



**REQUEST FOR PROPOSALS 25-002  
Marketing and Communications**

**Instructions to Proposers:**

All spaces below and all offer documents as outlined herein are to be filled in with signatures where indicated. Failure to sign may render your proposal invalid.

**PROPOSAL OF:**

Name of Bidder: \_\_\_\_\_

Address: \_\_\_\_\_

City, State and Zip Code: \_\_\_\_\_

**SUBMIT PROPOSAL TO:**

State Road and Tollway Authority  
Lisa Randle, Issuing Officer  
Utilizing DropBox Upload

<https://www.dropbox.com/request/iiEoiyWLimNeRGs2dxM>

or

[iiEoiyWLimNeRGs2dxM@addtodropbox.com](mailto:iiEoiyWLimNeRGs2dxM@addtodropbox.com)

**Proposals Due and Opened: June 5, 2024, 2:00pm, Local Time (Atlanta, GA)**

**Schedule of Events**

Release RFP	May 3, 2024
Pre-Proposal Conference ( <i>Virtual</i> )	May 9, 2024 9:30AM EST
Deadline for Proposer Written Questions ( <i>Attachment A</i> ) (Submit questions by email to <a href="mailto:Procurement@srta.ga.gov">Procurement@srta.ga.gov</a> )	May 16, 2024, 2PM EST
Responses to Written Questions	May 21, 2024
<b>Proposal Submission Deadline</b>	<b>June 5, 2024, 2PM EST</b>
Notice of Contract Award ( <i>Target</i> )	<b>June 28, 2024</b>

All questions should be submitted by email to [Procurement@srta.ga.gov](mailto:Procurement@srta.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.



## Table of Contents

1. Information for Proposers .....	4
1.1 Purpose of Procurement .....	4
1.2 Type and Term of Contract.....	4
1.3 Solicitation Schedule .....	4
1.4 Restrictions on Communications with SRTA during the Solicitation, Offer and Award Period.....	5
1.5 SRTA Contact Information .....	5
1.6 Pre-Proposal Virtual Conference .....	6
2. Solicitation Terms and Conditions/Instructions to Proposers.....	6
2.1 Deadline for Submission of Proposals/Late Proposals .....	6
2.2 Format of Proposals .....	6
2.3 Location for Submission of Proposals/Methods of Delivery .....	7
2.4 Questions.....	7
2.5 Amendments to Solicitation (Addenda)/Postponement of Proposal Submission Deadline.....	8
2.6 Single Response to Solicitation.....	8
2.7 Confidential/Proprietary Information .....	8
2.8 Reserved Rights .....	9
2.9 Protest Procedures .....	9
2.10 Minority Business Participation.....	10
2.11 Ethical Standards .....	10
2.12 ADA Guidelines .....	11
2.13 Contractual Relationships.....	11
2.14 Small Business Participation .....	11
2.15 Proposal Withdrawal and/or Revision Following Submission .....	11
2.16 Proposer Conflicts of Interest.....	12
2.17 Contractual Provisions.....	12
2.18 Registered Lobbyists.....	12
2.19 Responsibility for Compliance with Legal Requirements .....	12
2.20 Conditional Proposals.....	12
2.21 Sales and Use Taxes.....	13



2.22 Proposal Preparation Costs ..... 13

3. Contents of Complete Proposal..... 13

    3.1 Complete Proposal Checklist ..... 13

    3.2 Proposal Letter ..... 13

    3.3 Acknowledgement of Addenda to RFP..... 13

    3.4 Proposer Information Form..... 14

    3.5 Proposer Certifications ..... 14

    3.6 Statement of Firm’s Qualifications and Experience ..... 14

    3.7 Project Team and Project Approach..... 15

    3.8 Price Proposal ..... 15

    3.9 Contract Affidavit under O.C.G.A § 13-10-91(b)(1) ..... 16

    3.10 Subcontractors and DBEs ..... 16

    3.11 Certification Regarding Suspension and Debarment ..... 16

    3.12 Certification Regarding Lobbying ..... 16

    3.13 Non-Collusion Affidavit..... 16

    3.14 Anti-Boycott, Divestment and Sanctions Against Israel Certification ..... 17

    3.15 Statement of Responsibility Certification..... 17

4. Proposal Evaluation and Contract Award..... 17

    4.1 Standards for Award..... 17

        4.1.1. The proposal submitted is responsive to the solicitation. .... 17

        4.1.2 The Proposer who submitted the proposal is a responsible Proposer. .... 17

    4.2 Evaluation and Award Process ..... 17

        4.2.1 Evaluation of Proposals by the Issuing Officer ..... 18

        4.2.2 Evaluation of Proposals by the Evaluation Committee ..... 18

        4.2.3 Scoring of Proposals by the Evaluation Committee ..... 18

        4.2.4 Total Combined Score ..... 19

        4.2.5 Best and Final Offer ..... 19

        4.2.6 Notice of Intent to Award and Notice of Award..... 20

        4.2.7 Execution of Contract ..... 20



## PART 1 – SOLICITATION, OFFER AND AWARD

### 1. Information for Proposers

#### 1.1 Purpose of Procurement

The State Road & Tollway Authority (SRTA), and the selected PR Agency of Record (PRAR) will provide ongoing strategic and creative support related to branding and graphic design, campaigns and strategic counsel. Program support may include, but is not limited to, Peach Pass (and all associated sub-programs), the Georgia Express Lanes, the Customer Service Back Office and other programs, services and products associated with the Peach Pass brand.

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

- 91876 – Marketing
- 91824 – Communications Consulting

All respondents 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.

Proposals will be accepted until 2:00PM (EST), June , 2024. Instructions for requesting a copy of the RFP document can be found on SRTA website at <https://srta.ga.gov/srta-procurement/> .

#### 1.2 Type and Term of Contract

SRTA shall enter into a fixed price contract (“Contract”) with the selected Contractor. The Contract to be awarded by SRTA shall be for up to three (3) years with the Contract effective through June 30, 2027 (“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 prior to the Contract expiration date.

#### 1.3 Solicitation Schedule

The Schedule of Events set out herein represents SRTA’s best 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, such as the Proposal Due Date, 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 Due Date will be posted to SRTA website at <https://srta.ga.gov/srta-procurement/>. After the Proposal Due Date, 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.



Task	Date
Release RFP	5/3/2024
Pre-bid Meeting ( <i>Virtual - Teams</i> )  Meeting ID: 220 834 673 660  Passcode: eWwf6X	5/9/2024 2:00 PM EST
Deadline for Proposer Written Questions  (Submitted on Attachment A)	5/16/24
SRTA Responses to Written Questions	5/21/24
<b>PROPOSAL SUBMISSION DEADLINE</b>	<b>6/5/24 2:00 PM EST</b>
Notice of Contract Award ( <i>Target</i> )	<b>6/28/24</b>

#### 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 to SRTA concerning this solicitation should be directed to the Issuing Officer. Unauthorized contact regarding this solicitation with other SRTA staff or Board members may result in disqualification.

#### 1.5 SRTA Contact Information

All inquiries, and/or other correspondence regarding this solicitation (excluding protests submitted in accordance with Part 1, Section 2.9 below) must be directed in writing by email, using *Attachment A – Questions and Answers* to:

Lisa Randle, Issuing Officer  
State Road and Tollway Authority  
E-mail: [Procurement@srta.ga.gov](mailto:Procurement@srta.ga.gov)



## 1.6 Pre-Proposal Virtual Conference

All prospective proposers are invited to attend the Pre-Proposal Conference, which will be held virtually on May 9, 2024 2:00 PM EST on Microsoft Teams. While attendance is not mandatory, it is highly encouraged.

Join on your computer, mobile app or room device - [Click here to join the meeting](#)

Meeting ID: 220 834 673 660  
Passcode: eWwf6X

[Download Teams](#) | [Join on the web](#)

## 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. 25-002 must be received by SRTA no later than **2:00 p.m. (EST) on June 5, 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 in accordance with the proposal format and content requirements specified in Part 1, Section 3 below. 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 25-002.**

Proposer shall submit all documents electronically to:

<https://www.dropbox.com/request/iiEoiyWLimNeRGs2dxM>

or

[iiEoiyWLimNeRGs2dxM@addtodropbox.com](mailto:iiEoiyWLimNeRGs2dxM@addtodropbox.com)



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

Proposals must be submitted exclusively to Lisa Randle, 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 SRTA by the specified date and time. SRTA 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 to SRTA in writing (defined as being sent or received by electronic mail) by 2:00 p.m. (EST) on May 16, 2024. Written questions must be submitted to the attention of Lisa Randle, Issuing Officer, in accordance with Section 1.5 above on *Attachment A – Questions and Answers* to [Procurement@srta.ga.gov](mailto:Procurement@srta.ga.gov).

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, should be included in any pricing submitted by the Proposer.

Please review SRTA's attached Contract terms and conditions, 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.

Requests that materially change the terms or the requirements of the Contract or Work Order as determined by SRTA, in its sole discretion, will be rejected. Requests that grant the Proposer an impermissible competitive advantage, as determined by SRTA, in its sole discretion, will be rejected. Requests will only be considered if submitted prior to the deadline for submitting written questions as defined by the Schedule of Events. 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.

SRTA shall provide answers to each question received by the applicable deadline no later than January 24, 2024. Answers to questions received by the deadline will be posted on the SRTA website at <https://srta.ga.gov/srta-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 and the remainder of the RFP documents. Revisions to the Solicitation shall be made only via formally issued amendments (i.e. Addenda). Only such written addenda shall constitute revisions to the Solicitation that are binding upon SRTA.



## 2.5 Amendments to Solicitation (Addenda)/Postponement of Proposal Submission Deadline

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 as in the opinion of SRTA shall enable potential Proposers to revise 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. Amendments to the RFP will be made in writing. Copies of all addenda will be made available on 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/srta-procurement/>. This process will be repeated each time an addendum is made available by SRTA.

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 regularly 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. SRTA's receipt, review, evaluation or any other act or omission concerning any such information





shall not be considered to create an acceptance of any obligation or duty for SRTA to prevent the disclosure of any such information except as required by the Open Records Act. Proposers that decide to submit information they believe should be exempt from disclosure under the Open Records Act shall: (i) clearly mark each page containing such information as confidential, proprietary or exempt, (ii) shall include such information in a different color from the rest of the proposal text, (iii) shall state the legal basis for the exemption with supporting citations to the Georgia Code, and (iv) for records containing trade secrets, Proposers who wish to keep such record confidential shall also submit and attach to the records an affidavit affirmatively declaring that specific information in the records constitute trade secrets pursuant to Article 27 of Chapter 1 of Title 10 of the Georgia Code.

Pursuant to Georgia Law, if the information is requested under the Open Records Act, SRTA shall make a final determination if any exemption actually exists for SRTA to deny the request and prevent disclosure. SRTA will withhold such information from public disclosure under the Open Records Act only if SRTA determines, in its sole discretion, that there is a basis to do so.

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.

## 2.8 Reserved Rights

SRTA reserves the right to reject any and all proposals or any portion of a specific proposal for any reason. Issuance of this RFP and receipt of proposals does not commit SRTA to award a contract.

SRTA has the sole right to select the successful proposal(s) for contract award(s); to reject any proposal as unsatisfactory or non-responsive due to non-conformance with the requirements of this RFP; 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 irregularities in any proposal that does not prejudice SRTA or other Proposers.

No Proposer shall have any cause of action against SRTA arising out of the methods by which proposals are evaluated.

## 2.9 Protest Procedures

Proposers should familiarize themselves with the procedures set forth on SRTA's website, which accessible here: <https://srta.ga.gov/srta-procurement/>.



## 2.10 Minority Business Participation

It is SRTA's policy to practice nondiscrimination based on race, color, sex, 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.

SRTA has a DBE goal of 10.31% for federally funded contracts awarded between October 1, 2023 – September 30, 2026. 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.

Justification for non-mandatory DBE: There is expectation that this solicitation will have limited competition, therefore, mandating DBE participation will further restrict the expected competition associated with this RFP. FTA encourages increased competition.

## 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 April 1, 2021, 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 Lisa Randle, Issuing Officer.

## 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 RFP Due Date and time. 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. Required disclosures include but are not limited to: 1.) any current contractual relationships with SRTA; 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 officer or employees if Proposer is awarded the Contract. 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. The foregoing list is a demonstrative list and shall constitute a limitation on the Proposer's disclosure obligations.

## 2.17 Contractual Provisions

SRTA shall execute the Master Services Contract (the "Contract"), attached as Part 3 to this RFP, with the successful proposer. SRTA shall be under no obligation to consider and/or approve exceptions or changes to the Contract. Nevertheless, any proposed Contract modifications must be submitted by the Question Submission Deadline noted in Section 2.4 using the question submission template provided as part of this RFP.

The apparent successful Proposer must return a signed copy of the Contract to SRTA Issuing Officer within five (5) business days of notification of intent to award. Failure to do so may lead to rejection of the Proposer. SRTA reserves the right to proceed to discussions with the next ranked Proposer.

## 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 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.

### 2.22 Proposal Preparation Costs

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.

## 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. 25-002, any and all proposals submitted to SRTA must contain all fifteen (15) of the following documents, properly signed by an authorized representative, fully completed by the Proposer, and numbered and arranged in the following order:

### 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 in 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:
  - Brief description of the Proposer (brief history, number of employees, lines of business, areas of specialization, office locations, organization, gross revenue, net income and loss for the current and prior year, parent company (if applicable), recent litigations and outcomes, litigation currently underway, etc.)
  - Description of the firm's experience in performing work of a similar nature to that solicited in this RFP and the participation in such work by the key personnel proposed for assignment to this project.
  - Comprehensive listing and brief descriptions of relevant engagements started and/or completed during the last five years that are similar in scope and nature to the Scope of Services, attached to this RFP.



- 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:
  - Process for screening, hiring and background checks
  - Identify the adequacy of the firm's resources, including personnel, labor, equipment and supplies, etc.; recruitment and staffing plan to address employee turnover
  - Training program and/or certification program
  - Key personnel (Project Manager, Engagement/Operations Manager) from your firm that will be assigned to the contract, including a brief description of their qualifications, job functions and office locations; brief resumes (no longer than two pages long) shall be furnished for all key personnel
  - Any special or unique benefits that the proposed team and/or its approach brings to the Scope of Services

- **Sample Printed Materials – These documents shall be provided by the Proposer. Proposer shall submit samples of the following documents:**

- Annual Reports
- Brochure
- PowerPoint Presentations
- Press Releases
- Print Advertising
- Newsletters
- Op-Ed
- Graphic Design
- Short Video (30 seconds to 2 minute maximum)

- 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. Proposer should label all document(s) submitted in response to this Section 3.7 as Offer Document #7 in its proposal.

### 3.8 Price Proposal



- This document must be fully completed, signed by an authorized representative, and submitted with the **proposal in the separate Offer Document #8, named "Price Proposal"**.
- The submitted Price Proposal must include all costs of performing pursuant to the final posted Contract such that no other costs are to be paid by SRTA for delivery of the Services as specified in the RFP.
- In the event there is a discrepancy between the Proposer's unit price and extended price, the unit price shall govern.
- The Price Proposal must be submitted in the file format of Microsoft Excel.
- A blank Price Proposal is attached as Offer Document #8 of this RFP.

### 3.9 Contract 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 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.

### 3.11 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.

### 3.12 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.

### 3.13 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.





### 3.14 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.

### 3.15 Statement of Responsibility Certification

- 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. 25-002 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 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.

### 4.2 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. 3.15 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.

#### ***Qualifications and Experience – (30-point maximum)***

This document shall be provided by the Proposer and shall be a narrative description of the Proposer's qualifications and experience with projects of similar size and scope. This narrative description shall include the appropriate use of headings and subheading that address, at minimum, the following elements:

- Proposers past work and experience of similar size and scope
- Proposer's background, financial stability, company history, employee number, and availability for projects.
- Assessment of the Proposer's ability to successfully address the requirements as stated by the Scope of Work
- Quality of the Proposer's technology and resources to be utilized



**Approach – (40-point maximum)**

This document shall be provided by the Proposer and shall be a narrative description of the Proposer’s project team and approach to projects of similar size and scope. This narrative description shall include the appropriate use of headings and subheading that address, at minimum, the following elements:

- Firm’s technical approach to the project and interpretation of the Scope of Services, including the Tasks identified in the Scope of Services section
- Identify the adequacy of the firm’s resources, including personnel, labor, equipment and supplies, etc.
- Resumes of project team members
- Any special or unique benefits that the proposed team and/or its approach brings to the Scope of Services

**Price Proposal – (30-point maximum)**

The Evaluation Committee shall specifically consider information submitted in accordance with Section 3.8.

**Interviews-Optional – (5 point maximum)**

The Evaluation Committee may choose to invite the top-scored proposers to make presentations and participate in interviews with the committee prior to completing its ranking of proposals. It shall be at the discretion of the Evaluation Committee as to whether it will conduct interviews and as to how many and which Proposers will be invited to make presentations and participate in interviews with the committee. Proposers that are invited for interviews may earn up to 5 points based on the quality of the interview.

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 the Qualifications and Experience, Approach, **Interview (Optional)**, and Price Proposal submissions.

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:

(Qualifications and Experience) + (Approach) + (Best and Final Offer Cost Score) = 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:

(Qualifications and Experience score) + (Approach score) + (Interview {Optional}) + (Price Proposal Score) = 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. The Notice of Award is SRTA’s public notice of actual Contract award and will be publicly posted to the SRTA website.

#### 4.2.7 Execution of Contract

After the Notice of Award has been posted, SRTA will execute a Contract with the successful Proposer.