

REQUEST FOR PROPOSALS

Transportation Demand Management (TDM) Program Evaluation

Introduction

The Atlanta Regional Commission (ARC) is seeking proposals from firms or teams of firms experienced in providing Transportation Demand Management (TDM) program evaluation, or similar types of program evaluation, for metropolitan areas comparable to the 20 county maintenance and 7 county nonattainment area of Metro Atlanta¹.

The TDM program in the Atlanta region consists of marketing, employer/property manager outreach, commuter outreach, and a suite of commuter incentives undertaken by Georgia Commute Options (GCO)², which operates as the regional TDM brand, and seven local Transportation Management Associations (TMA) operating within specific employment centers³. Evaluation of the regional TDM program will cover all of these organizations and activities, with the overarching aim of assessing the efficacy and efficiency of the program in achieving its goals. The central goal of the regional TDM program is to increase the use of travel modes other than single-occupant vehicles (SOV) by establishing, maintaining and enhancing partnerships with employers, property managers, local governments and commuters in designated areas. Effective implementation will result in spreading peak period congestion, decreasing the share of SOV trips, reducing vehicle miles traveled (VMT), and reducing emissions throughout the region.

ARC intends to award a contract to one consultant or a team of consultants who will serve as the evaluator for the entirety of the regional TDM program, with direct oversight by ARC staff. The consultant will also work in conjunction with the ARC outreach and marketing teams, helping to guide the development of commute options programs based on the results of program evaluation. It should be noted that firms under contract with ARC for the GCO and/or TMA outreach or marketing work will not be considered for the evaluation contract.

¹ These counties include, but not necessarily limited to: Barrow, Bartow, Carroll, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Hall, Henry, Newton, Paulding, Rockdale, Spalding, and Walton.

² Interested parties can find information related to the Georgia Commute Options program by visiting <http://www.gacommuteoptions.com>.

³ The seven TMAs are: Central Atlanta Progress (CAP), operating in downtown Atlanta; Midtown Transportation (MT), operating in midtown Atlanta; Livable Buckhead (LBI), operating in Atlanta's Buckhead neighborhood; Perimeter Connects (PC), operating in the perimeter center area; Atlantic Station Access and Mobility Program (ASAP+), operating in Atlanta Station; Aero, operating at Hartsfield-Jackson International Airport; and Clifton Corridor Transportation Management Association (CCTMA), operating in and around the Clifton Road corridor, by Emory University. Information regarding the seven TMAs can be found here: eso.atlantaregional.com

ARC intends to award a one-year contract, with the option of two one-year renewals. Each contract year will include an updated scope and work plan for work to begin in July 1, 2020 and conclude by June 30, 2021. It is anticipated that available funds for the project for the three years will be up to \$800,000. The use of these funds will not need to be evenly distributed over each of the three years of the contract.

The funding for this work is provided through a federal-aid program, Congestion Mitigation and Air Quality (CMAQ) and state matching funds provided by the Georgia Department of Transportation. Applicants interested in providing services described in this request must comply with the requirements described herein and requirements governing the use of CMAQ funds. All documentation associated with CMAQ funding must be retained by the Awardee for seven (7) years without exception.

Please note that contract award for this work is contingent upon ARC receiving adequate funding for this purpose from the Georgia Department of Transportation (GDOT).

Program Description and Background

The Atlanta region, one of the fastest growing metropolitan areas in the nation, is expected to experience continued population and employment growth through 2040. Over the next 20 years, another 2.5 million residents and 1.5 million jobs are forecast to move to the Atlanta region, which will accommodate about 1,200 people per square mile. Distributed evenly, this level of density would equate to each resident living in a house on a plot of land slightly less than ½ acre. By the standards of many metro areas around the country, the Atlanta region currently is and will continue to be a low-density metro area. However, unlike projected housing growth, future employment opportunities are forecast to cluster in major established activity centers within the metro region. These forecast trends will increase levels of traffic congestion, thereby further taxing the region's multimodal transportation system. Without improved management of this system through a suite of strategies that increase system efficiency, the region faces serious threats to its competitive advantage over peer regions when attracting or keeping businesses and jobs.

As part of a larger effort to manage and alleviate stress on the region's transportation system, the Atlanta region's TDM program seeks to reduce existing and anticipated congestion and improve the region's air quality. The strategies and guidelines for these efforts are presented in the Atlanta Regional TDM Plan⁴, adopted in 2013, and these efforts should be considered within the broader context of The Atlanta Region's Plan⁵, a comprehensive, long-range vision designed to ensure the region's future success and improve the quality of life for its residents.

ARC views the regional TDM program, which includes GCO and the seven TMAs – collectively known as Employer Service Organizations (ESO) – as a key mechanism in the implementation of the TDM Plan and its related items in The Atlanta Region's Plan. The program today is

⁴ The Atlanta Regional TDM Plan can be found here: <http://atlantaregional.org/regional-transportation-demand-management-plan/>

⁵ The Atlanta Region's Plan can be found here: <http://atlantaregionsplan.com/>

uniquely situated to link employers and commuters to regional planning, transportation technology, and service providers; working to eliminate barriers that prohibit adoption of alternative mode usage today and in the future.

While the regional TDM program remains focused on the overall goal of reducing SOV trips, it is imperative that it continues its development as a measureable, evaluation-based program. The goal is to maintain a strong, analytical aspect to the entire regional TDM program, allowing it to remain responsive to evidence regarding the most effective methods in achieving SOV trip reduction. Improving the effectiveness and efficiency of the Regional TDM program. The evaluation consultant will help ARC improve the effectiveness and efficiency of the Regional TDM program, as well as assist in demonstrating the value of the program to the public, partners, and stakeholders.

Funding Limitations and Prohibitions

The intended purpose of these funds is described in federal guidelines (2 CFR, Part 225) and has been further interpreted by the Georgia Division of the Federal Highway Administration (FHWA) and the Georgia Department of Transportation (GDOT).

Funding is intended to cover prudent and reasonable labor expenses required to increase the efficiency and efficacy of the regional TDM program and thus the use of alternatives from the single occupancy vehicle, to provide deliverables desired for the state, and must adhere to government standards of reasonableness. All recipients are subject to audits at GDOT's request. GDOT retains the right to request adherence to additional requirements as needed.

The amount of funding awarded to support the program is dependent upon the quality of proposed activities and the ability to demonstrate cost-effective and efficient use of this funding in addition to all conditions and stipulations set forth in the appropriate federal guidance. Exhaustion of all funding programmed is not implied or guaranteed.

Funding available for this project is provided using Congestion Mitigation and Air Quality Improvement (CMAQ) funds and State funds provided by GDOT.

Available funds will be allocated to the proposal demonstrating prudent, reasonable labor efforts that are efficient and offer cost-effective results. The results of these efforts must evaluate the efficiency and effectiveness of the Atlanta regional TDM program in creating changes in travel behavior. These changes are designed to result in measurable and reportable increases in the number of commuters using alternative modes, with reductions in both vehicle miles traveled (VMT), PM 2.5 and emission precursors for ozone. Furthermore, expenditures must be reasonable, prudent, transparent, follow contract requirements, and be fully substantiated by documentation retained by the awarded qualified contractor.

The activities described below are not authorized:

1. Labor or activities not directly related to the approved Regional TDM activities.
2. Labor for activities directed at carbon footprint assessment, LEED, and/or other programs and/or program elements as identified.

3. Labor for activities considered to be entertainment.
4. Purchase of food and/or beverage.

Proposal Requirements & Timeline

All dates are tentative, provided for planning purposes, and subject to change. ARC anticipates that a contract will be awarded in June 2020. All work activities must be completed by June 30, 2021. The successful firm or team of firms should be prepared to begin work on July 1, 2020. ARC reserves the right to award all or part of the available funds for this project.

Proposals must include the following information:

1. Name of the lead firm and any sub-consultants.
2. The point of contact (name, title, phone number, mailing address, and email address) at the lead firm.
3. Description of relevant experience on projects of this type.
4. Qualifications and technical competence of consultant/or sub-consultants in the type of work required.
5. Description of experience on similar projects including a list of at least three references within the past five years, with current contact information.
6. Listing of key project personnel and their qualifications and roles related to the project.
7. The geographic location of the consultant's office performing the work.
8. A detailed description of the technical approach proposed for the accomplishment of the work described in Exhibit A.
9. A proposed schedule and work plan for the accomplishment of the work described in Exhibit A. The work plan should include estimated hours by category for each task identified in Exhibit A. Use the format at Exhibit B-1 for the estimated hours per task.
10. A proposed project budget in the format of Exhibits B and B-1 to this RFP.
11. A DBE Utilization Plan in the format at Exhibit C.
12. Provide your firm(s) latest financial statements or audited financial statements
13. Any other pertinent information.

The review of written proposals and interviews will be based on the following evaluation criteria, with the relative weights in parentheses:

1. Related experience, qualifications, and references of the firm or project team (40%)
2. Technical approach (40%)
3. Work plan and schedule (10%)
4. Proposed budget (10%)

If your firm does not wish to propose on the project, please notify ARC as soon as possible. A negative response will not prejudice the consideration of your firm in competition for future ARC contracts. However, failure to respond either positively or negatively will be considered a lack of interest and your firm's name may be deleted from the agency's prospective

consultant file.

It is the policy of ARC that Disadvantaged Business Enterprises (DBEs) (49 CFR Part 26) have the maximum opportunity to participate, either as contractors or as subcontractors, in the performance of Commission contracts to the extent practical and consistent with the efficient performance of the contract. ARC's current DBE goal is 17.61%. Information regarding ARC's DBE Program can be found at www.atlantaregional.com/about-us/business-opportunities.

Additional information should not be required to respond to this RFP. However, questions should be submitted in writing to Casey Sloan no later than 5:00 pm on Tuesday, April 14, 2020. Questions should be emailed to the email address below to csloan@atlantaregional.com. All questions received, and responses to those questions will be posted on the ARC website by 5:00 pm on Thursday, April 16, 2020.

Interested firms must notify ARC by 5:00pm on Thursday, April 30, 2020 if they intend to submit a proposal. ARC will email each interested firm or team of firms individually a link to a secure and confidential portal to upload the proposal. Interested firms should email Casey Sloan at csloan@atlantaregional.org by 5:00 Thursday, April 30, 2020 to receive the link to the portal. ARC must also receive one (1) hard copy and one (1) copy through the secure and confidential portal set up from each interested firm, either in Microsoft Word or PDF format, no later than Noon ET on Thursday, May 7, 2020.

Proposals shall not exceed a total of 25 pages (8.5 x 11, front and back of sheet counted as two pages), inclusive of resumes and firm experience. Covers, end sheets, and an introductory letter shall not count against this maximum. Font size shall be a minimum of 11 point in all cases.

Proposals must be submitted to the following address:
Atlanta Regional Commission
ATTN: Casey Sloan
229 Peachtree Street NE, Ste 100, Atlanta, Georgia 30303

If interviews are necessary, the short-listed firms will be invited to participate in an interview process with an evaluation committee, tentatively to be scheduled the week of May 25, 2020. ARC reserves the right to award this contract based on initial proposals received without formal interviews and to award all or part of this project to one or more firms.

SUMMARY TIMELINE

RFP posted	Monday, April 6, 2020
Questions Due	Tuesday, April 14, 2020
Question and Answers Posted online	Thursday, April 16 2020
Proposals due	Thursday, May 7, 2020
Interviews conducted	The week of May 25, 2020
Contract awarded	Early June, 2020

Work Start Date	July 1, 2020
Work completed (Year 1)	June 30, 2021

Applicants interested in providing services described in this request must comply with the requirements described herein and requirements governing the use of CMAQ funds. All documentation associated with CMAQ funding must be retained by the Awardee for seven (7) years without exception.

RESTRICTION OF COMMUNICATION

From the date of the advertisement of the solicitation through contract award and selection is announced, respondents are not allowed to communicate about this solicitation or scope with any staff of ARC, except for submission of questions as instructed in the RFP or as provided by any existing work agreement(s). In the case of violation of this provision, ARC reserves to right to reject the submittal of the offending respondent.

CONTRACT REQUIREMENT

Awardees are expected to:

1. Produce a plan for the integration of the various software systems used by the Georgia Commute Options program..
2. Maintain and update the Regional TDM Tableau-based dashboard on a monthly basis and make modifications to it upon request from ARC. Validate monthly Employer Partnership Program reports submitted by GCO and the seven TMAs.
3. Create and conduct two Employer Transportation Coordinator (ETC) survey at employer and property manager partner sites, to be conducted in the first and third year of the contract.
4. Create and conduct one or two additional programmatic surveys as requested by ARC.
5. Analyze the outcomes of, and create a report on, each regionally significant modal promotion conducted by the regional ESOs.
6. Create a report that compares and contrasts a number of different options for obtaining Regional Commuter Survey (RCS) data, with a focus on the reliability and cost of the various methods.
7. Create annual Regional TDM Report, incorporating all TDM outcomes and relevant externalities into a single report, both quantitative and qualitative in nature.
8. Maintain all documentation including e-mails, cost records, procurement documentation, invoices, audit trails, etc. and provide this documentation as required by this contract. All documentation associated with this effort must be retained by Awardee for seven (7) years.

Provide the labor costs necessary for program oversight, financial accounting, and retention of documentation supporting execution of the work tasks in this contract.

EXHIBIT A
EMPLOYER SERVICES PROGRAM
PROPOSED SCOPE OF WORK

The respondent should provide a detailed description of the technical approach proposed for the accomplishment of all tasks listed below, which should be based on the respondent's past experience with similar project and/or knowledge of relevant best practices. Additionally, each respondent is asked to become familiar with and consider as a part of their response the following programs, tools, and resources that will be provided by ARC during the contract period. The consultant will not be responsible for managing the following but will be instrumental in shaping the future direction of:

AgileMile/MyGaCommuteoptions.com

Regional ride matching system and trip logging system via commuter website and mobile application known as GACommute.

Regional customer relationship database for Commuter information

Regional Customer Relationship Management (CRM) software

ARC will provide and maintain all licensing related to the current Salesforce or future CRM systems. The consultant may provide input on future system enhancements and changes.

Task 1: GCO Software Integration Plan

The goal of this task is to produce a plan for the integration of the various software systems used by the Georgia Commute Options program. These software systems include, but are not limited to: a customer relationship management (CRM) database used to track the employer and property manager partners of each of the ESOs; a ridematching/commuter database used track commuter behavior, offer ridematching options, and provide incentives for alternative commuting; and an email communications platform used for various marketing and communication purposes. Currently, these various systems do not "speak" to each other, or only do so minimally. The software integration plan should provide a roadmap for maximizing the potential for these various systems to be integrating with one another. Each software system used by the GCO team focuses on a different part of the program, but these different parts are connecting in a number of ways. The purpose of the GCO Software Integration Plan is to illustrate how these programmatic links can be mirrored in the software systems used to operate and manage the program. Specific sub-tasks will include:

- i. Meeting with all Georgia Commute Options employees, both as a group and one-on-one, in order to understand how they interact with the various software systems, how they interact with other parts of the GCO program, and what forms of software integration could

- increase the efficiency and effectiveness of their work;
- ii. Researching techniques for connecting the various GCO software systems to one another;
- iii. Producing a document that offers a roadmap for maximizing GCO program efficiency and effectiveness through the integration of its various software systems, including options and anticipated pricing.

Task 2: Regional TDM Dashboard: Updating and Maintenance

The goal of this task is to maintain and update the Regional TDM Tableau-based dashboard on a monthly basis. The Regional TDM dashboard, which is public-facing, presents the ongoing efforts, impacts, and outcomes of the various aspects of the Regional TDM program. The data that is used to populate this dashboard includes, but is not limited to: GCO and TMA outreach monthly reports; monthly commuter ridematching database participation reports; and regional modal promotion results reports. The consultant will maintain a file sharing system where these various reports can be shared/stored and use the reports to update the dashboard on a monthly basis. In addition, the contractor will make modifications to the dashboard as requested by ARC and perform any maintenance to the dashboard as needed. Specific sub-tasks will include:

- i. Collect monthly, quarterly, and periodic reports on programmatic efforts, impacts, and outcomes. These reports will be used to update the Regional TDM dashboard on a monthly basis as well as being used for annual reporting (see Task 6);
- ii. Maintain a file sharing system to share and store the aforementioned reports;
- iii. Update the Regional TDM dashboard on a monthly basis;
- iv. Maintain the Regional TDM dashboard and perform modifications as requested by ARC.

Task 3: Program Evaluation Surveys

The goal of this task is to evaluate various aspects of the GCO program through surveys that are targeted at the specific audiences that interact with those aspects of the program. The contractor will create and conduct an annual Employer Transportation Coordinator (ETC) survey at employer and property manager partner sites, with the goal of confirming the ETC status of individuals listed as ETCs, as well as measuring the satisfaction of partner organizations with the program. The ETC survey will be conducted in each year of the contract. The contractor will also conduct one or two additional surveys regarding other aspects of the GCO program as requested by ARC. These surveys could pertain to, but are not limited to: the Guaranteed Ride Home (GRH) program; the commuter ridematching database; and the Gimme 5 incentive program. Specific sub-tasks will include:

- i. Create and conduct an annual Employer Transportation Coordinator (ETC) survey at employer and property manager partner sites, to be conducted in each year of the contract;
- ii. Create and conduct one or two additional programmatic surveys as requested by ARC.

Task 4: Evaluation of Regional Modal Promotions

The goal of this task is to track and evaluate the results of all regionally significant modal promotions. A “modal promotion” is a mode-specific outreach effort, taking place over a limited period of time, in which participants are asked to take a specific action regarding the use of the relevant travel mode. Modal promotions generally include registration, pre and post surveys, and the use of incentives specific to the promotion in question. Two of the most prominent and successful regional modal promotions are Try Transit and The Atlanta Bike Challenge (aka “Biketober”). The contractor will be tasked with working with the GCO Outreach team to ensure that all planned regional modal promotions will be accurately and effectively measured. In addition, the contractor will produce a final report, both quantitative and qualitative in nature, for each regionally significant modal promotion. Specific sub-tasks include:

- i. Work with the GCO Outreach team to ensure that all planned regional promotions will be accurately and effectively measured. This includes: determining which measurements or variables need to be captured; determining how data should be captured and reported; and determining if pre and/or post surveys should be used and, if so, what their content should be.
- ii. Collect all reported data for all regionally significant modal promotions for use in annual reporting (see Task 6).
- iii. Analyze the outcomes of, and create a report on, each regionally significant modal promotion. The number of regionally significant modal promotions generally range from one to four per year, but there is no specific, predefined limit. Each report should include: a description of the promotion; a description of the outreach and marketing methods and materials; a statement of goals; an analysis of participants based on pre and post surveys; an analysis of outcomes, which should be compared to prior years of the promotion if possible; and a “lessons learned” section to inform future iterations of the promotion in question.

Task 5: Regional Commuter Survey: Survey Methodology Report

The Regional Commuter Survey (RCS)⁶ has been conducted every three to five years since 2007 and was previously conducted in 2007, 2010, 2014, and 2018/2019. It is a statistically

⁶ <https://atlantaregional.org/regional-commuter-survey>

significant survey of the region covered by GCO (currently 20 counties), which aims to understand: commute travel patterns of employed residents of the Atlanta region; incentives for and barriers to alternative mode use; and awareness about and usage of commute options programs and services. In 2007, 2010, and 2014 a random digit dial approach was used, with a switch to random address mailers for the 2019 RCS. While it is very important to maintain a random sample of the population and obtain statistical significance, these survey methods have proved costly and time consuming.

The goal of this task is to investigate alternative methods for obtaining the data received through the RCS. The contractor will create a report that compares and contrasts a number of different options for obtaining RCS data, with a focus on the reliability and cost of the various methods. The relevant sub-tasks include:

- i. Conducting interviews and background research to understand the history, purpose, and structure of the RCS;
- ii. Conducting research regarding alternative methodologies for obtaining the data sought through the RCS;
- iii. Producing a report that compares and contrasts the various methodologies for obtaining RCS data, with a focus on reliability and cost.

Task 6: Annual TDM Report

The goal of this task is to create an annual report that demonstrates outcomes and trends in the regional TDM program over the course of a calendar year, but should include comparisons with prior years where possible. As the raw data for this report, the consultant will incorporate all of the gathered data from the tasks outlined above, which, taken together, represent the regional TDM outcomes. These should further be tracked against relevant externalities (e.g. gas prices, economic trends, etc.) and any other variables agreed upon by ARC and the contractor. The annual TDM report should be both quantitative and qualitative in nature. It should be quantitative in analyzing the effectiveness and efficiency of the regional TDM program against a number of externalities. It should be qualitative by creating a narrative of the overall program, its successes and challenges over the calendar year, and including a section of “lessons learned” to help guide the future direction of the program. Specific sub-tasks include:

- i. Combine all collected data as outlined in the tasks above (Task 2 and 4). The consultant will use this data as the foundation for the annual TDM report, taking it to represent the outcomes of the regional TDM program.
- ii. Determine what externalities need to be tracked along with the regional TDM program outcomes, collect this data, and incorporate it into the report.
- iii. Create and deliver the annual TDM report, which should demonstrate outcomes and trends in the regional TDM program over the course of a calendar year, incorporating external variables, and being compared to prior years if possible. The report should be both quantitative and qualitative in nature, as outlined above. The report should include a section of “lessons learned” and best practices in order to

guide the future direction of the program.

General Terms and Conditions

This program is contingent upon GDOT receiving CMAQ funds through the FHWA, and ARC receiving funds from GDOT. ARC reserves the right to reject any and all submittals, to withdraw this Request for Proposals, to withdraw from contract negotiations, and/or to re-issue this Request for Proposals at a later time.

The Applicant is required to have experience, skills and a level of knowledge of TDM issues in the area to be served. To maintain continuity with existing employer services efforts, the Applicant must have demonstrated, documented expertise in sales, marketing, outreach and educational efforts.

EXHIBIT B
Proposed Project Budget – Calendar Year 2020/2021

<u>1. Direct Labor</u>	<u>Estimated Hours</u>	<u>Rate/Hour</u>	<u>Total Est. Cost</u>
<p>(List by position all professional personnel participating in the project)</p>			
Total Direct Labor			\$ _____
<u>2. Overhead Cost</u>			
<p>(2 CFR Part 225 and A-122) (Overhead percentage rate) X (Total Direct Labor)</p>			
Total Overhead			\$ _____
<u>3. Other Direct Costs</u>			
<p>(List other items and basis for computing cost for each. Examples include computer services, equipment, etc.)</p>			
Total Other Direct Costs			\$ _____
<u>4. Subcontracts</u>			
<p>(For each, list identity, purpose and rate)</p>			
Total Subcontracts			\$ _____
<u>5. Travel</u>			
<p>(Travel within the 20 county maintenance and 7 county nonattainment area.) (List # of days x rate)</p>			
Total Travel			\$ _____
<u>6. Profit (Percentage rate X basis)</u>			
Total Profit			\$ _____
Total Estimated Cost and Profit			\$ _____

EXHIBIT B-1

Proposed Project Budget by Task - 2020/2021	Amount
Task 1: Software Integration Plan	
Task 2: Regional TDM Dashboard: Updating and Maintenance	
Task 3: Program Evaluation Surveys	
Task 4: Evaluation of Regional Modal Promotions	
Task 5: Regional Commuter Survey: Survey Methodology Report	
Task 6: Annual TDM Report	
<u>TOTAL</u>	

**EXHIBIT B-2
Calendar Year 2021/2022
Proposed Project Budget (Position & Rates Only)**

	<u>Rate/Hour</u>
1. <u>Direct Labor</u> (List by position all professional personnel participating in project)	\$ _____
2. <u>Overhead Cost</u> (2 CFR Part 225 and A-122) (Overhead percentage rate)	\$ _____
3. <u>Other Direct Costs</u> (List other items and basis for computing cost for each. Examples include computer services, equipment, etc.) Total Other Direct Costs	\$ _____
4. <u>Subcontracts</u> (For each, list identity, purpose and rate) Total Subcontracts	\$ _____
5. <u>Travel</u> (Travel within the 20 county maintenance and 7 county nonattainment area.) (List # of days x rate) Total Travel	\$ _____
6. <u>Profit</u> (Percentage rate X basis) Total Profit	\$ _____
Total Estimated Cost and Profit	\$ _____

EXHIBIT B-3
Year 2022/2023
Proposed Project Budget (Position & Rates Only)

	<u>Rate/Hour</u>
1. <u>Direct Labor</u> (List by position all professional personnel participating in project)	\$_____
2. <u>Overhead Cost</u> (2 CFR Part 225 and A-122) (Overhead percentage rate)	\$_____
3. <u>Other Direct Costs</u> (List other items and basis for computing cost for each. Examples include computer services, equipment, etc.) Total Other Direct Costs	\$_____
4. <u>Subcontracts</u> (For each, list identity, purpose and rate) Total Subcontracts	\$_____
5. <u>Travel</u> (Travel within the 20 county maintenance and 7 county nonattainment area.) (List # of days x rate)	\$_____
6. <u>Profit</u> (Percentage rate X basis)	\$_____
Total Profit	\$_____
Total Estimated Cost and Profit	\$_____

EXHIBIT C

Title VI and DBE Requirements For Prime Contractors and Sub-grant Recipients

TITLE VI

ARC, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000D to 2000D4, and Title 49, Code of Federal Regulations, Department of Transportation Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally assisted programs of the Department of Transportation, issued pursuant to such Act, hereby notifies all Respondents that it will affirmatively insure that in any contract entered into pursuant to this advertisement, minority business enterprises shall be afforded full opportunity to submit proposals in response to this invitation and shall not be discriminated against on the grounds of race, color, sex, handicap, or national origin in consideration for an award.

DISADVANTAGED BUSINESS ENTERPRISE (DBE) PARTICIPATION

Overall DBE Goal: As part of its DBE Plan, ARC has an established overall goal of 17.61 percent.

Program Intent. ARC has established a Disadvantaged Business Enterprise (DBE) program in accordance with regulations of the U.S. Department of Transportation (DOT), 49 CFR Part 26 ("Part 26" or "DBE Regulations"). ARC has received federal financial assistance from the Department of Transportation for this contract opportunity, and as a condition of receiving this assistance, ARC has signed an assurance that it will comply with Part 26.

It is the policy of ARC to ensure that DBEs, as defined in Part 26, have an equal opportunity to participate in its DOT-assisted contracting opportunities. It is also ARC's policy:

- (a) To ensure nondiscrimination in the award and administration of DOT-assisted contracts in the Department's highway, transit, and airport financial assistance programs;
- (b) To create a level playing field on which DBEs can compete fairly for DOT-assisted contracts;
- (c) To ensure that the Department's DBE program is narrowly tailored in accordance with applicable law;
- (d) To ensure that only firms that fully meet this part's eligibility standards are permitted to participate as DBEs;
- (e) To help remove barriers to the participation of DBEs in DOT-assisted contracts; and
- (f) To assist the development of firms that can compete successfully in the marketplace outside the DBE program.

Definitions. Disadvantaged Business Enterprise (DBE) as used in this Contract shall have the same meaning as defined in 49 CFR Part 26. A DBE is a firm in which one or more individuals who are women or eligible minorities own and control at least 51% of the firm.

Compliance. All Bidders/Proposers, potential contractors, or subcontractors for this Contract are hereby notified that failure to carry out the policy and the DBE obligations, as set forth above, shall constitute a breach of Contract which may result in termination of the Contract or such other remedy as deemed appropriate by ARC.

Prompt Payment Requirement. In the event of contract award, the prime contractor agrees to pay each subcontractor under the prime contract for satisfactory performance of its contract no later than 30 days from the receipt of each payment the prime contract receives from ARC. The prime contractor agrees further to return retainage payments to each subcontractor within 10 days after the subcontractors work is satisfactorily completed. Any delay or postponement of payment from the above referenced time frame may occur only for good cause following written approval of ARC. This clause applies to both DBE and non-DBE subcontracts.

Any contractor found not to be in compliance with this clause will be considered in breach of contract and any further payments will be withheld until corrective action is taken. If contractor does not take corrective action, contractor may be subject to contract termination.

Substitution. The Bidder shall make a good faith effort to replace a DBE Subcontractor that is unable to perform successfully with another DBE Subcontractor. Substitution must be coordinated and approved by ARC.

Documentation. The Bidder/Proposer shall establish and maintain records and submit regular reports, as required, which will identify and assess progress in achieving DBE subcontract levels and other DBE affirmative action efforts.

Additional information on ARC's Disadvantaged Business Enterprise Program can be obtained from:

Brittany Zwald, Contract & Grants Officer, Financial Services Group,
Atlanta Regional Commission
229 Peachtree Street NE; Suite 100
Atlanta, GA 30303
470.378.1494
bzwald@atlantaregional.org

DBE UTILIZATION PLAN (Complete this form for each DBE firm participating in this proposal. This plan will be included in a Title VI and DBE Attachment to all USDOT funded ARC bids and proposals.

Name of bidder/offeror's firm: _____

Address: _____

City: _____ State: _____ Zip: _____

Name of DBE firm: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Description of work to be performed by DBE firm:

The bidder/offeror is committed to utilizing the above-named DBE firm for the work described above. The estimated dollar value of this work is \$_____.

Affirmation

The above-named DBE firm affirms that it will perform the portion of the contract for the estimated dollar value as stated above.

By _____
(Signature)

(Title)

If the bidder/offeror does not receive award of the prime contract, any and all representations in this DBE Utilization Plan shall be null and void.

(submit this page for each DBE subcontractor)

PLEASE ATTACH A COPY OF THE OFFICIAL DBE CERTIFICATION FORM.