



Atlanta Regional Commission

REQUEST FOR PROPOSALS

Community engagement platform

Name of Agency: Atlanta Regional Commission
Date of RFP: July 6, 2020
Project Officer: Rachel Will, Senior Planner rwill@atlantaregional.org
Response Deadline: Monday, July 20, 5:00pm EST

Executive Summary

The Community Development Group of the Atlanta Regional Commission (ARC) is issuing this Request for Proposals (RFP) to assist in online public engagement for local planning projects. The primary objective of the platform would be to gather community input from diverse residents on a range of regional and local planning projects including comprehensive plans, transportation plans, land use plans, and other similar projects. The successful bidder will have the opportunity to virtually meet with the Community Development Group to assess the needs of the organization and to tailor the program.

Background

Effective community engagement is essential to the work carried out by the Community Development Group. The group is continually seeking new ways to meaningfully engage diverse groups, including virtual tools and techniques. The need to adopt online engagement has been accelerated due to the social distancing restrictions imposed by COVID-19. The Community Development Group is seeking use of a platform developed to engage diverse audiences and achieve a high level of participation.

Scope of Service and Deliverables

We are looking for a tool that enables us to engage residents through:

- Surveys and polls
- Map-based tools that enable users to mark geographic areas of opportunity and concern
- Virtual forums or message boards that allow residents to post and discuss ideas
- The ability to aggregate collected data to make charts, graphs, maps, and other data visualizations to include in presentations

Proposal Submittal

Proposals must include:

- Name of Lead firms and any subconsultants
- Point of Contact (name, title, phone number, mailing address, and email address) of lead firm
- Description of relevant experience on projects of this type and list of at least 2 references within the last 5 years with current contact information.
- Description of approval proposed for scope of services and deliverables.

- A proposed schedule and work plan for the accomplishment of the work described above
- Proposed project budget in format of Exhibit B and B-1 attached
- Any other pertinent information

Proposals shall not exceed a total of 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 \$25,000.

Evaluation Criteria

Proposal will be evaluated based on experience (40%), the technical capabilities and ease of use of the platform to meet needs (40%), and cost (20%)

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

Additional information should not be required to respond to this RFP. However, technical questions should be submitted in writing to Rachel Will no later than 4:00PM on Monday, July 13, 2020. Written questions should be submitted by email to rwill@atlantaregional.org. All questions received, and responses to those questions, will be posted on the ARC website by 5:00PM on Wednesday, July 15, 2020.

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 Rachel Will at rwill@atlantaregional.org and at least one hard copy to the following address no later than **Monday, July 20, 2020 at 5:00PM EST.** Please send a hard copy through the USPS and include a tracking number in the email.

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

EXHIBIT B
Proposed Project Budget

<u>1. Direct Labor</u>	<u>Estimated Hours</u>	<u>Rate/Hour</u>	<u>Total Est. Cost</u>
(List by position all professional personnel participating in project)			
Total Direct Labor			\$_____
<u>2. Overhead Cost</u>			
(2 CFR Part 225)			
(Overhead percentage rate) X (Total Direct Labor)			
Total Overhead			\$_____
<u>3. Other Direct Costs</u>			
(List other items and basis for computing cost for each. Examples include computer services, equipment, etc.)			
Total Other Direct Costs			\$_____
<u>4. Subcontracts</u>			
(For each, list identity, purpose and rate)			
Total Subcontracts			\$_____
<u>5. Travel</u>			
a. Travel by common carrier from/to the ARC offices.			
(List number of trips and Economy class airfare, plus taxi and shuttle fares, etc.)			
b. Travel by private automobile within ARC area.			
(List # of days x rate)			
Total Travel			\$_____
<u>6. Profit</u> (Percentage rate X basis)			
Total Profit			\$_____
TOTAL PROPOSED BUDGET (all costs and profit)			\$_____

EXHIBIT B-1
Proposed Project Budget – By Task

TASK	AMOUNT
Task	
Task	
Task	
Task	
<u>TOTAL</u>	

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.