

# Request for Proposals

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## Public Outreach and Engagement Support for Downtown Transportation & Sustainability Programs

January 11, 2017



Central Atlanta Progress  
Atlanta Downtown Improvement District

Central Atlanta Progress, Inc.  
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## **Introduction**

Central Atlanta Progress (CAP) and the Atlanta Downtown Improvement District (ADID) seek a qualified staffing, marketing, or outreach firm to support CAP/ADID in providing education and outreach to Downtown commuters on regional and local incentive programs designed to reduce congestion by reducing single occupancy vehicle trips (SOV) and promoting the use of alternative modes of transportation.

Central Atlanta Progress, Inc. is a private nonprofit community development organization providing leadership, programs and services to preserve and strengthen the economic vitality of Downtown Atlanta. The Atlanta Downtown Improvement District, Inc. is a public-private partnership that strives to create a livable environment for Downtown Atlanta. Working side by side, CAP and ADID are committed to creating a thriving Downtown Atlanta community for all of its property owners, employees, residents, students and visitors. Please visit [AtlantaDowntown.com](http://AtlantaDowntown.com) for more information. The Downtown boundaries roughly include the area bounded by Northside Drive, Boulevard, North Avenue and Memorial Drive.

CAP/ADID serves as the transportation management association (TMA) for Downtown. In this capacity, CAP/ADID works with commuters and employer/property management partners to develop and deploy education and outreach practices aimed at promoting alternative transportation (travel options other than driving alone, including walking, bicycling, taking the bus, MARTA train, or streetcar, and carpooling, etc.), which thereby reduces congestion and improves air quality.

The TMA functions of CAP/ADID are partially funded through a grant provided through the Atlanta Regional Commission (ARC), which contracts travel demand management (TDM) services in regional activity centers in the Atlanta region via funding from the Georgia Department of Transportation (GDOT). In its function as the TMA serving Downtown, CAP/ADID promotes Georgia Commute Options (GCO) incentive programs. GCO consist of a suite of services, including cash prizes and online commute logging, to encourage the use of alternative modes, reduce existing and anticipated congestion, and improve the region's air quality by encouraging commuters to travel by high capacity modes, active modes, or at non-peak periods. Please visit [gacommuteroptions.com](http://gacommuteroptions.com) for more information.

## **Scope of Work**

The desired firm will provide "street team" outreach services in the form of on-the-ground communication with Downtown employees and/or commuters. In addition to other CAP-ADID-organized events, these services will support directly and also supplement CAP/ADID staff in the successful execution of Tasks 2, 3 and 4 within the ARC "Employer Services" Scope of Work attached to CAP/ADID's Subgrant Agreement with ARC for employee/commuter outreach (reference Exhibit A).

The selected firm will provide resources in the form of "brand ambassadors" to represent CAP/ADID at employee and commuter events and other activations to be predetermined and organized by CAP/ADID.

CAP/ADID will provide appropriate training to the firm's "brand ambassador(s)" on the promotional topic at hand prior to the selected event(s).

Employer/commuter outreach is conducted through direct interaction and contact via methods including, but not limited to:

- Distribution of flyers/promotional materials at various locations/events

- Staffing tables and booths such as the following:
  - Employee health fairs
  - Employee lunch and learns
  - Community events
  - High trafficked commuter nodes

CAP/ADID will direct the selected firm as to what events to attend.

### Objectives

The objectives of a targeted and educational outreach campaign emphasizing the transit and alternative forms of transportation assets available to Downtown commuters are to:

- Promote transit ridership and walking/biking Downtown
- Encourage alternative mode use for total mobility
- Educate commuters on various regional mode-shift initiatives
- Promote participation in the region’s Georgia Commute Options incentive program

### Services Desired and Required Activity

Given the strong alternative transportation options Downtown, large commuter population, and robust mode-shift incentive programs, CAP/ADID seeks a firm to execute outreach services to promote such incentives as directed by CAP/ADID. The selected firm will be required to accomplish the following:

- Ensure that “ambassadors” report to event on-time
- After initial training from CAP/ADID, ensure that “ambassadors” are well educated and able to speak knowledgeably to the topic at hand
- Be an enthusiastic and friendly spokesperson for the program topic at hand
- Report event impact to CAP/ADID by tracking individual interactions with commuters using CAP/ADID-provided reporting forms and tools
- Various additional activity as required by CAP/ADID

### Reporting and Interaction with CAP/ADID

CAP/ADID is required by contract to measure the impact of employee/commuter interaction through the submission of monthly reports. Therefore, the selected firm will be expected to provide a report to CAP/ADID with a sum of direct interactions with commuters. This report is preferred to be submitted electronically to CAP/ADID once per week, or routinely following scheduled events. Weeks in which there is no activity will not require a report. CAP/ADID will appoint one staff member to act as the manager of the selected firm.

### Concerned Funding Agencies

Funding for this project has been partially provided through a Subgrant Agreement between CAP/ADID and ARC. As applicable, the appropriate terms and conditions of the Subgrant Agreement between ADID & ARC apply to the selected consultant team. Reference Exhibit A.

### **Selection Process and Submission Requirements**

CAP/ADID acknowledges that the selection process for the services to be performed by this procurement is governed by regulations requiring competition between potential firms and agrees to abide by these regulations. CAP/ADID also acknowledges to prospective firms that the work advertised through this procurement may be contingent upon approval by Concerned Funding Agencies.

It is CAP/ADID's intent to select directly from information gained from review of submitted proposals. However, CAP/ADID reserves the right to call references provided in the statement of qualifications and to require phone or personal interviews with firms included on a short list.

#### Submittal Items

Firms should provide the following information as a single PDF. Every effort should be made to make proposals as concise as possible. The body of the submittal should not exceed eight (8) pages.

#### Outline of Expertise

- Firm history and profile
- Overview of the firm's understanding of the activities requested by this scope of work
- Qualifications/experience of key project management personnel proposed for the assignment
- Examples of relevant past experiences/successes, including client references (quantity = 3) with contact information (name, email address and phone number)
- Availability/accessibility of project personnel
- Proposed fee in the form of a single standard hourly rate for services requested;

Compensation / Proposed Fee – CAP/ADID proceeds with the assumption that the standard hourly rate will cover any/all overhead/administrative costs associated with post-event reporting. Likewise, time spent training “ambassadors” is subject to billing at the predetermined rate.

#### Selection Criteria

CAP/ADID will use the following criteria in evaluating submittals. The list is not shown in any prioritized order:

- Understanding and insight related to project scope of work
- Abilities and capacity of professional personnel
- Team organization, including personnel, staff capacity and team availability
- Project approach outlining management, staffing responsibilities, responsiveness timelines and process.
- Responsiveness to the Request for Proposal

#### **Delivery of Proposals**

The PDF submittal must be received by **close of business (5:00 p.m.) on Friday, January 27, 2017**. Submittals received after this date and time will not be considered. E-mail the submittal to Kailor Gordy at [kgordy@atlantadowntown.com](mailto:kgordy@atlantadowntown.com).

Please address any questions in writing via email to Kailor Gordy at [kgordy@atlantadowntown.com](mailto:kgordy@atlantadowntown.com) or via fax at 404-658-1919. All questions must be received in writing by January 18, 2017 at 5:00 p.m. Answers will be made available to all parties via email and the CAP/ADID website ([www.atlantadowntown.com](http://www.atlantadowntown.com)) no later than January 20, 2017.

#### Equal Opportunity

CAP/ADID is an equal opportunity employer. All qualified applicants will receive consideration for selection without regard to age, handicap, disability, religion, creed or belief, political affiliation, race,

color, sex, or national origin. CAP/ADID will not discriminate against any qualified firm on the basis of age, handicap, disability, religion, creed or belief, political affiliation, race, color, sex, or national origin. It is the policy of CAP/ADID to actively promote full and equal business opportunities for disadvantaged and minority business enterprises (DBE/MBEs).

#### Acceptance of Proposals

CAP/ADID reserves and holds without any liability on the part of CAP/ADID the following rights and options:

- To accept or reject any and/or all submittals or portions of submittals
- To accept submittals in any order or combination
- To re-advertise if deemed necessary
- To approve, disapprove, modify or cancel all work to be undertaken

#### Selection & Award

- CAP/ADID will negotiate a professional services agreement or letter agreement with the firm submitting the top-ranked responses.
- Proposal submittal costs in conjunction with this RFP shall be borne by the submitting firms.