Request for Proposals

Marketing Services for the Downtown Alternative Transportation Campaign

March 3, 2015

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 branding, marketing, or communications firm to support CAP/ADID in the development of an innovative program that will highlight the various Downtown alternative modes of transportation, with an emphasis on transit.

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 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 (options other than driving alone), which thereby reduces congestion and improves air quality.

Scope of Work
Assets
Downtown Atlanta is uniquely situated as both the largest transit hub in the region and a walkable urban environment. Accordingly, CAP/ADID is seeking assistance in developing a unique campaign to highlight these assets, which include:

- Atlanta Streetcar (www.theatlantastreetcar.com)
- MARTA (www.itsmarta.com)
- GRTA (www.grta.org)
- CCT and (www.cobbcounty.org/cct/)
- GCT service
  (http://www.gwinnettcounty.com/portal/gwinnett/Departments/Transportation/GwinnettCounty Transit)

Attachment A includes more information on the transit systems Downtown.

The 2.7 mile loop of the Atlanta Streetcar serves a number of major Downtown employers, attractions, and surrounding neighborhoods. The newest transit system Downtown, the Atlanta Streetcar opened for service on December 30, 2014. The Streetcar also connects with other key transit systems and bike/walk infrastructure servicing Downtown and can create key first/last mile connectivity for commuters and residents.

With 9 rail stations, including a direct connection between to the Streetcar at Peachtree Center, MARTA is a significant asset to Downtown. Additionally, GRTA Xpress intersects with the Streetcar at three different stops: Centennial Olympic Park, Carnegie at Spring, and Hurt Park. In addition to commuter transportation, MARTA and the Streetcar serve Downtown office workers during the daytime for business and pleasure trips. By serving as reliable options for daytime trips, MARTA and the Streetcar offer car-free options for suburban commuters to use during the workday.

Lastly, Downtown Atlanta boasts a highly walkable and bikable environment. With 12 miles of cycling infrastructure and plans that include two separated cycle tracks and extensive sidewalk infrastructure,
the bicycle and pedestrian connections enable intown residents to commute to work and to visit Downtown.

Objectives
The objectives of a targeted and educational marketing campaign emphasizing the transit assets available to Downtown commuters and Tier 1 neighborhood residents are:

Primary
• Promote transit ridership and walking/biking Downtown
• Encourage alternative mode use for total mobility
• Foster fun, competition, and community

Secondary
• Increase corporate and property manager partners
• Promote participation in the region’s Georgia Commute Options incentive program
• Support vibrancy and economic development

Services Desired
Given the strong alternative transportation options Downtown, CAP/ADID seeks a firm to create a comprehensive and cohesive marketing campaign to promote these transit options, which includes the following services (only digital assets are desired):

Task 1: Branding: Brand concept development, to include message, tagline and logo.

Task 2: Strategy: Design of an implementation-ready, promotional campaign and strategy that reaches beyond creative assets. This includes the design of an interactive campaign including events and promotions, a strategy for deployment, the development of supporting content, and a schedule.

Task 3: Tactics: Design for and design of necessary elements to effectively promote Downtown alternative transportation options, including creative assets.

Task 4: Measurement: A strategy for monitoring tactics and trackable metrics to evaluate the campaign. Measurement will be conducted by CAP/ADID staff; however, CAP/ADID staff desires assistance in identifying appropriate metrics and tools for routine effectiveness measurement.

The design of the campaign and all deliverables should be completed by June 30, 2015, in time for a summer deployment by CAP/ADID staff. Deliverables will involve only digital assets.

Background & Coordination
Georgia Commute Options
The TMA functions of CAP/ADID are partially funded through a grant provided through the Atlanta Regional Commission, which contracts travel demand management (TDM) services in regional activity centers in the Atlanta region via funding from the Georgia Department of Transportation (GDOT). CAP/ADID operates as a TMA within the larger regional TDM program known as Georgia Commute Options (GCO). GCO offers 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. GCO is also responsible for brand development of the regional program. Accordingly, GCO must approve the use of the regional brand in all marketing materials. Please visit gacommuteoptions.com for more information.
Concerned Funding Agencies
Funding for this project has been partially provided through a grant from ARC to the ADID. As applicable, the appropriate terms and conditions of the grant agreement between ADID & ARC apply to the selected consultant team.

Travel Survey
A travel survey was conducted in 2014. The findings may be useful for guiding messaging for the campaign. The summary of the survey is available in Attachment B. The full report will be provided to the chosen firm.

Downtown Market Characteristics
For complete market information on Downtown, visit http://atlantadowntown.com/data.

Tier 1 Neighborhoods
The campaign aims to appeal to commuters as well as residents of Downtown and Downtown adjacent neighborhoods. These include:
- Cabbagetown
- Castleberry Hill
- English Avenue
- Georgia Tech
- Grant Park
- Mechanicsville
- Old Fourth Ward

Submission Guidelines
Firms should provide the following information, organized in this order as a single PDF. Every effort should be made to make proposals as concise as possible. The body of the submittal should not exceed ten (10) pages.

Submittal Items
- Executive Summary
- Outline of Expertise
  - Firm history and profile
  - Qualifications/experience of all personnel proposed for the assignment, summary of management, vendors
  - Examples of relevant past experiences/successes (3 maximum)
  - Client references with contact information (3 maximum)
  - Availability/accessibility of project personnel
  - Proximity/knowledge of and commitment to Downtown Atlanta
- Scope, Approach and Methodology
  - Outline of tactical approach
  - Approximate timeline (work must be completed by no later than 6/30/2015)
  - Staff requirements
  - List of proposed deliverables / digital assets (as examples, to be finalized with CAP/ADID input)
Proposed approach to provision of services

- Evaluation and Metrics (encouraged)
  - Evaluation methods and measures for project objectives
  - Definition of success or failure of project

- Budget
  - Total proposed fee (using form in Attachment C) with a detailed budget breakdown for staff time required to define and develop desired digital assets
  - Current personnel hourly rate schedule for anyone working on the project (required)

**Delivery of Proposals**
The submittal must be received by close of business (5:00 p.m.) on March 20, 2015. Submittals received after this date and time will not be considered. E-mail the submittal to Shelby Busó at sbuso@atlantadowntown.com.

Please address any questions in writing via email to Shayna Pollock at spollock@atlantadowntown.com or via fax at 404-658-1919. All questions must be received in writing by March 9, 2015 at 5:00 p.m. Answers will be made available to all parties via email and the CAP/ADID website (www.atlantadowntown.com).

**Equal Opportunity**
CAP/ADID is an equal opportunity employer and will select a consultant without regard to age, disability, religion, creed or belief, political affiliation, race, sex, or ethnicity. 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 Qualifications**
CAP/ADID reserves and holds without any liability on the part of CAP/ADID the following rights and options:

- To select firms to participate in the campaign
- To 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 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.
- The selection process is based on the facility evaluation criteria defined in the precursors for inclusion. It is CAP/ADID’s intent to select directly from information gained from the submittal review.
Attachment B
Travel Survey

The target market for this campaign is Downtown commuters and residents of Tier 1 neighborhoods. The following information, which was collected in 2014 from residents of Clayton, Fulton, DeKalb, Cobb, Gwinnett, and Clayton, provides additional information on the travel patterns of Downtown workers:

Demographics
Respondents are highly educated (80% have at least an Associate’s degree) and have a high median household income.

The majority of respondents live inside the I-285 Perimeter (52%). Twenty percent (20%) of respondents live in Downtown Atlanta.

Commute Behavior
The majority of respondents (54%) drive alone to work. However, Downtown Atlanta’s mode split is higher than that of the metro area; 23% use mass transit, 12% carpool or vanpool and 5% walk or bike. Of those respondents who typically drive alone to work, 63% would consider using a different type of transportation for their daily commute.

While the majority of commutes are over 10 miles, 28% of commuters travel less than 10 miles to work. Forty-eight percent of the surveyed commuters report traveling 31-60 minutes to work in the morning, and 47% report traveling 31-60 minutes in the evening.

A common barrier to commuting on alternative transit is the need or desire to make stops during a commute. About 13% of respondents make stops three or more days per week in the morning. That number increases to 30 percent for the evening commute.

In addition, living and working near transit increases the viability of using it as a regular travel mode. Almost 70% of respondents say they work within 1 mile of a transit stop or station. Forty percent (40%) of respondents report living within a mile of a transit stop or station.

Midday Travel
Midday trips can affect congestion outside of AM/PM peak trips. Forty-six percent (46%) of respondents made one or more midday trip in the week preceding the survey. In the week preceding the survey, 75% of respondents ran personal errands within Downtown on at least one day; 47% of respondents did so outside of Downtown. Correspondingly, 45% traveled to an activity within Downtown and 38% traveled to an activity outside of Downtown. When running these errands, driving in a personal vehicle was the most common midday mode. However, walking and riding MARTA both accounted for a significant portion of the trips.
### Proposed Project Budget Summary

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<thead>
<tr>
<th>Task</th>
<th>Total Hours</th>
<th>Total Cost</th>
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<tbody>
<tr>
<td>Direct Labor</td>
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<tr>
<td>Task 1 – Brand Concept Development</td>
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<td>Task 2 – Strategy / Campaign Design</td>
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<td>Task 3 – Recommendation of Tactics &amp; Promotional Materials</td>
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<td>Task 4 – Measurement / Monitoring Strategy</td>
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<td>Reimbursable Expenses</td>
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<td><strong>Total Estimated Cost</strong></td>
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**Also Required: Personnel Hourly Rate Schedule for staff proposed to work on the project.**