

**REQUEST FOR PROPOSALS**  
**RFP 25-000 Traffic and Revenue Consulting Services**  
**Instructions to Proposers:**

**All spaces below and all offer documents as outlined herein are to be filled in with signatures where indicated. Failure to provide the information requested or sign where required may render your proposal Non-Responsive.**

**PROPOSAL OF:**

**Name of Proposer:**

**Address:**

**City, State and Zip Code:**

**SUBMIT PROPOSAL TO:**

State Road and Tollway Authority  
Kathleen Lane, Issuing Officer  
Utilizing Dropbox Upload

<https://www.dropbox.com/request/H231am1oZ43AN6W90rZL>

**Proposals Due and Open: April 11, 2024, 2:00 PM EST**

**Schedule of Events**

<b>Release RFP</b>	<b>February 23, 2024</b>
<b>Pre-Proposal Conference</b>	<b>March 4, 2024 10:00AM EST</b>
<b>Deadline for Proposer Written Questions</b>	<b>March 8, 2024 2PM EST</b>
<b>Responses to Written Questions</b>	<b>March 28, 2024</b>
<b>Proposal Submission Deadline</b>	<b>April 11, 2024 2PM EST</b>
<b>Notice of Intent to Award</b>	<b>June 4, 2024</b>
<b>Notice of Contract Award</b>	<b>June 10, 2024</b>

All questions should be submitted by email to [Procurement@ATL.ga.gov](mailto:Procurement@ATL.ga.gov) . Questions must be submitted no later than the deadline specified in the above Schedule of Events. Answers are provided for informational purposes only and will not be considered binding unless incorporated by addendum to this RFP. Proposers are reminded and encouraged to check this website daily for any changes to the RFP as well as to check this website for Notice of Contract Award. Posting of Notice of Award shall constitute official public notification.



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## PART 1 – SOLICITATION, OFFER AND AWARD

### 1. General Information

#### 1.1 Purpose of Procurement

SRTA is seeking to retain the services of a firm or teams of firms to provide on-call, independent, comprehensive traffic and revenue consulting services. The services to be provided include, but are not limited to, services related to providing Traffic and Revenue Studies for specific transportation initiatives. The scope of work consists of furnishing all labor, machinery, tools, means of transportation, supplies, equipment, materials, safety equipment, services, and incidentals to provide the Scope of Services, attached as Part 2 of this RFP.

The services to be performed shall generally fall into the following National Institute of Government Purchasing (NIGP) commodity codes:

- 91896--Transportation Consulting
- 91832--Consulting

All Proposers to this RFP are subject to the instructions communicated in this document, as may be amended, and are cautioned to review the entire RFP and carefully follow the instructions herein.

A complete copy of the RFP document can be accessed on SRTA website at:

<https://srta.ga.gov/procurement/>

#### 1.2 Type and Term of Contract

SRTA shall enter into an on-call, Indefinite Delivery, Indefinite Quantity (IDIQ) contract with the selected Contractor. The Contract to be awarded by SRTA shall be for a period of three years ("Initial Term") with up to two (2) renewal options of one (1) year each (Renewal Term). The renewal of the Contract shall be at the sole discretion of SRTA. All extensions or renewals shall be made in writing and executed by both parties.

#### 1.3 Solicitation Schedule

The Schedule of Events set out herein represents SRTA's estimate of the schedule that will be followed. However, delays to the procurement process may occur which may necessitate adjustments to the proposed schedule. If a component of this schedule is delayed, the Schedule of Events may be shifted as appropriate and at SRTA's discretion. Any changes to the Schedule of Events up to the Proposal Submission Deadline will be posted to SRTA website at <https://srta.ga.gov/procurement/>. After the Proposal Submission Deadline, SRTA reserves the



right to adjust the remainder of the proposed dates, including the dates for evaluation, award and the Contract term on an as needed basis with or without notice.

Release RFP	February 23, 2024
Pre-Proposal Conference	March 4, 2024 10:00AM EST
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#### 1.4 Restrictions on Communications with SRTA during the Solicitation, Offer and Award Period

From the date of issuance of this solicitation through the date of Contract award by SRTA, excepting the Pre-Proposal Conference, Proposers are not allowed to communicate for any reason with any SRTA staff or Board Members regarding this procurement. All Proposer communications concerning this solicitation should be directed to the Issuing Officer. Prohibited communication includes all contact or interaction regarding this solicitation, including, but not limited to, telephonic communications, emails, faxes, letters, texts, or personal meetings. Unauthorized contact regarding this solicitation may result in disqualification.

#### 1.5 Contact Information

All inquiries, offers, submissions, and/or other correspondence regarding this solicitation (excluding protests submitted in accordance with Part 1, Section 2.9 below) must be directed in writing to:

Kathleen Lane, Issuing Officer  
State Road and Tollway Authority  
245 Peachtree Center Avenue NE  
Suite 2200 Atlanta, GA 30303  
Email: [klane@srta.ga.gov](mailto:klane@srta.ga.gov)

#### 1.6 Pre-Proposal Conference

All prospective Proposers are invited to attend the pre-proposal conference, which will be



held on **March 4, 2024 10:00 AM EST**. While attendance is not mandatory, it is highly encouraged.

Microsoft Teams	Join with a video conferencing device	Call in (audio only)
Meeting ID: 292 494 466 415 Passcode: mmhEJM	srta@m.webex.com Video Conference ID: 117 495 885 2	+1 470-737-3848,,669335721# Phone Conference ID: 669 335 721#

## 2. Solicitation Terms and Conditions/Instructions to Proposers

### 2.1 Deadline for Submission of Proposals/Late Proposals

Proposals submitted in response to SRTA Solicitation No. 25-000 must be received by SRTA no later than **2:00 p.m. (EST) on April 11, 2024** to ensure that they are evaluated for Contract award by the Evaluation Committee for this procurement. Proposals received after the submission deadline will not be evaluated.

### 2.2 Format of Proposals

All proposals must be prepared and submitted with a font size no smaller than 10 pt. with margins no less than 1 inch, on 8.5 x 11 size paper. Proposals must be typed. The included required forms may be completed by using the free Adobe Reader software available at <http://get.adobe.com/reader/>. Proposals must be typed in English and all pricing must be provided in US dollars. As a condition of submission responsiveness, all Offer Documents that require the signature of Proposer must be signed. Any Contract award made as a result of this solicitation shall bind the Proposer to all of the terms, conditions, and specifications set forth in this RFP.

**Pricing must be submitted on a separate Offer Document #8 (provided) and clearly marked as "Price Proposal" with the Proposer name, SRTA Solicitation Number 25-000.**

**Proposer shall submit all documents electronically to:**

**<https://www.dropbox.com/request/H231am1oZ43AN6W90rZL>**

### 2.3 Location for Submission of Proposals/Methods of Delivery



Proposals must be submitted exclusively to Kathleen Lane, Issuing Officer, at the DropBox link noted in Section 2.2. It is the sole responsibility of the Proposer to ensure that its proposal is successfully uploaded/delivered to ATL by the specified date and time. ATL is not responsible for late or undelivered proposals.

Proposals that are submitted by hand delivery or delivery by U.S. Postal Service or private courier/delivery service will not be accepted. Digital upload is the Method of Delivery/Submission.

## 2.4 Questions

Questions regarding the RFP must be submitted in writing, defined as being received via letter on official firm/agency letterhead or by electronic mail, by **2:00 p.m. (EST) on March 8, 2024**. Written questions must be submitted to the attention of the Issuing Officer, in accordance with Section 1.5 above.

The final Contract that SRTA expects to award as a result of this RFP is attached hereto as Part 3 of this RFP. Therefore, all costs associated with complying with the requirements of the Contract shall be included in any pricing submitted by the Proposer.

Please review the Contract and submit any and all questions, clarifications and recommendations to the Issuing Officer by the deadline date and time specified in this RFP. All questions, clarifications, and recommendations must be submitted using Attachment A-Questions and Answers Template.

Should there be any changes made to the Contract as a result of requests received, SRTA shall post a Final Contract via formal addendum to the RFP. Absent the issuance of a formal addendum containing a Final Contract, Proposers should plan on the Contract terms and conditions as attached hereto as Part 3-Contract.

Answers to all questions received by the applicable deadline will be posted to both the Georgia Procurement Registry website at [http://ssl.doas.state.ga.us/PRSapp/PR\\_index.jsp](http://ssl.doas.state.ga.us/PRSapp/PR_index.jsp) and SRTA website at <https://srta.ga.gov/procurement/>. It is the sole responsibility of the Proposer to make itself aware of SRTA's responses to written questions the Proposer has submitted. Responses to questions are provided as information only and do not in any way alter the contents of the solicitation inclusive of the Scope of Services, the remainder of the RFP documents, or the Contract. Revisions to the solicitation or to the Contract shall be made only via formally issued addenda. Only such written addenda posted online shall constitute revisions to the solicitation.

## 2.5 Amendments to Solicitation (Addenda)

SRTA reserves the right to revise or amend the RFP up to the time set for the submission of proposals. Such revisions and amendments, if any, shall be announced by written addenda to the RFP. If an addendum significantly changes the RFP, the date set for the submission of





proposals may be postponed by such number of days that SRTA, in its sole opinion, believes is sufficient to enable potential Proposers to address the revised RFP requirements in their proposals. In any case, the proposal submission deadline shall be at least three (3) business days after the last addendum, and the addendum shall include an announcement of the new date, if applicable, for the submission of proposals.

Upon issuance, addenda will be considered part of the RFP and will prevail over inconsistent or conflicting provisions contained in the original RFP. Changes to the RFP will be made in writing via formally issued addenda.

SRTA will not be responsible for a potential Proposer failing to receive notification of the availability of addenda. EACH PROPOSER IS INDIVIDUALLY RESPONSIBLE FOR REVIEWING ADDENDUMS AND ANY OTHER POSTED DOCUMENTS AND MAKING ANY NECESSARY OF APPROPRIATE CHANGES AND/OR ADDITIONAL TO THE PROPOSER'S RESPONSE PRIOR TO SUBMISSION. It is the sole responsibility of each potential Proposer to check SRTA and Georgia Procurement Registry websites daily for addenda.

Proposers shall acknowledge receipt of all addenda by completing and submitting Offer Document #3 (Acknowledgement of Addenda), included in this RFP, as part of its proposal. As with other required documentation, proposals that fail to reference receipt of addenda by inclusion of Offer Document #3 (Acknowledgement of Addenda) may be excluded from consideration for a Contract award.

## 2.6 Single Response to Solicitation

If only one proposal is received in response to this RFP, a detailed cost analysis of the single proposal may be requested of the single Proposer. A cost analysis, evaluation, and/or audit of the proposal may also be performed by SRTA in order to determine if the proposal price is fair and reasonable. If SRTA determines that a cost analysis is required, the single Proposer must be prepared to provide, upon request, detailed summaries of estimated costs (i.e., labor, equipment, supplies, overhead costs, profit, etc.) and documentation supporting all cost elements.

## 2.7 Confidential/Proprietary Information

Any and all materials submitted in response to this RFP are subject to public inspection, pursuant to the provisions of O.C.G.A. § 50-18-70 et seq., Georgia's Open Records Act, upon completion of the RFP process. Each Proposer will be responsible for clearly identifying and labeling any records contained in its proposal as "trade secret" that the proposer has reasonably determined meet the definition of "trade secret" under Section 10-1-761(4) of the Georgia Code and that the proposer wishes to be exempt from disclosure under Section 50-18-72(a)(34) of the Georgia Code or any other applicable law. The Proposer must attach to its proposal an affidavit affirmatively declaring that specific information in the Records constitutes trade secrets pursuant to Article 27 of Chapter 1



of Title 10 of the Georgia Code.

If SRTA receives a request for public disclosure of all or any portion of the materials identified as "trade secrets" in a proposal in accordance with this RFP, before producing such records in response to such request, SRTA shall notify the Proposer of its intention to produce such records. If SRTA makes a determination that the specifically identified information does not in fact constitute a trade secret, it shall notify the Proposer of its intent to disclose the information within ten (10) days unless prohibited from doing so by an appropriate court order. If the Proposer wishes to prevent disclosure of the requested Records, the Proposer may file an action in Fulton County Superior Court to obtain an order that the requested records are trade secrets exempt from disclosure. The Proposer shall serve the requestor with a copy of its court filing. If SRTA makes a determination that the specifically identified information does constitute a trade secret, SRTA shall withhold the records, and the requester may file an action in Fulton County Superior Court to obtain an order that the requested records are not trade secrets and are subject to disclosure.

Proposers are advised that their designation as "trade secret" will not be binding on SRTA or determinative of any issue relating to confidentiality. SRTA will not accept blanket designations that do not clearly identify information and materials that are "trade secrets". SRTA may, in its sole discretion, and subject to compliance with the Open Records Laws and other applicable law, treat the whole of the relevant Section(s)/document(s) that are subject to such a blanket designation as subject to disclosure pursuant to the Open Records Laws.

All material submitted regarding the RFP becomes the property of SRTA. Any activity pursuant to this RFP by any Proposer is governed by all applicable laws, including without limitation, Georgia and Federal antitrust laws. SRTA is not responsible to return to a Proposer any or all of the proposal or other information furnished by that Proposer.

In no event will the State, or any of their agents, representatives, consultants, directors, officers or employees be liable to a Proposer or Major Team Member for the disclosure of all or a portion of an proposal submitted in response to this RFP.

Nothing contained in this provision shall modify or amend requirements and obligations imposed on SRTA or any other State entity by the Open Records Laws or other applicable law, and the provisions of the Open Records Laws or other laws shall control if there is a conflict between the procedures described above and the applicable law.

## 2.8 Reserved Rights

In connection with this solicitation, SRTA reserves to itself all rights (which rights are exercisable by SRTA in its sole discretion) available to it under its Procurement Policy and applicable law, including without limitation, with or without cause, and with or without notice, the right to:



- (a) modify the procurement process or documentation described in this RFP;
- (b) develop the project in any manner that it, in its sole discretion, deems necessary or desirable, including by modifying the scope of the project;
- (c) cancel this RFP, or a subsequent RFP, in whole or in part at any time prior to the execution by SRTA of the Contract, without incurring any cost obligations or liabilities except as otherwise expressly stated in this RFP or the subsequent RFP;
- (d) issue a new request for proposals after cancellation of this RFP or a subsequent RFP;
- (e) not issue an RFP;
- (f) reject any and all submittals, responses, and proposals at any time;
- (g) reject any and all proposals or any portion of a specific proposal for any reason;
- (h) modify all dates set or projected in this RFP;
- (i) terminate evaluations of proposals at any time;
- (j) issue amendments, supplements, and modifications to this RFP;
- (k) appoint Evaluation Committees to review proposals, and seek the assistance of outside technical experts and consultants in Proposal evaluation;
- (l) make independent calculations with respect to numbers and calculations submitted in a Proposal for purposes of its evaluation;
- (m) revise the evaluation criteria or methodology by issuing an amendment prior to the Proposal Submission Deadline;
- (n) require confirmation of information furnished by a Proposer, require additional information from a Proposer concerning its proposal and require additional evidence of qualifications or ability to perform the work described in this RFP;
- (o) seek or obtain data from any source that has the potential to improve the understanding and evaluation of the responses to this RFP;
- (p) add or delete Proposer responsibilities from the information contained in this RFP;
- (q) negotiate with a Proposer without SRTA being bound by any provision of a Proposer's proposal or subsequent Proposal;
- (r) waive administrative or minor deficiencies in a Proposal, accept and review a non-conforming proposal or permit clarifications or supplements to a Proposal;
- (s) disqualify any Proposer who changes its proposal without SRTA approval;



- (t) disqualify any Proposer from the procurement process for violating any rules or requirements of the procurement specified in this RFP, the RFP, applicable law, or any other communication from SRTA;
- (u) add to the shortlist of Proposers any Proposer that submitted a Proposal in order to replace a Shortlisted Proposer that withdraws or is disqualified from participation in this procurement;
- (v) (as and solely to the extent applicable) adjust the terms of, or not pursue federal financing programs, or adjust the terms of, or not pursue other financing or public funding for the Project on behalf of the Proposers, or otherwise;
- (w) develop some or all of the Project itself or through another state or local government entity or entities;
- (x) disclose information submitted to SRTA as permitted by applicable law or this RFP;
- (y) not issue a notice to proceed after execution of the Project Agreement;
- (z) exercise any other right reserved or afforded to SRTA under this RFP or a subsequent RFP and applicable law; and
- (aa) exercise its discretion in relation to the matters that are the subject of this RFP as it considers necessary or expedient in light of all circumstances prevailing at the time that SRTA considers to be relevant.

This RFP does not commit SRTA to enter into the Contract or proceed with the procurement described in this RFP. SRTA and the State assume no obligations, responsibilities or liabilities, fiscal or otherwise, to reimburse all or part of the costs incurred or alleged to have been incurred by parties considering a response to or responding to this RFP, or any subsequent RFP. All such costs shall be borne solely by each Proposer.

Except as provided in this RFP, in no event will SRTA be bound by, or liable for, any obligations with respect to the Project until such time (if at all) as the Contract has been authorized by SRTA and executed by SRTA and, then, only to the extent provided in the Contract. No Proposer shall have any cause of action against SRTA arising out of the methods by which proposals are evaluated.

SRTA has the sole right to select the successful proposal(s) for contract award(s); to cancel the solicitation and to advertise for new proposals; to award a contract(s) to other than the Proposer submitting the lowest cost proposal; to award multiple contracts; or not to award a contract as a result of this RFP.

SRTA reserves the right to accept any proposal deemed to be in the best interest of SRTA and to waive any irregularity or informality in any proposal that does not prejudice SRTA or other Proposers.

SRTA reserves the right to negotiate with the Proposer whose proposal is considered by SRTA,



and in its sole discretion, to be most advantageous to SRTA.

## 2.9 Protest Procedures

SRTA's protest policy (Section 1.8 of the Procurement Policy) shall govern this solicitation, and it can be found at: <https://SRTA.ga.gov/procurement/>.

## 2.10 Minority Business Participation

The requirements of 49 CFR Part 26, Regulations of the U.S. Department of Transportation, apply to this solicitation and resulting Contract. It is SRTA's policy to practice nondiscrimination based on age, disability, race, gender, color, sex, religion or national origin in the award or performance of this contract. All companies qualifying under this solicitation are encouraged to submit proposals. The requirements of this solicitation apply for all Proposers, including those who qualify as a Disadvantaged Business Enterprise (DBE). Proposers with questions regarding DBE certification may contact the Issuing Officer. Additional Contract requirements related to participation by DBEs are specified in Part 3 – Contract of this RFP.

As an incentive to increase utilization of minority-owned businesses as subcontractors on State purchases, the State of Georgia provides for an income tax adjustment on the state tax return of any company that subcontracts with a State certified minority-owned firm to furnish goods, property, or services to the State of Georgia. The Tax Incentive Program is codified at O.C.G.A. §48-7-38 and is managed by the Georgia Department of Revenue.

## 2.11 Ethical Standards

It is a breach of ethical standards for any SRTA employee to participate directly or indirectly in a procurement when the employee knows:

- The employee or any member of the employee's immediate family has a financial interest pertaining to the procurement;
- A business or organization in which the employee, or any member of the employee's immediate family, has a financial interest pertaining to the procurement; or
- Any other person, business or organization with whom the employee or any member of employee's immediate family is negotiating or has an arrangement concerning prospective employment is involved in the procurement.

SRTA employees are also bound by the Georgia Governor's Executive Order, dated January 14, 2019, for "Establishing a Code of Ethics for Executive Branch Officers and Employees." The Executive Order prohibits SRTA and SRTA employees, or any person acting on their behalf, from accepting, directly or indirectly, any gift from any person with whom the employee interacts on official SRTA business. Therefore, it is unlawful for a potential Proposer, or its subcontractors or suppliers, to make gifts or favors to any SRTA employee. It is also unlawful for



any SRTA employee to accept any such gift or favor. In addition, any persons acting as members of the Evaluation Committee for this procurement shall, for the purposes of this procurement, be bound by the referenced Executive Order.

Throughout the proposal evaluation and award process and subsequent contract negotiations, Proposers shall not discuss or seek specific information about this procurement, including but not limited to, the contents of submissions, the evaluation process or the contract negotiations, with members of the Evaluation Committee, SRTA Board of Directors, or SRTA employees other than the Issuing Officer.

Any prospective Proposer, anyone representing the Proposer, any subcontractor or supplier on the Prospective Proposer's team, or anyone representing a subcontractor or supplier on the Proposer's team who attempts to influence any member of the Evaluation Committee, SRTA Board of Directors, or SRTA employees in regards to this solicitation by offering or giving any advantage, gratuity, discount, bribe, or loan to any member of the Evaluation Committee, SRTA Board of Directors, or SRTA employees will have its proposal removed from consideration for Contract award.

#### 2.12 ADA Guidelines

SRTA adheres to the guidelines set forth in the Americans with Disabilities Act. Proposers should contact the Issuing Officer at least one day in advance if they require special arrangements when attending the Pre-Proposal Conference. The Georgia Relay Center at 1-800-255-0056 (TDD only) or 1-800-255-0135 (Voice) will relay messages, in strict confidence, for the speech and hearing impaired.

#### 2.13 Contractual Relationships

SRTA intends to execute a Contract, attached as Part 3 of this RFP. The selected Contractor's contractual responsibility must solely rest with one firm or legal entity, which shall not be a subsidiary or affiliate with limited resources. Proposer's Proposal Letter, included as Offer Document #2 of this RFP, must clearly indicate the firm or entity responsible for contract execution.

#### 2.14 Small Business Participation

SRTA strongly supports the participation of small business owners in its contracts. It is the policy of SRTA to ensure nondiscrimination in the award and administration of USDOT- assisted contracts. It is the intention of SRTA to create a level playing field on which Small Businesses can compete fairly for contracts and subcontracts relating to its construction, procurement and professional services activities in compliance with the requirement of 49 C.F.R. 26.39.



## 2.15 Proposal Withdrawal and/or Revision Following Submission

A submitted proposal may be withdrawn and changes to a submitted proposal can be made prior to the Proposal Submission Deadline. In the event a Proposer notes an error or omission in its response which was overlooked prior to submitted the proposal, the Proposer may contact the Issuing Officer to request the proposal withdrawn. Once the Proposer's response is withdrawn, SRTA has no response from the Proposer. Unless and until the Proposer resubmits the received response, SRTA will have no offer from the Proposer to evaluate for possible Contract award. Any resubmission must be received by SRTA no later than the Proposal submission deadline.

## 2.16 Proposer Conflicts of Interest

Proposer must disclose in detail, with the Proposal, anything that may create a conflict or appearance of a conflict of interest. For purposes of this RFP, "conflict of interest" means any situation or circumstance arising out of existing or past activities, business interests, familial relationships, contractual relationships or organizational structure (i.e., parent entities, subsidiaries, affiliates, subconsultants, etc.) or litigation where: 1.) Proposer, a key team member or key personnel could or could be seen to exercise an improper influence over the objective, unbiased and impartial exercise of SRTA's independent judgment; or 2.) could or could be seen to compromise, impair or be incompatible with the effective performance of its obligations under the resulting Contract.

Required disclosures include, but are not limited to: 1.) any current contractual relationships with SRTA any of their employees or board members; 2.) any past, present or planned contractual or employment relationships with any officer or employee of SRTA; and 3.) any other circumstances that might be considered to create a financial interest in the Contract by any SRTA or any of their respective employees or board members if Proposer is awarded the Contract. The foregoing list is a demonstrative list and shall constitute a limitation on the Proposer's disclosure obligations.

SRTA, in its sole discretion, will make a determination relative to a real or perceived potential conflict for a Proposer and its ability to mitigate such a conflict. A Proposer found to have a Conflict of Interest that cannot be mitigated, as determined in the sole discretion of SRTA, shall not have its proposal submission evaluated for Contract Award.

Failure to comply with the requirements in this Section 2.16 or to abide by SRTA's determination in this matter may result in SRTA disqualifying the Proposer from submitting a proposal, disqualifying the offending team member from participating on a Proposer's team or, following submission of a proposal, discontinuing further consideration of such Proposer and its proposal.



Conflicts of interest that arise after the Proposal submission deadline, but before the Notice of Award, must be disclosed in detail in writing to the Issuing Officer.

### 2.17 Contractual Provisions

SRTA shall execute the Contract, attached as Part 3 to this RFP, with the successful Proposer for the provision of the required services with the selected Contractor(s). The selected Contractor's contractual responsibility must solely rest with one legal entity, which shall not be a subsidiary or affiliate with limited resources. Proposer's Proposal Letter, included as Offer Document #2 of this RFP, must clearly indicate the firm or entity responsible for contract execution.

SRTA shall not be a party to agreements between the selected Contractor and/or any subcontractors it may choose to employ during fulfillment of the Contract. Additional contract requirements related to subcontractors are specified in the Contract.

### 2.18 Registered Lobbyists

By submitting a response to this RFP, the Proposer hereby certifies that the Proposer and its lobbyists are in compliance with the Lobbyist Registration Requirements in accordance with the Georgia Government Transparency and Campaign Finance Commission.

### 2.19 Responsibility for Compliance with Legal Requirements

Proposer's products, services, and facilities shall be in full compliance with any and all applicable federal, state, and local laws, regulations, ordinances, and standards regardless of whether or not they are referred to in this RFP.

### 2.20 Conditional Proposals

Terms and conditions attached to a proposal by a Proposer and made a condition of Contract execution may render the proposal non-responsive and may be rejected by SRTA.

### 2.21 Period that Proposals Remain Valid

Each Proposer agrees that proposals will remain firm for a period of one hundred and eighty (180) calendar days beginning with the date that cost proposals are opened. Following the deadline for proposal submission, no proposal may be withdrawn for a period of 180 calendar days.

Requests for withdrawal of proposals after 180 calendar days following the deadline for





proposal submission must be submitted to SRTA in writing (defined as being sent or received via letter or on official firm/agency letterhead or by electronic mail). Such requests for withdrawal of proposals must be submitted in writing to the attention of Issuing Officer.

## 2.22 SRTA's Right to Request Additional Information-Contractor Responsibility

Prior to award, SRTA must be assured that the selected Contractor has all of the resources to successfully perform under the Contract. This includes, but is not limited to, adequate number of personnel with required skills, availability of appropriate equipment in sufficient quantity to meet the on-going needs of SRTA, financial resources sufficient to complete performance under the Contract, and relevant experience in similar endeavors. If such information is required, the Contractor will be so notified and will submit the information requested within the time requested by SRTA.

## 2.23 Sales and Use Taxes

SRTA is exempt from paying sales and use taxes. All pricing provided in response to this RFP shall exclude sales and use taxes.

## 2.24 Proposal Preparation Costs

Each proposal should be prepared simply and economically, avoiding the use of elaborate promotional materials beyond those sufficient to provide a complete proposal. All costs of proposal preparation, attendance at pre-proposal and/or pre-award meetings, and any other pre-award costs shall be at Proposer's sole cost and expense. SRTA will not provide reimbursement for any costs associated with proposal preparation.

## 2.25 Placeholders

If a Proposer does not include information or materials in its proposal that are described in the relevant submittal requirements in Section 3 because the required information or materials are not applicable to that Proposer, the Proposer must include in the relevant Section in its proposal a statement to the following effect: "Section[s] [ ] of the ----- do[es] not apply because [Proposer to insert brief explanation]."

# 3. Contents of Complete Proposal

All Proposals should include a table of contents with page numbers and sufficient detail to facilitate easy reference to all requested information. Proposer shall not utilize a font size smaller than 10pt font or have margins that are less than 1-inch. To be eligible for evaluation by SRTA as a complete, RESPONSIVE proposal in response to SRTA Solicitation No. 25-000, any and all proposals submitted to SRTA must contain all seventeen (17) of the following documents, properly signed by an authorized representative, fully completed by the Proposer, and numbered and arranged in the following order:



*Failure to provide the information requested or sign where required may render your proposal non-responsive*

### 3.1 Complete Proposal Checklist

- This document serves as a checklist for Proposers to ensure that their proposal is complete and ready for submission to SRTA. The document is used by SRTA during the evaluation of responsiveness of proposals.
- This document must be fully completed, signed by an authorized representative, and submitted with the proposal.
- Blank checklist form is attached as Offer Document #1 of this RFP.

### 3.2 Proposal Letter

- This document summarizes the acknowledgements and representations made by and agreed to by the Proposer with regard to its proposal.
- This document must be fully completed, signed by an authorized representative, and submitted with the proposal.
- Blank form is attached as Offer Document #2 of this RFP.

### 3.3 Acknowledgement of Addenda to RFP

- This document is required by Part 1, Section 2.5 of this RFP.
- This document must be fully completed, signed by an authorized representative, and submitted with the proposal.
- If no addenda to the RFP were issued by SRTA, Proposer must still complete the form and include it in its proposal.
- Blank form is attached as Offer Document #3 of this RFP.

### 3.4 Proposer Information Form

- This document summarizes key information about the Proposer for SRTA's assistance and reference during evaluation of the proposals including:
  - Contact Information for Proposer
  - Corporate information
  - List of references for whom Proposer has performed similar services in the past five years
- SRTA will contact the references listed on this document as part of its evaluation of proposals. References provided should have the proposed solution currently deployed or have deployed the solution within the past five years.
- If Proposer is a certified DBE, proof of DBE certification must accompany this document.
- This document must be fully completed, signed, and submitted with the proposal.



- Blank form is attached as Offer Document #4 of this RFP.

### 3.5 Proposer Certifications

- This document must be fully completed, signed, and submitted with the proposal.
- Blank form is attached as Offer Document #5 of this RFP.

### 3.6 Statement of Firm’s Qualifications and Experience

- This document shall be provided by the Proposer and shall be a narrative description of the Proposer’s qualifications and experience. This narrative description shall include the appropriate use of headings and subheading that address, at minimum, the following elements:

Percent of Score	Page Limit of Section	Statement of Qualification Requirements
<b>Section A – Proposal Checklist &amp; Offer Documents</b>		
NA	NA	<b>3.6.1 – Proposal Checklist</b> <ul style="list-style-type: none"> <li>• This document serves as a checklist for Proposers to ensure that their SOQ is complete and ready for submission to SRTA. The document is used by SRTA during the evaluation of responsiveness of SOQs.</li> <li>• This document must be fully completed, signed, and submitted with the proposal.</li> <li>• Blank checklist form is attached as Offer Document #1 of this RFP.</li> </ul>
		<b>3.6.2 – Proposal Letter</b> <ul style="list-style-type: none"> <li>• This document summarized the acknowledgments and representations made by and agreed to by the Proposer with regard to its proposal.</li> <li>• This document must be fully completed, signed, and submitted with the SOQs.</li> <li>• A blank form is attached as Offer Document #2 of this RFP.</li> </ul>
		<b>3.6.3 – Acknowledgment of Addenda</b> <ul style="list-style-type: none"> <li>• This document must be fully completed, signed, and submitted with the proposal.</li> <li>• If no addenda to the RFP were issued by SRTA, Consultant must still complete the form and include it in its proposal.</li> <li>• Blank form is attached as Offer Document #3 of this RFP.</li> </ul>



		<p><b>3.6.4 – Proposer Information Form</b></p> <ul style="list-style-type: none"> <li>• This document summarizes key information about the Consultant for the SRTA's assistance and reference during evaluation of the SOQs including: <ul style="list-style-type: none"> <li>○ Contact Information for Proposer</li> <li>○ Corporate information</li> <li>○ List of references for whom firm has performed similar services in the past five years</li> <li>○ SRTA will contact the references listed on this document as part of its evaluation of proposals. <ul style="list-style-type: none"> <li>• If Proposer is a certified DBE, proof of DBE certification must accompany this document.</li> </ul> </li> <li>○ This document must be fully completed, signed, and submitted with the SOQ.</li> <li>○ Blank form is attached as Offer Document #4 of this RFP.</li> </ul> </li> </ul>
		<p><b>3.6.5 – Contractor Affidavit</b></p> <ul style="list-style-type: none"> <li>• This document must be fully completed, signed, and submitted with the SOQs.</li> <li>• A blank form is attached as Offer Document #9 of this RFP.</li> </ul>
		<p><b>3.6.6 – Proposed Subcontractors</b></p> <ul style="list-style-type: none"> <li>• This document is required by Part 1, Section 3.1 of this RFP.</li> <li>• This document must be fully completed, signed, and submitted with the SOQ.</li> <li>• A blank form is attached as Offer Document #10 of this RFP.</li> </ul>
		<p><b>3.6.7 – Certification Regarding Lobbying</b></p> <ul style="list-style-type: none"> <li>• This document is required by Part 2 of this RFP.</li> <li>• This document must be fully completed, signed, and submitted with the proposal.</li> <li>• A blank form is attached as Offer Document #12 in Part for of this RFP.</li> </ul>

- There is no prescribed format for this document. The format of the document shall be at the discretion of Proposer; however, font size no smaller than 10 pt. with margins no less than 1 inch, on 8.5 x 11 size paper. Proposer should label this document as Offer Document #6 in its proposal.

### 3.7 Project Team and Project Approach

- This document shall be provided by the Proposer and shall be a narrative description of the Proposer's project team and approach. This narrative description shall include the appropriate use of headings and subheading that



address, at minimum, the following elements:

<b>Section B – Firm’s Experience and Qualifications</b>		
30%	2	<p><b>3.7.1 – Experience and Qualifications</b></p> <ul style="list-style-type: none"> <li>• Provide information regarding the firm’s experience and qualifications by detailing the qualification and experience of the firm’s key personnel that will provide services under the contract, to include at a minimum:               <ul style="list-style-type: none"> <li>○ Identify Consultant Program Manager for the contract.</li> <li>○ Identify key staff and describe their demonstrated ability to effectively perform services in programs comparable in complexity, size, and function to clients such as government entities, private tolling entities or similarly structured organizations.</li> <li>○ Include evidence of competencies of the principal professional(s) and key staff in services relevant to SRTA’s required scope of services.</li> </ul> </li> </ul>
	1	<p><b>3.7.2 – Organizational Chart</b></p> <ul style="list-style-type: none"> <li>• Include an organizational chart of the proposed team showing names, titles, firms, and roles of all personnel.</li> </ul>
	12	<p><b>3.7.3 – Resumes</b></p> <ul style="list-style-type: none"> <li>• Include resumes (no more than 2 pages per resume) for key personnel that would participate in the project; all resumes should include at a minimum:               <ul style="list-style-type: none"> <li>○ Name</li> <li>○ Role in this contract</li> <li>○ Years of experience</li> <li>○ Firm name and location – including city and state of the firm where the person currently works</li> <li>○ Education – provide all levels of relevant academic degree(s) received, indicate the area(s) of specialization for each degree</li> <li>○ Current professional registration</li> <li>○ Relevant projects – information on up to five projects in which the person had a significant role that demonstrates the person’s capability relevant to their proposed role in the contract.</li> </ul> </li> </ul>



<b>Section C: Traffic and Revenue Experience</b>		
35%	8	<p><b>3.7.4 – Relevant Projects</b></p> <ul style="list-style-type: none"> <li>• Provide information on firm’s experience with <b>up to four</b> Traffic and Revenue studies for public agencies, particularly experience with managed lanes.</li> <li>• At a minimum, two of the four relevant projects should be <b>investment grade level T&amp;R</b>.</li> <li>• At a minimum, two of the four relevant projects should be for <b>dynamically priced managed lanes</b>.</li> <li>• Descriptions should include:               <ul style="list-style-type: none"> <li>○ Client name, location and dates during which services were performed</li> <li>○ Clear description of overall project and services performed by your firm</li> <li>○ Exact length of service performed by your firm, and overall project budget</li> <li>○ If investment grade, include financial ratings received for project where such rating information was made publicly available</li> <li>○ Client’s stated satisfaction with service rendered by your firm</li> <li>○ Client’s current contact information</li> </ul> </li> </ul>
	2	<p><b>3.7.5 – Letters of reference</b></p> <ul style="list-style-type: none"> <li>• Provide Letters of reference from at least (2) of clients for whom projects of similar size and scope were provided. The Letter of Reference should describe the work completed and contain some specific examples on how quality products were delivered on schedule and within budget.</li> </ul>
<b>Section D – Suitability for Required Scope of Services</b>		
30%	4	<p><b>3.7.6 – Apparent Suitability</b></p> <ul style="list-style-type: none"> <li>• Describe how proposing firm will provide suitable services for SRTA, including:               <ul style="list-style-type: none"> <li>○ Information that may serve to differentiate the firm from other firms in suitability for the project.</li> <li>○ Current and projected workloads, logistical capabilities for working in proximity to SRTA offices.</li> <li>○ Experience performing monitoring and analysis on the performance of existing managed lanes.</li> <li>○ Experience presenting in front of the US DOT</li> <li>○ Experience with P3 financing.</li> <li>○ Experience with bond financed tolling projects.</li> <li>○ Experience with activity-based models, four-step models, or other types of regional-based models.</li> </ul> </li> </ul>



<b>Section E – Suitability for Optional Services</b>		
5%	3	<b>3.7.8 – Relevant Project Experience</b> <ul style="list-style-type: none"> <li>• Provide information on firm’s experience with the optional services described in Part 2 Scope of Services:               <ul style="list-style-type: none"> <li>○ Experience in evaluating the impacts of policy or operational changes.</li> <li>○ Experience forecasting parking demand and revenue.</li> <li>○ Experience performing special studies regarding mobility, toll collection methods and strategies, toll technology, or industry trends.</li> </ul> </li> </ul>
<b>Section F – Required Documentation</b>		
	NA	<b>3.7.9 – Litigation History</b> <ul style="list-style-type: none"> <li>• Describe any litigation the Proposer or any sub consultants has been involved in in the past five (5) years. Describe experience with litigation with Owners and/or Contractors. List any active or pending litigation and explain.</li> </ul>
	NA	<b>3.7.10 – Insurance</b> <ul style="list-style-type: none"> <li>• Provide name of insurance carrier for Proposer, types and levels of coverage, and deductible amounts per claim.</li> </ul>
	NA	<b>3.7.11 – Finance</b> <ul style="list-style-type: none"> <li>• List the Proposer’s annual average revenue for the past five (5) years.</li> <li>• Supply financial references and main banking references for the prime contracting firm</li> </ul>
	NA	<b>3.7.12 – Failure to Complete</b> <ul style="list-style-type: none"> <li>• Has the Proposer or any proposed sub consultants ever been removed from a contract or failed to complete a contract as assigned?</li> </ul>
	NA	<b>3.7.13-Statement of Disclosure</b> <ul style="list-style-type: none"> <li>• Provide a statement of disclosure of all potential legal or otherwise significant conflicts of interest possibly created by Proposer being considered in the selection process or by the Proposer’s involvement in the resulting project(s). Proposer should provide information as to the nature of the relationship(s) with the parties in such potential conflict.</li> </ul>

- There is no prescribed format for this document. The format of the document shall be at the discretion of Proposer; however, font size no smaller than 10 pt. In addition, the sample project schedule may be submitted in 11x14 or 11x17 page format. Proposer should label all document(s) submitted in response to this Section 3.7 as Offer Document #7 in its proposal. This document shall be limited to 30 pages.

### 3.8 Price Proposal

- This document must be fully completed, signed by an authorized



- representative, and submitted with the **proposal in a separate EXCEL file.**
- The submitted Price Proposal must include all costs of performing pursuant to the final posted Contract.
- A blank Price Proposal is attached as Offer Document #8 of this RFP.

### 3.9 Contractor Affidavit under O.C.G.A § 13-10-91(b)(1)

- This document must be fully completed, signed by an authorized representative, notarized, and submitted with the proposal.
- Blank form is attached as Offer Document #9 of this RFP.

### 3.10 Subcontractor Affidavit under O.C.G.A. § 13-10-91(b)(3)

- This document must be fully completed, signed by an authorized representative, and submitted with the proposal.
- If any identified subcontractor is a certified DBE, proof of DBE certification must accompany this document.
- Blank form is attached as Offer Document #17 of this RFP.

### 3.11 Subcontractors and DBEs

- This document must be fully completed, signed by an authorized representative, and submitted with the proposal.
- If any identified subcontractor is a certified DBE, proof of DBE certification must accompany this document.
- Blank form is attached as Offer Document #10 of this RFP.

### 3.12 Certification Regarding Suspension and Debarment

- This document must be fully completed, signed by an authorized representative, and submitted with the proposal.
- Blank form is attached as Offer Document #11 of this RFP.

### 3.13 Certification Regarding Lobbying

- This document must be fully completed, signed by an authorized representative, and submitted with the proposal.
- Blank form is attached as Offer Document #12 of this RFP.

### 3.14 Non-Collusion Affidavit

- This document must be fully completed, signed by an authorized representative, and submitted with the proposal.
- Blank form is attached as Offer Document #13 of this RFP.





### 3.15 Anti-Boycott, Divestment and Sanctions Against Israel Certification

- This document must be fully completed, signed by an authorized representative, and submitted with the proposal.
- Blank form is attached as Offer Document #14 of this RFP.

### 3.16 Statement of Responsibility

- This document must be fully completed, signed by an authorized representative, and submitted with the proposal.
- Blank form is attached as Offer Document #16 of this RFP.

### 3.17 Sales and Use Tax Compliance Form

- This document must be fully completed, signed by an authorized representative, and submitted with the proposal.
- Blank form is attached as Offer Document #15 of this RFP.

## 4. Proposal Evaluation and Contract Award

### 4.1 Standards for Award

SRTA Solicitation No. 25-000 is a Request for Proposals. SRTA intends to award a contract to the Proposer whose proposal conforms to the solicitation and is determined to be the most advantageous to SRTA, taking into consideration price and other evaluation factors set forth in this document.

In order to be eligible for contract award a proposal must meet all of the following criteria:

4.1.1. The proposal was received by the Proposal Submission Deadline.

4.1.2. The proposal submitted is responsive to the solicitation.

- A proposal shall be considered responsive if it conforms in all material aspects to the requirements of the solicitation at the scheduled time of submission.
- It shall be at the sole discretion of SRTA to determine if a proposal conforms in all material aspects to the requirements of the solicitation.

4.1.2 The Proposer who submitted the proposal is a responsible Proposer.

- A Proposer shall be considered responsible if the Proposer possesses, at the time of Contract award, the ability to perform successfully and a willingness to comply with the terms and conditions of the Contract.

4.1.3 The Proposer who submitted the proposal has met the following minimum



requirements:

- The Consultant must have completed at least two (2) consulting services contracts for a federal, state, and/or regional government entity, where the entity proceeded to market based on the consultant's findings.
- The Consultant must have been in business for at least five (5) consecutive years.
- The Consultant must propose a project manager with a minimum of five (5) years' experience in traffic and revenue consulting
- The Consultant must not be currently engaged in any active contractual agreement for similar services on any state level Public Private Partnership projects in the state of Georgia for any other entities except for SRTA.

## 4.2 Evaluation and Award Process

All proposals shall be evaluated by an Evaluation Committee. Proposals and evaluations will be kept confidential throughout the evaluation and award process. Only the members of the Evaluation Committee and other SRTA staff having a legitimate work-related interest will be provided access to the proposals and evaluation results during the evaluation and award process. Proposals will be evaluated, and a Contract will be awarded in accordance with the following process:

### 4.2.1 Evaluation of Proposals by the Issuing Officer

- Proposals will first be evaluated by the Issuing Officer for responsiveness in accordance with the standard set forth in Part 1, Section 4.1.1 above. Only those proposals that are determined to be responsive shall be evaluated for Proposer responsibility.

### 4.2.2 Evaluation of Proposals by the Evaluation Committee

- Proposers who submitted responsive proposals will be evaluated by the Evaluation Committee for responsibility in accordance with the standard set forth in Part 1, Section 4.1.1 above.
- A responsible Proposer is one that SRTA believes to be responsible based on the responses provided on the Proposer's Offer Document No. 3.16 and/or based on Contractor's responses to the requirements of the RFP. SRTA reserves the right to conduct additional due diligence into any Proposer's responsibility status. Such due diligence may include investigations into any of the items set



forth in the submitted offer documents.

#### 4.2.3 Scoring of Proposals by the Evaluation Committee

- Proposals that are determined to be responsive and that were submitted by responsible Proposers shall be further evaluated by the Evaluation Committee to determine the Proposal(s) that is/are most advantageous to SRTA. The Evaluation Team will review each proposal to determine its compliance with the RFP technical requirements. All proposals which are considered responsive proposals will be scored in accordance with the scoring criteria detailed below.

##### ***Phase 1-Technical Evaluation (100-point maximum)***

Category	Criteria	Points
Firm's Experience and Qualifications	Experience and Qualifications, Organizational Chart, and Resumes.	30 points
Traffic and Revenue Experience	Relevant Projects and Letters of Reference	35 points
Suitability for Required Scope of Services	Apparent Suitability	30 points
Suitability for Optional Services	Relevant Project Experience	5 points

##### ***Phase 2-Price Proposal (10-point maximum)***

The Evaluation Committee shall specifically consider information submitted in accordance with Section 3.8. The Price Proposal will be reviewed for reasonableness and proper allocations across project deliverables. Failure to reasonably allocate cost amount deliverables, including, but not limited to, frontend loading of price items, may result in proposal disqualification.

#### 4.2.4 Total Combined Score

Upon completion of the scoring by the Evaluation Committee, each Proposer will be assigned a Total Combined Score, consisting of the Proposer's scores from Phase 1, Phase 2 (if applicable) and Phase 3.

#### 4.2.5 Best and Final Offer

SRTA reserves the right, but is not required, to request a Best and Final Offer from the Proposer(s) after the Evaluation Committee has completed scoring. BAFOs may be requested from one or more Proposers. In the event that a Best and Final Offer is



requested, the request will indicate: 1.) the elements of the proposal for which revisions are requested; 2.) the criteria by which the revised proposals will be evaluated; 3.) any additional questions that the Proposer must respond to; and 4.) the method of submission and the deadline for submission of revised proposals and pricing. Additional discussions between SRTA and the Proposers may not take place during the BAFO period.

If a BAFO is requested, the final Contract award will be based on the highest point total using the following formula:

$(\text{Original Technical Score}) + (\text{Oral Presentation Score, if applicable}) + (\text{Best and Final Offer Cost Score}) = \text{Final Total Score}$

If a BAFO is not requested, the final Contract award will be based on the highest point total using the following formula:

$(\text{Original Technical Score}) + (\text{Oral Presentation Score, if applicable}) + \text{Price Proposal Score} = \text{Total Combined Score}$

#### 4.2.6 Notice of Intent to Award and Notice of Award

The preliminary results of the evaluation may be announced through the public posting of a Notice of Intent to Award to SRTA website. The Notice of Intent to Award (“NOIA”) is not notice of an actual contract award; instead, the NOIA is notice of SRTA’s expected contract award(s) pending resolution of the protest process. The NOIA (if any) will identify the apparent successful Proposer.

At the end of the evaluation process, SRTA shall contact the apparent successful Proposer. The apparent successful Proposer must return two signed copies of the Contract to the Issuing Officer within one (1) week of notification. Failure to do so may lead to rejection of the Proposer. SRTA reserves the right to proceed to discussions with the next highest ranked Proposer. SRTA reserves the right to modify the Contract be consistent with the successful offer.

The Notice of Award is SRTA’s public notice of actual Contract award and will be publicly posted to SRTA website.



**ATTACHMENT A-QUESTIONS AND ANSWERS TEMPLATE**