

(TDM) Innovation and Equity Study & Pilots RFP

Questions and Answers

1. Can we include a TOC and Dividers? Will these count towards the page limit?

A. Yes, please feel free to include a TOC and Dividers. Covers, end sheets, proposed budgets, and an introductory letter shall not count against this maximum.

2. Please verify that items 10-13 on PDF page 4 do not count towards the page limit.

A. Covers, end sheets, proposed budgets, and an introductory letter shall not count against the 25-page limit. The DBE Utilization Plan, financial statements, and completed contract forms shall also not count against the 25-page limit.

3. Since the Work Plan (with estimated hours) is part of the budget form, is this excluded from the page limit?

A. The Work Plan (with estimated hours) shall be considered as part of the 25-page limit. It shall not be considered as part of the budget form, but respondents are directed to use the format found in Exhibit B-1 to detail the estimated hours associated with each task indicated in the Scope of Work.

4. For the Work Plan, can we provide direct rates for key personnel and include staff/work category rates for additional staff?

A. Direct labor rates should be detailed in Exhibit B, Proposed Project Budget. Please list by position all professional personnel participating in the project. This includes key personnel and the additional staff that will be supporting the project.

5. For Pilot #2 and other aspects of the pilots where direct payment or incentives will be made available to participants, are the incentives coming from the project budget and how will these be administered?

A. Incentives will be coming from the project budget. The incentives amount should for the proposed pilot should indicate the total incentives amount and cost per pilot user to scale based on size of the pilot and minimum incentives amount necessary to accomplish the project proposal. Administration will be determined by pilot proposal with an option to fund existing Tango cash rewards or one-off incentives within the Georgia Commute Options ride matching platform. Proposal should indicate whether another vendor is necessary to administer incentives.

6. Can we add an expense line item for incentives?

A. Yes.

7. The budget table in Exhibit B-1 seems to be from another project. Is this just illustrative? Do you want a task-level budget following the tasks in the scope of work?

A. We do apologize for the error. The detail for Exhibit B-1 Proposed Project Budget by Task should be submitted in alignment with the tasks indicated in the Exhibit A Scope of Work.

8. The tasks outlined on Exhibit B-1 do not align with the tasks listed in the RFP. Is there a revised Exhibit B-1 for budget submission?

A. See response to Questions 7.

9. Can you please share the insurance requirements (coverages and amounts) for this project?

A. The Consultant will have and maintain insurance coverage that complies with the laws of the state of Georgia, as well as reasonable and prudent business practices. Such insurance shall at least include Worker's Compensation, Public Liability, Property Damage, and Valuable Papers coverage

10. Will ARC provide and list the datasets they have or want to use for analysis for both projects? Please list datasets that ARC has and plans to provide to the vendor.

A. Respondents are encouraged to include any suggested datasets to be used for analysis within the proposal. ARC's Interactive Data and Mapping Tools can be reviewed at <https://atlantaregional.org/what-we-do/research-and-data/interactive-data-mapping-tools/>. These tools in addition to Business Wise data can be made available to the selected project team as needed.

11. Will ARC provide the vendor a list of stakeholders to outreach to for both projects?

A. No. Consultant may submit a list of stakeholders relevant to the micro pilots. If desirable, ARC will collaborate with the consultant to identify a list of stakeholders based on the proposed micro pilots.

12. The TDM Innovation project is for 18-month contract, can the project be completed before the 18 month-end and in a shorter period of time?

A. Yes

13. Are there any prespecified milestones for the TDM Innovation project within those 18 months? If so, please share.

A. No, there are no pre-specified milestones beyond the tasks outline in the RFP

14. Can credentials be capability-specific for industries that are transportation-adjacent and applied to the transportation industry, or do credentials only have to be related to the transportation industry?

A. Assuming credentials means experience in the relevant industry to support the micro pilot, the consultant does not need to be related to the transportation industry to advance the goals of the RFP.

15. Is having a DBE as a contractor/sub-contractor a requirement for both proposals? If yes, is giving the DBE 17.61% of the scope and funding a requirement as well?

A. The DBE % is an agency goal and ARC encourages teams who propose to include a DBE firm to meet our agency goal. [ARC's overall goal for FY 2024 is 16.7% of the Federal Financial assistance we will expend in DOT-assisted contracts.](#) Information regarding ARC's DBE Program can be found at www.atlantaregional.com/about-us/business-opportunities.

*The DBE goal is **not part** of the evaluation criteria.*

To count towards ARC's DBE goal, DBE's must be certified through with the Georgia Department of Transportation (GDOT) or the Metropolitan Atlanta Rapid Transit Authority (MARTA)

16. Will company financial statements and the forms provided in the RFP for the project schedule and exhibits C and D count towards the 25-page limit?

A. The DBE Utilization Plan, financial statements, and completed contract forms shall not count against the 25-page limit.

17. In the interest of sustainability, would ARC consider waiving the requirement that proposers print and ship 4 hard copies of the proposal in addition to the digital submission?

A. ARC must receive hard copies as described in the proposal. However, we are aware of ongoing delivery delays with the postal service. When sending hard copies, please send the ARC contact listed in the proposal the mailing confirmation receipt. Hard copies must be postmarked by the proposal submittal deadline of noon on May 20th, but may

arrive after May 20th with mailing confirmation receipt. Digital copies must be received by the proposal deadline submittal.

18. Are you anticipating that the Mobility Wallet will integrate with the ride matching platform?

A. Yes, but the pilot may find that the existing Georgia Commute Options platform may not have the system capabilities to support a mobility wallet within the pilot timeframe. The pilot project team will make every effort to explore system capabilities within the existing Georgia Commute Options platform to ensure trip data, logging, and methods to deliver the incentive to users are seamless. This does not prevent the pilot from identifying an incentives vendor; however, the application and workflows should be designed to integrate with the existing Georgia Commute Options platform.

19. Do you have a preferred technology identified for the mobility wallet, or are you leaning on the consultant to advise on technologies available?

A. The proposal may introduce new technologies, vendors or innovative administration methods to ensure access to the mobility wallet. Integration with the existing Georgia Commute Options ride matching platform is encouraged and every effort should be made to explore system capabilities within the existing Georgia Commute Options platform. The application and workflows should be designed to integrate with the existing Georgia Commute Options platform.

20. What is the intended duration of this contract? The RFP indicates, "ARC intends to award an 18-month contract, with work to begin on July 1, 2024, and conclude by June 30, 2026. It is anticipated that available funds for the project will be up to \$1,500,000."

A. We do apologize for the error. ARC intends to award a 24-month contract, with work to begin on July 1, 2024, and conclude by June 30, 2026. It is anticipated that available funds for the project will be up to \$1,500,000.

21. Is this initiative 18 or 24 months? Both periods are referenced in the RFP.

A. See response to question 20.

22. Given the page limitations, may include the following as Appendices:

- **Full resumes of key personnel beyond bio-sketches (#6)**
- **Financial Statements**
- **Exhibit C – DBE Requirements; if we are utilizing multiple DBEs to reach ARC's goal of 17.61 percent, the inclusion of multiple forms will reduce the**

space we have to sufficiently address the proposal requirements/evaluation criteria (Exhibit C has no relative weight).

- A. Covers, end sheets, and an introductory letter shall not count against the 25-page limit. The DBE Utilization Plan, financial statements, and completed contract forms shall also not count against the 25-page limit.*

23. Does the current Georgia Commute Options ridematching platform have UMB capabilities?

- A. Assuming this means UBM for Universal Basic Mobility, the pilot may find that the existing Georgia Commute Options platform may not have the system capabilities to support a mobility wallet within the pilot timeframe. The pilot project team will make every effort to explore system capabilities within the existing Georgia Commute Options platform to ensure trip data, logging, and methods to deliver the incentive to users are seamless. This does not prevent the pilot from identifying an incentives vendor; however, the application and workflows should be designed to integrate with the existing Georgia Commute Options platform.*

24. What is the desired duration of each micro-pilot? What is the minimum duration allowed?

- A. There is no minimum duration. The desired duration depends on scale and scope of the proposed micro-pilots.*