

As the Express Lanes network in Georgia continues to grow, the Authority would like to more fully evaluate and implement ways in which to innovate and offer additional value to the State's citizens and businesses. SRТА is seeking strategic consulting and advisory services, including insightful and cross-functional analysis of macro- and microeconomic factors, translation of pertinent private-sector industry perspectives and practices into effective and viable policies and practices, development of strategies to guide data-driven decision-framing and affect short- and long-range outcomes, and formulation of executive-level briefings.

The Consultant may be asked to review SRТА's various programs and functions currently or potentially performed by or on behalf of SRТА, as well as broader policy and finance options regarding the State's surface transportation infrastructure. Research, findings, and recommendations may orient around the following:

- The traveling public's experience on Georgia's Express Lanes corridors presently and in future scenarios
- Policies and practices in peer and competitor regions, as well as in transportation and logistics companies, nationally and internationally
- A review of all points of consideration related to the specific SRТА program or some or all of the functions performed within each program

Examples of potential requests that Consultant may be called upon to provide analysis include but are not limited to:

- Positioning of Original Equipment Manufacturers (OEM) vis-à-vis Peach Pass integration with passenger vehicles and preferences for Connected Vehicle Technology in the Express Lanes
- Business case development for commercial vehicles potential use of future the Express Lanes, including policy and finance tradeoffs
- Evaluation of Value for Money for certain tolling projects
- Economic assessment of policies and funding for high-performance transit in Express Lanes
- Guidance on any or all of the aspects of the roll out of system changes

Research, analysis, and findings to be conducted and reported include perspectives and considerations used by private-sector firms in the transportation space, experience in the Southeastern U.S. and within Georgia's geographical boundaries, federal rules and guidance, benchmarking to other similar toll facilities in other parts of the U.S. and internationally, and other considerations deemed relevant by SRТА and the consultant. The consultant will provide recommendations for SRТА's management and Executive Director, as well as State elected leadership.

Proposals should:

- Demonstrate experience with high-level strategic analysis and advisory for long-term and operational performance as well as innovative approaches recommended for State and national governments, as well as Fortune 500 companies in multi-billion dollar industries.

- Present a relevant portfolio of published work, including public sector considerations and recommendations on topics that affect the increasing demand for transportation infrastructure and services.
- Notate the types of commercial benchmarks, datasets, and analytical assets that would be available for use in contracted work.

Timing and Format of Deliverables:

- Some feedback from SRTA to Consultant team provided in real-time
 - Rapid research, analysis, and development of findings and reports are likely to be required, based on the deadlines for initial, midstream, and final outputs
 - Recommendations from the Consultant to SRTA delivered primarily through meetings and presentations
 - Weekly status calls arranged by SRTA and the Consultant as required
 - The best practice and other similar information compiled in a written report
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