REQUEST FOR PROPOSALS

RFP/CS/EXE/2305-1230381/Community Access Media

Odie Donald
Chief of Staff
Executive Offices

Jaideep Majumdar
Chief Procurement Officer
Department of Procurement
PROJECT OVERVIEW

• **Services Being Procured:** The City of Atlanta's Department of Procurement ("DOP") on behalf of The Executive Offices is seeking a Vendor to promote and actively develop participation by, and education of, the City's residents and organizations in the overall community dialogue through the use of public access facilities and equipment and other electronic media.

• **Using Department:** The Executive Offices (EXE)

• **Pre-Bid Conference:** Wednesday, June 28, 2023 at 10:00AM (ET) via MS Teams webinar
  Register in advance for this webinar: https://events.gcc.teams.microsoft.com/event/41624311-0f59-4be4-8fc1-1b04152a8e0c@031a550a-f1f3-4b62-9c64-3ef02c7798a5 link to be provided upon approval to advertise

• **Q&A Clarification Conference:** Wednesday, July 19, 2023 at 10:00 AM (ET) via MS Teams webinar
  Register in advance for this webinar: https://events.gcc.teams.microsoft.com/event/63369509-1bfc-4830-9dfc-203c45e491b5@031a550a-f1f3-4b62-9c64-3ef02c7798a5 link to be provided upon approval to advertise

• **Site Visit:** N/A

• **Proponents looking for a current registry of certified small, disadvantaged, female and minority firms are advised to utilize the Office of Contract Compliance's Supplier Diversity Management System (SDMS):** https://atlantaga.gob2g.com/

• **Deadline to Submit Questions in Writing:** Friday, July 7, 2023, at 5:00PM (ET) via email
• Bid Deadline: Thursday, August 3, 2023 at 2:00PM (ET) via ATLCloud

• Bids received shall be recorded and posted via a bid tab to our Procurement website. Please view bid tab for results.

• City's Contact Person: Mitzi Sims, Category Specialist, 404-546-1000
  msims@AtlantaGa.Gov

Ver. 8.15.22
Table of Contents

1 Requirements.........................................................................................................................5
  1.0.1 Section 1. Information and Instructions to Proponents......................................................5
  1.0.2 Section 2. Contents of Proposal......................................................................................10
  1.0.3 Section 3. Evaluation of Proposals................................................................................11
  1.0.4 Section 4. Required Submittals......................................................................................12
  1.0.5 Section 5. Exhibit A: Scope of Services.........................................................................13
  1.0.6 Section 6. Exhibit A.1: Cost Proposal............................................................................14
  1.0.7 Section 7. Appendix A - Office of Contract Compliance...............................................15
  1.0.8 Section 8. Appendix B - Insurance and Bonding Requirements....................................16
2 Lines.......................................................................................................................................17
  2.1 Line Information................................................................................................................17
  2.2 Line Details........................................................................................................................18
  2.2. Line 1................................................................................................................................18
1 Requirements
*Response is required

1.1 Section 1. Information and Instructions to Proponents

1.

Part 1: Information and Instructions to Proponents

1. Services Being Procured: This Request for Proposals ("RFP") from qualified proponents ("Proponent" or "Proponents") by the City of Atlanta (the "City"), seeks to procure the services ("Services") detailed in the Scope of Services.

2. Method of Source Selection: This procurement is being conducted in accordance with all applicable provisions of the City's Code of Ordinances, including its Procurement and Real Estate Code, and the particular method of source selection for the services sought in this RFP is Code Section 2-1189; Competitive Sealed Proposals. By submitting a Proposal concerning this procurement, a Proponent acknowledges that it is familiar with all laws applicable to this procurement, including, but not limited to, the City's Code of Ordinances and Charter, which laws are incorporated into this RFP by reference.

3. No Offer by City; Firm Offer by Proponent: This procurement does not constitute an offer by City to enter into an agreement and cannot be accepted by any Proponent to form an agreement. This procurement is only an invitation for offers from interested Proponents and no offer shall bind City. A Proponent's offer is a firm offer and may not be withdrawn except under the rules specified in City's Code of Ordinances and other applicable law.

4. Proposal Deadline: Your response to this RFP must be received by the Department of Procurement, no later than 2:00 P.M., ET on the date specified in the Project Overview. Any Proposal received after this time will not be considered and will not be accepted by the electronic procurement system.

5. Pre-Proposal Conference: Each Proponent is highly encouraged to attend the scheduled Pre-Proposal Conference. Each Proponent must be fully informed regarding all existing and expected conditions and matters which might affect the cost or performance of the Services. Any failure to fully investigate the job requirements shall not relieve any Proponent from the responsibility of evaluating the difficulty or cost of successfully performing the Services properly. A site tour may be scheduled following the Pre-Proposal Conference. Further information will be located in the Project Overview.
6. Procurement Questions; Prohibited Contacts: Any questions regarding this RFP should be submitted in writing to the City's contact person as designated in the Project Overview on or before the date so designated. Questions received after the designated period will not be considered. Any response made by City will be provided in writing to all Proponents by addendum. It is the responsibility of each Proponent to obtain a copy of any addendum issued for this procurement by monitoring the City's website at www.atlantaga.gov. No Proponent may rely on any verbal response to any question submitted concerning this RFP. All Proponents and representatives of any Proponent are strictly prohibited from contacting any other City employees or any third-party representatives of City on any matter having to do with this RFP. All communications by any Proponent concerning this RFP must be made to the City's contact person, or any other City representatives designated by the Chief Procurement Officer in writing.

7. Ownership of Proposals: Each Proposal submitted to the City will become the property of the City, without compensation to a Proponent, for the City's use, in its discretion.

8. Georgia Open Records Act: Information provided to the City is subject to disclosure under the Georgia Open Records Act ("GORA"). Pursuant to O.C.G.A. § 50-18-72(a)(34), "[a]n entity submitting records containing trade secrets that wishes to keep such records confidential under this paragraph shall 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 [O.C.G.A. § 10-1-760 et seq.]"

9. Insurance and/or Bonding Requirements: The Insurance and/or Bonding requirements for any Agreement that may be awarded pursuant to this RFP are set forth in Appendix B - Insurance and Bonding Requirements attached to this RFP.

10. Applicable City OCC Programs: The City's Office of Contract Compliance ("OCC") Programs applicable to this procurement are set forth in Appendix A - Office of Contract Compliance Requirements, attached to this RFP. By submitting a Proposal in response to this procurement, each Proponent agrees to comply with such applicable OCC Programs.

11. Special Rules Applicable to Evaluation of Proposals: A Proponent may be required to submit, in writing, the addresses of any proposed subcontractors or equipment manufacturers listed in the Proposal and to submit other material information relative to proposed subcontractors. The City reserves the right to disapprove any proposed subcontractors whose technical or financial ability, resources or experience are deemed inadequate.

12. Examination of Proposal Documents:

12.1. Each Proponent is responsible for examining, with appropriate care, the complete RFP and all Addenda and for informing itself with respect to all conditions which might in any way affect the cost or the performance of any Services. Failure to do so will be at the sole risk of the Proponent, who is deemed to have included all costs for performance of the Services in its Proposal.
Each Proponent shall promptly notify the City in writing should the Proponent find discrepancies, errors, ambiguities or omissions in the Proposal Documents, or should their intent or meaning appear unclear or ambiguous, or should any other question arise relative to the RFP. Replies to such notices may be made in the form of an addendum to the RFP, which will be issued simultaneously to all potential Proponents who have obtained the RFP from City.

12.2. The City may, in accordance with applicable law, by addendum, modify any provision or part of the RFP at any time prior to the Proposal due date and time. The Proponent shall not rely on oral clarifications to the RFP unless they are confirmed in writing by the City in an issued addendum.

13. Oral Presentations and Demonstrations: All responsive Proponents may be required to make an oral presentation of their proposed solution to the City's Evaluation Committee. The Key Personnel (or some group thereof) as identified in the Proponent's proposal must be active participants in the oral presentation. The Proponent's presentation should focus on an understanding of the capabilities of the proposed solution. The City will notify responsive proponents of the date, time and location for the presentation, and will supply an agenda or topics for discussion.

14. Cancellation of Solicitation: This solicitation may be cancelled in accordance with the City's Code of Ordinances.

15. Disqualification of Proponents: Any of the following may be considered as sufficient for disqualification of a Proponent and the rejection of the Proposal:

   a. Submission of more than one Proposal for the same work by an individual, firm, partnership or Corporation under the same or different name(s);

   b. Evidence of collusion among Proponents;

   c. Previous participation in collusive bidding on Work for the City;

   d. Submission of an unbalanced Proposal, in which the prices quoted for same items are out of proportion to the prices for other items;

   e. Lack of competency of Proponent (the Agreement will be awarded only to a Proponent(s) rated as capable of performing the Work; the City may declare any Proponent ineligible at any time during the process of receiving Proposals or awarding the Agreement where developments arise which, in the opinion of the City, adversely affect the Proponent's responsibility;

   f. Lack of responsibility as shown by past Work judged from the standpoint of workmanship and progress;
financial irresponsibility, including but not limited to, leaving retainage in City account;

g. Uncompleted Work for which the Proponent is committed by Agreement, which in the judgment of the City, might hinder or prevent the prompt completion of Work under this Agreement if awarded to such Proponent; and

h. Being in arrears on any existing or prior contracts with the City or in litigation with the City thereon or having defaulted on a previous contract with the City.

16. Award of Agreement; Execution: If the City makes an award pursuant to this RFP, the City will prepare and forward to the successful Proponent an Agreement for execution substantially and materially in the form of Agreement included in this RFP. Execution of the Agreement within 5 business days after notification of award is a requirement of this RFP. Note that the City does not intend to modify any language contained in the Agreement as the terms and the conditions are standard, required by law and align with City practices. Any proposed revisions to the terms or language of the Agreement must be submitted in writing with the Proponent's response to the RFP. If no exceptions are submitted, it is assumed that the Proponent fully agrees to the provisions contained in the Agreement in its entirety. Any significant exceptions proposed could render the Proponent ineligible for award under this RFP.

In the event the Scope of Services under this RFP pertains to technology services, the City welcomes the addition of product-specific terms and conditions (e.g., EULA), and such will be exhibited and made part of the Agreement to the extent the technology product-specific terms and conditions are reasonable and do not conflict with the City's terms and conditions. Proponents are required to return any such technology product-specific terms and conditions for the City's consideration with its response to this RFP. If in the City's sole discretion discussion of the technology product-specific terms and conditions are deemed necessary, a representative of the City's Department of Law will contact responsible and responsive Proponents to address any questions the City may have and/or to propose reasonable edits to provisions that are deemed to cause conflict with the City's terms and conditions, or otherwise cause contract ambiguity. In no event will the discussion period with the City's Department of Law extend beyond five (5) business days from initial contact. For the avoidance of doubt, discussions will be limited to the technology product-specific terms and conditions and will not result in the City's modification of any language contained in the Agreement. Failure to reach agreement with the Proponent on any proposed modifications to technology product-specific terms and conditions within the five (5)-day discussion period could render the Proponent ineligible for award under this RFP.

17. Illegal Immigration Reform and Enforcement Act: This RFP is subject to the Illegal Immigration Reform and Enforcement Act of 2011 ("IIREA" or "the Act"). IIREA was formerly known as the Georgia Security and Immigration Compliance Act. Pursuant to the Act, the Proponent must provide with its Proposal proof of its registration with and continuing and future participation in the E-Verify Program established by the United States Department of Homeland Security. A completed Contractor Affidavit (Form 1), set forth in Part 4; Illegal Immigration Reform and Enforcement Act Forms, must be submitted with the Proposal. Under state law, the City cannot consider any Proposal which does not include completed forms. Where the business structure of a Proponent is such that Proponent is required to obtain an Employer Identification Number (EIN) from the Internal Revenue Service, Proponent must complete the Contractor Affidavit (Form 1) on behalf of and provide a Federal Work Authorization User ID Number issued to, the Proponent itself. Where the business structure of a Proponent does not require it to obtain an EIN, each entity comprising Proponent must submit a separate Contractor Affidavit (Form 1). It is not the
intent of this notice to provide detailed information or legal advice concerning the Act. All Proponents intending to do business with the City are responsible for independently apprising themselves of and complying with the requirements of the Act and assessing its effect on City procurements and their participation in those procurements. For additional information on the E-Verify program or to enroll in the program, go to: https://e-verify.uscis.gov/enroll. Additional information on completing and submitting the Contractor Affidavit (Form 1) precedes the Affidavit.

18. Multiple Awards: The City reserves, at its sole discretion, the option to award to multiple Proponents. Multiple awards may be made on the total Scope of Services or components of the Scope of Services.
1.2 Section 2. Contents of Proposal

Part 2: Contents of Proposals

PLEASE SEE ATTACHED CONTENTS OF PROPOSAL

Attachments:

<table>
<thead>
<tr>
<th>File Name or URL</th>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revised.PART II - Contents of</td>
<td>File</td>
<td>Content of Proposal</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Select one of the following:

☐ a. I have attached Volume 1 of my proposal *(Response attachments are required)*
1.3 Section 3. Evaluation of Proposals

1.

Part 3: Evaluation of Proposals

PLEASE SEE ATTACHED EVALUATION PROPOSAL

Attachments:

<table>
<thead>
<tr>
<th>File Name or URL</th>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revised. Part III Evaluation of Proposal</td>
<td>File</td>
<td>Evaluation of Proposal</td>
</tr>
</tbody>
</table>
1.4 Section 4. Required Submittals

1. Please see attached CPO Letter

Attachments:

<table>
<thead>
<tr>
<th>File Name or URL</th>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPO Submittal Letter.pdf</td>
<td>File</td>
<td></td>
</tr>
</tbody>
</table>

*2. Required Submittals - Forms

**PLEASE SEE ATTACHED REQUIRED SUBMITTAL**

All Respondents, including, but not limited to, corporate entities, limited liability companies, joint ventures, or partnerships, that submit a Proposal or Bid in response to this solicitation must fill out all forms in their entirety, and all forms must be signed, notarized or sealed with the corporate seal (if applicable), as required per each form's instructions.

If Respondent intends to be named as a Prime Contractor(s) with the City, then Respondent must fill out all the forms listed in this solicitation document; otherwise, Respondent may be deemed non-responsive.

Please download the Required Submittals package below, complete the forms with all required information, then scan and attach the completed forms package.

Attachments:

<table>
<thead>
<tr>
<th>File Name or URL</th>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signed. Required_Submittals_Acc</td>
<td>File</td>
<td>Required Submittals - Forms</td>
</tr>
</tbody>
</table>

Select one of the following:

☐ a. I have attached the completed forms. *(Response attachments are required)*

3. Submittal Checklist

[ATTACH THE SUBMITTAL CHECKLIST PDF- ENSURE ITEMS ARE SPECIFIC TO YOUR SOLICITATION.]

Select one of the following:

☐ a. I have attached the Submittal Checklist. *(Response attachments are optional)*
1.5 Section 5. Exhibit A: Scope of Services

1. Exhibit A
   Scope of Services

   PLEASE SEE ATTACHED SCOPE OF SERVICES

Attachments:

<table>
<thead>
<tr>
<th>File Name or URL</th>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revised.Scope of Services</td>
<td>File</td>
<td>Scope of Services</td>
</tr>
<tr>
<td>Com</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1.6 Section 6. Exhibit A.1: Cost Proposal

*1.

**Exhibit A.1**

Cost Proposal

**PLEASE SEE ATTACHED COST PROPOSAL**

<table>
<thead>
<tr>
<th>File Name or URL</th>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copy of Cost Proposal</td>
<td>File</td>
<td>Cost Proposal</td>
</tr>
<tr>
<td>Community</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Select one of the following:

- [ ] a. I have attached the Cost Proposal. *(Response attachments are required)*
1.7 Section 7. Appendix A - Office of Contract Compliance

*1. 

**Appendix A**

**Office of Contract Compliance Requirements**

PLEASE SEE ATTACHED OCC REQUIREMENTS

<table>
<thead>
<tr>
<th>File Name or URL</th>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
</table>

Select one of the following:

☐ a. I have attached the OCC forms. *(Response attachments are required)*
### 1.8 Section 8. Appendix B - Insurance and Bonding Requirements

1. **Appendix B**
   - **Insurance and Bonding Requirements**

   **PLEASE SEE ATTACHED INSURANCE REQUIREMENTS**

<table>
<thead>
<tr>
<th>File Name or URL</th>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insurance.Public Access Televi</td>
<td>File</td>
<td>Insurance Requirements</td>
</tr>
</tbody>
</table>
2 Lines

2.1 Line Information

<table>
<thead>
<tr>
<th>Line</th>
<th>Estimated Quantity</th>
<th>Response Price</th>
<th>Line Amount</th>
<th>Response Minimum Release Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Community Access Media</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# 2.2 Line Details

## 2.2. Line 1 Community Access Media

<table>
<thead>
<tr>
<th>Category Name</th>
<th>915.0000 - COMMUNICATIONS AND MEDIA RELATED SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allow Alternate Lines</td>
<td>No</td>
</tr>
<tr>
<td>Target Minimum Release</td>
<td></td>
</tr>
<tr>
<td>Amount (USD)</td>
<td></td>
</tr>
<tr>
<td>Start Price (USD)</td>
<td></td>
</tr>
<tr>
<td>Estimated Total Amount (USD)</td>
<td></td>
</tr>
</tbody>
</table>