



Board of Regents of the University System of Georgia

Request for Qualifications

(Step I)

and

Request for Proposals and Interviews

(Step II)

To Provide Professional Planning Consulting Services for

Project Number BR-71-2701

**“University of West Georgia Master Plan
&
Campus Historic Preservation Plan”**

University of West Georgia

Carrollton, GA

Solicitation Date: 2 October 2026

Statements of Qualification Due: 3 November 2026, 4:00 PM EST

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STEP I - REQUEST FOR QUALIFICATIONS

IMPORTANT - Read the document carefully, the selection requirements and procedures have changed!

The Board of Regents of the University System of Georgia (BOR) on behalf of University of West Georgia (UWG) is soliciting statements of qualifications from firms interested in providing professional consulting services for the University of West Georgia Master Plan (BR-71-2701). BOR (Owner) is releasing this Request for Qualifications (RFQ) to identify potential consultants. Respondents determined by the Owner to be especially qualified may be invited to offer proposals and interview. All respondents to this RFQ are subject to instructions communicated in this document, and are cautioned to completely review the entire RFQ and follow instructions carefully. BOR reserves the right to reject any or all statements of qualifications.

1. PROJECT BACKGROUND

UWG was founded in 1906 as the Fourth District Agricultural and Mechanical School, and renamed West Georgia College upon reaching 2-year college status in 1933. The institution achieved 4-year college status in 1957 and university status in 1996. UWG is currently accredited as a comprehensive university, and is one of four comprehensive institutions in the USG's Regional University tier.

UWG has a broad array of over 100 academic programs, including 46 bachelor, 24 master, and 5 doctoral degrees in six colleges and schools (Arts and Humanities; Science and Math; Social Sciences; Education; Business, and Nursing). Curriculum is also organized within the Graduate School and undergraduate Honors College. UWG's main campus is in Carrollton, and a significant branch campus is located in Newnan.

UWG's most recent Strategic Plan was completed in 2021. As of 2026, UWG is launching UWG Next, a strategic planning process that will help guide the institution's direction over the next five years and beyond. UWG will celebrate its 125th anniversary in 2031.

2. PROJECT OVERVIEW, FEE, AND ENGAGEMENT/COMPLETION DATES

Preliminary Project Scope, the 2018 USG Master Plan Guidelines and the Campus Historic Preservation Guidelines

In October 2018, the USG implemented updated [Master Plan Guidelines](#) that describe data collection responsibilities and the general scope for master plans at institutions within the system. The UWG Master Plan process and scope will include certain elements that exceed the scope of typical USG institution master plans, including a Campus Historic Preservation Plan (CHPP). The purpose of this CHPP is to provide an understanding of the history of the Carrollton campus, how that history has shaped the physical form of the campus, and what buildings and landscapes are important to preserve to maintain an understanding of that history into the future. The CHPP follows the USG Board of Regents guidelines for a [Campus Historic Preservation Plan](#). The Campus Historic Preservation Guidelines were developed in 2005 with the goal of integrating Historic Preservation Planning into the USG Campus Master Planning Process.

It is anticipated that the CHPP scope will include all major buildings and landscapes on the University of West Georgia, Carrollton campus that are forty years old or older (constructed through 1987). The master planning team is expected to conduct and complete the CHPP process and deliverables concurrently with the Master Planning process. Additional details about the anticipated CHPP specifications and scope of work may be provided during Step II of the selection process, and specifics will be refined during scope and contract negotiations with the selected firm.

For space inventory and utilization analysis, the UWG Master Plan will largely rely on the university's internally maintained data, including building/room inventory, floor plans, and departmental space and office assignment data. Base building/room space inventory data, faculty/staff data and room-level analysis of scheduled instructional utilization for instructional spaces (110 general classroom, 211 instructional lab, 212 computer classroom, and 213 dx learning classroom) will be provided to the consultant team by the system office at project commencement. However, consultants should be prepared to identify validity issues and conduct significant additional analyses and visualization as required to properly support and inform the planning process.

USG's strategic approach to space utilization is outlined in the [2013 Space Utilization Study](#), wherein new methods and metrics were developed for the assessment of over 60 USG campuses and instructional sites during Fall semester 2012. USG conducts high level metrics and detailed specialty analyses are conducted for individual institutions and campuses as warranted for planning, capital prioritization, and decision support. Consultants are expected to conduct all space inventory and utilization analysis in alignment with the intent of the USG methodological framework.

Project Fee, Engagement, and Completion

The budgeted fee for the project is \$700,000, including all reimbursables. Finalist firms will be required to submit a detailed proposal for the anticipated allocation and deployment of the project fee in Step II.

Project contract execution will occur in January 2027, with initial project engagement anticipated in January 2027. The anticipated target date for project completion is January 2028.

3. SCHEDULE OF EVENTS (STEP I)

The following Schedule of Events represents the Owner's best estimate of the procurement schedule. The Owner reserves the right to adjust the schedule as the Owner deems necessary.

EVENT	DATE	TIME
a. Advertisement of RFQ	2 October 2026	
b. Deadline for written questions/clarifications (see Section 5)	22 October 2026	4:00 PM EDT
c. Deadline for submission of qualifications	3 November 2026	4:00 PM EST
d. Owner completes evaluation, post results, and issues notification to finalist firms	16 November 2026	

4. SUBMISSION OF QUESTIONS AND REQUESTS FOR CLARIFICATION

It is the responsibility of each respondent to examine the entire RFQ, seek clarification in writing, and review its submittal for accuracy before submitting the document. Questions about any aspect of the RFQ or project shall be submitted in writing via email to USG Director of Planning Maura Ikharo (maura.ikharo@usg.edu). Please include "BR-71-2701 Consultant RFQ Questions" in the subject line of the message.

The deadline for submission of questions relating to the RFQ are listed in Section 4, Schedule of Events. All relevant questions and requests for clarification received by the Owner and the corresponding responses will be posted on the Georgia Procurement Registry as an addendum to the original solicitation for services.

5. INSTRUCTIONS FOR PREPARING STATEMENT OF QUALIFICATIONS

Firms seeking consideration must submit a statement of qualifications pursuant to the instructions and specifications listed below. Statements of qualifications shall be prepared and submitted electronically as a single PDF file formatted for printing to a standard 8.5" x 11" page size and a maximum overall length of 20 pages sequentially numbered, including any title pages, photo pages, or other pages with limited content. Statements of Qualifications must be responsive to all requested information, and be further organized and enumerated as outlined below.

A. Cover Letter

Provide a cover letter signed by firm principal which certifies the accuracy of the information submitted within the Statement of Qualifications.

B. Description and Resources of Firm(s)

- B1 Basic prime firm information, including company name, address, primary contact, telephone number, email address, and company website (if available). If the firm has multiple offices, the qualification statement shall include information about the parent company and branch office(s) separately and identify the office from which the project will be managed. Provide form of ownership, including state of residency or incorporation.
- B2 Has the firm been involved in any litigation in the past five years? Describe your experience with litigation with Owners. List any active or pending litigation and explain.
- B3 Has the firm ever been removed from a Consultant services contract or failed to complete a contract as assigned? (if yes, please describe)
- B4 Briefly describe the history and growth of the firm, including number of years in business and total revenue from the last three years.
- B5 Describe the prime firm's master planning services and provide general information about the firm's personnel resources. Include, by discipline, the number of staff that are currently licensed/certified (AICP, AIA, ASLA, PE, etc).
- B6 Describe the prime firm's approach to subconsultant teaming. Identify confirmed and/or potential subconsultant firms, indicate their roles on the master planning team, and describe their past collaborations with the prime consultant and other subconsultants.

C. Experience and Qualifications

- C1 Provide professional qualifications and description of experience for proposed planning personnel.
- C2 Provide information on the prime firm's experience on projects of similar type, size, function, and complexity. Describe no more than ten (10) and no fewer than five (5) projects, in order of most relevant to least relevant, which demonstrate your firm's capabilities to perform the project. For each project, the following information should be provided:
 - Project name
 - Client name
 - Project location
 - Project time-frame (including beginning and ending months and years)
 - Brief project description
 - Representative graphic deliverables

- Your firm's role as prime consultant or subconsultant
- Project fee and (if applicable) your firm's share of the fee
- Services performed by your firm.
- Primary project personnel and their roles
- Owner's current contact information for potential reference

D. Statement of Suitability

- D1 Provide any information that may serve to differentiate the firm from others in terms of suitability and unique qualifications for the project. Describe any services offered by the firm that may be particularly suitable for this project.
- D2 Provide current and projected firm workloads to demonstrate adequate bandwidth for project success.
- D3 Provide M/WBE status, and any non-discrimination and affirmative action policies of the firm.

6. SUBMISSION OF QUALIFICATIONS

Statements of qualification shall be submitted via email or an appropriate electronic file transfer mechanism to USG Director of Planning Maura Ikharo (maura.ikharo@usg.edu) by 3 November 2026 at 4:00 PM EST. Submissions received after this time will not be considered.

7. QUALIFICATIONS REVIEW PROCESS

A selection of finalist firms will be made by a Selection Committee consisting of BOR and UWG representatives. The Selection Committee will receive and review Statements of Qualifications submitted in response to this RFQ and evaluate the submittals based on the following criteria:

- 15% Factor: Stability of the firm(s), including the firm's history, resources, form of ownership, litigation status, etc.
- 50% Factor: Firm's relevant project experience and qualifications, including the demonstrated ability of the firm in effective master planning for institutions/campuses that are comparable in scope, function, complexity, and size.
- 35% Factor: Suitability of the firm(s) to provide required services, including the firm's apparent fit to the project, unique qualifications, resource bandwidth, etc.

8. FINALIST NOTIFICATION

Upon completion of the evaluation of Statements of Qualification, the finalist firms will be notified in writing. The finalist firms will also appear on the USO website at https://www.usg.edu/facilities/external_partners/design_professional_selections and posted at the RFQ solicitation on the Georgia Procurement Registry.

STEP II - REQUEST FOR PROPOSALS AND INTERVIEWS (QUALIFIED FINALISTS ONLY)

1. SCHEDULE OF EVENTS (STEP II)

The following Schedule of Events represents the Owner's best estimate of the Step II procurement schedule. The Owner reserves the right to adjust the schedule as the Owner deems necessary.

EVENT	DATE	TIME
a. Notification of finalist firms	16 November 2026	
b. Mandatory site visit for finalist firms	2 December 2026	TBA
c. Deadline for submission of proposed work plan and fee allocation	15 December 2026	4:00 PM EST
d. Interviews of finalist firms	18 December 2026	TBA

2. MANDATORY SITE VISIT

A pre-proposal site visit will be conducted by the Owner, and attendance of finalist firms is mandatory. The site visitors will convene at an exact time and location to be determined and communicated in the Notice to Finalists by the Owner. At the pre-proposal site visit, all finalist firms may be given any relevant available information that has previously been developed, such as programs, studies, preliminary plans, maps, etc. The Owner reserves the right to disqualify a proposer from the selection process due to a failure by a proposer to arrive for the site visit by the scheduled time. Failure to attend a mandatory site visit will automatically result in disqualification from the selection process.

3. SUBMISSION OF PROPOSAL - WORK PLAN AND FEE ALLOCATION

A. Work Plan and Schedule

- A1 Provide your team's anticipated scope of services and work plan for the project, organized within the four-phase framework identified in the USG Master Plan Guidelines. The work plan and scope should include relevant tasks, anticipated stakeholder engagements (on campus and/or virtual), deliverables and key process milestones. Include mapping of how project work and responsibility will be assigned to individual team firms/members. The scope and work plan should convey your team's master planning methods, priorities, and values.
- A2 Provide a preliminary schedule (preferably in graphic form), also organized within the four-phase framework identified in the USG Master Plan Guidelines. The schedule should lay out the timing of proposed tasks, anticipated stakeholder engagements (on-campus and/or virtual), and deliverables. The schedule should be organized within the four phase framework identified in the USG Master Plan Guidelines.
- A3 Describe your team's approach to integrating data into the planning process, with identification of the data sets most critical to your master planning approach. Describe how your team will address data deficiencies and successfully adjust to and/or alleviate those deficiencies, including relevant examples from previous planning projects.

B. Anticipated Fee Allocation and Deployment

- B1 Provide the anticipated allocation and deployment of the \$700,000 project fee by project phase as specified in the USG Master Plan guidelines using the provided "UWG Master Plan Fee Allocation Template" Excel workbook. This template, which accommodates data for the prime firm and up to six subconsultant firms, requires entry of: a) name, title, and hourly billing rate for each identified staff member; b) anticipated billable hours for each staff member by project phase; and c) the total anticipated reimbursable expenses for each firm. The fee data are calculated by pre-entered formulas. The template workbook will be distributed to finalist firms upon notification.

4. INTERVIEW/PRESENTATION INFORMATION

Consultant interviews will be conducted on 18 December 2026, with specific times to be provided at finalist notification.

Virtual Interview Format

Interviews will be a total of 50 minutes conducted virtually via Microsoft Teams, with 35 minutes allocated for team presentation and 15 minutes for selection committee questions and discussion. Consultant teams will have 5 minutes prior to the interview to connect to the meeting and set up and share digital presentation materials. The Selection Committee will consist of representatives from UWG and BOR.

Interview Requirements

The primary intent of the interview process is to provide the Selection Committee with in-depth and clarifying information about the firm and project team. Information provided should assist the Selection Committee in making an informed decision as to the proposer best suited for the work.

Interview presentations should focus on:

- Team members relevant experience and specific roles proposed in this project.
- The proposed schedule, scope, and work plan for the project.
- Notable and/or unique team characteristics and/or services to be offered within the proposed project.

Firms are discouraged from reviewing general company history and past experience as submitted in Statements of Qualifications unless this information is particularly relevant to the presentation. All key personnel should be present at the interview to demonstrate team dynamics and discuss how the team will successfully complete the project.

5. SELECTION PROCESS

The selection committee will determine the successful firm based on the following criteria:

- 45% Factor: Assessment of master planning approach, including: overall quality and relevance of the proposed project scope and work plan; the extent to which the proposed allocation and deployment of the project fee resourcefully and logically targets team resources across scope phases and components; and the extent to which the proposed project approach fulfills the intent of the USG Master Plan Guidelines while addressing system and institution issues and needs.
- 35% Factor: Presentation of team qualifications and planning approach during the interview, including the team's collaborative effectiveness, the quality of verbal communication, the efficacy of presentation materials, the degree to which the focus is placed upon high priority issues and information, etc.
- 20% Factor: Team Communications: Committee's overall impression of the effectiveness of firm(s) and team member communication and presentation during the interview, and the team's ability to effectively answer questions during the interview.

Upon completion of the evaluation and interview process by the selection committee, the firms will be ranked in descending order of recommendation. Negotiations will then be initiated with the top ranked firm to finalize contract terms and conditions (including the project scope description and schedule). In the event that a satisfactory agreement cannot be reached with the highest ranking firm, the Owner will formally terminate the negotiations in writing and enter into negotiations in turn with the second-highest ranking firm and so on until a mutual agreement is established and the Owner awards a contract, which will be based on the BOR standard General Consultant Services Contract. The Owner does not intend to modify any language contained in general terms and conditions of the contract, and any significant exceptions proposed by a firm could lead to the firm being deemed non-responsive.

6. ADDITIONAL TERMS AND CONDITIONS

It is the sole responsibility of the respondent to assure delivery to the noted locations by the specified deadlines; the Owner cannot accept responsibility for incorrect delivery, regardless of reason.

It is the responsibility of the Proposers to examine the entire Request, seek clarification in writing, and review their qualifications for accuracy before submitting a response. Once the deadline has passed, all submittals will be final.

RESTRICTION OF COMMUNICATION - From the issue date of this RFQ solicitation until a successful proposer is selected and the selection is announced, proposers are not allowed to communicate about this solicitation or this Project for any reason with any members of the Selection Committee, the Institution, or BOR, except for submission of questions as instructed in the RFQ, or during the mandatory site visit (if applicable), or as provided by any existing work agreement(s). For violation of this provision, the Owner reserves the right to reject the proposal of the offending proposer.

SUBMITTAL COSTS AND CONFIDENTIALITY - All expenses for preparing and submitting responses are the sole cost of the party submitting the response. The Owner is not obligated to any party to reimburse such expenses. All submittals upon receipt become the property of the Owner. Labeling information provided in submittals "proprietary" or "confidential", or any other designation of restricted use will not protect the information from public view. Subject to the provisions of the Open Records Act, the details of the proposal documents will remain confidential until final award.

AWARD CONDITIONS - This request is not an offer to contract or a solicitation of bids. This request and any statement of qualifications or proposal submitted in response, regardless of whether the proposal is determined to be the best proposal, is not binding upon the Owner and does not obligate the Owner to procure or contract for any services. Neither the Owner nor any party submitting a response will be bound unless and until a written contract mutually accepted by both parties is negotiated as to its terms and conditions and is signed by the Owner and a party containing such terms and conditions as are negotiated between those parties. The Owner reserves the right to waive non-compliance with any requirements of this Request for Proposal and to reject any or all proposals submitted in responses. Upon receipt and review of responses, the Owner will determine the party(s) and proposal that in the sole judgment of the Owner is in the best interest of the Owner (if any is so determined), with respect to the evaluation criteria stated herein. The Owner then intends to conduct negotiations with such party(s) to determine if a mutually acceptable contract may be reached.

RECIPROCAL PREFERENCE LAW - For the purposes of evaluation only, a proposer that resides in the State of Georgia will be granted the same preference over proposers that reside in another State in the same manner, on the same basis, and to the same extent that preference is granted in awarding bids for the same goods or services by such other State to proposers that reside therein. For the purposes of this law, the definition of a resident proposer is one who maintains a place of business with at least one employee inside the State of Georgia. A P.O. Box address will not satisfy this requirement.

JOINT-VENTURE PROPOSALS - The Owner does not desire to enter into "joint-venture" agreements with multiple firms. In the event two or more firms desire to form a collaborative project team, it is strongly recommended that one incorporated firm propose and maintain status as the contracted lead firm with the remaining firms participating as sub-consultants to the lead firm.

MINORITY AND SMALL BUSINESS ENTERPRISE - It is the policy of the State of Georgia that minority-owned business enterprises (MBE), woman-owned business enterprises (WBE) and small business enterprises (SBE), have a fair and equal opportunity to participate in the State purchasing process. Therefore, the Owner encourages all MBE, WBE and SBE to compete for contracts to provide goods, services, and construction, and encourages contractors to solicit MBE, WBE and SBE in procuring subcontractors and suppliers. This desire on the part of the Owner is not

intended to restrict or limit competitive bidding or to increase the cost of the work. The Owner supports a healthy free market system that seeks to include responsible businesses and provides ample opportunity for business growth and development. Contractors and subcontractors who utilize qualified minority subcontractors may qualify for a Georgia state income tax credits for qualified payments made to minority subcontractors. See Official Code of Georgia Annotated (O.C.G.A.) O.C.G.A. Section 48-7-38. For more information, please contact:

The Governor's Entrepreneur and Small Business Office

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<http://www.georgia.org/Business/SmallBusiness/>

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