



**REQUEST FOR PROPOSALS NO. 19-002**  
**Branding, Communications and Public Education Consulting Services**

**Instructions to Proposers:**

All spaces below and all offer documents as outlined in are to be filled in with signatures where indicated. Failure to sign may render your proposal invalid.

**PROPOSAL OF:**

Name of Proposer: \_\_\_\_\_

Address: \_\_\_\_\_

City, State and Zip Code: \_\_\_\_\_

**SUBMIT PROPOSAL TO:**

ATLANTA-REGION TRANSIT LINK AUTHORITY  
Leanna Jordan Pierre, Procurement Manager/Legal Associate  
245 Peachtree Center Avenue, Suite 2200  
Atlanta, Georgia 30303

**Proposals Due and Open: September 7, 2:00 PM, Local Time (Atlanta, GA)**

**Schedule of Events**

<b>Release RFP</b>	<b>August 15, 2018</b>
<b>Pre-Proposal Conference</b>	<b>August 22, 2018 11:30 AM EST</b>
<b>Deadline for Vendor Written Questions</b> (Submit questions by email to <a href="mailto:lpierre@atltransit.ga.gov">lpierre@atltransit.ga.gov</a> )	<b>August 24, 2018</b>
<b>Responses to Written Questions</b>	<b>August 31, 2018</b>
<b>Proposal Submission Deadline</b>	<b>September 7, 2018, 2PM EST</b>
<b>Oral Presentations (Optional and by invitation only)</b>	<b>September 17, 2018*</b>
<b>Notice of Intent to Award</b>	<b>September 19, 2018*</b>
<b>Notice of Contract Award</b>	<b>October 1, 2018*</b>

\*Subject to change without a formal addendum to the RFP.

All questions should be submitted by email to [lpierre@atltransit.ga.gov](mailto:lpierre@atltransit.ga.gov). Questions must be submitted no later than the deadline specified in the above Schedule of Events. Answers to written questions received will be available at the Atlanta-region Transit Link Authority ("ATL") website at <https://atltransit.ga.gov/>. Answers are provided for informational purposes only and will not be considered binding unless incorporated by addendum to this RFP. All questions and answers will be posted to the ATL's website where the RFP document is located. Proposers are reminded and encouraged to check this website daily for any changes to the RFP as well as to check this website for Notice of Contract Award. Posting of Notice of Award shall constitute official public notification.

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## PART 1 – SOLICITATION, OFFER, AND AWARD

### 1. Information for Proposers

#### 1.1 Purpose of Procurement

The purpose of this solicitation is to request proposals from qualified companies to provide branding and customer education services for the Atlanta region Transit Link Authority (the "ATL"). The scope of work consists of furnishing all labor, machinery, tools, means of transportation, supplies, equipment, materials, safety equipment, services, and incidentals to provide complete branding, communications and public education consulting services as provided herein. The Scope of Services begins on page 24 of this PDF.

The services to be performed shall generally fall into the following National American Industry Classification System (NAICS) commodity codes:

- 91522—Communications Marketing Services
- 91826—Public Relations Consulting
- 91876—Marketing Consulting

All respondents to this RFP are subject to the instructions communicated in this document and are cautioned to review the entire RFP and carefully follow the instructions herein.

Proposals will be accepted until 2:00PM (EST), **September 7, 2018**. Instructions for requesting a copy of the RFP document can be found on the ATL website at <https://atltransit.ga.gov/procurement/>.

#### 1.2 Type and Term of Contract

The ATL shall negotiate and enter into a fixed price type contract with the selected Contractor. The contract to be awarded by the ATL shall be for a period of one (1) year, with up to two (2) one-year renewal options. All extensions or renewals shall be made in writing and executed by both parties prior to the contract expiration date.

#### 1.3 Solicitation Schedule

<b>Release RFP</b>	<b>August 15, 2018</b>
<b>Pre-Proposal Conference</b>	<b>August 22, 2018 11:30 AM EST</b>
<b>Deadline for Vendor Written Questions</b> (Submit questions by email to <a href="mailto:lpierre@atltransit.ga.gov">lpierre@atltransit.ga.gov</a> .)	<b>August 24, 2018</b>
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<b>Notice of Contract Award</b>	<b>October 1, 2018*</b>

\* Tentative and subject to change with no formal modification to the RFP document. Changes to all other dates require the issuance of a formal addendum to the RFP document.

**1.4 *Restrictions on Communications with the ATL during Solicitation, Offer, and Award Period***

From the date of issuance of this solicitation through the date of contract award by the ATL, all official communications to and from the ATL regarding this solicitation will be transmitted in writing (defined as being sent or received via letter or email on official firm/agency letterhead or by electronic mail).

All vendor communications concerning this solicitation should be directed to the ATL Procurement Manager. **Unauthorized contact regarding this solicitation with other ATL staff or ATL Board members may result in disqualification.**

Any oral communications will be considered unofficial and non-binding on the ATL. Proposers should only rely on written statements issued by the Issuing Procurement Officer.

**1.5 *The ATL Contact Information***

The mailing and delivery address for all correspondence and/or deliveries related to and during this solicitation for the ATL shall be directed as follows:

Atlanta-region Transit Link Authority  
245 Peachtree Center Avenue NE, Suite 2200  
Atlanta, GA 30303

All inquiries, offers, submissions, and/or other correspondence regarding this solicitation (excluding protests submitted in accordance with Part 1, Section 2.10 below) must be directed in writing to:

Leanna Jordan Pierre, Procurement & Contracts Manager  
Atlanta-region Transit Link Authority  
245 Peachtree Center Avenue NE, Suite 2200  
Atlanta, GA 30303  
E-mail: [lpierre@atltransit.ga.gov](mailto:lpierre@atltransit.ga.gov)

**1.6 *Pre-Proposal Conference***

All prospective proposers are invited to attend the pre-proposal conference, which will be held on August 22, 2018 at 11:30am EST at the SRTA main office located at 245 Peachtree Center Avenue NE, Suite 2200 Atlanta, GA 30303. While attendance is not mandatory, it is highly encouraged.

**2. Solicitation Terms and Conditions / Instructions to Proposers**

**2.1 *Deadline for Submission of Proposals / Late Proposals***

Proposals submitted in response to ATL Solicitation No. 19-002 must be received by ATL no later than 2:00 p.m. (EST) on September 7, 2018 to ensure that they are evaluated for contract award by the Evaluation Committee for this procurement. Proposals received after the submission deadline will not be evaluated.

## 2.2 *Format of Proposals*

Nine (9) total paper copies of each proposal, inclusive of one (1) original, as well as one (1) electronic copy on USB drive must be submitted to the ATL Procurement Manager for the RFP to be eligible for evaluation and consideration for contract award. **Pricing must be submitted in a separate sealed envelope.**

The electronic copy, submitted on a USB drive, must be submitted in Portable Document Format (PDF), Microsoft Word, and/or Microsoft Excel formats. The USB drive shall contain electronic file copies of all complete, signed Offer Documents that are submitted in paper copy format.

All proposals must be prepared and submitted in accordance with the proposal format and content requirements specified in Part 1, Section 3 below. Proposals must be typed. The included required forms may be completed by using the free Adobe Reader software available at <http://get.adobe.com/reader/>.

The "original" paper copy of the RFP must be unbound. All paper copies must be clearly marked as being either "Original" or "Copy" as applicable.

All RFPs must be prepared and submitted in accordance with the RFP document format and content requirements specified in Section 3 below. RFPs must be typed in English and all pricing must be provided in US dollars. As a condition of submission responsiveness, all Offer Documents that require the signature of Proposer must be signed.

Any contract award made as a result of this solicitation shall bind the Proposer to all of the terms, conditions and specifications set forth in this RFP.

## 2.3 *Location for Submission of Proposals / Methods of Delivery*

Proposals must be submitted exclusively to Leanna Jordan Pierre, Procurement Manager, at the address noted in Section 1.5. It is the sole responsibility of the Proposer to ensure that its proposal is successfully delivered to the ATL by the specified date and time. The ATL is not responsible for late or lost deliveries of proposals submitted via electronic mail.

Proposals that are submitted by hand delivery or delivery by U.S. Postal Service or private courier/delivery service must be delivered to the ATL administrative office located at 245 Peachtree Center, Suite 2200, Atlanta, GA 30303. The ATL's physical address and mailing address are the same.

All envelopes, packages, and/or boxes (including all envelopes, packages, and/or boxes submitted within a larger envelope, package, or box) containing a proposal on USB drive must be clearly marked with the following identifier on the outside of the envelope, package or box:

"Proposal in response to ATL Solicitation No. 19-002:  
RFP for Customer Engagement and Communications – September 7, 2018, 2:00 p.m.  
(EST)  
ATTN: Leanna Jordan Pierre, Procurement Manager  
To be opened by addressee only."

Failure to clearly mark all envelopes, packages, and/or boxes as specified may result in the proposal being discovered and/or opened late. The ATL is not responsible for proposals

discovered and/or opened late due to Proposer's failure to mark the proposal as specified. It is the sole responsibility of the Proposer to ensure that its proposal is successfully delivered to the ATL by the specified date and time. The ATL is not responsible for late or lost deliveries by the U.S. Postal Service or private courier/delivery services.

#### **2.4 Questions**

Questions regarding the RFP must be submitted to the ATL in writing (defined as being sent or received via letter on official firm/agency letterhead or by electronic mail) by 2:00 p.m. (EST) on August 24, 2018. Written questions must be submitted to the attention of Leanna Jordan Pierre, Procurement Manager in accordance with Section 1.5 above. **Inquiries must be in the form of questions.** There is no prescribed form for the submission of written questions. The ATL may not respond to written questions received after the submission deadline.

ATL staff will review and evaluate all written questions that are received by the submission deadline and will post responses to all questions to both the Georgia Procurement Registry web site at [http://ssl.doas.state.ga.us/PRSapp/PR\\_index.jsp](http://ssl.doas.state.ga.us/PRSapp/PR_index.jsp), the SRTA website at <https://srta.ga.gov/doing-business-with-us/> and ATL web site at <https://atltransit.ga.gov/procurement/> not later than 5:00 p.m. (EST) August 31, 2018. It is the sole responsibility of the Proposer to make itself aware of the ATL's responses to written questions. Responses to questions are provided as information only and do not in any way alter the contents of the Solicitation inclusive of the Scope of Services and the remainder of the RFP documents. Revisions to the Solicitation shall be made only via formally issued Amendments (i.e. Addenda). Only such written addenda shall constitute revisions to the Solicitation that are binding upon the ATL.

#### **2.5 Amendments to Solicitation (Addenda) / Postponement of Proposal Submission Deadline**

The ATL reserves the right to revise or amend the RFP up to the time set for the submission of proposals. Such revisions and amendments, if any, shall be announced by written addenda to the RFP. If an addendum significantly changes the RFP, the date set for the submission of proposals may be postponed by such number of days as in the opinion of the ATL shall enable potential Proposers to revise their proposals. In any case, the proposal submission deadline shall be at least five business days after the last addendum, and the addendum shall include an announcement of the new date, if applicable, for the submission of proposals.

Upon issuance, addenda will be considered part of the RFP and will prevail over inconsistent or conflicting provisions contained in the original RFP. Copies of all addenda will be made available on both the Georgia Procurement Registry web site at [http://ssl.doas.state.ga.us/PRSapp/PR\\_index.jsp](http://ssl.doas.state.ga.us/PRSapp/PR_index.jsp), the SRTA website at <https://srta.ga.gov/doing-business-with-us/> and the ATL web site at <https://atltransit.ga.gov/procurement/>. All potential Proposers that have previously requested and received a copy of the RFP from the Issuing Officer document will be notified via e-mail that an addendum is available. This process will be repeated each time an addendum is made available by the ATL.

The ATL will not be responsible for a potential Proposer failing to receive notification of the availability of addenda. It is the sole responsibility of each potential Proposer to check the ATL and Georgia Procurement Registry websites for addenda.

Proposers shall acknowledge receipt of all addenda by completing and submitting Offer Document #3 (Acknowledgement of Addenda), included in this RFP, as part of its proposal. As with other required documentation, proposals that fail to reference receipt of addenda by inclusion of Offer Document #3 (Acknowledgement of Addenda) may be excluded from consideration for a contract award.

## **2.6 *Modification of Proposals***

Except at the written request of the ATL, no proposal may be modified after the deadline for proposal submission identified in Section 2.1.

## **2.7 *Single Response to Solicitation***

If only one proposal is received in response to this RFP, a detailed cost analysis of the single proposal may be requested of the single Proposer. A cost analysis, evaluation, and/or audit of the proposal may also be performed by the ATL in order to determine if the proposal price is fair and reasonable. If the ATL determines that a cost analysis is required, the single Proposer must be prepared to provide, upon request, detailed summaries of estimated costs (i.e., labor, equipment, supplies, overhead costs, profit, etc.) and documentation supporting all cost elements.

## **2.8 *Confidential / Proprietary Information***

Any and all materials submitted in response to this RFP are subject to public inspection, pursuant to the provisions of Georgia's Open Records Act upon completion of the RFP process. The ATL's receipt, review, evaluation or any other act or omission concerning any such information shall not be considered to create an acceptance of any obligation or duty for the ATL to prevent the disclosure of any such information except as required by the Open Record Act. Proposers that decide to submit information they believe should be exempt from disclosure under the Open Records Act shall: (i) clearly mark each page containing such information as confidential, proprietary or exempt, (ii) shall include such information in a different color from the rest of the proposal text, (iii) shall state the legal basis for the exemption with supporting citations to the Georgia Code, and (iv) for records containing trade secrets, Proposers who wish to keep such record confidential shall also submit and attach to the records an affidavit affirmatively declaring that specific information in the records constitute trade secrets pursuant to Article 27 of Chapter 1 of Title 10 of the Georgia Code.

Pursuant to Georgia Law, if the information is requested under the Open Records Act, the ATL shall make a final determination if any exemption actually exists for the ATL to deny the request and prevent disclosure. The ATL will withhold such information from public disclosure under the Open Records Act only if the ATL determines, in its sole discretion, that there is a legal basis to do so.

All material submitted regarding the RFP becomes the property of the ATL.

Any activity pursuant to this RFP by any Proposer is governed by all applicable laws, including without limitation, State and Federal antitrust laws.



## **2.9 Reserved Rights**

The ATL reserves the right to reject any and all proposals or any portion of a specific proposal for any reason. Issuance of this RFP and receipt of proposals does not commit the ATL to award a contract.

The ATL has the sole right to select the successful proposal(s) for contract award(s); to reject any proposal as unsatisfactory or non-responsive due to non-conformance with the requirements of this RFP; to cancel the solicitation and to advertise for new proposals; to award a contract(s) to other than the Proposer submitting the lowest cost proposal; or not to award a contract as a result of this RFP.

The ATL reserves the right to accept any proposal deemed to be in the best interest of the ATL and to waive any irregularities in any proposal that does not prejudice other Proposers. The ATL further reserves the right to negotiate with the Proposer(s) whose proposal(s) is considered by the ATL, to be most advantageous to the ATL and does not unduly place the ATL at risk from a legal perspective.

The ATL further reserves the right to retain all proposals submitted and to use any ideas or concepts in any proposal for any purpose regardless of whether that proposal is selected for contract award.

Proposals shall be submitted to the ATL on the most favorable of terms possible from the standpoint of cost, quality, and technical capability. No Proposer shall have any cause of action against the ATL or SRTA arising out of the methods by which proposals are evaluated.

## **2.10 Protest Procedures**

For the purposes of this RFP, the ATL shall adhere to the protest procedures established by the State Road and Tollway Authority as shown below. All references to SRTA in this Section 2.10 shall refer to the ATL.

### **2.10.1 Filing**

- a. An Interested Party is the only part that may file a Protest under this Procedure. An Interested Party shall be defined as any party with a direct economic interest in providing the goods or services sought in the procurement that is the subject of the protest or only those proposers/bidders who actually filed a timely and responsive proposal/bid that complies with the requirement of the procurement that is the subject of the protest.
- b. All protests, and any subsequent pleadings, correspondence or other communications with respect to such protest must be filed, in writing, with a signed original and three (3) copies delivered to the SRTA Procurement and Contracts Manager on a business day, which shall not include observed State holidays, between the hours of 9:00 a.m. and 5:00 p.m. local time, at the same address shown for submitting the proposal/bid that is the subject of the protest. The filing or copying of any pleadings, correspondence or other communications with respect to a protest with any other SRTA official other than the SRTA Procurement and Contracts Manager shall subject the protest to summary dismissal in accordance with this section.
- c. All protests must be received by the SRTA Procurement and Contracts Manager no later than 5:00 p.m. local time on the last day that such protest may be filed with respect to a particular proposal/bid in accordance with the protest policy as outlined below. Protests

may be filed only by hand delivery, U.S. mail or commercial carrier. Protests received by email or fax will not be considered.

- d. Failure to timely file the protest or any supporting documents that are required to be filed as a part of the protest will result in the protest being deemed untimely and subject to summary dismissal. Protests will be date and time stamped by SRTA, and timeliness will be determined solely by SRTA with reference to such date/time stamp.
- e. Upon receipt of a protest, the SRTA Procurement and Contracts Manager shall review the protest for compliance with the procedures and requirements as set forth in this section and the applicable proposal/bid documents. Protests that fail to comply with any mandatory item in this section shall be subject to summary dismissal in accordance with this section.
  - i. Upon receipt of a protest, the SRTA Procurement and Contracts Manager shall review the protest for compliance with the procedures and requirements as set forth in this section and the applicable proposal/bid documents. Protests that fail to comply with any mandatory item in this section shall be subject to summary dismissal in accordance with Section 2.10.5-Summary Dismissal below.
  - ii. Upon receipt of any subsequent pleadings, correspondence or other communications with respect to a Protest that are permitted by this Procedure or requested by the Protest Decisionmaker from the Protestor, the SRTA Procurement and Contracts Manager will forward such materials as expeditiously as possible to the appropriate Protest Decisionmaker for the Protest.

#### *2.10.2 Form of the Protest*

- a. All protests must be filed in an envelope labeled "PROTEST," which identifies the protestor's name and address, the name of the SRTA Procurement and Contracts Manager, and the SRTA solicitation number and title assigned to the solicitation or contract.
- b. Protests must be on the protestor's letterhead and shall not exceed ten (10) pages in length (including all attachments and exhibits thereto that contain any written pleadings or argument, but excluding supporting documentation as outlined in the following paragraph. Each page shall have print on only one side of the page with margins no smaller than one inch (1"). The font size shall be no smaller than Courier 10 characters per inch, 12 point (or equivalent).
- c. Any supporting documentation that is cited or specifically referenced in the protest, whether or not it is already in the possession of SRTA (except for copies of SRTA solicitation documents publicly posted and issued by SRTA) or protestor, must be filed simultaneously with the Protest, if such documentation is publicly available at the time of filing. Only supporting documentation that was not publicly available as of the deadline for filing said protest will be accepted as a subsequent filing or pleading from the protestor and will be handled in accordance with Section 2.10.1 (e)(i). All other subsequent pleadings, correspondence or other communications with respect to a protest that are submitted by the protestor, but not first

requested by the SRTA Procurement and Contracts Manager pursuant to Section 2.10.7 will be handled in accordance with Section 2.10.1 (e)(ii).

- d. Each protest shall contain the following mandatory information:
- (i) Protestor's name, address, telephone number, and email address.
  - (ii) A signed and notarized affidavit of the protestor's chief executive officer or the protestor's legal counsel, given under oath and expressly stating that it is given under penalty or perjury, that the contents of the protest are true and correct and that the filing of the protest is authorized by the protestor's chief executive officer.
  - (iii) The signature of the protestor's chief executive officer or the protestor's legal counsel, whichever is signing the Protest for or on behalf of the protestor, notarized separately from, and in addition to, the notarized affidavit under Section 2.10.2 (d)(ii).
  - (iv) The specific title assigned by the SRTA to the procurement and to the specific solicitation document that is the subject of the Protest, and all associated SRTA solicitation or contract numbers, must be clearly shown on each page of the protest.
  - (v) A specific detailed statement of all legal and factual grounds relied upon by the protestor in filing its protest. Any grounds not included in the protest that the protestor could have raised when the protest was filed will be deemed irrevocably waived and may not be part of, or grounds for, that or any subsequent protest or other legal action filed by protestor.
  - (vi) Information in the form of signed affidavits or supporting documentation sufficient to show that the protestor qualifies as an interested party for the procurement with respect to which such protest is filed.
  - (vii) Evidence that the filing of the protest is timely along with all supporting documentation.
  - (viii) A specific statement of the form and nature of the relief requested by protestor.

The SRTA Compliance Manager will conduct a procedural compliance review to determine whether the protest fails to comply with the mandatory items in Section 2.10.2- Form of Protest, subsection (d). The protestor's failure to include in its protest all of the mandatory items specified in Section 2.10.2-Form of Protest, subsection (d) shall subject the protest to summary dismissal in accordance with Section 2.10.5-Summary Dismissal.

### *2.10.3 Time for Filing*

#### *a. Pre-Proposal/Pre-bid Protests*

All protests concerning solicitation specifications, criteria and/or procedures shall be submitted to SRTA within ten (10) calendar of when the basis for protest is known

or should have been known to the protestor (whichever is earlier), but in no event later than the proposal/bid submission deadline. Any protest by the protestor with respect to any matter or event first occurring on or before the proposal/bid response date, including any aspect of the procurement process or the solicitation documents issued or occurring prior thereto, must be made within the time frame set forth in herein or will be deemed irrevocably waived and may not be part of, or grounds for, any subsequent Protest or other legal action filed by Protestor. For purposes of this protest filings, interested parties shall be deemed to have knowledge of the form and contents of any solicitation document at the time that such solicitation document is first posted to the Georgia Procurement Registry website or otherwise put on public notice in accordance with the written policies of the SRTA.

The SRTA Executive Director shall provide a written response to all protests not later than five (5) business days prior to the deadline for submission of bids/proposals. If the deadline for submission of bids/proposals is postponed by SRTA Executive Director as the result of a protest the postponement will be announced through an addendum to the solicitation.

The decision by SRTA Executive Director shall be the final agency decision on the matter but shall be subject to judicial review as set forth in O.C.G.A. §50-13-19, or review by FTA below.

b. *Pre-Award Protests*

With respect to protests made after the deadline for submission of bids/proposals but before contract award by SRTA, protests shall be limited to those protests alleging a violation of Federal or State law, a challenge to the bids/proposals evaluation and award process, SRTA's failure to have or follow its protest procedures or its failure to review a complaint or protest. Such protests shall be submitted in writing (defined as being sent or received via letter or facsimile on official firm/agency letterhead or by electronic mail) to SRTA Executive Director as specified below not later than five (5) business days after the Recommendation for Contract Award announcement by SRTA.

The SRTA Executive Director may, within his or her discretion, postpone the award of the contract, but in any case, shall provide a written response to all protests not later than three (3) business days prior to the date that SRTA shall announce the contract award.

The decision by SRTA Executive Director shall be the final agency decision on the matter but shall be subject to judicial review as set forth in O.C.G.A. §50-13-19 or review by FTA as specified below.

All protests must be directed in writing to:

Atlanta-region Transit Link "(ATL)" Authority Procurement Manager  
245 Peachtree Center Avenue, Suite 2200  
Atlanta, GA 30303

c. *Protest Response*

The SRTA Executive Director shall issue written responses to all protests received by the required protest response dates. All protest responses shall be transmitted by first-class U.S. Postal Service to the address indicated in the protest letter.

For convenience, SRTA will also send a copy of the response to a protest to the Protester by facsimile and/or electronic mail if a facsimile number and/or electronic mail address are indicated in the protest letter. The protest response transmitted by U.S. Postal Service shall be the official SRTA response to the protest and SRTA will not be responsible for the failure of the Protester to receive the protest response by either facsimile or electronic mail.

Protests not filed in accordance with the deadlines set forth in Section 2.10.3-Time for Filing shall be deemed untimely and subject to summary dismissal pursuant to Section 2.10.5-Summary Dismissal as noted below.

#### *2.10.4 Protest Decisionmaker*

- a. Except as specifically set forth in this paragraph and in Section 2.10.4 (b), all Protests shall be decided by the SRTA Procurement and Contracts Manager who is authorized by the Executive Director to resolve or rule on any Protest. The Procurement and Contract Manager's actions, decisions and orders in such capacity as Protest Decisionmaker shall be deemed to be on behalf of the Executive Director and effective as though taken by the Executive Director. If at the time of filing, SRTA does not have a Procurement and Contracts Manager then the Executive Director may designate, in his/her discretion, any other SRTA employee (other than the Executive Director, or the Protest Coordinator or Contracting Officer for the particular procurement that is the subject of the Protest) to serve as Protest Decisionmaker until a Procurement and Contracts Manager is appointed or on a case by case basis at any time after receipt of a Protest and prior to the appointment of a Third Party Hearing Officer with respect to such Protest under Section 2.10.4(b).
- b. At the sole and exclusive discretion of the Procurement and Contracts Manager exercised at any time prior to the issuance of a decision with respect to a Protest, the Procurement and Contracts Manager may request that the Executive Director appoint a Third-Party Hearing Officer to recommend a resolution or ruling on any Protest in accordance with Section 2.10.8-Protest Adjudication Procedures. Upon such appointment of a Third-Party Hearing Officer by the Executive Director, the Third-Party Hearing Officer's actions, decisions and orders in such capacity as Protest Decisionmaker shall be deemed to be on behalf of the Executive Director and effective as though taken by the Executive Director, subject, however, to Section 2.10.8-Protest Adjudication Procedures. Upon the request for and appointment of a Third-Party Hearing Officer with respect to a particular Protest, such appointment of a Third-Party Hearing Officer with respect to such Protest shall be irrevocable and the Procurement and Contracts Manager shall not thereafter be entitled to rule singly on the Protest.

#### *2.10.5 Summary Dismissal*

The SRTA Executive Director, may, in his/her sole discretion, summarily dismiss any protest failing to comply with any aspect of this procedure or any aspect of the applicable solicitation documents issued by the SRTA. Protester will be notified in writing by facsimile transmission

or electronic means, with the original to follow by United States Mail, of the summary dismissal of its protest.

#### *2.10.6 Time for Decision by Protest Decisionmaker*

Protests that are not either summarily dismissed or withdrawn (or deemed withdrawn) shall be forwarded by the Protest Coordinator to the Protest Decisionmaker for a decision, as expeditiously as possible after the end of the Protest Coordinator's procedural compliance review. The Protest Decisionmaker shall issue a decision as expeditiously as practical within Thirty (30) Business Days from the later to occur of:

1. The day the Protest is forwarded by the Protest Coordinator to the Protest Decisionmaker for a decision, or
2. The receipt of any requested information from the Contracting Officer, the Protestor or any other party who has relevant information that the Protest Decisionmaker deems necessary in order to render its decision on the Protest.

#### *2.10.7 Protest Decisionmaker's Investigation*

1. The Protest Decisionmaker may request or permit submission of additional statements or documentation from the Contracting Officer, as the Protest Decisionmaker deems necessary in its sole discretion.
2. The Protest Decisionmaker may make a reasonable investigation and is authorized to request any information or documentation it deems necessary in order to render a decision on the Protest.

#### *2.10.8 Protest Adjudication Procedures*

1. The Protest Decisionmaker, in its sole discretion, may issue written questions to the Protestor on any issue the Protest Decisionmaker deems necessary for its consideration of the Protest. Such written questions may be issued in lieu of or in addition to a hearing. Unless specifically required or permitted by this Procedure, or otherwise specifically requested by the Protest Decisionmaker in writing to the Protestor, the Protestor may not file any written pleading, motion or other written documentation with the Contracting Officer or the Protest Decisionmaker after Protestor's filing of the initial Protest.
2. The Protest Decisionmaker, in its sole discretion, either at the Protest Decisionmaker's own instance or upon the Protestor's prior written request submitted in accordance with Section 2.10.1 (b), may elect to conduct a hearing in connection with the Protest. Any requests for a hearing must include a brief statement demonstrating that the Protest Decisionmaker's decision will be aided by a hearing. In the event that the Protest Decisionmaker schedules a hearing, the notice of the hearing may set forth the scope of the hearing, including, but not limited to, the issues to be addressed, the length of hearing and whether documentary or testimonial evidence will be accepted. Alternatively, the Protest Decisionmaker may conduct a pre-hearing conference concerning the procedures to be followed at the hearing, what issues are under consideration and a list of witnesses who may testify. The issues and evidence considered by the Protest Decisionmaker are within the sole discretion of the Protest Decisionmaker.

3. Subject to Section 2.10.8(4), the Protest Decisionmaker may fashion any remedy the Protest Decisionmaker deems consistent with the procurement process and the Solicitation Documents, including without limitation,
  - i. Deny the Protest in whole or in part,
  - ii. Sustain the Protest in whole or in part, or
  - iii. Subject to Section 2.10.8(4), order the Contracting Officer to take any measure consistent with the Protest Decisionmaker's remedy, including without limitation,
  - iv. Award the contract in accordance with the Contracting Officer's original decision,
  - v. Suspend Contract Award or other Solicitation Decision and reevaluate the Solicitation Responses,
  - vi. Cancel the procurement or solicitation,
  - vii. Amend the procurement, or
  - viii. Any other remedy the Protest Decisionmaker determines is necessary to protect or maintain the integrity of the SRTA's procurement process.
  
4. The decision of the Protest Decisionmaker shall be final; provided, however, that if a Third-Party Hearing Officer is the Protest Decisionmaker, the Third-Party Hearing Officer shall only be entitled to make a written recommendation to the Executive Director containing the Third-Party Hearing Officer's proposed ruling on the Protest.
  - i. The Executive Director may:
    - a. Accept, modify or reject the Third-Party Hearing Officer's recommendation in whole or in part;
    - b. Return the matter to the Third-Party Hearing Officer with instruction; or
    - c. Make any other appropriate disposition.
  
  - ii. The Executive Director's decision shall be deemed the final decision of the Protest Decisionmaker.

#### *2.10.9 Stay of Procurement During Protest*

The SRTA Executive Director may order a stay in the opening of a proposals/bids received or of the contract performance if the Executive Director determines, in the Executive Director's sole discretion, that a stay is in the best interest of the SRTA, any affected Agency or the State of Georgia. Should the Executive Director not stay contract performance pending the resolution of any protest to an actual Contract Award, the contract may be awarded on a contingent basis, subject to revocation, revision or other adjustment or modification based on the final decision of the Executive Director in such Protest.

#### *2.10.10 Costs*

Neither the protestor, any interested party nor any other third party shall be entitled to recover any costs incurred in connection with the procurement process, the solicitation, the protest, and/or compliance or attempted compliance with this policy, including preparation costs or attorneys' fees.

#### *2.10.11 Governing Law*

The laws and regulations of the State of Georgia, without application of its conflicts of laws principles, shall govern any action brought pursuant to this Protest Procedure.

#### *2.10.12 Judicial Review*

Any further legal action by the Protestor upon the final decision by SRTA must be filed with the Superior Court of Fulton County and served on SRTA within the time prescribed by Georgia law. The final exhaustion of the procedures set forth in this Protest Procedure is a prerequisite to the commencement of any judicial review of a final decision issued by SRTA under this Protest Procedure.

#### *2.10.13 Review of Protests by FTA*

All protests involving contracts financed with federal assistance shall be disclosed to the FTA in accordance with FTA Circular 4220.1F or the most recent version of FTA Circular 4420.1 available at the time of issuance of the solicitation. Protesters shall exhaust all administrative remedies with SRTA prior to pursuing protests with FTA. FTA limits its reviews of protests to: a grantee's failure to have or follow its protest procedures; a grantee's failure to review a complaint or protest when presented an opportunity to do so; or violations of Federal law or regulation. Appeals to FTA must be received by the cognizant FTA regional or headquarters office within five (5) working days of the date the Protester has received actual or constructive notice of SRTA's final decision or within five (5) working days of the date the Protester has identified other grounds for appeal to FTA.

### **2.11 *Minority Business Participation***

The requirements of 49 CFR Part 26, Regulations of the U.S. Department of Transportation, apply to this contract. It is ATL's policy to practice nondiscrimination based on race, color, sex, or national origin in the award or performance of this contract. All companies qualifying under this solicitation are encouraged to submit price quotes. Award of this contract will be conditioned upon satisfying the requirements of this solicitation. These requirements apply to all companies, including those who qualify as a disadvantaged business enterprise (DBE). The ATL has not established a specific DBE goal for this contract.

As an incentive to increase utilization of minority-owned businesses as subcontractors on State purchases, the State of Georgia provides for an income tax adjustment on the state tax return of any company that subcontracts with a State certified minority-owned firm to furnish goods, property, or services to the State of Georgia, including SRTA. The Tax Incentive Program is codified at [O.C.G.A. §48-7-38](#) and is managed by the Georgia Department of Revenue.

### **2.12 *Conflicts of Interest***

The ATL adheres to the Standards of Ethical Conduct for Purchasing for ATL employees involved in procurement. It is a breach of ethical standards for any ATL employee to participate directly or indirectly in a procurement when the employee knows:

- The employee or any member of the employee's immediate family has a financial interest pertaining to the procurement;



- A business or organization in which the employee, or any member of the employee's immediate family, has a financial interest pertaining to the procurement; or
- Any other person, business or organization with whom the employee or any member of employee's immediate family is negotiating or has an arrangement concerning prospective employment is involved in the procurement.

ATL employees are also bound by the Georgia Governor's Executive Order dated January 10, 2011 for "Establishing a Code of Ethics for Executive Branch Officers and Employees." The Executive Order prohibits the ATL and ATL employees, or any person acting on their behalf, from accepting, directly or indirectly, any gift from any person with whom the employee interacts on official ATL business. Therefore, it is unlawful for a potential Proposer, or its subcontractors or suppliers, to make gifts or favors to any ATL employee. It is also unlawful for any ATL employee to accept any such gift or favor. In addition, any persons acting as members of the Evaluation Committee for this procurement shall, for the purposes of this procurement, be bound by Georgia Governor's Executive Order dated January 10, 2011 for "Establishing a Code of Ethics for Executive Branch Officers and Employees."

Throughout the proposal evaluation and award process and subsequent contract negotiations, Proposers shall not discuss or seek specific information about this procurement, including but not limited to, the contents of submissions, the evaluation process or the contract negotiations, with members of the Evaluation Committee, the ATL Board of Directors, or ATL employees other than Leanna Jordan Pierre, Procurement & Contracts Manager.

### **2.13 Contractual Relationships**

The ATL intends to execute the Contract, attached as Part 3 of this RFP, for the provision of the required services with the selected Contractor(s). The selected Contractor's contractual responsibility must solely rest with one firm or legal entity, which shall not be a subsidiary or affiliate with limited resources. Proposer's Proposal Letter, included as Offer Document #2 of this RFP, must clearly indicate the firm or entity responsible for contract execution.

The ATL shall not be a party to agreements between the selected Contractor and/or any subcontractors it may choose to employ during fulfillment of the Contract; however, the selected Contractor shall execute fair and reasonable agreements with its subcontractors (if any) and shall provide the ATL with copies of said agreements not later than five business days prior to their execution. Additional contract requirements related to Subcontractors are specified in the Contract.

### **2.14 Small Business Participation**

The ATL strongly supports the participation of small business owners in its contracts. It is the policy of the ATL to ensure nondiscrimination in the award and administration of DOT-assisted contracts. It is the intention of the ATL to create a level playing field on which Small Businesses can compete fairly for contracts and subcontracts relating to its construction, procurement and professional services activities in compliance with the requirement of 49 C.F.R. 26.39.

### **2.15 Contractual Provisions**

The contract to be executed between the ATL and the selected Contractor as a result of this solicitation is included as an attachment to this RFP. The ATL has no obligation to consider and/or approve exceptions or changes to the Contract. The ATL reserves the right to modify

the Contract and/or include additional contractual provisions in the contract at its sole discretion.

The apparent successful Proposer must return two signed copies of the Contract to the ATL Procurement & Contracts Manager within five business days of notification of intent to award. Failure to do so may lead to rejection of the Proposer. The ATL reserves the right to proceed to discussions with the next ranked Proposer.

#### ***2.16 Responsibility for Compliance with Legal Requirements***

Proposer's products, services, and facilities shall be in full compliance with any and all applicable federal, state, and local laws, regulations, ordinances, and standards and any standards adopted by nationally recognized testing facilities regardless of whether or not they are referred to in this RFP.

#### ***2.17 Conditional Proposals***

Terms and conditions attached to a proposal by a Proposer and made a condition of contract execution may render the proposal non-responsive and may be rejected by the ATL.

#### ***2.18 Sales and Use Taxes***

The ATL is exempt from paying sales and use taxes. All proposal prices must exclude sales and use taxes (if applicable).

#### ***2.19 Proposal Preparation Costs***

All costs of proposal preparation, attendance at pre-proposal and/or pre-award meetings, and any other pre-award costs shall be at Proposer's sole cost and expense.

#### ***2.20 Contents of Contract***

The contract resulting from this RFP shall consist of the following documents, which shall be incorporated therein:

- Contract;
- Definitions;
- RFP (including any addenda thereto);
- Consultant's Proposal;
- Schedule of Services;
- Consultant Rates;
- Mandatory FTA Clauses;
- ATL Notice of Intent to Perform as Subcontractor Form
- ATL DBE Subcontractor Form
- DBE/SBE Utilization Contract Closeout Report

### **3. Contents of Complete Proposal**

All Proposals should include a table of contents with page numbers and sufficient detail to facilitate easy reference to all requested information.

To be eligible for evaluation by the ATL as a complete, responsive proposal in response to ATL Solicitation No. 19-002, any and all proposals submitted to the ATL must contain all fifteen (15) of

the following documents, properly signed (as required), fully completed by the Proposer, and numbered and arranged in the following order:

### **3.1 Complete Proposal Checklist**

- This document serves as a checklist for Proposers to ensure that their proposal is complete and ready for submission to the ATL. The document is used by the ATL during the evaluation of responsiveness of proposals.
- This document must be fully completed, signed, and submitted with the proposal.
- Blank checklist form is attached as Offer Document #1 of this RFP.

### **3.2 Proposal Letter**

- This document summarizes the acknowledgements and representations made by and agreed to by the Proposer with regard to its proposal.
- This document must be fully completed, signed, and submitted with the proposal.
- Blank form is attached as Offer Document #2 of this RFP.

### **3.3 Acknowledgement of Addenda to RFP**

- This document is required by Part 1, Section 2.5 of this RFP.
- This document must be fully completed, signed, and submitted with the proposal.
- If no addenda to the RFP were issued by the ATL, Proposer must still complete the form and include it in its proposal.
- Blank form is attached as Offer Document #3 of this RFP.

### **3.4 Proposer Information Form**

- This document summarizes key information about the Proposer for the ATL's assistance and reference during evaluation of the proposals including:
  - Contact Information for Proposer
  - Corporate information
  - List of references for whom Proposer has performed similar services in the past ten years
- The ATL will contact the references listed on this document as part of its evaluation of proposals.
- If Proposer is a certified DBE, proof of DBE certification must accompany this document.
- This document must be fully completed, signed, and submitted with the proposal.
- Blank form is attached as Offer Document #4 of this RFP.

### **3.5 Proposer Certifications**

- This document must be fully completed, signed, and submitted with the proposal.
- Blank form is attached as Offer Document #5 of this RFP.

### **3.6 Statement of Firm's Qualifications and Experience**

- This document shall be provided by the Proposer and shall be a narrative description of the Proposer's qualifications and experience. This narrative description shall include the

appropriate use of headings and subheading that address, at minimum, the following elements:

- Brief description of the Proposer (brief history, number of employees, lines of business, areas of specialization, office locations, organization, etc.)
  - Description of the firm's experience in performing work of a similar nature to that solicited in this RFP, specifically public relations/communications/branding for governmental organizations and/or organizations in the transportation industry, and the participation in such work by the key personnel proposed for assignment to this project.
  - Highlight the firm's experience with the work or services identified in Scope of Services.
  - Comprehensive listing and brief descriptions of relevant engagements started and/or completed during the last five years that are similar in scope and nature to the Scope of Services, attached to this RFP.
- There is no prescribed format for this document. The format of the document shall be at the discretion of Proposer; however, the document shall be limited to no more than fifteen (15) single-side typed pages, font size no smaller than 10 pt, with no more than five (5) pages allocated for graphics and/or designs. Proposer should label this document as Offer Document #6 in its proposal.

### **3.7 Project Team and Project Approach**

- This document shall be provided by the Proposer and shall be a narrative description of the Proposer's project team and approach. This narrative description shall include the appropriate use of headings and subheading that address, at minimum, the following elements:
- Firm's technical approach to the project and interpretation of the Scope of Services, including the Tasks identified in the Scope of Services section
  - Identify the adequacy of the firm's resources, including personnel, labor, equipment and supplies, etc.
  - Proposed project approach and plan in response to the Scope of Services
  - Resumes of project team members
  - Any special or unique benefits that the proposed team and/or its approach brings to the Scope of Services
- There is no prescribed format for this document. The format of the document shall be at the discretion of Proposer; however, the document shall be limited to no more than fifteen (15) single-side typed pages, font size no smaller than 10 pt. Note, team member resumes shall not be counted towards the page limit restriction. Proposer should label this document as Offer Document #7 in its proposal.

**3.8 Sample Printed Materials**

- These documents shall be provided by the Proposer. Proposer shall submit samples of the following documents:
  - Logo and Marketing Promotional Designs
  - Style Guides
  - Communication Plans
  - Case Studies
- Proposer should label this document as Offer Document #8 in its Proposal. Samples must be provided with each copy of the proposal submitted.

**3.9 Price Proposal**

- This document must be fully completed, signed, and submitted with the proposal *in a separately sealed envelope or package*.
- A blank Price Proposal is attached as Offer Document #9 of this RFP.

**3.10 Contractor Affidavit under O.C.G.A. § 13-10-91(b)(1)**

- This document must be fully completed, signed, and submitted with the proposal.
- Blank form is attached as Offer Document #10 of this RFP.

**3.11 Subcontractors and DBEs**

- This document must be fully completed, signed, and submitted with the proposal.
- If any identified subcontractor is a certified DBE, proof of DBE certification must accompany this document.
- Blank form is attached as Offer Document #11 of this RFP.

**3.12 Certification Regarding Suspension and Debarment**

- This document must be fully completed, signed, and submitted with the proposal.
- Blank form is attached as Offer Document #12 of this RFP.

**3.13 Certification Regarding Lobbying**

- This document must be fully completed, signed, and submitted with the proposal.
- Blank form is attached as Offer Document #13 of this RFP.

**3.14 Non-Collusion Affidavit**

- This document must be fully completed, signed, and submitted with the proposal.
- Blank form is attached as Offer Document #14 of this RFP.

**3.15 Anti-Boycott, Divestment and Sanctions Against Israel Certification**

- This document must be fully completed, signed, and submitted with the proposal.
- Blank form is attached as Offer Document #15 of this RFP.

## 4. Proposal Evaluation and Contract Award

### 4.1 *Standards for Award*

ATL Solicitation No. 19-002 is a Request for Proposals (RFP). The ATL intends to award a contract to the Proposer whose proposal conforms to the solicitation and is determined to be the most advantageous to the ATL, taking into consideration price and other evaluation factors set forth below. Accordingly, the ATL may not necessarily make an award to the Proposer with the highest technical ranking nor award to the Proposer with the lowest price proposal if doing so would not be in the overall best interest of the ATL.

In order to be eligible for contract award a proposal must meet all of the following criteria:

- 4.1.1 The proposal submitted is responsive to the solicitation.
  - A proposal shall be considered responsive if it conforms in all material aspects to the requirements of the solicitation at the scheduled time of submission and does not require further discussions with the Proposer.
  - It shall be at the sole discretion of the ATL to determine if a proposal conforms in all material aspects to the requirements of the solicitation.
- 4.1.2 The Proposer who submitted the proposal is a responsible Proposer. A Proposer shall be considered responsible if the Proposer possesses, at the time of contract award, the ability to perform successfully and a willingness to comply with the terms and conditions of the contract (attached to this RFP).
- 4.1.3 The Proposer is judged, at the sole discretion of the ATL, to be the qualified firm(s) that offers the best value to the ATL for the Services to be provided.

### 4.2 *Evaluation and Award Process*

All proposals shall be evaluated by an Evaluation Committee. Proposals and evaluations will be kept strictly confidential throughout the evaluation and award process. Only the members of the Evaluation Committee and other ATL staff having a legitimate work-related interest will be provided access to the proposals and evaluation results during the evaluation and award process. Proposals will be evaluated and a contract will be awarded in accordance with the following process:

- 4.2.1 Proposals will first be evaluated by the ATL Procurement Manager for responsiveness in accordance with the standard set forth in Part 1, Section 4.1.1 above. Only those proposals that are determined to be responsive shall be evaluated for Proposer responsibility.
- 4.2.2 Proposers who submitted responsive proposals will be evaluated by the Evaluation Committee for responsibility in accordance with the standard set forth in Part 1, Section 4.1.1 above.
- 4.2.3 Proposals that are determined to be responsive and that were submitted by responsible Proposers shall be further evaluated by the Evaluation Committee to determine the Proposal(s) that is/are most advantageous to the ATL.

To determine the most advantageous proposal to the ATL, the Evaluation Committee will evaluate the proposals in two phases taking into consideration the following criteria:

Phase 1 will consist of an evaluation of the following criteria:

- **Firm's Qualifications and Experience (30 point maximum)**- Proposer's background, financial stability, company history, employee number and availability for project, etc.
- **Project Team and Approach (40 point maximum)**- Proposer's experience with projects of similar scope and size and proposed team members for this Contract.
- **References (15 point maximum)**- Evaluation Committee shall specifically consider information submitted in accordance with Sections 3.4 and 3.6.
- **Price Proposal (15 point maximum)**- Evaluation Committee shall specifically consider information submitted in accordance with Section 3.9.

At the conclusion of Phase 1, the Evaluation Committee will score each responsive proposal on the criteria noted above and may: 1) recommend that the top scoring firm be awarded the contract; or 2.) elect to conduct Phase 2 of the evaluation process.

Phase 2 is optional at the ATL's sole discretion. Should the ATL elect to proceed with Phase 2, the top three scoring firms from Phase 1, assuming that at least three firms have submitted responsive proposals, will be invited for interviews.

- **Interviews-Optional (25 point maximum)**- The Evaluation Committee may choose to invite selected proposers to make presentations and participate in interviews with the committee prior to completing its ranking of proposals. It shall be at the discretion of the Evaluation Committee as to whether it will conduct interviews. Proposers that are invited for interviews may earn up to 25 points based on the quality of the interview.

- 4.2.4 Upon completion of the evaluation process by the Evaluation Committee, a recommendation to award a Contract to the Proposer who submitted the most advantageous proposal to the ATL, as solely determined by the Evaluation Committee, and that meets the standards for contract award specified in Section 4 will be forwarded to the ATL Executive Director.
- 4.2.5 The ATL Executive Director may, at his or her sole discretion, delay consideration of the Recommendation for Contract Award or reject the recommendation and award the contract to another Proposer(s) or cancel the procurement altogether.
- 4.2.6 The ATL will execute a contract with the successful Proposer and will issue a Notice to Proceed.
- 4.2.7 The ATL reserves the right issue multiple contract awards under this solicitation.

## PART 2 – SCOPE OF SERVICES

### OVERVIEW

The Atlanta-region Transit Link Authority (the “ATL”) is issuing this Request for Proposals (RFP) in order to establish a Contract for Branding, Communications, and Public Education Consulting Services. The ATL will utilize the Contract(s) awarded as a result of this RFP on an as-needed basis. No minimum amount of work is guaranteed.

The successful Proposer will have demonstrated experience in brand building, government communications, transportation initiatives and strategic communications related to transit systems.

### BACKGROUND

On March 29, 2018, the Georgia Legislature passed House Bill 930 (“HB 930”), which created The Atlanta-region Transit Link Authority (the “ATL”). The ATL was created as a new regional governance and funding structure, to improve coordination, integration, and efficiency of transit in metro Atlanta. The ATL has two core activities: 1) developing and maintaining a regional transit plan encompassing all transit projects and initiatives; and 2) oversight of all federal and state transit funds in the region.

HB 930 creates a 16 member board for the new ATL. The bill authorizes two appointees from the Lt. Governor, two appointees from the Speaker of the House, the Commissioner of the Georgia Department of Transportation as non-voting board member, and one appointee by the Governor (who will serve as the chair of the board). The remaining 10 board seats shall be selected through a statutorily prescribed election process with each of the remaining 10 board positions chosen to represent one of 10 different “Transit Districts” that collectively cover a 13-county metro-Atlanta region. The initial slate of ATL Board members, according to HB 930, are to be elected no later than December 1, 2018. HB 930 also defines Metro Atlanta as a 13-county region, requires the creation and maintenance of a Regional Transit Plan encompassing all transit projects and initiatives across the region, and creates access to new transit funding mechanisms for projects and activities occurring within the region, as well as planning for regional unified branding.

Currently there are five (5) public agency fixed route operators, operating six (6) separately branded fixed route transit services in various geographic locations within the 13-county region. They are:

Transit Agency	Key Service Brand	Modes Operated
The Metropolitan Atlanta Rapid Transit Authority (MARTA)	MARTA	Local Bus, Heavy Rail, Light Rail (i.e. Streetcar), Paratransit
State Road and Tollway Authority/Georgia Regional Transportation Authority (SRTA/GRTA)	Xpress	Express Bus (i.e., Regional commuter bus service)
Cobb Community Transit	CobbLinc	Local and Express Bus
Gwinnett County Transit	GCT	Local and Express Bus
Cherokee Area Transit System	CATS	Local Bus

Additionally there are at least 5 other public agency demand-response transit services operating in the 13-county jurisdiction of the ATL and two major vanpool programs.

Finally, CobbLinc, GCT, MARTA and Xpress all accept the regional fare payment system operated by MARTA known and branded as, “Breeze.”



Mode	Current Branding
Heavy Rail	
Local Bus	   
Streetcar	
Regional Commuter Bus	  
Bus Rapid Transit	TBD
Regional Smartcard Fare Payment system	

**SCOPE OF SERVICES**

The following scope of work outlines the tasks associated with the ATL’s desire to develop and implement regional branding, including an ATL logo and an overall branding strategy.

***Task 1-Branding***

Fixed-route transit services within the ATL region have been provided by MARTA, GRTA/SRTA, CATS, GCT and CobbLinc. With the ATL’s creation the legislative intent behind HB 930 is to create unified branding that will apply to and be used by all transit within the region. Further, HB 930, specifically requires that after January 1, 2019 new MARTA assets greater than \$250,000 must prominently display the ATL logo and brand. This is a time of change and growth for regional transit services and there is a strong need to market the “new” ATL network of meshed transit services and manage communications around the change that is underway. As a newly created State authority, the ATL needs to define and establish its brand. The successful Proposer shall develop a brand identity for the ATL with a unified and cohesive branding

approach that will positively resonate with a variety of stakeholders and that will provide a path for the region to consistently use this branding.

The successful Proposer shall:

1. Develop a brand platform for the ATL, including positioning, personality, promise, differentiation and value proposition;
2. Develop a comprehensive brand strategy, including brand architecture, for a multi-faceted brand that addresses relationships between regional transit partners, agencies and operators; naming conventions; various transit modes; and, service/program brand groupings;
3. Create the brand identity, including naming, logo design, brand identity standards/guidelines/systems;
4. Develop graphic standards for future use and management by ATL's in-house staff, as well rules/guidelines for how these standards may be used by transit operators within the region as well as other third parties;
5. Conduct a focus group session(s) with key transit agencies;
6. Develop a strategy to gain organizational and regional consensus for the brand's position;
7. Develop measures that will be used to determine whether the branding effort is successful.

Deliverables

- Project kick-off meeting
- Findings summary and brand strategy options
- Five (5) logos for review and approval by ATL staff leadership (with top 2 for review and final approval by ATL Board)
- Focus Group Report
- Graphic standards and style guidelines, templates (e.g. PowerPoint, digital and hardcopy letterhead, etc.), and usage examples for e-branding, social media, presentations, etc.
- Conceptual drawings, displays and depictions of how the logo and graphic standards may be utilized by the multiple transit agencies and operators across various transit modes and other typical transit collateral (e.g. schedules, maps, fare media, etc.)

### **Task 2-Plan Development**

The successful Proposer will develop a plan for adoption and use of the final ATL branding by the fixed route operators within the region including suggested design, rules and guidelines for how the ATL branding should be implemented given the current state of multiple brands and logos currently in use throughout the region.

Deliverables

- Comprehensive strategic branding plan with measurable strategies
  - Must include a plan for maintenance and consistency of brand image and messaging across the multiple transit agencies, operators and modes within the region
  - Must provide suitable flexibility for the various target audiences
- Social media plan with recommended platforms, usernames, content and schedule

### **Task 3-Implementation**

The successful Proposer will provide oversight and technical assistance in the format, layout, digital and hardcopy reproduction of collateral materials. Such collateral materials include, but are not limited to:

- ATL website which utilizes a content management system and provides for search engine optimization
- Public outreach materials
- Media Kit

- Corporate information packets
- Advertising media
- Vehicle graphics
- Radio ad scripts
- Video production for social media and 30 second spots
- Promotional programs
- Business stationary-letterhead (including digital stationary-letterhead), business cards, folders, blank note cards
- Slide deck templates using Microsoft PowerPoint
- Other collateral identified and approved in the branding plan

All collateral materials shall be provided in native, editable, PC-compatible formats, including, but not limited to .ai., .eps., .psd., .indd, .jpeg, .pdf, .pptx and .doc.

The successful Proposer will develop an actionable plan for the implementation of the brand. The Action Plan shall include, at minimum:

- Estimated costs/budget associated with the implementation process
- Proposed timelines for the development of creative elements
- Recommended positions logo and brand guidelines
- Implementation plans for brand identity applications and brand identity maintenance plan

***Task 4-Public Education and Awareness (OPTIONAL)***

At the discretion of the ATL, the successful Proposer may be asked to develop and implement public education campaigns to support the ATL and to measure the effectiveness of the campaigns implemented. The services required include, but are not limited to:

- Identify target audiences;
- Develop public education/outreach strategies as needed for reaching identified audiences;
- Implement public education/outreach campaigns;
- Develop education and outreach materials;
- Calculate the number of impressions made during each campaign;
- Survey audiences pre and post-campaign to measure the effectiveness of outreach efforts

**PROJECT SCHEDULE**

As part of the project kick-off meeting, the successful Proposer shall submit a complete project schedule which incorporates the following key project deliverable dates. The final project schedule will be approved by the ATL within one week of the project kick-off meeting. In order to meet the HB 930, January 1, 2019 deadline related to ATL branding usage, the following key project milestone dates are suggested:

October 5, 2018	Kick-off Meeting/Brainstorming Session
October 19, 2018	Submission of Draft Communications Plan
October 22-26, 2018	Communications Focus Group with Key Transit Agencies
October 26, 2018	Submission of Focus Group Report
November 2, 2018	Submission of Draft Logo Designs
November 9, 2018	Submission of Draft Style Guide
November 29, 2018*	Submission of Final Style Guide and Logo Design
December 3-7, 2018*	Rollout of Logo Design and Style Guide

While the schedule provided above is a suggested schedule, the dates with asterisks are those which the ATL believes to be critical for meeting the deadline noted in HB 930 related to ATL branding usage.