FL | *Author, QA/QC*



Diane Jlelaty, P.E.

Data Collection and Existing Conditions Analysis, Needs Assessment and Plan Formulation, Public and Stakeholder Involvement, Development of Draft and Final Plans | Alta

Diane is a civil professional engineer with experience in greenway design, site development, stormwater management, estimating and construction. By focusing on innovative, cost-effective and constructible designs, she is interested in developing active transportation and recreation facilities in communities across the Southeast and beyond.

Years of Experience

7

Education

Master of City & Regional Planning, Georgia Institute of Technology
Bachelor of Science, Civil Engineering, Georgia Institute of Technology

Accreditations/Certifications

Professional Engineer: GA (#044989), SC

Memberships/Affiliations

ASCE

Relevant Projects

Alpha Loop Trail, Alpharetta, GA | *Transportation Engineer & Engineer-of-Record*

10th Street Bridge MultiModal Connection, Atlanta, GA | *Project Engineer*

Ferst Drive Cycle Track & Realignment, Atlanta, GA | *Project Engineer*

Euchee Creek Greenway, Evans, GA | *Project Engineer*

Atlanta Beltline Westside Trail Extension, Atlanta, GA | *Assistant Project Manager / Plan Production Lead*

Laurel Creek Trail Feasibility Study, Greenville, NC | *Project Engineer, Public Engagement*

Wolf River Conservancy, Wolf River Greenway, Memphis, TN | *Transportation Engineer*



Caroline Evans, AICP

Task Lead - Public and Stakeholder Involvement | Blue Cypress

Caroline, founder of Blue Cypress, has more than 20 years of experience in community planning, GIS services and public outreach. She is a seasoned project manager who appreciates both the value of data analysis and the importance of dialogue with communities. Caroline's experience includes creating and implementing innovative in-person and online engagement techniques, conducting stakeholder group facilitation and creation of collateral materials for community engagement. She is also skilled in GIS data analysis and land use analysis. She has a proven track record supporting local government agencies in Georgia, having supported projects for the City of Atlanta, the City of Gainesville, Fayette County, Atlanta Regional Commission, the City of Athens and more.

Relevant Projects

GHMPO 2020 Regional Transportation Plan, Gainesville, GA | *Community Planner*

Flowery Branch Comprehensive Plan Update, Flowery Branch, GA | *Senior Technical Advisor*

GHMPO SR 365/Jesse Jewel Parkway Traffic Impact Study, Gainesville, GA | *Senior Advisor*

Henry County Comprehensive Transportation Plan and Trails Master Plan, Henry County, GA | *Senior Advisor*

Jackson County Transportation Plan, Jefferson, GA | *Public Outreach Lead*

Years of Experience

20

Education

Master of City & Regional Planning, Georgia Institute of Technology
Bachelor of Science, Sociology, Minor in Urban Studies & Geographic Information Systems, Florida State University

Accreditations/Certifications

American Institute of Certified Planners (AICP) #017897

Professional Associations

American Planning Association, National and Georgia Chapter Member
Society of American Military Engineers



Anna Johnson, AICP

Data Collection and Existing Conditions Analysis, Needs Assessment and Plan Formulation, Public and Stakeholder Involvement | Blue Cypress

Anna is a community planner and urban designer with over 8 years of experience. Her background working in and around the City of Atlanta gives her a solid understanding of the people and community she serves through her work. Anna has experience in urban design, community planning and transportation planning. Through her work, Anna strives to make communities more accessible and diverse.

Relevant Projects

Douglas County, Transit Master Plan, Douglas County, GA | *Project Manager*

Northwest Atlanta Industrial Area Freight Study*, Various Counties, GA | *Assistant Project Manager, Planner*

Athens Transit Development Plan, Athens, GA | *Community Planner*

Radium Springs Areawide Recovery and Development Plan, Albany, GA | *Planner*

Gwinnett County, Unified Plan Update, Gwinnett County, GA | *Deputy Project Manager*

Years of Experience

8

Education

Master of Urban Planning and Design, University of Georgia
Bachelor of Science, Interior Design, University of Georgia

Accreditations/Certifications

American Institute of Certified Planners (AICP) #32658

Professional Associations

American Planning Association
Georgia Planning Association

Answer to Question #8: Supplemental Information (Quality Management System)

Quality Matters

Quality is ultimately defined by our clients. We believe successful projects require the development and implementation of a project plan that is focused on delivering desired outcomes and built on a proven method of project delivery, clearly defined roles and responsibilities, frequent and effective communications, and continuous monitoring and control. We are committed to a successful outcome that results in long-term relationships with our clients.

Our Quality Management System (QMS) drives quality throughout the project life-cycle through the following five steps:



▼ Plan

All projects begin with a plan that outlines the scope, schedule and budget, provides the contractual arrangements and risk management approach, identifies the personnel involved and their roles and responsibilities, and includes the plans for Quality Assurance, Quality Control, Safety and Security, Sustainability, and the use of Technology.

▼ Perform

Project Managers are responsible to oversee the implementation of the plan, monitor to see that the execution is happening as planned, make adjustments to the plan as appropriate and update the plans to communicate the revisions. The Design Team is responsible for producing deliverables that comply with the contract and incorporate adjustments to the design plan when needed.

▼ Verify

Auditing is a key component of the QMS, and serves as the opportunity to determine if the process is in control, and if the procedures are being followed for their intended purpose. Audits provide the opportunity for the auditor to determine if the procedures have been followed and includes the opportunity to incorporate feedback from the auditee to determine if there is a non-compliance. All non-compliances are logged and tracked to verify that corrective actions have been implemented prior to closing out the audit.

▼ Discover

Measurements are built into each QMS procedure where there is an available metric to be tracked. Many of the QMS activities provide the opportunity for a simple compliance/non-compliance test, and there are certain activities that allow for analytical measurements.

▼ Improve

There are two methods employed for improving the Quality Management System: Direct input from users, and analysis of non-conformances. Direct input comes in the form of suggestions from users and comments received during training and auditing activities, and from unsolicited feedback to the Quality Director. Analysis of non-conformances is routinely performed by the Quality Director to identify where multiple instances have occurred, and a root cause analysis is performed to determine how the process can be improved.



Gresham Smith

Genuine Ingenuity

Alpharetta, GA
Atlanta, GA
Baton Rouge, LA
Birmingham, AL
Buford, GA
Charlotte, NC
Chattanooga, TN

Chicago, IL
Cincinnati, OH
Columbus, OH
Dallas, TX
Denver, CO
Detroit, MI
Ft. Lauderdale, FL

Jackson, MS
Jacksonville, FL
Knoxville, TN
Lexington, KY
Louisville, KY
Memphis, TN
Miami, FL

Nashville, TN
Orlando, FL
Richmond, VA
Tallahassee, FL
Tampa, FL

205 Clean Water Court
Building A, Suite 305
Buford, GA 30519
678.268.4290
GreshamSmith.com

©2023 Gresham Smith