

REQUEST FOR PROPOSALS (RFP)

PUBLIC RELATIONS AND COMMUNICATIONS

The Clean Air Campaign, Inc. – 8/17/09

SERVICES REQUESTED

The Clean Air Campaign, Inc. (CAC), a Georgia non-profit corporation, requests submittal of proposals from any party interested in providing public relations and communications services for CAC from time to time in connection with the transportation demand management program managed by CAC for the State of Georgia. The purpose of the Transportation Demand Management (TDM) Program is to provide long-term improvements in Georgia's air quality, by seeking voluntary changes in commuting and other emission-producing behaviors from area employers, commuters and schools.

PUBLIC RELATIONS AND COMMUNICATIONS SERVICES

CAC seeks proposals from qualified candidates to provide Public Relations and Communications Services for a three year period (one year contract with two renewal options) ending December 31, 2012. The primary service area will be the twenty metro Atlanta counties currently designated as nonattainment for air quality standards, as well as any additional areas designated as non-attainment during the contract period. Interested candidates must submit proposals in accordance with this Request for Proposals in order to be considered. Award of a contract is subject to CAC receiving federal funding annually. Funding for the services that are the subject of this Public Relations and Communications Services RFP is not anticipated to exceed \$225,000 for the first year.

Background

The Clean Air Campaign (CAC) is a 501(c) (3) nonprofit organization. Our mission is to “motivate Georgians to take action to improve air quality and reduce traffic congestion.” This mission translates into action with an ambitious array of programs and services we provide to employers, commuters and schools in the metro Atlanta region and areas around the state of Georgia. CAC's emphasis is on action and behavioral change that improves air quality as opposed to mere changes in attitude or heightened awareness. The successful contractor will bear this in mind by focusing on increasing participation in regional programs and other quantifiable measures that translate into vehicle miles of travel reduced and pollution reduced.

CAC is not alone in our desire for cleaner air and less traffic. We work collaboratively with the region's Transportation Management Associations (TMAs), the Georgia Department of Transportation (GDOT) the Atlanta Regional Commission (ARC), Georgia Regional Transportation Authority (GRTA), Georgia Environmental Protection Division (EPD), the Georgia Environmental Facilities Authority (GEFA) and various other transportation providers and air and transportation advocates.

Regional efforts among these entities are sometimes referred to as the “TDM Program.” TDM, or Transportation Demand Management, is the term used to refer to programs that encourage use of transit,

carpools and other commute alternatives. In metro Atlanta, communications efforts in support of the region's TDM program are coordinated by the Media Planning Committee (MPC). The MPC is managed by The Clean Air Campaign. It is comprised of representatives from GDOT, ARC, GRTA, EPD, TMAs and others. Communications efforts delivered by the selected contractor must allow adequate time for direct involvement, input and expressed approval of the MPC, as determined by CAC.

We also work with the State in a continued effort to track performance and refine our comprehensive strategy. CAC and TMA efforts are evaluated on an ongoing basis by the Center for Transportation and the Environment (CTE) on behalf of GDOT.

Some highlights of this collective campaign include:

We work with partners to bring the message of commute alternatives to the metro Atlanta workforce, and, increasingly, to other areas around Georgia.

- TMAs provide outreach to commuters and employers in the Atlanta region's major activity centers. In these areas, TMAs work with employers to develop commute options programs, coordinate shuttles and work one-on-one with commuters to form vanpools. Areas such as Downtown, Midtown, Buckhead, Perimeter and the Cumberland area all have TMAs, to name a few.
- CAC also employs a sizable outreach team that works with commuters and employers who are located outside of TMA service areas. Our service area extends to the 20 county area that presently defines metro Atlanta's nonattainment area for ground-level ozone (roughly the 20 county MSA defined through the 2000 census), and, more recently, to other areas including Athens, Augusta, Columbus, Macon and Rome. This service area may expand in the future if circumstances dictate. There is no cost to employers to work with CAC.
- CAC also provides regional training opportunities for employers that work with CAC or the TMAs. These sessions include educational programs on traffic and transportation, teleworking, air quality and other topics of regional significance.

We connect commuters and employers with regional resources and targeted incentives.

- The Atlanta Regional Commission's RideSmart division provides services that make it easier to carpool and vanpool. CAC and the TMAs connect employers and commuters with these services. These include an online ridematching database for carpoolers and vanpoolers that instantly matches commuters who live and work in the same place. Another service ARC offers is Guaranteed Ride Home (GRH), a voucher program that provides alternative mode users with up to five free cab rides home (tip included) in the case of an unexpected emergency. In most cases, employees can only participate in GRH if their employer has designated an onsite administrator.
- CAC and the TMAs work with transit providers, vanpool providers, teleworking experts and pedestrian and cycling advocates to encourage greatest use of transportation choices available to metro Atlantans.
- In addition to promoting the alternative modes, CAC and the TMAs promote an array of regional incentives known as Commuter Rewards. Commuter Rewards

(<http://www.cleanaircampaign.org/Earn-Cash.-Win-Prizes>) provides cash and prizes to generate trial and to encourage ongoing use of commute alternatives. Our most successful incentive, a program within Commuter Rewards known as Cash for Commuters, rewards commuters who drive alone with \$3 a day (up to \$100 over a three month period) to change to carpooling, taking transit, teleworking, bicycling or walking. Research has shown that 64 percent of participants who began carpooling or taking transit as a result of Cash for Commuters are still using a commute alternative up to a year after the incentive has ended.

We educate the community about air pollution, how to limit exposure to it and how to reduce our contribution to the problem.

- Georgia Environmental Protection Division issues air quality forecasts each day for selected areas in Georgia. When circumstances dictate, Smog Alerts are distributed via The Clean Air Campaign. CAC manages an email list of subscribers to the Smog Alert system and works with employers, commuters and schools, as well as the media and GDOT, to ensure that Smog Alerts are prominently publicized on days of concern.
- To reach the leaders of tomorrow, CAC has an education and school outreach program that promotes actions to reduce pollution and increase awareness of air quality issues, including: reducing unnecessary idling both from school buses and carpoolers; making available curriculum to provide teachers with tools for teaching students in grades 1-12 about air quality issues; and programs encouraging walking or riding the bus to school. There are currently 100 participating schools.

To achieve our goal of cleaner air and less traffic, The Clean Air Campaign needs community support.

- We not only need to provide basic information about CAC as an organization, but we also need to present our organization in a way that energizes current and future leaders about CAC and the importance of its mission to everyone living in the state of Georgia.

The Scope of Work document attached as Appendix A provides an outline of the public relations and communications activities requested.

QUALIFICATIONS REQUESTED

Candidates interested in being considered must submit the following:

1. Section I - Qualifications of the Candidate

In this section, the candidate must set forth qualifications for all primary contracting staff and, if applicable, subcontracting staff, covering at a minimum:

- Public relations and communications experience
- Experience with voluntary initiatives, including behavior change campaigns; Include the size and overall experience of the candidate
- Description of previous projects and the number of such projects including size, scope and results achieved. You may include examples of similar work products to those required in this scope of work (these documents will not count against the page limit)

- If your proposal includes the use any subcontractors, you must provide detailed qualifications for each subcontractor, including number of years in business and a details as to experience with similar projects including the number of such projects, the size, scope and results achieved.
- Experience in implementing visibility campaigns and/or cause-related marketing campaigns
- Knowledge of and experience with air quality and/or transportation issues
- Demonstrated ability to maximize the use of funds available by minimizing overhead and other costs
- Willingness to work closely with CAC and its funders to continuously review effectiveness of the Project within the context of the goals of the TDM Program and make modifications and adjustments to the Project as necessary.
- Experience working with not-for-profit organizations and/or governmental agencies
- Commitment to keeping key individuals available for the duration of the Project
- Ability to provide detailed and accurate information concerning Project activities and outcomes on an ongoing basis
- Include references of clients for similar/relevant work performed. References should include: the name of the organization for which Public Relations and Communications Services were performed, client name, title and contact information, brief description of the work performed, candidate's role, and the dates, duration and contract value. References will only be checked for finalist candidates.
- If your firm is a minority business enterprise or a women's business enterprise, please so state as to each applicable aspect and provide supportive relevant facts, including whether the firm is a certified Minority Business Enterprise Disadvantaged Business Enterprise with the State of Georgia or the Georgia Department of Transportation. If your firm is not a minority business enterprise or a women's business enterprise, please state the extent, if any, these diverse groups will be involved, in terms of amount of time/dollar volume estimated to be subcontracted out to these minority and/or women business enterprises.
- Provide a detailed copy of your firm's policy relative to:
 - the prohibition of discriminatory employment practices,
 - affirmative action/equal opportunity,
 - the use of minority business enterprises, and
 - the use of women's business enterprises.
- Provide your firm(s) latest annual financial statements (audited financial statement if available) and any quarterly statements. These statements will be reviewed by the CAC Director of Finance only and will not be available to the Review Committee (These documents will not count against the page limit).

2. Section II - Qualifications of Key Individuals

In this section, the candidate must provide qualifications of (1) the Project Leader(s) and (2) each person who will be performing in a Senior or Project Staff capacity. Please briefly describe how key staff will be organized to carry out the work, including their location and availability for the duration of a project. Also specify who the contact person(s) will be who will work with CAC staff.

When setting forth qualifications for an individual, the following minimal criteria should be addressed:

(a) Project Leader(s)

- Experience providing Public Relations and Communications Services, including years of experience, number of similar assignments worked and results achieved.
- Resumes/bios of key staff can be included in an appendix, which will not count against the proposal page limit.
- Professional time available to the Project
- Experience with voluntary initiatives, including behavior change campaigns
- Knowledge of and experience with air quality and/or transportation issues
- Experience working with not-for-profit organizations and/or governmental agencies
- Demonstrated capacity to organize specialists into an effective public relations and communications team
- Willingness to work closely with CAC to continuously review effectiveness of the Project within the context of the goals of the TDM Program and make modifications and adjustments as necessary

(b) Senior or Project Staff

- Experience providing Public Relations and Communications Services, including years of experience, number of similar assignments worked and results achieved.
- Resumes/bios of key staff can be included in an appendix, which will not count against the proposal page limit.
- Professional time available to the Project
- Experience with voluntary initiatives, including behavior change campaigns
- Knowledge of and experience with air quality and/or transportation issues
- Experience working with not-for-profit organizations and/or governmental agencies
- Experience in implementing cause-related marketing campaigns
- Willingness to work closely with CAC to continuously review effectiveness of the Project within the context of the goals of the TDM Program and make modifications and adjustments as necessary

(c) Supporting Personnel

- Educational background
- Public relations and communications experience

Note: Any changes in Project personnel prior to or during the term of the Contract must be approved in advance by CAC.

3. Section III – Work Scope

Bidder shall prepare a narrative describing their proposed activities as identified in Appendix A. Describe the methods and approach to be used to carry out each of these project services as well as expected results. Bidder is encouraged to be creative and to propose new or different approaches in order to produce greater results

4. Section IV - Budget

Provide a budget in the form of Appendix B attached hereto setting forth in detail the proposed budget for the above work scope.

ELIGIBLE CONTRACTORS

The candidate is required to have experience, acumen and a level of knowledge of the issues. The candidate should also have adequate support facilities, personnel and other skills required to ensure timely and accurate implementation of any contract deliverables.

GENERAL OVERVIEW

Background materials are available for review Monday, August 17 through Tuesday, September 1, 2009 from 9:00 am until 4:30 pm. Please call Brigitte Graham at 678-244-7701 to schedule an appointment. Please note: **Communication about this RFP with any CAC or other personnel associated with the Georgia TDM Program, other than those identified herein for such purposes, is not permitted. No questions other than written will be accepted. No response other than written will be binding upon CAC.**

Additional information concerning The Clean Air Campaign may be obtained by visiting our Web site at www.CleanAirCampaign.org.

The schedule for the RFP process is as follows:

Issue RFP	Monday, August 17
Deadline for written questions/requests for clarification	Wednesday, August 26
Post Q&A (on Web site)	Friday, August 28
Host Proposers Conference	Thursday, September 3
Post Notes from Proposers Conference	Friday, September 4
Receipt of Final Proposals	Friday, September 18
Notification of Finalists	Monday, October 5
Oral Interviews	Thursday, October 15 & Friday, October 16
 Select Contractor	 Friday, October 23
Execute Contract	TBD

Questions: Due by Wednesday, August 26, 2009

Questions concerning this RFP may be submitted by Wednesday, August 26, 2009. Questions should be submitted to Brian Carr at: bcarr@cleanaircampaign.org. Answers will be posted on the CAC website by Friday, August 28, 2009. **Communication about this RFP with any CAC or other personnel associated with the Georgia TDM Program, other than those identified herein for such purposes, is not permitted. No questions other than written will be accepted. No response other than written will be binding upon CAC.** Responses to questions will be posted at www.CleanAirCampaign.org. (<http://www.cleanaircampaign.org/About-Us/Requests-for-Proposals/Public-Relations-and-Communications-Services-RFP>)

Proposers Conference: Thursday, September 3, 2009

Candidates are invited to attend a Proposers Conference to be scheduled for the morning of Thursday, September 3, 2009 at the Georgia Department of Transportation, One Georgia Center, 600 West Peachtree Street, Atlanta, GA 30308 from 9:00am to 11:00am in Room 401. Candidates will then be allowed to ask questions related to public relations and communications of the TDM Program, preparation of the Project Proposal and related topics. Notes regarding the Bidders conference will be posted at www.CleanAirCampaign.org. (<http://www.cleanaircampaign.org/About-Us/Requests-for-Proposals/Public-Relations-and-Communications-Services-RFP>) on Friday, September 4, 2009.

Receipt of Final Proposals: Friday, September 18, 2009

Any party or team interested in being considered as a candidate for providing the services described in the Scope of Work must submit **an original and 10 copies of a written Proposal** to CAC (addressed to the attention of Brian Carr) no later than 4:00 P.M. on Friday, September 18, 2009. All submittals must be received by this date and time by The Clean Air Campaign, Inc. at 55 Park Place, Suite 250, Atlanta, Georgia 30303, to be considered; **any submittal not delivered/received in accordance with these requirements will not be accepted.** Finalists will be notified no later than Monday, October 5, 2009.

If your firm does not wish to propose on this scope of work, please notify us as soon as possible. A negative response will not prejudice consideration of your firm in competition for future CAC contracts. However, a failure to respond either positively or negatively will be considered a lack of interest and your firm's name will be deleted from CAC's prospective consultant file.

Further, to be considered, **the written Proposal shall contain no more than 20 pages**, (excluding the transmittal letter, staff resumes, work product samples, financial statements and the detailed information requested above concerning firm policies) and must include (in addition to the information provided in response to sections 1,2, 3 and 4 above) the following information:

1. Firm or Organization name, address, telephone number, former firm names, official Georgia address (if applicable), joint venture partner information (if applicable) and sub-consultants (include Disadvantaged Business Enterprises) to be used by the firm. If the firm has branch offices state which office will be performing the majority of the work.
2. References for work performed in the field of each element for which qualifications are submitted. References should include: the name of the organization for which Public Relations and Communications Services were performed, client name, title and contact information, brief description of the work performed, candidate's role, and the dates, duration and contract value. References will only be checked for finalist candidates.
3. The submittal shall be organized into the following sections: (1) Section I - Qualifications of the Candidate, (2) Section II - Qualifications of Key Individuals, (3) Section III – Approach to Scope of Work, and (4) Section IV - Budget. Responses should be printed in 10pt. type or larger. The Clean Air Campaign may request additional information regarding qualifications and experience from the candidates after the initial proposals have been reviewed.
4. The Project Proposal includes the budget and detailed information relative to how you propose to accomplish the tasks and other requirements described in the Scope of Work contained in this document. It is understood and agreed that each Project Proposal constitutes an offer which, when accepted in writing by CAC and subject to the terms and conditions of such acceptance, will constitute a valid and binding contract between the Candidate and CAC.

5. The budget must contain, at the minimum, the budget items listed in and using the format outlined in Appendix B. **It must include hourly rates by staff position and other anticipated out-of-pocket expenses as part of the total figure.** Candidates may include very brief justification/explanatory statements by category. Include the expected hours and other costs associated with refining the program strategy once the contract is awarded.
6. **Funding for this project is contingent upon final funding approval from the Georgia Environmental Facilities Authority, the Georgia Department of Transportation and the Federal Highway Administration. At this time, a final budget for the public relations and communications services requested hereunder has not been established for the contract period. The annual budget for these services is anticipated to be a maximum of \$225,000. Candidates should, however, indicate in their Project Proposal a minimum budget amount below which they would not be willing to provide the services requested hereunder.**
7. Other supporting information will be considered so long as the total submittal does not exceed 50 pages in length. Failure to meet this requirement will be considered “nonresponsive” and the entire submittal will be rejected.

Evaluation of Proposals

Evaluation of Proposals. The review of written proposals will be based on the following evaluation criteria, with the relative weights in parenthesis:

1. Team Profile and Institutional Experience and Capabilities (33%)
 - Documentation of candidate's public relations and communications expertise, professional reputation, and recent relevant experience
 - Institutional capability to implement the tasks outlined above, (among the contractor, partner(s), and/or sub-contractors)
 - Expertise – extent to which proposed project team meets or exceeds the needs and requirements set forth in this RFP
 - Demonstrated implementation capacity, including ability to mobilize quickly
 - Ability to adapt various program methods and approaches to challenging situations
 - Past performance in terms of success on similar projects, results, cost control, customer satisfaction, and providing highly qualified personnel suited to the scale and specific demands of this project
2. Description of Approach to Workscape (33%)
 - Articulates an approach that demonstrates strong technical knowledge, an understanding of effective ways of growing awareness and participation in TDM programs and achieving the goals of this project
 - Approach is likely to achieve strong results in a timely fashion and shows potential for effective innovation adapting to changing consumer and employer attitudes
 - Marketing and media tools, pro-bono opportunities, and coordination with related programs for the successful implementation of the public relations and communications program
3. Cost Effectiveness (34%)

Only candidates submitting a Proposal in accordance with the criteria set forth above shall be eligible for evaluation. Each submitted Proposal meeting the administrative requirements will be

evaluated by a Review Committee and ranked from highest to lowest. Upon completion of this initial evaluation, the field of potential candidates may be narrowed to a competitive range and those candidates may be invited to participate in the interview phase of the selection process. In addition, CAC reserves the right to make a selection and award a contract based on evaluation of proposals without conducting formal interviews. **Finalists will be notified by Monday, October 5, 2009.**

Oral Interviews: Thursday, October 15 & Friday, October 16, 2009

Candidate Interviews. Final candidates may be interviewed. The interview will include a presentation by the candidate(s) on how they plan to execute the scope of work, staffing, budget allocation, and a question-and-answer period.

Meetings will conform to the following procedures: the Review Committee will meet with each Phase II Candidate separately, not collectively, at a mutually agreed upon time on either Thursday, October 15, 2009 or Friday, October 16, 2009. Each Candidate team will make a formal presentation (not to exceed 45 minutes). Afterwards, the Review Committee will initiate substantive discussions about the Project. The Review Committee may ask questions of individual team members about their professional public relations and communications background and the type of working relationship to expect during the Project. The total length of the meeting shall not exceed 90 minutes.

Impressions derived from these meetings will be evaluated by the Review Committee in accordance with the above guidelines, along with the Project Proposal, in accordance with the guidelines described below, to arrive at final candidate selection.

Select Contractor: Friday, October 23, 2009

Final Candidate Selection: A final selection will be made of the candidate best qualified to accomplish the objectives of the project. Final selection will be based on scores derived from the interview between the final candidate(s) and the Review Committee, as well as their Proposals. Award will be made subject to candidate's satisfactory completion of a pre-award audit.

ADDITIONAL INFORMATION

1. RFP Amendments

CAC reserves the right to amend the RFP prior to the date of submission of a written Proposal. Amendments will be posted on the CAC website and sent to all interested candidates. CAC also reserves the right to retain all Proposals and other materials submitted as part of the Proposal.

CAC may, within its sole discretion, reject any and all submittals and proposals for any reason and/or cancel this solicitation in its entirety, to waive any minor informalities in a response and to request clarification of information from any firm responding anytime prior to reaching a final Contract with a selected candidate.

2. Cost for Preparing Proposal

The cost for developing the Proposal is the sole responsibility of the Candidate. CAC will not provide reimbursement for such costs.

TERMS AND CONDITIONS

1. Contract Award

Prior to award, the winning Candidate will be required to enter into discussions with CAC to resolve any contractual differences before an award is made. These discussions are to be finalized and all exceptions resolved within one (1) week of notification, if not, this could lead to rejection of the Candidate's proposal and discussions initiated with the second highest scoring Candidate. A copy of our standard contract can be accessed from <http://www.cleanaircampaign.org/About-Us/Requests-for-Proposals>. See the document: Consultant Services Agreement. Candidates will not retype the contract as alterations will be difficult to detect.

2. Billing Information

The Candidate shall provide CAC with time sheets describing work performed to document and account for hourly personnel rates. All out-of-pocket and miscellaneous expenses, including, but not limited to packaging, postage and photocopying, will be billed at the candidate's cost without mark-up for overhead and profit and detail support must be provided.

Media Services: The contractor will charge CAC the lowest negotiated rate for media with no additional agency mark-up or commission. The contractor shall not charge CAC any service charge or interest imposed by the advertising medium used because of late payments by the contractor.

Production Services: Production costs shall be itemized on billings from work by contractor. Production costs shall consist of materials, relevant miscellaneous expenses, subcontractor charges and personnel costs. Contractor shall provide CAC with time sheets describing work performed to document and account for hourly personnel rates. All miscellaneous expenses, including, but not limited to packaging, postage and photocopying, will be billed at the contractor's cost without mark-up for overhead and profit and detail support must be provided.

3. Payment for Services

Payment to the successful Candidate for services will be made as required services are rendered, and as deliverables are accepted by CAC. Candidate will be required to submit a monthly invoice no later than the 10th day of the month following the month of service. To the extent permitted by applicable law and regulations, prepayment may be allowed for some media buys with advance approval from CAC.

Monthly Invoicing and Reimbursement of Project Expenses

- The successful candidate will be required to submit monthly invoices for all program expenses incurred during the prior month by the 10th of the month following. Invoices must include detailed documentation supporting all program expenses, and expenses must be incurred according to the budget established at the beginning of each year. (see Section IV – Budget)
- The successful candidate will be reimbursed for all properly submitted and approved invoices within five working days after the receipt of payment from our funding source. Based on our 2009 experience one can expect that payment for one's January services will be processed in May and that subsequent monthly invoices to be paid every 30 days thereafter. The average payment cycle is expected to be 120 days from the date of invoice.

4. Conflict of Interest

If a Candidate has any existing client relationship(s) that involve(s) any governmental agency and/or personnel that would compromise the CAC and/or prevent the objective and effective implementation of the assigned Scope of Work, the Candidate must disclose such relationship(s) to CAC during the proposal submission phase of this RFP process.

5. Subcontracts

All subcontracts must be preapproved by CAC. All contracts of \$10,000 or greater must mirror the contract agreement established between CAC and selected contractor.

APPENDIX A

Scope of Work

Overall Goals

The purpose for this RFP is to obtain the services of one or more firms to create, staff and carry out a Public Relations and Communications campaign for the TDM (Transportation Demand Management) Program coordinated and managed by CAC for one (1) year starting in January 2010. The overall goals for this campaign include:

1. To increase willingness of commuters to take available actions to address traffic congestion and air quality problems;
2. To increase effective participation of employers in congestion mitigation and air quality improvement programs;
3. To change travel and other smog-producing behaviors, throughout the metro Atlanta region and in areas across Georgia, including primarily commuting behaviors affecting traffic congestion and air quality.
4. To increase awareness among employers, commuters, schools and policymakers of available options for addressing traffic congestion and air quality problems and resulting benefits such as less stress, lower costs, and time savings, etc.;
5. To support employer services programs to the public and private sector.

Contractor Services Requested

Task 1 – Information Clearinghouse

Working with CAC, the contractor will implement a public information campaign in support of the TDM Program goals. The contractor will coordinate the Project services with CAC's consultants and staff to maximize impact. Efforts will continue to maintain CAC as the "go-to" resource for information on air quality/traffic congestion for metro Atlanta and Georgia. All media and public communications materials will be subject to review by the Executive Director or his designee. Communications will support the organization's key messages and strategic plan, including orientation of activities and stories to promote employer outreach successes. Quarterly publicity reports and engagement status charts will be provided.

Specific activities of the contractor will include, but not be limited to:

- Regular, ongoing direct media contact and maintenance in high-value media outlets via press releases, bylined articles, letters to the editor, calendar announcements, camera-ready articles, seasonal spotlights (specific media pitched correlating to the time of year or specific event, such as "Air Quality Awareness Week" just prior to smog season; "Holiday Travel Tips" during the Christmas Shopping Season; and "Ride the Bus" activities at the back to school period), and other communications;
- Series of ongoing editorial board briefings, deskside briefings and face-to-face meetings for the CAC Executive Director and/or Communications Director and development of new media contacts;
- Media "tour" (up to 25 meetings/briefings);
- With the primary organizational focus on employer outreach, publicity activities will continue to specifically seek to publicize successful employer programs throughout the region in an effort to build

peer pressure and support for those programs. The contractor will develop new and different case studies on employer programs to utilize in business story pitching;

- Evaluate, update and expand the CAC press kit and press materials, including the Media Expert Sheet, organization overview and Fact Sheets;
- Evaluate potential public relations opportunities to reach minority and ethnic groups.
- Assist in augmenting message reach via alternative media outlets, including online and social media as well as other public communications tools (newsletter articles, mailings, press interviews) to promote behavior change; and
- Additional clearinghouse activities will include: regular listserv announcements utilizing the growing CAC database; promotion of regional incentives such as Commuter Rewards; creation and implementation of promotional programs that stimulate interest in regional TDM program activities; development of newsletter articles for inclusion in employer, business organization, TMA, PTA and consumer newsletters and other public communications tools as appropriate.

Task 2 – Newsletters

CAC has in previous years issued two quarterly electronic newsletters: *AirMail* & *AirWaves*. *AirMail* is targeted towards employer partners whereas *AirWaves* is focused on a more general commuter audience. Both newsletters provide updates, developing news stories, columns, focus pieces and emerging trends on issues relating to traffic congestion and air quality. The contractor will assist CAC staff in writing copy for each newsletter.

Task 3 – Web Site Information

The contractor will work with CAC staff and its consultants to add, revise and update Web site copy and content on an as-needed basis (*i.e.*, when new transit systems and lines come on board, when new services are provided by CAC, when new employer case studies/success stories are developed, etc.). This work includes updating the “about us,” “education,” “employer,” “commuter” and other sections to allow for timely and appropriate communications with the public and to provide a comprehensive Web site on traffic congestion and air quality issues for metro Atlanta and Georgia with links to relevant sites.

Task 4 – Sponsorship Support

The contractor will work with CAC staff and its consultants to develop, support and fine-tune solicitation opportunities. The contractor will also attend up to five (5) sponsorship solicitation meetings on behalf of CAC on an as-needed basis. The contractor will assist CAC staff in implementing sponsorship marketing programs, including but not limited to, media pitching creating sponsor profile content and other sponsor communications as requested.

Task 5 – Strategic Counsel

The contractor will work with CAC staff to develop, implement and evaluate strategic communications projects that build thought leadership for transportation demand management, traffic congestion mitigation and air quality among influential audiences within business, civic and policy arenas.

Task 6 - Ongoing Account Management

The contractor will manage all administrative and consulting tasks under this item (as budget allows). Deliverables include, but are not limited to:

- Bi-weekly and monthly reports detailing the status of scope of work items, publicity reports and monthly budget reconciliation;
- Meeting attendance on an as-needed basis;
- Presentation development and support materials when required for meetings; and
- Ongoing client communications and consulting.

Also, because public relations is evolutionary based on events (both foreseen and unforeseen), this category may cover any additional projects that may arise, budget allowing.

For the tasks above, describe your commitment to utilization of minority and women's businesses for subcontracted services as needed.

APPENDIX B

PROPOSED BUDGET

1.	Direct Labor (List by position all professional personnel participating in this project)	Estimated Hours	Rate/Hr	<u>Total Est. Cost</u>
	Total Direct Labor			\$ _____
2.	Overhead Cost (overhead percentage rate) x (total direct labor)			
	Total Overhead			\$ _____
3.	Other Direct Costs (List other items and basis for computing cost for each. Examples include computer services, equipment, etc.)			
	Total Other Direct Costs			\$ _____
4.	Subcontracts (For each, list identity, purpose and rate)			
	Total Subcontracts			\$ _____
5.	Travel a. Travel by common carrier from/to the CAC offices. (List number of trips and economy class airfare, plus taxi and shuttle fares, etc.) b. Travel by private automobile within CAC area (List number of days x rate)			
	Total Travel			\$ _____
6.	Profit (Percentage rate x basis)			
	Total Profit			\$ _____
	Total Estimated Cost and Profit			\$ _____

The budget must contain, at a minimum, the budget items listed in and using the format outlined in this Appendix B. It must include hourly rates by staff position and other anticipated out-of-pocket expenses as part of the total figure. Candidates may include very brief justification/explanatory statements by category. Include the expected hours and other costs associated with refining the Project strategy once the contract is awarded.

Contractors are required to comply with the restrictions outlined in OMB Circular A-122 Cost Principles for Non-Profit Organizations. (<http://www.cleanaircampaign.org/About-Us/Requests-for-Proposals>).