



# POND

## Gainesville-Hall Metropolitan Transportation Plan: 2025 Update & Bicycle and Pedestrian Plan Update

RFQ/P #43-027 // MAY 25, 2023



3500 Parkway Lane, Suite 500  
Peachtree Corners, Georgia 30092

T: 678.336.7740 | F: 678.336.7744  
www.pondco.com

May 25, 2023

Hall County Government Center  
Purchasing Division - 4th Floor,  
2875 Browns Bridge Road  
Gainesville, GA 30504

**Re: Qualifications with Price Proposal RFQ/P #43-027 | Gainesville-Hall Metropolitan Transportation Plan: 2025 Update / Bicycle and Pedestrian Plan Update**

Dear Members of the Selection Committee,

In 2014, we partnered with GHMPO to deliver the earlier iteration of the GHMPO MTP and provide long-range transportation planning for the Gainesville area. The outcome of was 100 recommended projects, predominantly focused on short-term implementation. With many of these projects nearing completion, the time has come to update the study as well as the bicycle and pedestrian plan. The Pond team, which includes WBE subconsultants Modern Mobility Partners (MMP) and Planners for Environmental Quality (PEQ), has extensive experience preparing plans for regional MTPs, transportation, and bicycle/pedestrian plans—often times building on the success of previous projects in the area. Our previous work also includes the GHMPO Bike Plan (partial update focused on Flowery Branch), GHMPO RTP, and projects throughout Hall County and the City of Gainesville, giving our team a deep understanding of the transportation needs and opportunities of the region.

We understand the processes and standard practices that drive this type of work, as well as the unique needs of the communities you serve—such as the need to prepare materials in both English and Spanish. Our GDOT coordination experience will be particularly helpful as we develop the regional travel demand model and deliver a work program that meets GHMPO MPO goals. By creating a firm foundation based on quantifiable data, the Pond team will be able to focus more time and energy to the elements that will make this MTP update transformative for the GHMPO MPO communities.

As noted in further detail within, the Pond team is uniquely qualified to develop an approach to the MTP focusing on the following elements:

- Developing a context-driven multimodal transportation plan
- Providing an MTP that promotes equity in transportation investments
- Maximizing opportunities provided by the Bipartisan Infrastructure Law (BIL)
- Identifying cost-efficient solutions that maximize the use of existing rights-of-way

We look forward to continuing our successful partnership with GHMPO and delivering planning documents that drive transportation improvements throughout Hall County and beyond.

Sincerely,  
Pond & Company

**Richard Fangmann, PE, PTOE**  
Vice President | Principal  
fangmannr@pondco.com

*This cover letter is signed by Richard Fangmann, an officer of Pond & Company, to ensure the originality of the original-marked proposal.*

Architects  
Engineers  
Planners  
Constructors



# Technical Response

# Technical Responses

The following answers the Mandatory Technical Questions outlined in Exhibit E.

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. Pond has been in continuous operation since 1965 and has provided multiple transportation planning/engineering projects over the past three years, as detailed throughout this proposal. The full project team includes:



Pond & Company (Pond) is a full-service architecture, engineering, planning, and construction firm providing professional solutions to numerous municipal, state, and federal agencies. We have established a solid reputation for excellence in service quality and client satisfaction. Pond has provided design services for Atlanta Metro cities and counties for more than 50 years and is recognized as a leader in A/E design for municipal clients. We are proud to be consistently ranked among the city's top A/E firms.



Modern Mobility Partners, LLC (MMP) is an Atlanta-based transportation planning consulting firm founded in January 2018. MMP has years of experience working closely with GDOT's Office of Planning through several contracts. This experience heightens our team's awareness of GDOT priorities and procedures and as well as streamline model development coordination. MMP is a Disadvantaged Business Enterprise (DBE), Women's Business Enterprise (WBE), and Minority Business Enterprise (MBE), with certifications in Georgia, Florida, Tennessee and North Carolina, as well as with the City of Atlanta (SBE, FBE, and APABE). ***They have worked with Pond on several projects, including the Gwinnett County CTP, Henry County CTP, SR 6, and City of Woodstock SMART Corridor.***



Planners for Environmental Quality (PEQ) is an Atlanta-based multi-disciplinary urban planning consulting firm. Founded in 1992, PEQ Inc. is 100% minority female owned and operated, and is a certified DBE. PEQ helps communities make decisions relating to establishing alternative public transportation systems, developing resources, and protecting ecologically sensitive regions. Their stakeholder participation model includes a variety of means of raising awareness, identifying project objectives, and finding agreeing criteria and policy for building adaptive capacities. ***They have worked with Pond on several projects, including the Gwinnett County CTP, Gwinnett County Unified Plan, City of East Point Comprehensive Plan, Rockdale County, City of Albany Bicycle/ Pedestrian Plan, and DeKalb County Zoning and GIS Study. Project Manager Wade Carroll has also worked on with PEQ on numerous projects prior to joining Pond, including the ARC Comprehensive Economic Development Strategy and three Freight Cluster Studies.***

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.

## GWINNETT COUNTY CTP GWINNETT COUNTY, GA

### Client Contact:

Retired, Gwinnett County | Jerry Oberholtzer  
678.822.7452 | Jerry.Oberholtzer@gwinnettcounty.com

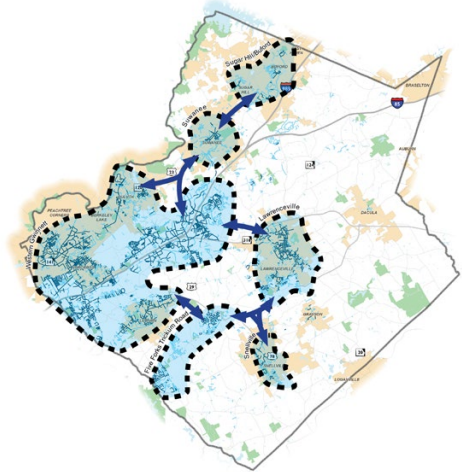
### Project Dates:

December 2021 - Present

Pond—along with subconsultants MMP and PEQ—is preparing the Gwinnett County 2050 CTP and was part of the 2045 Gwinnett CTP leading the Bicycle and Pedestrian Element of the plan, performing all of the travel demand modeling tasks, documenting real-time traffic INRIX data, assisting with community engagement, and general transportation planning including assistance in development of prioritization and evaluation mechanisms, project implementation, and multiple workshops.

The development of the Bicycle and Pedestrian Element utilized a suitability analysis tool incorporating a multitude of factors to understand latent demand, corridor suitability, and interface with the County's Unified Plan. This suitability analysis was utilized to identify a series of bicycle and pedestrian target areas — the parts of the County where mode shifts are starting to occur and are most likely to occur in the future. These target areas were also evaluated to develop potential connections between these areas to develop an overall County network.

This County network was further investigated in the related and subsequent Countywide Trails Plan. A collaboration between the County's DOT and Community Services (Parks) Department, as a starting point this plan incorporated a Greenways Plan that Pond had developed for Community Services in 2014, the Bicycle and Pedestrian Element of the CTP developed by Pond, and the bicycle and pedestrian planning initiatives by the County's municipalities and jurisdictions, several of which had been developed by Pond (Suwanee, Peachtree Corners, Gwinnett Place CID, Gateway 85 CID). Pond provided further guidance in this process through assistance in developing an overarching evaluation mechanism, overall project advisement, and development of the overall trail plan.



### Takeaways:

- Managing Gwinnett 2050 CTP including responsibility for all work elements
- Extensive travel demand model refinements conducted by Pond improved analysis accuracy significantly
- Pond analyzed and applied INRIX data to identify and prioritize locations for SPLOST planning

# HENRY COUNTY CTP

MCDONOUGH, GA

## Client Contact:

Henry County | Sam Baker  
770.288.7669 | sbaker@co.henry.ga.us

## Project Dates:

August 2021 - August 2022

In 2021, Henry County partnered with Pond (and subconsultant MMP) to create a comprehensive transportation plan under the ARC CTP program. This plan includes financial support from ARC and will be used to make funding and implementation decisions in the county for the next five years and beyond.

At the onset of the project, Pond completed an existing conditions report, synthesizing the findings and outcomes from previous reports. The information gleaned about community values, goals, and intentions from these reports informed how the team shaped the comprehensive plan. One of the findings from this plan review was the importance of freight mobility to the County. In particular, warehousing-distribution-manufacturing-industrial land use plays an integral role in bolstering the local economy by providing high paying jobs and adding to the tax base.

Henry County's geographic location being along I-75 between Port of Savannah and Atlanta right on the edge of the Atlanta metropolitan area makes it an ideal place for warehouses and distribution centers for delivery of goods. These facilities also bring with them a lot of truck

traffic to and through the County that is only due to increase as the Port of Savannah expands its capacity and Atlanta's population grows. Additionally, this increased truck traffic brings with it the consideration of truck parking—or the shortage of it. Henry County's current zoning ordinance does not allow the construction of a truck parking lot as a primary land use. This restriction reflects the desires of the community, but leaves the county and drivers in a bind when there is no place available for these drivers, mandated by law to stop and rest, park their trucks legally and safely.

Informed by this information, Pond has begun a robust public engagement process to determine the best solution to this problem while respecting the needs and the desires of the community. The findings from these meetings will inform the final plan, which is due for completion in June of 2022. The county will then use the information in the plan to decide on whether undertaking a freight cluster plan through the ARC is in the best interest of the County, its population, and its continued success.

## Takeaways:

- Easy to use and apply prioritization and evaluation tool to guide transportation decision making
- Recommendations included close coordination with cities on their improvement needs
- Fiscally constrained short-term and long-term project action plan

# GREATER DALTON METROPOLITAN TRANSPORTATION PLAN

WHITFIELD COUNTY, GA

## Client Contact:

Whitfield County | Jacob Bearden  
706.275.7500 | jbearden@whitfieldcountyga.gov

## Project Dates:

January 2019 - June 2020

Pond was selected by the Greater Dalton MPO to prepare their upcoming 2045 Metropolitan Transportation Plan. Following a kick-off in January 2019, our team quickly familiarized ourselves with GDOT's travel demand modeling schedule and aligned our broader planning activities to align with various milestone dates anticipated by GDOT.

Through this schedule review, we quickly understood that the MPO would likely miss initial deadlines for the base year socioeconomic data that were only days away. To assist the MPO in getting back on schedule with GDOT's travel demand model plans, our team developed base year socioeconomic data in just a week and a half (GDOT's schedule typically provides for at least three months) We additionally recognized challenges in the latter half of the planning process where critical public input (to react to GDOT modeling to provide guidance for the final LRTP model run) would have to take place during the 2019 holiday season if the schedule was not adjusted.



As a result, we worked with the MPO to adjust the schedule to something more realistic while still ensuring adoption by June 2020.

The plan was adopted unanimously in early June 2020 drawing praise from GDOT, MPO, and stakeholders for its straightforward layout, effective evaluation and prioritization to develop the action plan, and communication of complex transportation systems complex in accessible and user-friendly ways.

## Takeaways:

- Easy to use and apply prioritization and evaluation tool to guide transportation decision making
- Significant investment in online engagement including an interactive comment map utilizing Social Pinpoint. The majority of input was actually sourced from this tool
- Project completed in early months of COVID-19 pandemic, innovating on mechanisms to conduct and close out a transportation plan despite the limitations in coordination and engagement

# ROME-FLOYD METROPOLITAN TRANSPORTATION PLAN

## ROME-FLOYD CO, GA

### Client Contact:

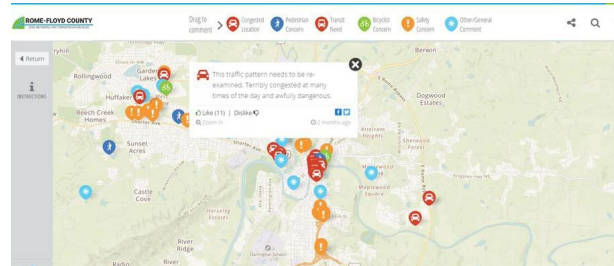
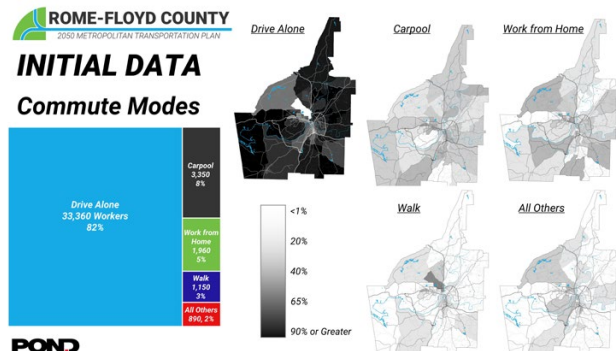
City of Rome | Artagus Newell  
706.236.5022 | anewell@rome.ga.us

### Project Dates:

November 2019 - May 2021

Pond was selected in late 2019 to assist the Rome-Floyd County-Cave Spring MPO in preparing its next federally required Metropolitan Transportation Plan. Following a process set out by GDOT, Pond quickly developed socioeconomic data to source the travel demand modeling activities for the project avoiding a potential schedule delay due to an unanticipated late start in procuring our services. A draft plan was delivered in early 2021, followed by GDOT and FHWA review (which included no substantive comments) and a May 2021 adoption.

In addition to the conventional fiscal constraint components of the MTP, multimodal focus, and various federal requirements to address Title VI, the plan incorporates community engagement that was conducted 100% online due to the COVID-19 pandemic. The Pond team utilized Social Pinpoint to develop a virtual platform for engagement that included budgeting and ranking exercises; a crowd sourced interactive map that allows users to comment, post images, and upvote or downvote others' comments; and videos that present the plan's purpose and initial analyses while acting as an overall website for the plan.



### Takeaways:

- Easy to use and apply prioritization and evaluation tool to guide transportation decision making
- Significant investment in online engagement due to COVID-19 including an interactive comment map utilizing Social Pinpoint and educational videos to express the planning process and emerging recommendations
- Fiscally constrained short-term and long-term project action plan



# SR 6 SCOPING/CORRIDOR STUDY

PAULDING COUNTY, GA

## Client Contact:

Paulding County DOT | Kathy Stallard  
770.445.4759 | kstallard@paulding.gov

## Project Dates:

December 2021 - Present

Pond and subconsultant MMP are currently conducting a scoping study for Paulding County on US 278/SR 6. US 278 is a vital transportation asset to Paulding County providing long distance mobility as well as access to residential and commercial development. Pond is tasked with looking at ways to maintain mobility, improve safety, and provided better pedestrian access along the study area.

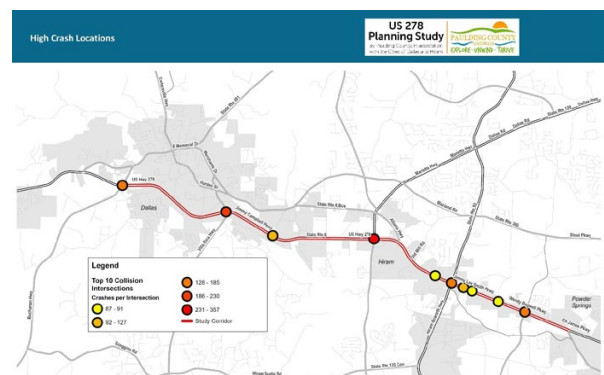
Analysis being conducted includes crash data analysis to identify higher risk locations along the corridor; a detailed roadway safety audit at ten intersections along the corridor, an in-depth traffic forecasting process that examined existing and future land use, historical growth trends, ARC Travel Demand Model data; capacity analysis of existing and no build conditions; in-person and online public engagement; and alternative development and analysis.

Pond is currently assessing potential alternatives including additional capacity (widening the roadway); access management improvements (conversions of intersections to RCUT or Right-In/Right-Out configurations, consolidating traffic signals, improved inter-parcel access); and the development of parallel alternative routes. Once a preferred alternative is selected, Pond will develop typical sections, planning level concept design at all major intersections, and cost estimates for the recommendations from the planning process.

This scoping study included a concept design layout, a GDOT Style Concept Report, and cost estimate, which were included as part of the scoping study deliverable.

## Takeaways:

- Recommendations included close coordination with county on their improvement needs, including safety
- Significant investment in online engagement including an interactive comment map utilizing Social Pinpoint to express the planning process and emerging recommendations



# SR 365 JESSE JEWELL PARKWAY

HALL COUNTY, GA

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**Client Contact:**

GHMPO | Joseph Boyd  
770.297.5541 | jboyd@hallcounty.org

**Project Dates:**

August 2019 - December 2020

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The Gainesville-Hall Metropolitan Planning Organization (GHMPO) and City of Gainesville collaborated on the study to hire Pond to address existing and future traffic needs along Jesse Jewell Parkway and other key corridors in the eastern part of Gainesville. The study was initiated to proactively address anticipated traffic congestion due to several planned and new large scale developments including the new Lanier Tech campus, several redevelopment projects along Jesse Jewell Parkway, new commercial areas, and ongoing industrial and freight oriented growth along the SR 365 corridor anchored by the Georgia Ports Authority's announcement for a new Inland Port.

The core focus of the study was on 30 key intersections along the Jesse Jewell Parkway, Limestone Parkway, SR 365, and SR 11 corridors to identify short and long term operational needs at the intersections. A unique combination of travel demand modeling (with a detailed review to determine what land use developments were reasonably accounted for in the pre-existing model) and historical growth analysis was used to develop future scenarios, which in turn were used to identify needs, test alternatives, and finally develop recommendations. A broader longer term focus also included recommendations that involved new location roadways and corridor improvements that would help improve traffic flow circulation in and around the Gainesville area.

The study was further coordinated with several partners in the Gainesville region including GDOT District 1, neighborhood planning units, Georgia Ports Authority, Norfolk-Southern, key businesses such as Kubota, Lanier Tech, Northeast Georgia Regional Hospital, and the Chamber of Commerce. Interviews and engagement with key individuals representing these organizations were used to further understand their unique transportation challenges and needs and to generate support for the study's recommendations. Those recommendations were prioritized using a unique evaluation system to identify how critical each project would be to implement and identify an ideal short, mid, or long-range timeframe for construction.

**Takeaways:**

- Transportation study in urban area focused on intersections and corridors to develop a holistic improvement program
- Study considered multiple needs (from citizens, commuters, and businesses) along the study corridors
- Engagement with key stakeholder organizations resulted in buy-in on study recommendations

## Additional Local Experience

The following projects highlight our experience in the general project area over the past decade and illustrates our in-depth understanding of the transportation/multi-modal network in the GHMPO service area. Project Manager Richard Fangmann was a key contributor to each of these projects. For each project, the planning process included extensive community involvement, with many meeting notices and comment forms prepared in English and Spanish.

- **GHMPO MTP.** Pond prepared a Transportation Master Plan for the City of Gainesville in 2015. This multimodal study was the first comprehensive transportation study focused on the needs of the City. It builds on the work performed in the 2040 Metropolitan Transportation Plan prepared for the Hall County area and the City of Gainesville Comprehensive Plan. The study addresses multiple travel modes, including automobile, pedestrian, bicycle, and transit.
- **City of Flowery Branch Comprehensive Transportation Master Plan.** Pond completed a Comprehensive Transportation Master Plan for the downtown Flowery Branch area. As part of this study, Pond evaluated the transportation needs of the community as well as the current and future traffic patterns throughout the downtown area. This project included an extensive public involvement phase and resulted in recommendations related to roadway, intersection design, connectivity, and bike/pedestrian projects. The recommendations list provided Flowery Branch with a Transportation Improvement Program based on the funding capacity of the City.
- **GHMPO 2040 Regional Transportation Plan.** Pond completed a 2015 update to the GHMPO Regional Transportation Plan (RTP), covering Hall County and a portion of Jackson County. The project involved the incorporation and compilation of several legacy planning projects including the Gainesville Transportation Master Plan and GHMPO Bicycle and Pedestrian plan. Pond led coordination with GDOT regarding travel demand modeling, development of socioeconomic data, an funding and construction escalation assumptions for the preparation of a fiscal constraint analysis. The project resulted in prioritization and phasing process that included both quantitative and qualitative performance measures related to congestion and delay, community support, and consistency with community goals. This additional emphasis on performance metrics underscored the plan's success as a performance based plan consistent with MAP 21 standards. The successful implementation of the prioritization process ensured that the most needed and desired projects were included in the fiscally constrained component of the plan.
- **City of Gainesville Green Street Design.** Pond conducted a comprehensive study investigating the feasibility of making needed infrastructure improvements along this historic Gainesville street. How to address the traffic congestion and pedestrian safety along this corridor has been a challenge for decades, as the current four-lane street has no turn lanes and limited right-of-way. The Pond Team conducted a series of advisory committee meetings with key corridor stakeholders to identify the issues and receive feedback on alternatives. Many context-sensitive alternatives were developed, including an innovative cross-section to include a raised median with an inward sloping roadway and drainage structures in the median to reduce impacts to mature trees along the shoulders. The study was coordinated with concurrent roundabout feasibility studies being performed by Georgia DOT. The study recommendations included an innovative alternative featuring implementation of a median section to work with the adjacent roundabouts. Pond performed extensive stakeholder outreach and traffic analysis to support this unique concept.

### 3. List current projects, percent complete, and total possible workload.

The table below summarizes the Pond team’s current project commitments. Total potential workload may change over the course of the project as existing commitments are completed and additional projects are assigned. Rest assured, our team is fully committed to this project’s success and meeting the schedule outlined in the RFQ/P. Upon selection for the proposed project, Pond, MMP, and PEQ will incorporate this project’s staffing needs into existing backlog and maintain the resources needed to complete this project throughout the duration.

<b>Pond Active Projects</b>	<b>Percent Complete</b>
DARTS MPO Bike/Pedestrian Plan	95%
Gwinnett County Comprehensive Transportation Plan (CTP)	80%
Lawrenceville Comprehensive Transportation Plan/Comprehensive Plan	65%
West Tampa Parking Study	90%
Guyton Comprehensive Plan	65%
Peachtree Corners Zoning Overlay Standards	35%
Winder Comprehensive Plan & Zoning	50%
Effingham County - Southeast Road Network Study	80%
<b>MMP Active Projects</b>	<b>Percent Complete</b>
GDOT General Planning Support Services	85%
GDOT Planning Indefinite Delivery Indefinite Quantity	50%
GDOT Statewide Planning Technical Support Services	50%
GDOT Rural and Human Services Transportation Plan Update	95%
Spartanburg Downtown Transportation Plan	40%
Troup County Long Range Transportation Plan (LRTP)	50%
Chattanooga 2050 Regional Transportation Plan (RTP)	90%
Broward Metropolitan Planning Organization MTP	60%
Savannah River Crossing Improvement Study	80%
Gwinnett County Comprehensive Transportation Plan (CTP)	80%
Grand Strand Area Transportation Authority MTP	5%
City of Canton Downtown Master Plan	5%
<b>PEQ Active Projects</b>	<b>Percent Complete</b>
Gwinnett County Comprehensive Transportation Plan (CTP)	80%
GDOT I-285 at I-20 West Interchange Design	85%
Columbia Metropolitan COG Bike Share Plan	75%
Georgia Tech Comprehensive Campus Plan	70%

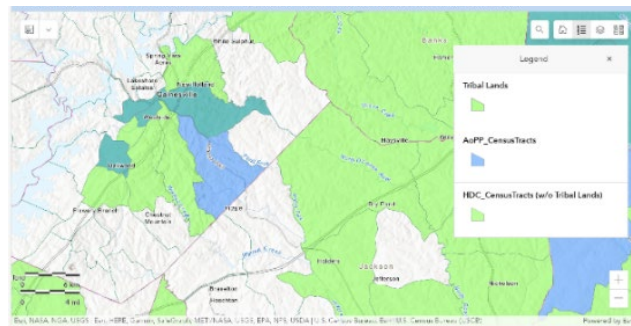
#### 4. Why Hall County should select your firm for this project.

### Project Understanding

The Pond team understands that the GHMPO needs an overhaul of its current Metropolitan Transportation Plan (MTP) and previous Bicycle and Pedestrian Plan (BPP) due to several factors that have changed dramatically since the COVID-19 pandemic, including shifts in traditional commute and shop patterns, a heightened consciousness of equity, supply chain issues, and a renewed commitment to healthy living (to name a few). The Pond team will work with GHMPO staff to develop a consensus-driven MTP that focuses on promoting multimodal travel opportunities, enhancing the regional economy, promoting equity, and rightsizing the regional transportation network. The team will also apply best practices for MPO planning, rightsizing, and corridor management to align the GHMPO with new funding opportunities presented by the Bipartisan Infrastructure Law (BIL).

A major component of the Pond approach is integrating the MTP and BPP efforts. Identifying the opportunities to implement Complete Streets principles to develop a more resilient and cost-efficient network consistent with area characteristics requires an analysis of all modes as well as traffic-related solutions that apply to active transportation. The Pond team has a proven history for active transportation planning in the region and will identify multimodal opportunities based on community context, bicycle propensity, and connection needs. The Greater Hall Chamber of Commerce specifically identifies “Urban Redevelopment” as a major catalyst for economic development and stresses the importance of transportation infrastructure in the region’s downtowns of Gainesville, Flowery Branch, Oakwood, and Lula. Many of the Census tracts within the region’s most densely populated areas in the City of Gainesville and southeastern Hall County

have been identified by FHWA as Areas of Persistent Poverty (AoPPs) and/or Historically Disadvantaged Communities (HDCs). The BIL has several new discretionary programs that promote investment in these areas. This map will not only serve as a guide for providing equity improvements, but also inform the Pond team where equitable outreach techniques are needed.



With proximity to both the I-985 and I-85 corridors and the opening of the 104-acre Northeast Georgia Inland Port, the region is truly advantageous for industrial development and economic development. The Greater Hall Chamber of Commerce proudly touts the Gainesville region as ideal for logistics and industry. The increased activity at our nation’s ports has also significantly increased demands on the area’s railroads and, therefore, will require more attention to mobility issues related to railroad crossings. A strong economy significantly improves the overall quality of life for all citizens of the Gainesville-Hall region. The Pond approach will identify and prioritize transportation projects and strategies that support regional economic initiatives by improving freight mobility and access to the region’s existing and targeted employment centers. The outreach program will also include meetings with regional business leaders and major employers to garner support for, and input on, the MTP.

The cost of building new infrastructure has increased dramatically since the COVID-19 pandemic due to issues such as inflation, supply chain complexities, and labor costs. Therefore, recognizing the highest and best use of the regional transportation network and promoting cost-effective solutions will be critical for leveraging available local funding. The Pond approach will focus on “rightsizing” of the regional transportation network, maximizing the overall economic return on investment for the GHMPO fiscally constrained strategy. In summary, specific features and benefits of the Pond proposed project approach are outlined in the following table.

<b>ELEMENTS OF THE PROPOSED APPROACH</b>	<b>BENEFITS TO GHMPO</b>
<p><b>COMMUNITY-BASED MULTIMODAL TRANSPORTATION PLANNING</b></p> <p>The Pond team will utilize its one-of-a-kind PLACE group to work with stakeholders to identify the overall role of the region’s corridors and their overall context, and desired community outcomes.</p>	<p><b>MTP THAT SERVES COMMUNITY OBJECTIVES</b></p> <p>GHMPO will be equipped to maximize its active transportation opportunities and to connect its neighborhoods and activity centers with multimodal travel opportunities through use of its existing infrastructure.</p>
<p><b>INTEGRATING SOCIAL EQUITY</b></p> <p>Pond will identify and fund unmet and often unidentified historically overlooked needs to enhance social equity in the transportation system.</p>	<p><b>AN EQUITY-DRIVEN TRANSPORTATION STRATEGY</b></p> <p>GHMPO will implement a plan with support from all segments of the region’s population and promote the quality of life for traditionally underserved populations.</p>
<p><b>PRIORITIZING ECONOMIC DEVELOPMENT</b></p> <p>Pond will work with business and community leaders to identify transportation needs and investments that align with serving and growing the regional economy.</p>	<p><b>A MOBILITY BLUEPRINT FOR REGIONAL PROSPERITY</b></p> <p>GHMPO will receive an investment strategy that increases access to employment and promotes the growth of existing and targeted industries through a more efficient freight network.</p>
<p><b>MAXIMIZING THE USE OF EXISTING INFRASTRUCTURE</b></p> <p>Applying rightsizing practices will reduce life-cycle costs, engage new funding, and maximize funding opportunities available through the Bipartisan Infrastructure Law (BIL).</p>	<p><b>A FISCALLY RESPONSIBLE WORK PROGRAM</b></p> <p>Prioritizing multimodal, operational and ITS improvements and minimizing acquiring new ROW will reduce the overall burdens to existing and future taxpayers associated with the life-cycle costs of additional infrastructure.</p>

When reviewing the objectives and scope items in the RFP, the Pond team understands that the final scope of services will be developed after input received from community leaders and stakeholders. Therefore, the following presents how the Pond team intends to integrate our distinctive approach elements into the MTP and BPP tasks in the RFP and answer the question, “Why Pond?”

## Community-Based MTP and Bike/Ped Plan Integration

Our team is built on the understanding that transportation is inextricably linked to the other disciplines that contribute to the built environment. Therefore, Pond's PLACE team will be integral in the development of GHMPO's MTP and BPP updates, with PLACE team member Kat Maines serving as Deputy Project Manager and other subject matter experts engaged throughout the process. PLACE is made up of planners, landscape architects, architects, urban designers, and civil engineers who focused on community-based approach to planning and development. They offer expertise in trails, recreation, green infrastructure, streetscaping, land use, zoning, and transportation demand management.

We will establish a broad foundation for the MTP and BPP that is informed by community goals and current trends, starting with a thorough review of Hall County Forward and its future development map. Our technical review of GIS data, field conditions, and sidewalk inventory will be rooted in this understanding of how the active transportation network supports overall goals for growth and change.

The transportation network plays a vital role in supporting the intent of these character areas. The Historic Mill Village character area in Gainesville has very different goals than Lake Residential in unincorporated Hall County and therefore requires a different set of design considerations. We will compare the existing mobility conditions to the adopted goals of their respective character areas and other community plans, to identify strategies for that the transportation network to support the overall community vision. Our PLACE group will translate the high priority strategies into clear graphics that effectively communicate feasible scenarios so people can visualize how these recommendations will manifest.



We also understand that active transportation improvements go far beyond infrastructure design solutions. We will integrate solutions that satisfy all of the “5 E’s;” Equity and Accessibility, Engineering, Education, Encouragement, and Evaluation. This framework offers a holistic approach to breaking down barriers to walking and biking.

The public engagement strategy represents a continuous thread that runs throughout the MTP and BPP processes. Our community planners will develop a public engagement strategy from the outset that targets historically under-represented groups by reaching out to community leaders and meetings groups where they are. Pond has many Spanish-speaking staff who will be present at events to make sure that Hall County’s large Spanish-speaking population is not left out of the process. The most vulnerable community members tend to be those who rely most on walking and biking for transportation needs, so they are absolutely critical to engage. We propose using different types of events, such as online engagement, pop-ups, standing exhibits, stakeholder engagement, and youth-based engagement to supplement more traditional public meetings and open houses. This variation will ensure we are reaching a broader cross section of the Hall County audience, and thus result in a plan that adequately addresses your community needs.

## A Focus on Equity

MPOs have the influence, resources, opportunity, and obligation to help promote social equity through regional collaboration and distributing federal funding for projects. Promoting social equity includes establishing regional priorities that focus on equity, providing meaningful engagement with disadvantaged communities, and allocating funding equitably during project selection for MPOs’ metropolitan transportation plans (MTPs), transportation improvement programs (TIP), and other planning activities. MPOs can also help form partnerships among agencies that control resources and decision-making. Our approach to addressing equity is driven by best practices identified in the *NCHRP 1002: Metropolitan Planning Organizations: Strategies for Future Success*.

### EQUITABLE ELEMENTS OF THE POND APPROACH

- **An Equity-Focused Outreach Program.** The Pond team approach seeks to develop outreach strategies that promote widespread involvement, particularly targeting populations that have not previously been engaged or have been negatively affected by transportation planning decisions. Outreach strategies could include interviewing community leaders, identifying trusted local champions to promote participation from within communities, and attending other organizations’ meetings/events to interact with residents where they live and work.
- **A Framework and Goals for Addressing Inequity.** The Pond approach calls for developing specific goals and performance measures that set equitable targets as part of the MTP and BPP updates.
- **An Equity-Driven Prioritization Process.** The Pond approach will prioritize those that provide benefits to low-income and minority populations, such as better access to jobs and affordable housing.

## Promoting Economic Development



Pond understands the importance of economic prosperity to any given region that can be supported by investments to improve access to jobs and promote business attractiveness. After all, economic prosperity leads to higher tax revenues potentially available for transportation investments. The new \$140-million Kubota plant, Dongwon Factory, and the revitalization of Hall County’s downtowns are examples of the economic prosperity within the GHMPO planning area. Between 2021 and 2022, the *Gainesville Times* reported “eighteen new and expanding firms, 1,770 new jobs and \$295 million in capital investment.”

Specific items of the Pond approach will be:

- Prioritizing freight investments to improve access to the region’s industrial sites – both existing and targeted.
- Prioritizing transportation projects and strategies to access major employers in the region.
- Identifying context-sensitive transportation solutions within the GHMPO downtowns and activity centers.
- Identify specific areas of the Gainesville region with workforce access barriers.
- Maximizing participation of regional economic and business leaders in the outreach process.
- Investigating potential resources available from the U.S. Economic Development Administration (EDA) for transportation investments.



## Rightsizing of Investments

GHMPO shares concerns typical of small and mid-sized MPOs throughout the U.S. – an increasing deficit between the funding available through “traditional” federal and state sources and improvement costs needed to ensure efficient system performance and state of good repair. While state gas and local taxes can help ease the burden, it is almost certain that many projects to relieve current deficiencies will not be included in the proposed short-term work program, or Transportation Improvement Program (TIP), due to funding shortfalls.

The Pond team brings critical skills to help the GHMPO solve funding shortfalls and “rightsizing” projects to prioritize those best able to offer a high return on investment. NCHRP 917: Rightsizing Transportation Investments: A Guidebook for Planning and Programming is a guidebook on how planners can diagnose, evaluate, and recognize opportunities associated with rightsizing outdated networks and assets to save life-cycle costs, harness

the latent value of land and other assets for better uses and achieve economic and societal benefits from redesigning all modes of transportation at the system level.

Several capacity improvements in the current MTP would help increase mobility and/or support community growth. However, the projected amount of funding typically available through a planning horizon for capacity improvements is extremely limited. As a result, it is foreseen that many capacity improvements in the MTP will need to be reevaluated, given their associated costs. In addition to the capital costs associated with the improvements, maintenance costs are also incurred indefinitely with the addition of new infrastructure. In developing the MTP work plan, the Pond team will utilize principles from the NCHRP 917 Guidebook to reevaluate a subset of recommended projects from the previous MTP and develop more cost-effective solutions, particularly in more urbanized areas.

## Other Elements to the Pond Approach

### Bipartisan Infrastructure Law (BIL) Compliance

The BIL carried forward the same MTP requirements of the FAST Act with the following enhancements: 1) an emphasis on connecting the transportation network to affordable housing; 2) a heightened emphasis on safety; 3) prioritization of complete streets; and 4) emphasis of using web-based outreach techniques.

The Pond approach carries forward the intentions for Metropolitan Planning under the FAST Act and BIL by:

- Addressing all the ten factors of the FAST Act.
- Ensuring affordable housing is included in the overall SE data update and areas of housing needs are properly documented in a GIS format.

- Ensuring leadership from the Gainesville Housing Authority is engaged and surveyed on how transportation can be improved to serve the region’s affordable housing units.
- Working with the GHMPO Safe Streets and Roads for All (SS4A) Action Plan team to ensure consistency with respect to analysis and needs.
- Emphasizing rightsizing to support Complete Streets implementation into the MTP and BPP analysis and project identification tasks.
- Implementing web-based tools for meaningful input.



### Project Initiation for MTP and BPP

After initiation, the Pond team will ensure good communication with the GHMPO and ARC throughout the course of Plan development. A single stakeholder meeting with two separate agendas will be organized at the beginning of the process. The first portion of the meeting will discuss the overall MTP effort, and the second portion of the meeting will be focused specifically on the BPP. The review of previous studies, legislation, and policy will take place prior to the initial stakeholder meeting to provide context for both plans moving forward. Robust stakeholder and public outreach programs will be developed after the kickoff meeting and initial stakeholder meeting.

### Data Collection and Existing Conditions for MTP (BPP addressed on the following page)

Use of the model will both be enhanced by and supplemented using available passive origin-destination (O/D) data. Passive data available to the GHMPO at no charge would include the Regional Integrated Transportation Information System (RITIS), which Pond has used to conduct recent transportation analyses. This platform's Probe Data Analytics (PDA) can assist in identifying transportation hotspots based on a variety of variables. For example, RITIS PDA can provide traffic volume and speed data to understand existing traffic flows, congested areas, and bottlenecks. RITIS Trip Analytics

can also provide O/D information for all trip purposes.

### Needs Assessment and Plan Formulation for MTP and BPP

The Pond team will deliver to GHMPO a realistic, consensus-driven, cost feasible, and cost effective investment strategy. When evaluating projects of for their overall need and recommended priority, special emphasis will be given to projects that serve FHWA-designated AoPP and/or HDC communities. The Pond team will also identify those projects that are most suitable for FHWA discretionary programs based on their overall benefits to the region against the evaluation criteria for each BIL program. Maximizing BIL discretionary programs will expand the bandwidth of the MTP and BPP work programs.



### Public Involvement for MTP and BPP

As noted previously, the outreach program will have a specific focus on equity. With that said, a specific outreach to traditionally underserved populations will be developed tailored to the demographic and community characteristics of the Gainesville-Hall region. This strategy will include a specific outreach program for Hispanics, which make up nearly 30% of Hall County's population. The Pond team will also utilize web-based techniques that enable better means of gathering input on-line or in virtual settings. Platforms will be researched and finalized at the kickoff meeting.

## Stakeholder Involvement for MTP and BPP

It is the intent of the Pond team to invite the same group stakeholders to participate in both the MTP and BPP process so Complete Streets and alternative transportation can be aligned within the two plans. In order to maximize participation, stakeholders will be asked on the most convenient way to participate in the MTP/BPP development process (committee, interviews, etc.). As previously noted, the Pond team will also solicit input from economic development representatives to ensure an investment strategy that supports regional prosperity.

## Development of Draft and Final Updates for MTP and BPP

For a plan to be effective, it must be implemented. The Pond team will produce a visually rich final deliverable that captures the essential elements and reinforces key messages. It will be available in print, PDF, and media-rich online versions. Using a “create once, use many” philosophy to target specific audiences with plan elements that will enable action, we will create web-based summaries that can be linked from social media-type infographics and develop short 1–2-page info sheets on specific topics, such as the example shown below.

# Sidewalk Infill on McFarland Parkway

Location	McFarland Parkway from Atlanta Hwy to Weatherstone Pl, Ridgeland Parkway to Anderson Road, and McGinnis Ferry Road to Shiloh Road	
Project ID #	18, 35, 36	
Cost (2021)	\$2,923,000 - \$4,713,000 <sup>1</sup>	
Implementation Timeframe	Tier 3 (2028-2032)	
Description	This project will fill in sidewalk gaps to promote a safer environment for pedestrians.	

### Implementation Steps



- Step 1: Coordinate with Forsyth County to determine project lead and funding source(s)
- Step 2: Check available right-of-way and/or easements
- Step 3: Issue RFP and procure consultant for sidewalk preliminary and final design
- Step 4: Submit design to Forsyth County for approval
- Step 5: Issue RFB and procure contractor for installation



**SOUTH FORSYTH**  
Community Improvement District

<sup>1</sup>Estimate assumes right-of-way is sufficient and no utilities need to be moved along the roadway to add sidewalk. Sidewalk added is 6-ft wide.

5. 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).

We are subcontracting approximately 30% to the DBE firms shown below:

- **Modern Mobility Partners (MMP) (WBE/DBE)** will support travel demand modeling, equity analysis, and SE data | 24%
- **Planners for Quality (PEQ) (MBE/WBE/DBE)** will support public engagement efforts | 6%

6. 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.

The organizational chart below outlines this project's work force. Resumes describing the expertise and experience for each person begin on the following page.



# **RICHARD FANGMANN,** PE, PTOE (POND)

Principal-in-Charge | Peachtree Corners, GA | 25 years' experience



## **EDUCATION**

- MS, Civil Engineering, Georgia Institute of Technology, 1992
- BS, Civil Engineering, Georgia Institute of Technology, 1991

## **REGISTRATION**

- Professional Engineer, GA #22957
- Professional Traffic Operations Engineer, GA #352

Richard has more than 25 years of experience in planning and engineering, ranging from long-range community and transportation plans to short-term operational studies. He is experienced in preparing plans for GDOT, Metropolitan Planning Organizations (MPOs), counties, cities, and corridors. Richard has also led development of the transportation component of several component of several county Comprehensive Transportation Plans, and Livable Centers Initiatives, giving him a thorough knowledge of the nexus between land use and transportation.

## **PROJECT EXPERIENCE**

- GHMPO Metropolitan Transportation Plan, *Project Manager***
- GHMPO 2040 Regional Transportation Plan, *Project Manager***
- GHMPO SR 365/Jesse Jewell Parkway Traffic Impact Study, *Project Manager***
- City of Gainesville Transportation Master Plan, *Project Manager***
- City of Gainesville Green Street Design, *Project Advisor***
- DARTS MPO Bicycle & Pedestrian Plan, *Principal-in-Charge***
- Greater Dalton 2045 Metropolitan Transportation Plan, *Principal-in-Charge***
- Rome-Floyd Metropolitan Transportation Plan, *Principal-in-Charge***
- Gwinnett County CTP, *Principal-in-Charge***
- Gwinnett 2040 Unified Plan, *Principal-in-Charge***
- Gwinnett Trails Master Plan, *Principal-in-Charge***
- Henry County CTP, *Principal-in-Charge***
- Rockdale County CTP, *Principal-in-Charge***
- Effingham County Transportation Plan, *Principal-in-Charge***
- Villa Rica Transportation Master Plan, *Project Manager***
- City of Dunwoody Comprehensive Transportation Plan, *Principal-in-Charge and Project Advisor***
- City of Brookhaven Bicycle, Pedestrian, and Trail Plan, *Principal-in-Charge and Project Advisor***
- City of Peachtree Corners CTP, *Senior Transportation Engineer and Project Advisor***
- City of Sandy Springs Transportation Master Plan, *Project Manager***
- Lawrenceville CTP & Comprehensive Plan, *Principal-in-Charge***

# WADE CARROLL, AICP (POND)

Project Manager | Peachtree Corners, GA | 26 years' experience



## EDUCATION

- MPA, Urban Planning & Management, University of South Florida, 1997
- BS, Geography, City & Regional Planning, Western Kentucky University, 1993

## REGISTRATION

- AICP #015749

Wade Carroll 26 years of experience in transportation, environmental, community, and land use planning activities. He has managed and/or led technical analyses on over 100 multi-modal transportation, freight, and economic development planning initiatives throughout the US. He has led statewide, regional, and local planning efforts and gained a profound understanding of federal and statewide policy influence on MPO and local government planning opportunities. Wade served as Project Manager for the NCHRP 1002 national guidebook for MPO best practices. His combination of national, statewide, regional, and local experience makes him a unique candidate to manage various project types. Wade is very knowledgeable of the Bipartisan Infrastructure Law (BIL) and has assisted clients with successful grant applications for BIL programs.

## PROJECT EXPERIENCE (COMPLETED PRIOR TO JOINING POND)

**NCHRP 917 Right-Sizing Implementation Pilot Program**, *Georgia Implementation Coordinator*

**NCHRP 08-122: Metropolitan Planning Organizations: Strategies for Future Success**, *Project Manager*

**DARTS MPO Regional Freight Profile**, *Project Manager*

**ARC Comprehensive Economic Development Strategy**, *Project Manager*

**Gainesville Hall Area Transit Development Development Plan**, *Project Manager*

**Metro South CID Freight Cluster Plan**, *Project Manager*

**Tucker Summit CID Freight Cluster Plan**, *Project Manager*

**Spalding County Freight Cluster Plan**, *Project Manager*

**Cartersville-Bartow MPO Long Range Transportation Plan**, *Freight Element Task Leader*

**Fulton Industrial CID Master Plan**, *Lead Transportation Analyst*

**Stone Mountain CID Innovative LCI Study**, *Transportation Lead*

**ARC Strategic Regional Thoroughfare Plan**, *Project Manager*

**MPO Regional Freight Profiles - Georgia, Ohio, & Alabama**, *Project Manager*

**Paulding County Comprehensive Transportation Plan Update**, *Project Manager*

**Douglas County Comprehensive Transportation Plan Update**, *Freight Analysis & Revenue Forecasts*

## KAT MAINES, AICP (POND)

Deputy Project Manager | Atlanta, GA | 7 years' experience



### EDUCATION

- MS, City & Regional Planning, Georgia Institute of Technology, 2016
- BA, Art: Architecture + Urbanism, Smith College, 2016

### REGISTRATION

- AICP #410466

Kat is a mobility planner who helps communities identify priorities and develop plans with context-sensitive tools and strategies for implementation. Kat brings over 8 years of experience with active transportation planning and design, and balancing needs of all users in complex multimodal systems. Project contexts range from small rural towns to complex urban activity centers. She creates graphically rich plans, with maps, diagrams, and renderings that make change approachable and legible for a wide audience.

### PROJECT EXPERIENCE

**DARTS MPO Bicycle & Pedestrian Plan**, *Transportation Planner*

**Cherokee County CTP Update**, *Transportation Planner*

**Gwinnett County CTP**, *Transportation Planner*

**City of Winder Comprehensive Planning & Zoning**, *Transportation Planner*

**Clarkston Connecting Communities Grant Writing Assistance**, *Transportation Planner*

## REBECCA HESTER

Transit & Rideshare Considerations | Peachtree Corners, GA  
10 years' experience



### EDUCATION

- BA, Geography, Georgia State University, 2014
- Professional Certificate, GIS, Georgia State University, 2014

Rebecca has 10 years of experience in transportation planning in short- and long-range planning. Her background includes infrastructure and environmental programs with experience in technical execution and project management. Her projects/background includes feasibility studies, corridor studies, transit planning, TOD, and environmental assessment.

### PROJECT EXPERIENCE

**DARTS MPO Bicycle & Pedestrian Plan**, *Transportation Planner*

**Lawrenceville CTP & Comprehensive Plan**, *Project Manager*

**Henry County CTP**, *Transportation Planner*

**City of Guyton Comprehensive Plan**, *Project Manager*

**Coweta County CTP**, *Transportation Planner*

**Cherokee County Comprehensive Plan Update**, *Transportation Planner*

**Gwinnett CTP 2021**, *Transportation Planner*

## SAYRE BRENNAN, AICP, PMP (POND)

Land Use Considerations & Activity Centers | Peachtree Corners, GA  
14 years' experience



### EDUCATION

- MBA, University of the People, 2022
- Certificate, Construction Project Management, Columbia Engineering, 2021
- MPA, University of Utah, 2012
- Graduate Certificate, City Planning, University of Utah, 2011
- BS, Political Science, Minor City Planning, University of Utah, 2008

### REGISTRATION

- AICP #31067
- PMP #2984036

Sayre has 14 years of experience as a city planner and project manager. His primary interest is the nexus between land use and transportation. He has worked as a municipal planner for resort cities, rural towns and counties, and a regional planning agency. Sayre has direct experience with long range/comprehensive planning, zoning administration, zoning map amendments, capital improvement plan management and implementation, and traffic operations.

### PROJECT EXPERIENCE

**Lawrenceville CTP & Comprehensive Plan, Planner**

**Gwinnett Comprehensive Transportation Plan, Assistant Project Manager**

**City of Peachtree Corners Zoning Overlay District, Project Manager**

**Park City Municipal Corporation Transportation Master Plan, Assistant Project Manager**

## MATTHEW WILDER, PLA, ASLA (POND)

Trail Planning | Atlanta, GA | 26 years experience



### EDUCATION

- MLA & Graduate Certificate of Historic Preservation, University of Georgia, 2001
- BS, Botany, Miami University, 1997

### REGISTRATION

- Professional Landscape Architect, GA #001386
- GA Soil and Water Conservation Comm Lvl II Certified Design Professional # 15143

Matthew leads the PLACE program at Pond, where our Planners, Landscape Architects, and Civil Engineers work collaboratively to plan, design, and build the communities in which we conduct our daily lives. He is a landscape architect who has led the design of many parks and public spaces in cities, counties, and on college campuses throughout the Southeast. Throughout his career, Matthew has enjoyed developing public spaces that connect individuals and communities to nature and to each other.

### PROJECT EXPERIENCE

**GPCID Multi-Modal Corridor Master Plan, Project Manager**

**City of Morrow Phase III Jesters Creek Pedestrian Path System, Project Manager**

**Gwinnett County - The Loop Trail Feasibility Study & Concept Designs, Project Manager**



## ZACH PUCKETT, PE, IMSA II (POND)

Safety Analysis | Peachtree Corners, GA | 11 years' experience



### EDUCATION

- BSCE, Georgia Institute of Technology, 2012

### REGISTRATION

- Professional Engineer, GA #042056
- IMSA Travel Signal Technical Level II & Work Zone Temporary Traffic Control Tech Certifications #112031

Zach Puckett has experience with street improvements and urban roadway design, traffic signal design, and Intelligent Transportation Systems (ITS) design with both local municipalities and state agencies. Through the years of his experience in Signal/ITS design, Zach has had the opportunity to work down at the GDOT Transportation Management Center (TMC) and coordinate directly with the staff regarding plan review, permitting, and design. This has given him more insight for certain applications to apply to his projects.

### PROJECT EXPERIENCE

**Gainesville Green Street Corridor Design**, *Project Manager*

**Lawrenceville CTP & Comprehensive Plan**, *Transportation Engineer*

**BATS Lanier-Gloucester Improvements Study**, *Transportation Engineer*

**City of Duluth Davenport Road Extension & Railroad Quiet Zone**, *Project Manager*

## PATRICK MCARDLE, EIT (POND)

Safety Analysis | Peachtree Corners, GA | 5 years' experience



### EDUCATION

- BS, Civil Engineering, Valparaiso University, 2018

### REGISTRATION

- Engineer in Training, GA, #028377

Patrick has experience with traffic analysis, transportation planning, GIS, and commute planning. He is skilled with traffic projections, studies, and technical analysis using softwares such as VISSIM, Synchro, HCS, ArcGIS, and Cube. He also has experience with public involvement conducting meetings and analyzing the public's input.

### PROJECT EXPERIENCE

**Rome-Floyd Metropolitan Transportation Plan**, *Transportation Engineer*

**Greater Dalton 2045 Metropolitan Transportation Plan**, *Transportation Engineer*

**Roswell Bicycle and Pedestrian Plan**, *Transportation Engineer*

**Villa Rica Transportation Master Plan**, *Transportation Engineer*

## KIRSTEN MOTE, AICP (MMP)

Sr Transportation Planner, Equity Lead | Atlanta, GA | 15 years' experience



### EDUCATION

- Master of City and Regional Planning, Georgia Institute of Technology, 2010
- Bachelor of Arts, Geography, Georgia State University, 2007

### REGISTRATION

- MIT Media Lab Beyond Smart Cities, 2020
- AICP #026155, 2013

Kirsten is a proven Project Manager and planner having managed transportation projects from planning through construction, overseeing several multi-modal projects including transit, bicycle and pedestrian, freight, corridors, and intersection and interchanges. Her previous experience includes the development of the Aerotropolis Greenway Plan.

### PROJECT EXPERIENCE

**SR 365 Corridor Planning Study (GDOT Planning Services Contract),** *Deputy Project Manager*

**Gwinnett County Comprehensive Transportation Plan (CTP),** *Project Advisor & QA/QC*

**Henry County CTP,** *Task Manager*

**Cherokee County CTP,** *Task Manager*

**City of Canton Transportation Master Plan,** *Project Manager*

## JULIA BILLINGS, AICP (MMP)

Sr Transportation Planner, Equity Lead | Atlanta, GA | 10 years' experience



### EDUCATION

- Master of Urban & Regional Planning, University of Michigan, 2012
- BA, Environmental Studies & Psychology, University of Michigan, 2008

### REGISTRATION

- AICP #027795
- GDOT Plan Development Process (PDP) Training, 2021

Julia has ten years of transportation and land use planning experience, which lends her valuable insight into the essential relationship between land use and transportation planning. Her strengths include project management, land use, transportation planning, project prioritization and funding, and community engagement.

### PROJECT EXPERIENCE

**Chattanooga 2050 Regional Transportation Plan (RTP),** *Deputy Project Manager*

**Troup County Long Range Transportation Plan (LRTP),** *Project Manager*

**Broward Metropolitan Planning Organization MTP,** *Project Manager*

**Augusta Richmond Transportation Study (ARTS) MPO Comprehensive Transportation Plan,** *Senior Planner/Project Manager*

# VICTORIA GUAN HENDRIX (MMP)

Travel Demand Modeling | Atlanta, GA | 10 years' experience



## EDUCATION

- MS, Computer Science, Georgia Institute of Technology, 2020
- Master of City and Regional Planning, Transportation, Georgia Institute of Technology, 2014
- MSCE Traffic, Georgia Institute of Technology, 2014
- BSCE & BARch, Southeast University, China, 2011

Victoria is a project manager with a strong technical background, proficient at travel demand modeling (TDM) at MPO and state level, traffic and safety analysis, managed lane evaluations, multi-modal corridor studies, and community engagement and outreach. As a senior product developer, Victoria focuses on automation tools. Victoria also has international experiences in transit-oriented-development (TOD) and bus-rapid-transit (BRT) studies.

## PROJECT EXPERIENCE

**GDOT Statewide Planning Technical Support Services, *Model Team Lead***

**SR 365 Corridor Planning Study (GDOT Planning Services Contract), *Sr. Planner/Modeler***

**Chattanooga 2050 Regional Transportation Plan (RTP), *Sr. Product Developer***

**GDOT Planning Support Services, *Sr. Product Developer***

# INGA KENNEDY (PEQ)

Community Engagement | Atlanta GA | 44 years' experience



## EDUCATION

- MA, City Planning, Georgia Institute of Technology, 1982
- BA, Urban Studies, Spelman College, 1979

Inga Kennedy has 44 years of national experience in urban planning, with an emphasis on transportation, and citizen participation and awareness. She has been involved in a variety of multi-modal transportation planning projects throughout the State of Georgia and the southeast, including public involvement for comprehensive transportation planning, transit and corridor planning, bike and pedestrian plans, congestion management and TOD planning. Inga works closely with public agencies, elected officials, diverse citizens groups and businesses to ensure awareness and public input opportunities are provided to everyone.

## PROJECT EXPERIENCE

**DARTS Bicycle & Pedestrian Plan, *Public Involvement***

**Paulding Comprehensive Transportation Plan, *Public Involvement***

**Gwinnett 2040 Unified Plan, *Public Involvement***

**Gwinnett County Transportation On-Call, *Public Involvement***

**Henry County Joint Comprehensive Transportation Plan, *Public Involvement***

**Gainesville Hall Metropolitan Transportation Plan, *Public Involvement***

**7. 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?**

As a planning project, this project does not include construction activities. Therefore, a daily work schedule and daily check list for completed work is not needed. As a professional engineering planning and design firm, Pond will provide regular updates to the project schedule and can provide checklists to show work completed on draft reports/plans monthly or at other agreed-upon intervals. The table below summarizes QA/QC Responsibilities.

Role	Responsibility
<b>Project Manager</b> <b>Wade Carroll</b>	<ul style="list-style-type: none"> <li>▪ Develops and updates the Project Plan</li> <li>▪ Assures Project Plan is followed</li> <li>▪ Monitors scope, schedule, and budget for entire process</li> <li>▪ Initiates problem resolution based on professional judgment</li> <li>▪ Performs progress and milestone reviews</li> </ul>
<b>Deputy Project Manager</b> <b>Kat Maines</b>	<ul style="list-style-type: none"> <li>▪ Monitor project scope, schedule, and budget for her areas of responsibility</li> <li>▪ Initiate problem resolution based on professional judgment</li> <li>▪ Monitor adherence to Project Plan</li> </ul>
<b>Project Team Members</b> <b>All Project Team Members</b>	<ul style="list-style-type: none"> <li>▪ Advance project toward designated milestones</li> <li>▪ Conduct technical QA/QC in accordance with Project Plan</li> <li>▪ Initiate problem resolution based on professional judgment</li> </ul>
<b>QA/QC and Independent Design Peer Reviewers</b> <b>Rebecca Hester</b>	<ul style="list-style-type: none"> <li>▪ Interact closely with the team Project Manager</li> <li>▪ Perform independent reviews at various stages of the Planning process as identified in the Project Plan</li> </ul>

**8. 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.**

At the start of a project, a Project Management Plan (PMP) is developed to formally document the work plan. The PMP is an important tool for communication among team members and the client, and it is a critical first step toward mapping out a strategy for successful delivery. Potential Project Risks are identified in the PMP along with proposed mitigation strategies to minimize the possible impacts to schedule or budget. For Planning projects, risks often include softer considerations such as stakeholder issue or sensitivity to messaging. Similarly, Planning projects can often fail or succeed by their chosen methodology so risks and mitigation strategies are developed at the beginning of the project and included in the PMP. As a result, all team members are made aware of the issues and will be prepared to address them early in the Planning process where the cost, quality, and schedule impacts are smaller than allowing them to fester. Another key aspect of the PMP is identification of individual and team responsibilities for QA/QC (noted above). The submittal schedule is established in the PMP, which clearly blocks out dates for internal reviews to verify delivery of service. As PIC Richard Fangmann will be responsible for assigning appropriate people and resources to required quality control and assurance reviews and to ensure that the process is being followed in a timely manner. Corrective actions with staff are addressed through project meetings, and by checking confirming that work has been revised as instructed.

**9. 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?**

Pond currently employs 550+ staff firmwide, and has maintained this workforce size for several years. The table at right summarizes the staffing of our Atlanta offices, illustrating we can maintain the workforce for this contract.

Through proactive project planning, which identifies milestone dates through the entire project, we can keep the project moving if an employee is out of office for a period of time (ie., vacation or illness) or quits. Our leadership structure has three layers—Principal (Richard Fangmann), Project Manager (Wade Carroll), and Deputy Project Manager (Kat Maines)—providing redundancy.

<b>Discipline</b>	<b>HQ</b>	<b>Atl</b>	<b>Aug</b>	<b>Sav</b>
Administrative	49	0	0	1
Aeronautical Engineer	6	0	0	0
Architect	10	0	0	0
CADD Technician	38	2	1	1
Civil Engineer	14	2	0	0
Communications Engineer	2	0	0	0
Computer Engineer	10	0	0	0
Corrosion Engineer	17	0	0	0
Cost Engineer/Estimator	1	0	0	0
Electrical Engineer	12	0	0	0
Environmental Engineer	0	0	0	0
Environmental Scientist	8	1	0	0
Fire Protection Engineer	4	0	0	0
GIS Specialist	1	0	0	0
Interior Designer	1	0	0	0
Landscape Architect	5	2	0	0
Mechanical Engineer	11	0	0	1
Planner: Urban/Regional	3	1	0	0
Project Manager	30	1	0	1
Safety/Occupational	1	0	0	0
Structural Engineer	10	0	0	0
Transportation Engineer	5	0	2	0
Other	100	1	0	0
<b>Total</b>	<b>338</b>	<b>10</b>	<b>3</b>	<b>4</b>



# Required Licenses & Exhibits



# Insurance

Per page 6 of the RFQ/P, we have provided Pond's current insurance information. We recognize that if selected for this project, the insurance certificate must list County as the certificate holder and as an additional insured under the commercial general, automobile and umbrella liability policies as follows: "Hall County Government, its Board of Commissioners, its officers, employees and agents, 2875 Browns Bridge Rd, Gainesville, GA 30504".

ACORD®		CERTIFICATE OF LIABILITY INSURANCE		DATE(MM/DD/YYYY) 12/27/2022			
THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.							
IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).							
<b>PRODUCER</b> Aon Risk Services Northeast, Inc. New York NY Office One Liberty Plaza 165 Broadway, Suite 3201 New York NY 10006 USA			<b>CONTACT</b> NAME: PHONE (A.C. No. Ext): (866) 283-7122 FAX (A.C. No.): (800) 363-0105 E-MAIL ADDRESS: INSURER(S) AFFORDING COVERAGE NAIC #				
<b>INSURED</b> Pond & Company, Inc. 3500 Parkway Lane Suite 500 Peachtree Corners GA 30092 USA			INSURER A: Greenwich Insurance Company 22322 INSURER B: XL Specialty Insurance Co 37885 INSURER C: Travelers Property Cas Co of America 25674 INSURER D: Allied World Surplus Lines Insurance Co 24319 INSURER E: INSURER F:				
<b>COVERAGES</b> <b>CERTIFICATE NUMBER: 57009692570</b> <b>REVISION NUMBER:</b>							
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS. <b>Limits shown are as requested</b>							
INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR VVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: POLICY <input checked="" type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC OTHER:			CGD740998403	12/31/2022	12/31/2023	EACH OCCURRENCE \$2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$1,000,000 MED EXP (Any one person) \$10,000 PERSONAL & ADV INJURY \$2,000,000 GENERAL AGGREGATE \$4,000,000 PRODUCTS - COM/OP AGG \$4,000,000
A	<b>AUTOMOBILE LIABILITY</b> <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS ONLY			CAH740998503	12/31/2022	12/31/2023	COMBINED SINGLE LIMIT (Ea accident) \$2,000,000 BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident) Medical Payments Lia \$5,000
C	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$10,000			CUP0W0057922NF	12/31/2022	12/31/2023	EACH OCCURRENCE \$10,000,000 AGGREGATE \$10,000,000
B	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR / PARTNER / EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NJ) If yes, describe under DESCRIPTION OF OPERATIONS below		Y/N N/A	CWG740998403	12/31/2022	12/31/2023	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$1,000,000 E.L. DISEASE-EA EMPLOYEE \$1,000,000 E.L. DISEASE-POLICY LIMIT \$1,000,000
D	Archit&eng Prof			03123252 Prof Liab - Claims Made SIR applies per policy terms & conditions	12/31/2022	12/31/2023	Each Claim \$10,000,000 Aggregate \$10,000,000
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required) Evidence of insurance only.							
<b>CERTIFICATE HOLDER</b>				<b>CANCELLATION</b>			
Pond & Company, Inc. 3500 Parkway Lane Suite 500 Peachtree Corners GA 30092 USA				SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE <i>Aon Risk Services Northeast, Inc.</i>			
©1988-2015 ACORD CORPORATION. All rights reserved. ACORD 25 (2016/03)      The ACORD name and logo are registered marks of ACORD							

Holder Identifier : 57009692570 Certificate No : 57009692570

## Exhibit A - Mandatory Bid Response Sheet

See next page.

## Exhibit B - RFQ/P Terms & Conditions

Pond has reviewed the Exhibit B Terms & Conditions included on pages 18 - 20 of the RFQ/P. We acknowledge and will adhere to the submittal terms & conditions as outlined, with one exception. As noted via email from Julie Dorough dated 5/12/2023 bonding is not applicable to this contract.

**Exhibit C** has been submitted in a separate, sealed envelope per RFP requirements.

**Exhibits D through J** follow Exhibit A and are not included in the 30-page limit.



**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:** 5/25/2023      **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: 5/23/2023

Print Name: Richard Fangmann

Title: Vice President - Pond & Company

Attested by:       Date: 5/23/2023

Print Name: Nicole Manuel

Phone Number: 678.336.7740      Email Address: fangmannr@pondco.com

Physical Address: 3500 Parkway Ln #500,

Physical Address 2: Peachtree Corners, GA 30092

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

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. N/A

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

# Exhibit D - Mandatory Questions

Bidder's Company Name: Pond & Company

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

No.	Questions	Yes/No
1	Have you completed and attached a completed EXHIBIT A - MANDATORY BID RESPONSE WORKSHEET?	YES
2	Do you agree to the EXHIBIT B - BID SUBMITTAL TERMS AND CONDITIONS?	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? If responding digitally then just answer yes.	YES
5	Have you completed and attached the EXHIBIT F -S.A.V.E. AFFIDAVIT?	YES
6	Have you completed and attached the EXHIBIT G - CONE-OF-SILENCE AFFIDAVIT?	YES
7	Have you completed and attached the EXHIBIT H - W-9 FORM?	YES
8	Have you completed and attached the EXHIBIT I - E-VERIFY AFFIDAVIT?	YES
9	Have you completed and attached the EXHIBIT J - MANDATORY ETHICS AFFIDAVIT?	YES
10	Have you read and signed EXHIBIT K - SAMPLE CONTRACT TEMPLATE FOR SERVICES?	YES
11	This Bid requires that bidders attach a copy of their current Business License. Have you attached this document?	YES
12	Bid Bonds are not required, but a letter of P&P Bondability is required. Have you attached this letter?	NO - N/A per email from Julie Dorough dated 5/12
13	Have you provided your Certificate of Insurance?	YES
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 - Technical Response

Bidder's Company Name: Pond & Company

---

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. See page 1 of this submittal.
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.	See pages 3-9.
3	List current projects, percent complete, and total possible workload.	See page 10
4	Why Hall County should select your firm for this project.	See page 11 - 17
5	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).	Yes. See page 18

6	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.	See page 19 -25
7	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?	See page 26
8	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	See page 26.
9	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?	See page 27



Hall County Government  
FINANCIAL SERVICES

Exhibit G

RFQ\IP #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: Richard Fangmann

Typed Name: Richard Fangmann

Job Title: Vice President

Company: Pond & Company

Date: 5.23.23



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 POND AND COMPANY on behalf of Hall County, Georgia, has registered and is participating in a federal work authorization program...

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).

\*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.

Modern Mobility Partners, LLC 1255048
Name of Contractor Contractor's/Vendor's E-Verify #
57 Forsyth Street, NW, Suite 201 Atlanta, GA 30303
Street Address City / State
Keli Kemp 12-16-2017
Signature of Authorized Officer or Agent Date of Authorization
Keli Kemp, Co-Founder Gainesville-Hall MPO Metropolitan Transportation
Printed Name/Title of Authorized Officer Name of Project Plan and Bicycle and Pedestrian Plan Update

Subscribed and sworn before me on this the 17th Day of MAY, 2023

[Handwritten signature of Notary Public]

Notary Public
My Commission Expires: 1-17-2027





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 Pond & Company on behalf of Hall County, Georgia, has registered and is participating in a federal work authorization program...

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).

\*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.

Planners for Environmental Quality, Inc. 762226
Name of Contractor Contractor's/Vendor's E-Verify #
110 Orchard Street Fairburn, GA 30213
Street Address City / State
Signature of Authorized Officer or Agent Date of Authorization
Inga D. Kennedy RFQ/P #43-027 Gainesville-Hall MTP: 2025 Update /
Printed Name/Title of Authorized Officer Name of Project Bicycle and Pedestrian Plan Update

Subscribed and sworn before me on this the 19 Day of May, 20 23

Kathy Lynn Cox
Notary Public

My Commission Expires: 8-1-25





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).

POST OFFICE DRAWER 1435
GAINESVILLE, GA 30503

t:770.535.8270 | f:770.531.6711

DIRECTOR
Wesley Geddings

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.

Pond & Company 1624474
Name of Prime Contractor Contractor's/Vendor's E-Verify #
3500 Parkway Ln #500 Peachtree Corners, GA 30092
Street Address City / State
[Signature] 01.08.2021
Signature of Authorized Officer or Agent Date of Authorization
Yesenia Chavez / HR Manager
Printed Name/Title of Authorized Officer GHMPO MTP 2025 Update / Bicycle and Pedestrian Plan Update
Name of Project

Subscribed and sworn before me on this the
23rd Day of May, 2023

[Signature]
Notary Public
My Commission Expires February 14, 2025







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: Keli Kemp

Typed Name: Keli Kemp

Job Title: Co-Founder

Company: Modern Mobility Partners, LLC

Date: May 15, 2023

# Exhibit H - W9

Form <b>W-9</b> (Rev. October 2018) Department of the Treasury Internal Revenue Service	<h2 style="margin:0;">Request for Taxpayer Identification Number and Certification</h2> <p style="margin:0;">▶ Go to <a href="http://www.irs.gov/FormW9">www.irs.gov/FormW9</a> for instructions and the latest information.</p>	<b>Give Form to the requester. Do not send to the IRS.</b>
--	--	--

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. <b>Pond &amp; Company, Inc</b>
	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 <b>one</b> of the following seven boxes.
	<input type="checkbox"/> Individual/sole proprietor or single-member LLC <input checked="" type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input 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) ▶ _____ <b>Note:</b> 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 <b>not</b> 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. <b>3500 Parkway Lane, Suite 500</b>	Requester's name and address (optional)
6 City, state, and ZIP code <b>Peachtree Corners, GA 30092</b>	
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 *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

<b>Social security number</b>									
<b>or</b>									
<b>Employer identification number</b>									
5	8		1	6	3	9	1	2	8

### 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.

<b>Sign Here</b>	Signature of U.S. person ▶	Date ▶	3/21/2023
------------------	----------------------------	--------	-----------

### 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](http://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-INT (interest earned or paid)

- 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.*



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.

1624474
Federal Work Authorization User Identification Number

01.08.2021
Date of Authorization

Pond & Company
Name of Contractor

GHMPO MTP 2025 Update / Bicycle and Pedestrian Plan Update
Name of Project

Hall County, Georgia
Name of Public Employer

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

Executed on May 23, 2023 in Peachtree Corners (city), GA (state).

Signature of Authorized Officer or Agent
Yesenia Chavez / HR Manager
Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME
ON THIS THE 23 DAY OF May, 2023.
NOTARY PUBLIC



My Commission Expires: February 14, 2025 [Locus Sigilli]

**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, 23, 2023 in Peachtree Corners (city),

GA (state) 30092 (Zip Code)

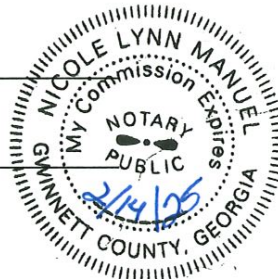
*Richard Fangmann*  
Signature of Authorized Officer or Agent

Richard Fangmann, Vice President, Pond & Company  
Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME

On This the 23 Day of May, 2023

*Nicole Lynn Manuel*  
NOTARY PUBLIC  
My Commission Expires: February 14, 2025





**POND**

3500 Parkway Lane, Suite 500  
Peachtree Corners, GA 30092  
678.336.7740 | Pondco.com  
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