

The Center for Transportation and the Environment (CTE) invites qualification statements from marketing firms to perform and conduct market studies, focus groups and prepare written analysis and recommendations to be used in the review of the existing Georgia statewide Transportation Demand Management (TDM) brand as well as testing potential new brands that will also be developed as part of this process. The intent of testing new brands is to determine if there is a brand that will more effectively convey the programs and services available to commuters in the state of Georgia.

As the Georgia Department of Transportation's (GDOT) measurement and evaluation contractor, CTE is managing the effort to evaluate the existing brand and other potential brands for the TDM program. The selected firm will work directly with CTE and in close consultation with representatives from GDOT.

A. Background and Purpose

As the recipient and grantor of federal Congestion Mitigation and Air Quality (CMAQ) funds for Georgia, GDOT has supported commute options programs within the state of Georgia for more than a decade. Efforts have primarily focused on promoting and offering options to commuters in the Atlanta non-attainment area, including vanpools, carpools, teleworking, express bus services and transit, and biking and walking. More recently, GDOT has expanded efforts to provide services to areas statewide.

The long-term TDM efforts in the Atlanta region have proved successful removing close to 60,000 commute trips a day from the roads and reducing vehicle miles of travel by more than 1.4 million miles a day in 2009. The magnitude of the effort needed to achieve the success in the Atlanta region can largely be attributed to the collaboration of a number of organizations, businesses, and state agencies within the region that either directly assist commuters or provide services that support commute options.

In an attempt to streamline messaging and maximize financial resources, the TDM community in the Atlanta region agreed to use The Clean Air Campaign (CAC) as the umbrella organization and brand to engage the public to choose options other than driving alone to work. From a marketing perspective, CAC needed to first build awareness of its existence, and then market the benefits of the options available to commuters. Today, however, there are still a number of organization and program names that compete for commuters' attention. The most recent survey of commuters in the Atlanta region conducted by CTE on behalf of GDOT revealed that the diversity of available information can make it confusing and difficult for commuters seeking assistance and services.

The 2010 Regional Commuter Survey found that 83% of respondents were aware of CAC as an organization. When these same respondents were asked what services they associated with CAC, nearly half (48%) did not know. Furthermore, less than one in ten (7%) of these respondents reported using services provided by CAC. These results are similar to findings from the 2007 Regional Commuter Survey. In the 2007 survey, 82% of respondents said they were aware of CAC as an organization. As in the 2010 survey,

less than one in ten (7%) of the 2007 respondents who had heard of CAC reported using any services provided by the organization.

The purpose of this statewide commute option branding effort is designed to:

- Gather additional input from the public, employers, and organizations currently providing and/or supporting TDM services about the “meaning” and perceptions of the efficiency of the existing brand;
- Test and explore development of a statewide brand to determine if there is a brand that will more effectively convey the programs and services available to commuters in the state of Georgia, and ultimately, result in more commuters taking action by using a commute option; and
- Test the effectiveness of a single, statewide brand that resonates within and outside of the Atlanta region as TDM migrates into new markets and new audiences.

B. Scope of work

Under the contract to be awarded through this RFQ, CTE seeks a marketing firm to provide services related to testing the effectiveness of a single, statewide brand that resonates within and outside of the Atlanta region as well as test and explore the development of a statewide brand that might more effectively convey the programs and services available. The primary intent of this RFQ is to select a firm with experience in market analysis as well as experience with creating a unique brand/identity and memorable message development.

The scope of work for this RFQ includes a time frame of 3-6 months. Respondents must complete all tasks within the designated time period as well as demonstrate qualifications to produce all necessary tasks of the project. Specific tasks will include, but may not be limited to:

- a. **Prepare, Conduct and Analyze Results of Focus Groups throughout the State of Georgia-** This includes all aspects of focus group development including but not limited to: identifying and contacting potential focus group participants, incentivize participation in the focus groups, development of focus group discussion guides, securing location and facilitator of the focus group, and written summaries of each focus group. Focus group locations include but are not limited to the following cities in Georgia: Atlanta, Athens, Augusta, Columbus, Gainesville, Macon, and Rome.
- b. **Marketing Expertise in Logo and Brand Name Development-** The firm must provide input in potential logos and brand names.
- c. **Monthly Progress Reports-** The firm must submit monthly progress reports to CTE detailing the activity related to the project. A monthly progress report format will be provided by CTE.
- d. **Final Report-** A final report must be submitted at the end of the project that will include but not be limited to, key findings from the project as well as reports from each of the focus groups conducted.
- e. **Meetings-** The firm will be available for participation in team meetings as

necessary.

f. **Presentations-** The firm may be required to present to stakeholders in the TDM community.

C. Submission Requirements

CTE requests the following items from firms to complete and undertake the above referenced services. Response should not exceed 20 single-sided, 8 ½” x 11” pages in length. Additional material may be included in appendices but should be limited so that the total number of pages does not exceed 40. Type should be no smaller than 11pt.

1. Cover Letter- The response should contain a cover letter and introduction, including company name, address and the name, telephone number, and email address of the person or persons authorized to represent the firm regarding all matters related to this RFQ.
2. Certification that Respondent Meets the Minimum Qualifications- Respondents must demonstrate competence and experience in all areas of expertise required by the scope of work including but not limited to:
 - a. Experience in conducting, facilitating and analyzing focus groups
 - b. Marketing and brand development
 - c. Experience in project management
 - d. Experience in collaborative processes
3. Project Understanding- The respondents must demonstrate a) understanding of the nature of the work and b) the general approach to be taken.
4. Company Background and Experience-The respondent must include the following:
 - a. A description of your firm’s background and history.
 - b. Provide a staffing plan, which should include names, titles, roles and responsibilities for the staff that will be assigned to the project. Resumes should also be included of identified team members detailing experience with projects of similar size and scope.
5. Previous Experience- Respondents should include descriptions of relevant projects previously performed by the staff proposed as well as any experience with projects with government, non-profit or environmental clients. In addition, the respondent should describe any experience with TDM and/or other transportation-related projects. The descriptions should include what services were performed, the date of the project, and unique features of the project which would be beneficial to this project.
6. References – Provide a list of the names and addresses and telephone numbers of three (3) references that illustrate your ability to perform the services listed in the project scope of work. CTE also reserves the right of discovery of other references not listed.

D. Selection Criteria

CTE, along with a review team of TDM partners in the region, will select a firm based on the following general criteria:

1. The strength of the specific firm proposed to be assigned to the project, including availability, applicable experience, and ability to work effectively with CTE, GDOT, and other organizations, and commitment to work on the job until completion.
2. The soundness and completeness of the firm's approach to implementing the project as determined by the information submitted to CTE as required by this RFQ and any subsequent follow-up interview conducted by CTE and review team.
3. Willingness of the firm to accept the form of contract to be provided by CTE.
4. The relevant experience of the firm, references, and accomplishments.
5. Record of experience and accomplishment(s) "branding" projects.
6. Other criteria in the sole and absolute discretion of CTE.

E. Awards Process/Contract Negotiations

Fees-Required consultant services fees will be negotiated after the selection of the most qualified consultant. CTE anticipates cost of services not to exceed \$75,000 for the services requested through this RFQ.

F. Non-Appropriation of Funds.

In the event that funds for this project are not appropriated or are withdrawn, CTE reserves the right to cancel, without penalty, any contract award resulting from this request.

G. Conflict of Interest

Respondents must include as part of its response a detailed statement describing any relationships; professional, financial or otherwise that it may have with the GDOT, the Atlanta Regional Commission (ARC), The Clean Air Campaign (CAC), Atlantic Station Access Mobility Program (ASAP+), Buckhead Area Transportation Association (BATMA), Clifton Corridor Transportation Management Association (CCTMA), Commuter Club, Downtown Transportation Management Association (DTMA), LocalZoom, Midtown Transportation Solutions (MTS), Perimeter Transportation Coalition (PTC) or any of their subcontractors and/or Community Improvement Districts (CIDs), where applicable, for the past five (5) years, together with a statement explaining why such relationships do not constitute a conflict of interest relative to performing the services sought in this RFQ.

H. Submission of Response

1. Issuing Office: This Request for Qualifications (RFQ) is issued by the Center for Transportation and the Environment. Please note RFQ response will be shared with outside agencies as part of the review team; therefore, do not label proposal submissions as confidential or proprietary.

2. Questions: All questions may be directed to: Wendy Morgan at wendy@cte.tv. Question must be submitted no later than 5:00 PM Eastern time on September 23, 2011. All questions and responses will be posted online at www.cte.tv/brandingRFQ.html no later than September 27, 2011.

3. Response Date: One (1) copy of qualifications must be submitted in an envelope marked "Marketing Analysis and Branding Qualifications" to Wendy Morgan, Center for Transportation and the Environment, 730 Peachtree Street, Suite 330, Atlanta, GA 30308. In addition, please email an electronic version of the proposal to wendy@cte.tv. Responses must be received no later than 5:00 PM Eastern time on September 30, 2011.

4. Right of Refusal: CTE reserves the right to accept or reject any and all proposals, or any parts thereof, or to waive any informality or defect in any bid if it is in the best interest of CTE.

5. Liability of Costs: Respondents are responsible for their own expense in preparing, delivering or presenting a proposal, and for subsequent negotiations with CTE.

After reviewing responses, CTE may, at its discretion invite to interview and demonstration performances one or more of the firms whose responses appear to best meet the requirements of this RFQ.

To learn more about the programs and agencies as part of this project, please visit the following websites:

GDOT: www.dot.state.ga.gov

ARC/RideSmart: www.myridesmart.com

The Clean Air Campaign: www.cleanaircampaign.org

For a list of local TMA partners and links to their websites, visit:

www.cleanaircampaign.org/About-Us/Working-in-Partnership/Local-Partners