



April 7, 2025

ADDENDUM NUMBER ONE

SRTA RFP Number 25-046

Strategic Management Advisory Consulting Services

From: Staci Winston, SRTA Issuing Officer

To: All Potential Respondents

This Addendum forms a part of the **Request for Proposal (RFP) No. 25-046**. The following document has been added:

1. Questions and Answers Document

This Addendum #1 to SRTA Solicitation No. 25-046 is being issued in accordance with the Request for Proposals document. The purpose of this Addendum is to respond to the questions that were received during the Question and Answer period. Which includes redlined draft contract 25-046.

A signed acknowledgment of this addendum (this page) should be attached to your RFP response.

Supplier's Name

Signature

Printed Name and Title

All other terms and conditions of SRTA Solicitation No. 25-046 not specifically addressed in this Addendum #1 remain in full force and effect.

#	RFP document / Section	RFP page #	Question	Answers
1	Section 2.16 (Proposer Conflicts of Interest)	12	The outlined scope of work involves providing guidance to SRTA on express lane projects. If a consultant is already advising GDOT on express lane projects, would SRTA consider that a conflict of interest which would preclude the advisor from being selected for its pool? Given the nature of this question, we would appreciate if SRTA could provide a response at the earliest opportunity.	A consultant advising GDOT on express lane projects does not create a conflict of interest and would not disqualify the consultant from being considered a potential candidate. This determination is based on the fact that the tasks outlined in the scope of work are broad and varied. However, the RFP requires that the consultant submit a Statement of Disclosure in accordance with Section 3.7.7.
2	RFP Part 1 Solicitation: Section 2.10 Minority Business Participation	10	Acknowledging that there is an enterprise goal for DBE participation, are offerors correct in assuming that there will be no mandatory goal for the resulting MSA and that any DBE participation requirements would be communicated at the order level?	There are no DBE requirements for the SRTA RFP 25-046 or the resulting contract awards.
3	RFP Part 1 Solicitation: Section 3.6.1 and 3.7	15-16	Could SRTA clarify the preferred nomenclature for the lead consultant personnel? E.g., page 15 lists "Consultant Program Manager" and page 16 references "Principal Consultant" and "Senior Manager"	Section 3.6.1 specifies the requirement for a Consultant Program Manager. Additionally, Section 3.7 outlines the need for Key Personnel, which must include the Principal Consultant and Senior Manager. The composition of the Key Personnel from the Consultant team will be determined based on the specific needs of each project. Additional key personnel may be included, provided that the proposal remains within the designated page limit.
4	RFP Part 1 Solicitation: Section 3.7.2	16	For relevant projects, can SRTA confirm that there is a maximum of four projects that should be provided for consulting experience of the entire responding team (i.e., both Prime and subconsultants combined)?	Section 3.7.2 states that Proposers must demonstrate their firm's experience with up to four projects. SRTA will not indicate a means or method on how you submit those four projects.
5	RFP Part 1 Solicitation: Section 3.8/Part 5- Price Rate Sheet Proposal	18	Would SRTA permit offerors to edit Offer Document 8 to allow for modes of pricing consistent with an offeror's prevailing commercial pricing practices? Many top tier strategic consulting firms primarily perform services on a fixed price basis, using pricing structures that are not based estimated hours and hourly rates. To participate in this RFP, such firms would therefore need to be able to propose fixed price service line items (e.g. weekly team sprints) without a buildup of pricing using hours, hourly rates, or labor categories. As the SRTA will be able to evaluate offeror pricing on the basis of adequate price competition at the order level we would ask you to allow offerors to propose rates in accordance with their prevailing commercial practices, without necessarily breaking down pricing to show hours, hourly rates and labor categories, so long as the offeror provides a brief accompanying narrative explaining said commercial pricing practices.	SRTA will not accept any alternative pricing narratives. Pricing must be submitted strictly in accordance with Section 3.8 of the RFP (Offer Document #8). Pricing will be negotiated with the selected firm based on the submitted price proposal prior to the execution of each task order.
6	RFP Part 1 Solicitation: Section 2.6	8	Given that SRTA is looking for offerors to propose fully burdened labor rates, we would ask that all references to "cost" in this section be replaced with the term "price".	SRTA will keep the current language as written in Section 2.6, Single Response to Solicitation of the RFP.
7	RFP Part 1 Solicitation: Section 3.8 Price Rate Sheet	18	Would SRTA consider allowing offerors to propose pricing for all contract years rather than just the initial term?	SRTA will not accept a different price narrative. SRTA will only accept the price proposal as stated in Section 3.8 (separate Offer Document #8) for submission
8	RFP Part 1 Solicitation: Section 3.6.1 Statement of Firm's Qualifications and Experience	15	Section 3.6.1 appears to suggest that key personnel includes the 'Consultant Program Manager' and other 'Key Staff' as designated by the offeror. Section 3.7 appears to suggest that there are two key personnel, a 'Principal Consultant' and a 'Senior Manager'. Could SRTA clarify that offerors must designate a single Consultant Program Manager and may otherwise propose additional key personnel as they see fit provided proposal responses stay within the prescribed page counts?	Section 3.6.1 specifies the requirement for a Consultant Program Manager. Additionally, Section 3.7 outlines the need for Key Personnel, which must include the Principal Consultant and Senior Manager. The composition of the Key Personnel from the Consultant team will be determined based on the specific needs of each project. Additional key personnel may be included, provided that the proposal remains within the designated page limit.
9	RFP Part 1 Solicitation: Section 3.7.2, 3.7.4 Project Team and Project Approach	16-17	Would SRTA consider broadening the relevance criteria for projects to include the private sector in addition to public agencies?	SRTA will not broaden the evaluation criteria. However, if the proposer believes they have additional experience that is relevant and demonstrates expertise in the scope outlined in the RFP and with this type of work, they can include it for SRTA's review.
10	RFP Part 1 Solicitation: Section 3.7.2 Project Team and Project Approach	16	Section 3.7.4 establishes the importance of offeror experience with private sector operators as well as major users of this kind of infrastructure in transport and logistics. This is also reflected in Part 2 of this RFP. Consequently, could SRTA clarify that projects demonstrating experience with strategic planning for infrastructure development, logistics, and supply chains would be considered relevant, in addition to Express Lanes experience?	SRTA will not broaden the evaluation criteria. However, if the proposer believes they have additional experience that is relevant and demonstrates expertise in the scope outlined in the RFP and with this type of work, they can include it for SRTA's review.

11	RFP Part 1 Solicitation: Section 3.7.4	17	<p>Section 3.7.4, outlines the proposal instructions and requires offerors to speak to: "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."</p> <p>Section 4.2.3 however only proposes to evaluate offerors' demonstrated "Innovative approaches recommended for State and national governments."</p> <p>It is our sense that the language in section 3.7.4 articulates critical experience and capabilities that any successful offeror should demonstrate and would ask SRTA to amend the language in Section 4.2.3 to allow evaluators to consider this type of evidence during the source selection process.</p> <p>Therefore, would SRTA consider revising the language regarding "innovative approaches recommended for State and national governments" to include "demonstrated experience with high-level strategic performance as well as innovative approaches for State and regional governments, as well as Fortune 500 companies"?</p>	<p>SRTA will evaluate proposals based on the following criteria as listed within the RFP: Qualifications and Experience (as referenced in Section 4.2.3): Evaluate all submissions from proposers to include Statement of Firms Qualifications and Experience, specifically Section 3.6 and 3.6.1 in their entirety.</p> <p>Project Approach (as referenced in Section 4.2.3): Evaluate all submissions from proposers to include Project Team and Project Approach, specifically Section 3.7 through 3.7.7 in their entirety.</p> <p>Price Rate Sheet Based on the rates from submitted proposals (Section 3.8 Price Rate Sheet Proposal)</p> <p>SRTA will keep the language the same in the RFP and Scope of Work.</p>
12	RFP Part 1 Solicitation: Section 4.2.3 Evaluation and Award Process	21	<p>Could SRTA clarify how proposal evaluators will consider evidence of demonstrated "innovative approaches" during the scoring process?</p>	<p>SRTA will evaluate proposals based on the following criteria as listed within the RFP: Qualifications and Experience (as referenced in Section 4.2.3): Evaluate all submissions from proposers to include Statement of Firms Qualifications and Experience, specifically Section 3.6 and 3.6.1 in their entirety.</p> <p>Project Approach (as referenced in Section 4.2.3): Evaluate all submissions from proposers to include Project Team and Project Approach, specifically Section 3.7 through 3.7.7 in their entirety.</p> <p>Price Rate Sheet Based on the rates from submitted proposals (Section 3.8 Price Rate Sheet Proposal)</p>
13	~ Part-1-Solicitation-SRTA-25-046_Strategic-Management-Advisory-and-Consulting-Services ~ Section 3.7	15	<p>Will SRTA confirm the roles considered key are only the Principal Consultant and Senior Manager roles?</p>	<p>Section 3.6.1 specifies the requirement for a Consultant Program Manager . Additionally, Section 3.7 outlines the need for Key Personnel, which must include the Principal Consultant and Senior Manager. The composition of the Key Personnel from the Consultant team will be determined based on the specific needs of each project. Additional key personnel may be included, provided that the proposal remains within the designated page limit.</p>
14	~ Part-1-Solicitation-SRTA-25-046_Strategic-Management-Advisory-and-Consulting-Services ~ Section 3.7	16, 18	<p>Does the 20-page limit for Section 3.7 include resume submissions?</p>	<p>Yes, the page count for the entire section of 3.7 has a 20-page limit</p>
15	Section 3.7	16-18	<p>Is there a specific budget SRTA has allocated for this project, and if so, can you specify that amount?</p>	<p>SRTA does not have a specific budget for this project.</p>
16	Section 3.7	16-18	<p>Do resume pages count towards the 20-page limit for Section 3.7 'Project Team and Project Approach?</p>	<p>Yes, the page count for the entire section of 3.7 has a 20-page limit</p>