

## **Requests for Proposals Online Learning Platform**

The Atlanta Regional Commission is seeking proposals for vendors experienced in online learning platforms for high school students. For 20 years, the Model Atlanta Regional Commission (MARC) has prepared metro ATL's next generation of leaders. The MARC program brings together 50 rising 10th and 11th grade students from the 10 county area to practice effective leadership, communication and collaboration skills. For the first time in its decades long history, the MARC program will be hosted via a virtual platform instead of the usual in person setting due to concerns regarding the COVID –19 pandemic.

### **Background:**

Through interactive activities and networking opportunities with Atlanta Regional Commission experts and local leaders, participants learn about issues shaping metro Atlanta such as transportation, community planning, sustainability of our natural resources, human services, and public art. Participants engage in the work of the Atlanta Regional Commission through field trips, group discussions and small group activities that utilize case studies on regional issues.

In May 2020, we decided to continue with the 2020-2021 MARC program via a virtual platform instead of its usual in-person model. As COVID-19 has disrupted our everyday life, it has also greatly disrupted the Community Partnership group's leadership programs creating a necessity for virtual programming. While this presents many opportunities such as being able to reach a wider audience it also presents several challenges including creating a high quality interactive experience.

You can find out more about the program and see testimonials at [atlantaregional.org/marc](http://atlantaregional.org/marc).

### **Scope of Services/Deliverables:**

The main goals for this platform are to provide a user-friendly space for high school aged participants to connect with one another, learn about regional topics, and take action on regional issues. The platform also needs to be as interactive and engaging as possible to maintain the high quality nature of the MARC program.

The ideal vendor will work with the project manager to assist in the development of specifics for each of the identified tasks. These include:

#### ***Meeting to Establish Platform Goals and Expectations***

- Provide information on platform approach and examples of previous sessions and trainings conducted, to inform the development of the agenda.
- Develop a set of goals and expectations for the platform.

#### ***Capacity for Multiple Modules/Lessons***

- The platform must have the capacity to host at least 10 and no more than 20 unique modules for programmatic content on regional planning and leadership development

#### ***Opportunities for Engagement***

- The platform must include the following components to encourage participation and help facilitate a similar group dynamic as would have occurred in an in person program
  - Access to student dashboard in order to access individual participation stats and monitor lesson/module progress
  - A mechanism to collect points and/or badges through lesson/module completion
  - A leaderboard to track student performance
  - A discussion board where program participants and program facilitators can communicate publicly
  - Capability for program participants to be grouped into cohorts or project-based teams
  - Capability for gamification of lessons

### ***Technical Assistance***

- The vendor must handle the uploading of lessons/modules to the platform
  - The program facilitator will provide lesson/module copy according to vendor specification
- The vendor must provide technical assistance on “back-end” of platform and be available for technical support throughout program year (Oct. 2020-Feb. 2020)

### ***Other Programmatic Components***

- The platform should include the following components to facilitate program continuity
  - A resource page to host documents, video and other multimedia
  - Ability to lock and unlock lessons/modules on the backend
  - Ability for lessons/modules to be completed in sequential or non-sequential order according to facilitators discretion

### **Proposal Submittal**

Proposals must include the following information:

- Name of lead firm and any sub-consultants
- Point of contact (name, title, phone number, mailing address, email address) at lead firm
- Description of relevant experience on projects of this type and a list of at least 2 references within the past 5 years, with current contact information.
- Description of approach and platform to meet proposed scope of work and deliverables described above.
- A proposed schedule and work plan for the accomplishment of the work described above in the Scope of Services.
- A proposed budget in the format of Exhibit A.
- Any other pertinent information.

Proposals shall not exceed 15 pages (8.5x11). Covers, end sheets, budget exhibits, DBE documentation, and an introductory letter shall not count against these maximums. Font size should be at a minimum of 10 point.

Note: It is anticipated that the available funds for this project will not exceed \$15,000.

**Evaluation Criteria:**

The review of written proposals will be based on the following criteria, with the relevant weights in parentheses:

- Related experience and references of the vendor/company (40%)
- Approach (40%)
- Work plan and schedule (10%)
- Proposed budget (10%)

Additional information should not be required to respond to this RFP. However, technical questions should be submitted in writing to Brittney Palmer no later than 12:00pm on July 17 2020. Written questions should be submitted by email to [bpalmer@atlantaregional.org](mailto:bpalmer@atlantaregional.org). All questions received, and responses to those questions, will be posted to the ARC website by 4:00pm on July 22, 2020.

**Disadvantaged Business Enterprise (DBE)**

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.org/about-us/business-opportunities](http://www.atlantaregional.org/about-us/business-opportunities)

**Confidentiality and conflict of interest**

ARC is subject to the Georgia Open Records law. All proposals submitted will become public records to be provided upon request. Any information containing trade secrets or proprietary information, as defined by state law, must be marked as confidential to prevent disclosure. Confidential markings must be limited to the protected information. Entire proposals marked confidential will not be honored. Additionally, conflicts of interest are governed by the ARC Standards of Ethical Conduct available here: [Standards of Ethical Conduct](#). Respondents must disclose any potential conflicts of interest that may arise from the provision of services described herein. Such disclosure should include the name of the individual(s) with whom there is a conflict, any relevant facts to the potential conflict, and a description of the internal controls proposed to mitigate any such conflict. ARC's Staff Legal Counsel will determine whether such disclosure presents a potential organizational conflict of interest that should preclude award to the respondent.

Electronic responses should be submitted to Brittany Palmer at [bpalmer@atlantaregional.org](mailto:bpalmer@atlantaregional.org) and at least one hard copy to the following address no later than Monday, July 27, 2020 at 5:00PM EST. Please send a hard copy through USPS and include a tracking number in the email.

Atlanta Regional Commission  
ATTN: Brittany Palmer  
International Tower  
229 Peachtree Street NE Suite 100  
Atlanta, GA 30303

**EXHIBIT A**

**Proposed Project Budget by Task**

<b>TASK</b>	<b>AMOUNT</b>
Task 1	
Task 2	
Task 3	
Task 4	