



**ATL Solicitation No. 19-002**  
**RFP for Branding, Communications and Public Education Consulting Services**  
**August 31, 2018**

**Question #1:** Whether companies from outside USA can apply for this?

**Answer #1:** Yes, companies from outside the USA may apply.

**Question #2:** Whether we need to come over there for meetings?

**Answer #2:** Yes. There will be meetings that take place in person.

**Question #3:** Can we perform the tasks related to RFP outside USA?

**Answer #3:** Please see Part 2-Scope of Services.

**Question #4:** Can we submit the proposals via email.

**Answer #4:** No. Please see Part 1 of the RFP for proposal submission instructions.

**Question #5:** Could we get a rough understanding of which internal stakeholders will be involved in decision making, and if they are all physically located in Atlanta? This will help us understand how to manage project governance and consensus building. (Task 1-Branding)

**Answer #5:** We consider internal stakeholders to be ATL staff; for example, Interim Executive Director, Interim Deputy Executive Director, Director of External Affairs, Chief Communications Officer, Communications & Media Relations Director, Transit Funding Director, General Counsel and CFO. This may expand to the Communications and Marketing teams of transit partner agencies like the Atlanta Regional Commission, MARTA, Cobb Linc, Gwinnett Transit, and the Cherokee Area Transit System, as well as the five public agency demand-response transit services operating in the 13- county jurisdiction of the ATL and the two major vanpool programs.

**Question #6:** Generally speaking, which constituencies or audiences do they view as key external regional stakeholders? Aside from the focus groups, are there other desired inputs from these groups? (Task 1-Branding)

**Answer #6:** Key external regional stakeholders may include, but are not be limited to: public transit agencies, transit planning organizations, city and county elected officials, municipal associations, federal advisory groups, and members of the General Assembly. Key regional stakeholders could also include, on a macro level, customers of the five (5) public fixed route operators, operating six (6) separately branded fixed route transit services in the various geographic locations within the 13-county region as well as the customers of the at least 5 other public agency demand-response transit services operating in the 13-county jurisdiction of the ATL and two major vanpool programs.

**Question #7:** Would it be possible to gain an understanding of what research may exist already from the master brand or from any of the component brands? (Task 1-Branding)

**Answer #7:** There is no research that exists from the “master brand” as the ATL is a new State authority.

**Question #8:** Because the schedule notes “Focus Group with Key Transit Agencies,” will participants only come from the 5 public agency route operators? Are there other key transit agencies or public groups where we will draw participants from? (Task 1-Branding)

**Answer #8:** It could be limited to the five public agency route operators or expand to the 10 transit systems in the region and two vanpool programs as indicated in the answer to Question #6.

**Question #9:** Does the client want to observe the focus groups in person? (Task 1-Branding)

**Answer #9:** Yes.

**Question #10:** In addition to the focus group report, does the client want video or audio of the discussion? (Task 1-Branding)

**Answer #10:** It is preferred, but not required.

**Question #11:** What are the accessibility standard requirements for the website? Does the agency have a set of accessibility requirements established? (Task 3-Implementation)

**Answer #11:** As a State authority, the ATL must adhere to all requirements of the Americans with Disabilities Act. ATL has not established any ADA requirements in excess of those required by Federal and State law.

**Question #12:** Will the vendor be expected to host the website, or will this website be hosted by The ATL? (Task 3-Implementation)

**Answer #12:** The website will be hosted by the ATL.

**Question #13:** Will the website facilitate any monetary transactions? (Task 3-Implementation)

**Answer #13:** No.

**Question #14:** Are there any specific browser compatibility requirements for the website? (Task 3-Implementation)

**Answer #14:** No. The ATL has a web administrator who will address compatibility requirements for its website.

**Question #15:** Will there be a system with which we plan to integrate? Is there Single Service Sign On (SSO), for example, that you would like us to deploy/integrate? Any other services / integrations? (Task 3-Implementation)

**Answer #15:** No. The ATL web administrator will handle in system integration or service add-ons.

**Question #16:** What level of support (updates and maintenance) is The ATL seeking for the website? (Task 3-Implementation)

**Answer #16:** Graphic design/visual branding support and style guide updates for the website are what the ATL is seeking. ATL will manage the html/coding and back end environment.

**Question #17:** Is The ATL seeking training from the vendor to update content internally? (Task 3-Implementation)

**Answer #17:** No.

**Question #18:** Should we address this optional phase in our response at this time? Or will this be revisited at a later date once the critical first three tasks are completed in the accelerated timeline? (Task 4-Public Education and Awareness)

**Answer #18:** Yes. Proposers shall address their approach to the optional task as part of its response to the RFP. Should the ATL elect to exercise the optional task, specific details, such as task timeline, will be discussed with the successful proposer at that time.

**Question #19:** Would this include paid media?

**Answer #19:** It may include paid media. If so, the ATL will provide a budget to the successful contractor for the paid media. Proposers are encouraged to outline the recommended types and associated costs as part of its proposal response.

**Question #20:** Who would be their internal spokespersons?

**Answer #20:** The Director of Communications, the Public Information Office (position currently posted) and, where applicable, the External Affairs Director.

**Question #21:** What are the main business objectives that the branding and communications should support?

**Answer #21:** Please see Part 2-Scope of Services, Task 1-Branding.

**Question #22:** Has a paid media budget been identified?

**Answer #22:** No.

**Question #23:** Have you done any consumer research? If so, can it be shared with the responding agencies?

**Answer #23:** No.

**Question #24:** Once the work is awarded, what does the client-side team look like? Please describe the client team structure, and explain points of contact and approval process.

**Answer #24:** The client team will include the Chief Communications Officer, Communications and Media Relations Director, Public Information Officer, Web Administrator (SRTA), Graphic Designer (SRTA) and Director of External Affairs. The successful contractor will report directly to the ATL Director of Communications. Specific points of contacts and a detailed approval process will be outlined at the Kick-off Meeting with the successful proposer.

**Question #25:** Will there be specific billing and time-tracking requirements that we need to be aware of?

**Answer #25:** Please see Part 3-Contract of this solicitation.

**Question #26:** Are there any subcontractor restrictions/guidelines we need to be aware of?

**Answer #26:** For subcontractor guidelines and requirements, please see Part 1-Solicitation, Offer and Award and Part 3-Contract of this solicitation.

**Question #27:** Is this a new engagement, or is the ATL seeking a new partner?

**Answer #27:** This is a new engagement.