



**REQUEST FOR QUALIFICATIONS**

**PLANNING AND CONSULTING SERVICES**

**ART AND CULTURE STRATEGIC IMPLEMENTATION PLAN**

**STATEMENTS OF QUALIFICATIONS AND TECHNICAL PROPOSALS DUE:  
TUESDAY, DECEMBER 15, 2015, by 3:00pm**

**Pre-Proposal Meeting: Monday, November 30, 2015, 10:00 am**  
Interested firms outside of Metro Atlanta may join the pre-proposal meeting via  
conference call at (404) 602-9526 pin# 1890199330 at 10:00 am EST

**Questions/Inquiries due: Wednesday, December 2, 2015, by 3:00 pm**

Envelope(s) shall be sealed and marked with Project Title and name of Firm

**Submit one (1) original, two (2) complete and one PDF copies of the Response to:**

Atlanta BeltLine Inc.  
Attn: Kim Nicholson  
100 Peachtree Street, Suite 2300  
Atlanta, Georgia 30303

**Refer questions to:**

Atlanta BeltLine Inc.  
Attn: Kim Nicholson, cc: Elan Buchen  
100 Peachtree Street, Suite 2300  
Atlanta, Georgia 30303  
knicholson@atlbeltline.org, cc: ebuchen@atlbeltline.org  
FAX: 404.477.3670

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## **SECTION 1**

### **PROJECT DEFINITIONS AND ABBREVIATIONS**

This section consists of abbreviations, definitions, and general rules of interpretation.

ABI. Atlanta BeltLine, Inc. – a funding partner for the project, developer of assets, project manager and technical lead for the Project, and the contracting entity on behalf of the City of Atlanta.

Agreement. The document executed by ABI and the Consultant entitled “Consulting Services Agreement,” the sample form of which is included in the RFQ, as well as all documents listed in said Consulting Services Agreement. ABI reserves the right to make changes to this draft agreement based upon the final agreed upon scope of work and the negotiations with the selected responder.

Apparent Successful Responder. The Responder that submits the Proposal that ABI, in its sole opinion, considers the best overall value in accordance with the procedures set forth in the RFQ. The apparent successful Responder will not be awarded the Contract if:

- A. The Respondent fails to comply with all applicable pre-award and pre-execution requirements of the RFQ and/or Contract,
- B. The parties are unable to reach agreement during negotiations on the final terms of the contract, or
- C. ABI chooses not to award a contract.

COA. The City of Atlanta, a funding partner for the project, the ultimate Owner of portions of the project assets that are within its right-of-way.

DBE. Disadvantaged Business Enterprise, a company certified through one of the programs listed in Section 6 of this RFQ as acceptable to ABI that meets the guidelines specified in Section 6.

Project Manager. The person on the Consultant’s team who will be responsible for the management and integration of all components resulting from this contract. The Project Manager shall be responsible for all aspects of the project including the quality of the end product.

NEA. National Endowment for the Arts, the federal agency that originates certain funds for this project.

Notice to Proceed. “Notice to Proceed” means “Notice to Commence Work”.

Owner(s). The legal or record owner of the property on which the Project is to be constructed, generally the City of Atlanta or The Atlanta Development Authority d/b/a Invest Atlanta acting by and through ABI, the Owners’ implementation agent for this Project.

Plans. When the context so indicates, “Plans” mean applicable conceptual, planning, design and drawings including plan, profile, typical cross sections, Working Drawings, Standard Details, Supplemental Standard Details, and Supplemental Drawings or reproductions thereof or electronically displayed equivalents that show the location, character, dimensions, and details of the Work.

Project Records. Records or data of any type on any media including those produced by the Consultant of Record or its subcontractors, suppliers, or manufacturers that are related to the Project. Project Records

may include, but are not limited to:

- A. Plans,
- B. Working Drawings,
- C. Specifications,
- D. Stakeholder comments,
- E. design notes and computations,
- F. catalog cuts,
- G. schedules and schedule updates or revisions,
- H. quality control Plans and related documentation,
- I. equal opportunity and affirmative action,
- J. Progress Meeting records,
- K. Partnering records,
- L. correspondence,
- M. DBE participation records,
- N. e-mails, and
- O. any other documents related to the scope of work.

Stakeholder. A person or group with an interest in the successful completion and subsequent use of a project.

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## **SECTION 2**

### **PROJECT AREA AND PROJECT OVERVIEW**

#### **Atlanta BeltLine Overview**

The Atlanta BeltLine is the most comprehensive transportation and economic development effort ever undertaken in the City of Atlanta and among the largest, most wide-ranging urban redevelopment programs currently underway in the United States. The Atlanta BeltLine is a sustainable redevelopment project that will provide a network of public parks, multi-use trails and transit along a historic 22-mile railroad corridor circling downtown and connecting many neighborhoods directly to each other. Atlanta BeltLine, Inc. (ABI) is the entity tasked with planning and executing the implementation of the Atlanta BeltLine in partnership with other public and private organizations, including City of Atlanta departments.

Atlanta BeltLine, Inc. wishes to advance the implementation of its Art and Culture Program through the development of an implementation plan that will identify areas for potential art installations throughout the Atlanta BeltLine Corridor, and in parks and public realms.

## **SECTION 3**

### **SCOPE OF WORK/PROJECT DESCRIPTION**

ABI is seeking technical proposals (no cost proposals) from qualified firms, teams, or consultants, hereafter called “Respondent(s)”, with demonstrated experience in the development of actionable public art and culture implementation plans.

The outcome of this endeavor shall be a strategic and actionable plan, created in partnership with the arts, public and private sectors, nonprofit and other sources to achieve the following:

- Support strong, livable communities with increased creative activity
- Utilize the unique transformative potential of a linear gallery space to improve neighborhood connectivity and access to cultural amenities
- Forge a distinct sense of place and identity for the communities and businesses along the Atlanta BeltLine.
- Through this effort, ABI and its partners will be developing and strengthening relationships among these sectors and furthering arts and culture as an integral element of holistic, locally informed, and human centered, community development. The final strategic plan will enable development of cultural facilities, partnerships and programs, and funding opportunities that will add to the Atlanta Beltline’s identity as a creative place, improving the quality of life for citizens throughout the region and spurring economic development.

In its commitment to the arts, the Atlanta BeltLine has programs which showcase a diverse portfolio, from permanent sculpture and performance to the largest temporary art exhibit in the southeast. The historic rail corridor has become a linear, public gallery that connects 45 neighborhoods. ABI has a commitment to involve artists in design projects from the beginning of the project, ensuring that art is integral to the process.

**Services**

The successful Respondent shall be expected to provide services based upon tasks outlined in **Exhibit B**.

**ABI Work**

ABI has assigned a Project Manager to oversee the successful Respondent's work and provide support as needed. In addition, ABI will provide Community Engagement coordination for public meetings as a part of its obligations under the Agreement. Respondent will be required to assist ABI in its outreach efforts. Additional specific requirements will be determined during contract negotiations.

**Deliverables**

Deliverables shall be as listed in **Exhibit B** and considered to be those tangible work products to be delivered to ABI such as reports, draft documents, data, interim findings, drawings, schematics, meeting presentations, final drawings and reports. All deliverables will become the property of ABI.

**Schedule**

It is contemplated that the term of the contract shall be for a period of 18 months.

**SECTION 4****PROJECT PARTICIPANTS AND ROLES**

This Project is being developed through collaboration between Atlanta BeltLine, Inc., the Atlanta BeltLine Partnership, and the City of Atlanta. This Project is funded with NEA, Our Town grant and private funds. Roles and responsibilities of the parties are specifically defined in specific Agreements but are generally outlined below.

**Atlanta BeltLine Inc. (ABI)** - Formed by The Atlanta Development Authority d/b/a Invest Atlanta, ABI is the entity tasked with planning and implementation of the Atlanta BeltLine in partnership with the Atlanta BeltLine team including various entities and City of Atlanta Departments. ABI's functions include specifically defining the Atlanta BeltLine plan; leading efforts to secure federal, state and local funding; continuing the Atlanta BeltLine community engagement process; and serving as the overall project management office to execute the Atlanta BeltLine plan, including the coordination of planning and execution activities with other City of Atlanta departments and managing all vendors and suppliers.

**City of Atlanta (COA)** - The City of Atlanta is the owner of any work performed within the public right-of-way. COA will have jurisdiction for issuing permits, land use, planning and regulatory issues associated with construction.

**Atlanta BeltLine Partnership (ABLP)** – ABLP is a 501(c)3 organization committed to the ongoing cultivation of broad-based financial support for the Atlanta BeltLine.

**The Atlanta Development Authority d/b/a Invest Atlanta (IA)** – IA was formed in 1997 as a state of Georgia registered local government authority. Invest Atlanta is the official economic development authority for the City of Atlanta. Its purpose is to strengthen Atlanta's economy and global competitiveness in order to create increased opportunity and prosperity for the people of Atlanta. Invest Atlanta is governed by a nine-member board of directors, chaired by the Mayor of Atlanta. Invest Atlanta's programs and initiatives focus on developing and fostering public-private partnerships to accelerate job creation/economic growth, neighborhood revitalization/investment and innovation/entrepreneurship. Invest Atlanta's economic tools include bond financing, revolving loan funds, housing financing, tax

increment financing and tax credits. IA will be a member of the project steering committee.

**National Endowment for the Arts (NEA)-** NEA is the federal agency providing partial funding for the project.

## **SECTION 5**

### **PROJECT TEAM QUALIFICATIONS AND REQUIREMENTS**

ABI is seeking highly qualified teams and therefore, in order to be considered responsive, a firm or team must meet the following requirements:

1. Possess qualifications enabling the successful completion of the Project for Atlanta BeltLine, Inc.
2. Have demonstrated experience in the advancement of art in the public realm.
3. Have performed work on projects of this size, type and/or complexity.
4. Have demonstrated experience in managing interfaces between and among design disciplines, the community, and a diverse group of stakeholders.
5. Have been in business a minimum of five (5) years.
6. Have demonstrated experience meeting or exceeding established Disadvantaged Business Enterprise (DBE) goals (or Small, Minority, or Woman-Owned Business S/M/WBE goals) through meaningful involvement with firms (or other activities designed to facilitate the development and success of DBE firms) on prior projects.
7. Provide all information requested in this RFQ and address the specifics of the evaluation criteria.
8. Must demonstrate an overall combination of skills, prior work experience, business reputation, commitment to diversity, and success with engaging members of the community.
9. Demonstrate an understanding of the work completed to date.

## **SECTION 6**

### **RESPONSE SUBMITTAL REQUIREMENTS**

#### **PROCESS**

Issuance of this RFQ is intended to produce a short-list of firms or teams best qualified to participate in a selection interview. Only those firms or teams, who respond to the RFQ and meet or exceed the requirements of the RFQ will be eligible for consideration.

The process may be canceled at any time if, in the opinion of Atlanta BeltLine, Inc., the project goals will not be achieved by awarding a contract or the firms or teams are considered non-responsive. The process may be revised at any time during the solicitation, selection, evaluation and negotiation phases up to final award.

**DBE GOALS**

ABI is committed to the practice of non-discrimination in the selection of team members and relationships with subcontractors with a desire to reflect diversity in the participation of companies engaged in the Atlanta BeltLine effort. ABI strongly encourages participation by DBE (FBE, MBE and SBE entities) in all contracts issued by ABI. ABI anticipates that as a part of a responsive submittal, DBE participation will be included. All respondents shall include specific information on the role of DBEs on their team. Minority and Female Owned Business Enterprises must be certified by Georgia Department of Transportation, the City of Atlanta, Georgia Minority Supplier and Development Council, MARTA, or the Federal Government. SBE participants must be certified by the Small Business Administration or the City of Atlanta. Applicants must include copies of MBE, FBE, DBE certifications for their sub-contractors with their Proposals.

The goal for the Project has been set at 30% reflecting a diverse range of firms. Firms/Teams are encouraged to involve DBE firms in all aspects of the work, not just in the community engagement or outreach areas.

**Firms/Team should be aggressive in their outreach to DBE firms** in order to ensure the established goal is met.

**PRE-PROPOSAL**

There will be a pre-proposal meeting held on **Monday, November 30, 2015, 10:00 am**, at the ABI office located at 100 Peachtree Street, Suite 2300, Atlanta GA 30303. The office is located in the Equitable Building.

**QUESTIONS**

Questions and requests for clarification regarding this RFQ must be directed in writing, via email to the person listed below. The deadline for submitting such questions/clarifications is **Wednesday, December 2, 2015, by 3:00 pm**. If a substantive clarification is in order, ABI will issue an addendum to all recorded holders of the RFQ no later than 72 hours prior to the date the response to this solicitation is due. All responses of a material nature will be shared with all registered firms/teams and posted on the ABI website.

Kim Nicholson, Procurement Officer  
Atlanta BeltLine, Inc.  
100 Peachtree Street, Suite 2300  
Atlanta, GA 30303  
E-mail: [knicholson@atlbeltline.org](mailto:knicholson@atlbeltline.org)  
cc: [ebuchen@atlbeltline.org](mailto:ebuchen@atlbeltline.org)

**RESPONSE**

By submitting a response, the Respondent is accepting the Terms and Conditions found in Section 8.

**RESPONSES DUE**

Sealed responses must be received no later than the date and time and at the location specified on the cover of this solicitation. The outside of the envelope shall plainly identify the RFQ, the project title, and the name and address of the Respondent. Responses received after time or date listed herein shall not be



considered. Responses received after the scheduled closing time for filing will be returned to the Respondent unopened.

**PROCUREMENT SCHEDULE**

Evaluation of Responses	Week of December 15, 2015
Team Presentation/Interviews (if needed)	Week of January 4, 2016
Consultant Team Negotiations	Begin January 11, 2016

**SUBMITTAL REQUIREMENTS**

Responses must be clear, succinct and **not exceed 15 double sided pages**, excluding Response Forms and Attachment materials. Any pages that exceed the page limitation may not be read or considered.

All submittals will be evaluated on the completeness and quality of the content. Only those Respondents providing complete information as required will be considered for evaluation.

All submittals, proposal materials and addendum attachments will become part of the public file on this matter, without any obligation or liability to ABI. All costs incurred by the Respondent in preparation of the responses to this solicitation, including presentations to ABI and/or for participation in an interview shall be borne solely by the Respondent; ABI shall not be liable for any of these costs. At no time will ABI provide reimbursement for submission of a response.

**1. COVER LETTER**

A Cover Letter should be attached to every Response. The Cover Letter must include the following:

- RFQ Project title;
- Name(s) of the person(s) authorized to represent the Respondent in any negotiations;
- Name(s) of the person(s) authorized to sign any contract that may result from this solicitation;
- Contact person's name, mailing or street addresses, phone and fax numbers and email address

A legal representative of the Respondent who is authorized to bind the Respondent in contractual matters must sign the Cover Letter.

**2. FIRM DESCRIPTION**

Describe your firm's legal structure, areas of expertise, length of time in business, number of employees, and other information that would be helpful in characterizing the firm. Describe the firm's internal procedures and/or policies associated or related to work quality and cost control. Describe the resource availability to perform the work for the duration of the project. Provide the address of the firm's home office and the address of the office that will manage the project, if different.

**3. PROJECT TEAM**

Include an organizational chart and task matrix detailing the division of responsibilities. Provide a professional resume for the key personnel, including

key personnel of any joint venture member, or major sub-consultants proposed to be assigned to the project. Describe their unique qualifications and relevant experience on similar or related projects. Describe key personnel's proposed roles and responsibilities on this Project. Resumes should be included as an attachment to the Technical Proposal Submission form that is attached hereto as **Exhibit C**.

Response submittals must identify a proposed Project Manager who would be responsible for the day-to-day management of project tasks, and would be the primary point of contact with your firm. Describe the Project Manager's experience with similar projects and with managing and leading interdisciplinary teams. List other projects to which the proposed Project Manager is currently assigned.

- 4. TEAM EXPERIENCE** Submit a minimum of five examples of projects that are reflective of the subject of this RFQ. For each example, identify the type of project, size, budget, company's role, client name and contact information, and indicate what role (if any) the proposed Project Manager or other team members had.

When submitting projects for which an individual firm worked in an auxiliary capacity or in a joint venture or partnership, include the name of the lead firm.

Please remember that any extensive descriptions of vaguely related projects are discouraged and could negatively impact the overall outcome of the evaluation.

#### **5. PROJECT UNDERSTANDING**

Through this scoring item, ABI will evaluate the Respondents understanding of the work completed to date and the Consultant's role and commitment to delivering solutions that meet or exceed the minimum technical requirements as defined in **Exhibit B, Scope of Services and Deliverables**. The Proposal shall include plans or renderings, graphical representations, and/or narrative descriptions as necessary to enable ABI to understand and evaluate the Respondent's approach to the Project.

Describe the tasks that must be accomplished in order to complete the Project. Provide a narrative description of how the firm proposes to execute the tasks during each phase of the Project. Identify the products that would result from each task. Your firm should rely on its expertise and experience with similar projects to demonstrate how it will effectively complete the proposed Project. Provide a proposed schedule to complete the Scope of Work and a breakdown of major tasks.

If applicable, discuss any unique aspects of the Project and/or alternative approaches ABI might wish to consider or special considerations related to programmatic/funding requirements.

- 6. RESPONSE FORMS** The following forms found in **Exhibit C, Submittal Forms**, must be completed and submitted with the response:

Technical Proposal Submission Form

Disadvantaged Business Enterprise Utilization Plan  
S.A.V.E. Program Affidavit  
Receipt of Addenda and signature page of each addendum

**7. CERTIFICATION**      Persons or entities providing responses to this solicitation shall submit a Certificate of Existence from the Georgia Secretary of State if responding on behalf of a business entity.

**8. SUPPORTING MATERIAL**      Supporting material may include resumes and other information pertinent to the Project.

## **SECTION 7 EVALUATION CRITERIA**

**EVALUATION CRITERIA** Each response shall be evaluated on the following criteria, weighting and maximum points as follows:

Firm Description	10 Points
Project Team	25 Points
Team Experience	35 Points
Project Understanding	30 Points
<b>TOTAL MAXIMUM POINTS</b>	<b>100 Points</b>

An evaluation committee convened by ABI will evaluate the submissions. At the discretion of ABI, follow-up interviews may be conducted before a final selection is made. The interview will focus on the proposal presentation, interpersonal skills, ability to organize data, and overall vision.

**PROTESTS**      Any protest of the RFQ solicitation documents or process shall be submitted for resolution to Atlanta BeltLine, Inc.'s Procurement Officer, 100 Peachtree St, Suite 2300, Atlanta, GA 30303.

Such protest shall be in writing and shall be supported by the information necessary to enable the protest to be considered. A protest will not be considered if it is insufficiently supported or it is not received within the time limits specified herein. A protest based upon terms, conditions, or form of a proposed procurement action shall be submitted so that it is received by ABI no later than ten (10) calendar days following notification of the action by ABI.

*A written final determination on any protest will be rendered by ABI and shall be provided to the protester as soon as practicable.*

**SECTION 8  
TERMS AND CONDITIONS**

**Contract Terms and Conditions.** ABI wishes to develop a contract that appropriately places risk with the party most able to address the issue, to ensure that all parties to the contract are appropriately protected and to maintain their responsibility to serve as an effective steward of public funds while advancing the Project.

**GENERAL TERMS AND CONDITIONS**

- A. All applicable State of Georgia and Federal Laws, City of Atlanta and County ordinances, licenses and regulations of all agencies having jurisdiction shall apply to the Respondent and the Project throughout and incorporated herein. The agreement with the selected Respondent, and all questions concerning the execution, validity or invalidity, capability of the parties, and the performance of the agreement, shall be interpreted in all respects in accordance with the laws of the State of Georgia.
- B. Professionals requiring special licenses must be licensed in the State of Georgia and shall be responsible for those portions of the work as may be required by law.
- C. No proposal shall be accepted from and no contract will be awarded to any person, firm, or corporation that is in arrears to ABI, IA, or the City of Atlanta, under debt or contract that is a defaulter, as surety or otherwise, upon any obligation to ABI, IA or the City of Atlanta that is deemed irresponsible or unreliable by ABI, IA or the City of Atlanta. If requested, the Offeror or proposed subcontractor (if retained as a manager) shall be required to submit satisfactory evidence that they have the necessary financial resources to provide the proposed services.
- D. From the date a Respondent's proposal is received through the date a contract is awarded to a Respondent, no Respondent may make substitutions, deletions, additions or other changes in the configuration of its proposal without ABI's express written consent.
- E. This RFQ may be canceled or any or all bids or proposals may be rejected in whole or in part when it is in the best interest of ABI or when funding is not available for completion of the services requested under this RFQ. In the event that this RFQ is cancelled, a notice of cancellation shall be sent to all persons, firms, or entities that submitted responses to this RFQ.
- F. Respondent's status shall be that of an independent contractor, and neither it nor any of its employees or subcontractors is or shall be an agent, servant or employee of ABI or the City;
- G. Respondent shall defend, indemnify, and hold harmless ABI and the City of Atlanta against any and all claims, judgments or liabilities to which they may be subject because of any negligence or fault or default by the Respondent, its consultants, or subconsultants.
- H. Respondent shall agree to the Superior Court of Fulton County as the venue in any legal action or proceeding between the Respondent and ABI or the City.

**Organizational Conflicts of Interest and Excluded Parties.** An organizational conflict of interest exists when the nature of the work to be performed under a proposed contract or lease may, without some restriction on future activities, result in an unfair competitive advantage to the Consultant or impair the Consultant's objectivity in performing the work. Clarifications may be sought by submitting a letter requesting clarification and stating the reasons why the firm believes potential organizational conflict of interest exists. In preparing this solicitation, a review of existing contracts with ABI should be undertaken, and the Respondent shall make known any consultants, subcontractors or sub-consultants that are specifically excluded from participating in this solicitation. All who respond to this RFQ shall complete the Certification of No Organizational Conflict of Interest attached hereto as Exhibit C, and submit it as part of its response to this RFQ. A response that does not contain this completed form is subject to disqualification.

ABI's existing prime or lead contractors, consultants, subcontractors or sub-consultants are excluded from being eligible to submit a response to this RFQ except under the following circumstances:

1. If the contractor, consultant, subcontractor or sub-consultant completes the Certification of No Organizational Conflict of Interest; and
2. If the Vice President and General Counsel agrees that the contractor, consultant, subcontractor, or sub-consultant has no organizational conflict of interest.

If the above conditions are met, the Offeror may be considered eligible to participate in this RFQ.

**Code of Ethics.** ABI's Code of Ethics applies to this solicitation. The Code of Ethics is included as **Exhibit D**.

**Change of Team Members or Key Personnel.** Inasmuch as firms and/or teams will be judged based on their response to the RFQ, any subsequent changes to the composition of the Respondent that was rated by the Evaluation Committee may result in a different ranking of the team and/or may result in the firm and/or team failing to be determined to be qualified to perform the work.

In order for a firm/ team to remain qualified to submit a proposal, the consultant or a Joint Venture team identified in the response to the RFQ must remain on the team for the duration of the procurement process and any subsequent contract award.

**Buy America.** This solicitation is subject to the Buy America provisions of the federal regulations. The Consultant who is awarded a contract may be required to complete Buy America certifications as a part of the contract.

**Background Checks and Drug Testing.** The selected consultant may be required to implement a drug free workplace program including pre-employment testing and background checks including social security number verification. Any employee assigned to the project may be subject to background screening through "Livescan" administered by the Georgia Bureau of Investigation.

**Federal Work Authorization.** Pursuant to O.C.G.A. §13-10-91, qualifying contractors and subcontractors performing work within the State of Georgia on a contract with ABI must register and participate in a federal work authorization program. A certification form verifying participation in such a program will be

required of all Respondents in addition to the S.A.V.E. Program Affidavit required by the COA in compliance with O.C.G.A. §50-36-1 (e) (2). **See Exhibit C.**

**Prevailing Wage.** Not applicable.

**Proprietary Information.** ABI recognizes that material in its possession or in the possession of the COA or any other government agency is subject to public examination and copying under the Georgia Open Records Act, O.C.G.A. §50-18-70, *et.seq.* (The “Act”). **Respondent has the obligation to identify proprietary information and trade secrets by clearly marking the documents “Trade Secret” as required by the Act.** If ABI receives any request under the Act to examine or copy any of the Proprietary Information obtained pursuant to this Agreement, it will immediately notify the Respondent of such request and will respond to the requesting party within the time allowed by law, indicating to the requesting party that the information requested constitutes trade secrets and therefore is considered by ABI to be exempt from disclosure under the Act. Notwithstanding the foregoing, it shall be the obligation of Respondent to take appropriate, timely legal action to secure the nondisclosure of the information requested, at its sole expense. ABI and the COA shall cooperate in any action at law or equity in any court of competent jurisdiction to permit the Respondent to seek a protective order or other relief to prevent the disclosure of the Proprietary Information of Proposing firm / team to parties requesting disclosure under the Georgia Open Records Act; provided, however, that Respondent shall be required to indemnify ABI and COA for any and all costs, expenses, or claims arising from such matter(s).

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**SECTION 9  
EXHIBITS AND FORMS**

EXHIBIT A – MAP OF PROJECT AREA

EXHIBIT B – SCOPE OF SERVICES AND DELIVERABLES

EXHIBIT C – SUBMITTAL FORMS

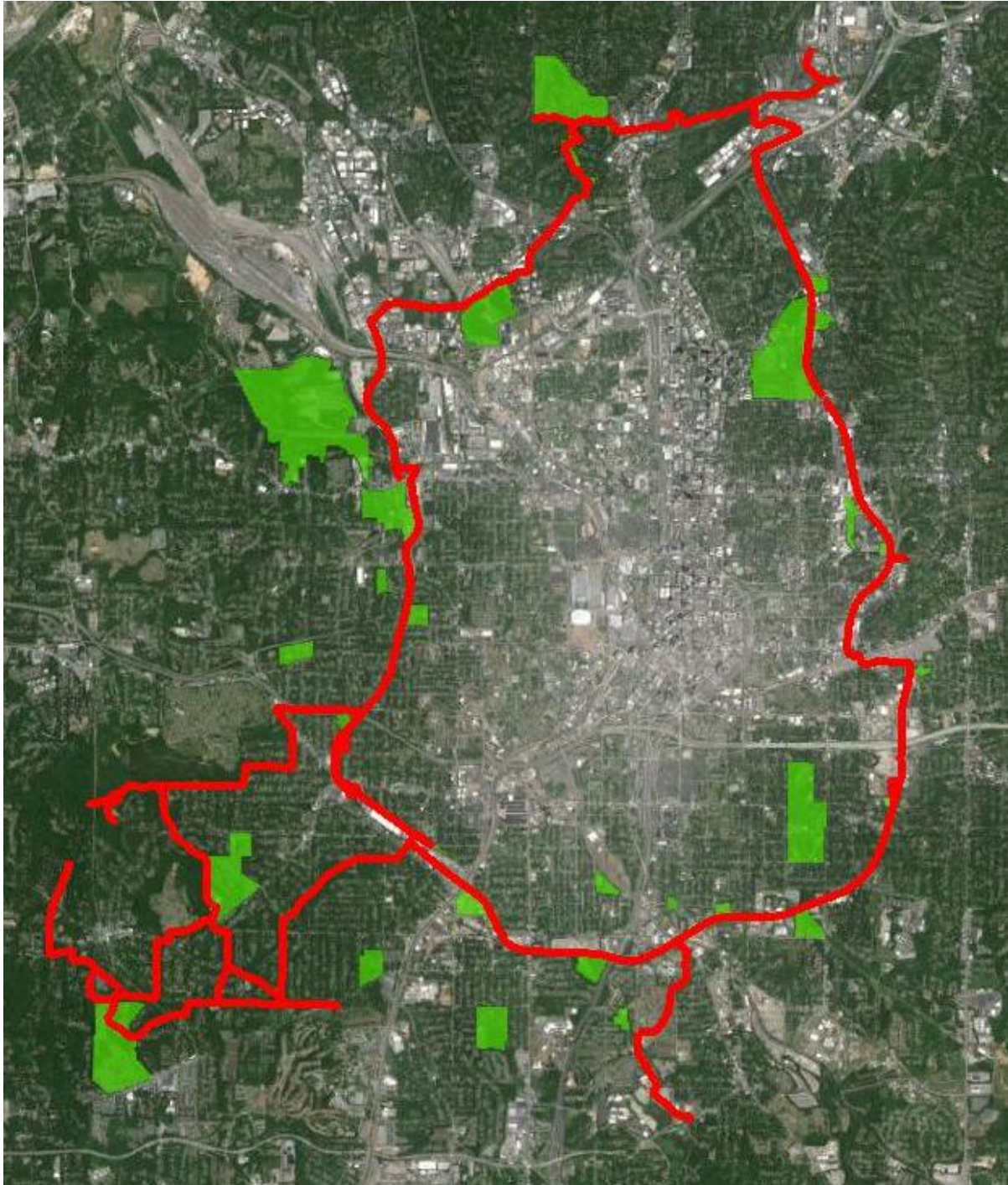
- TECHNICAL PROPOSAL SUBMISSION FORM
- DISADVANTAGED BUSINESS ENTERPRISE UTILIZATION PLAN
- S.A.V.E. PROGRAM AFFIDAVIT
- RECEIPT OF ADDENDA
- CERTIFICATION OF NO ORGANIZATIONAL CONFLICT OF INTEREST

EXHIBIT D – ATLANTA BELTLINE, INC. CODE OF ETHICS

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**EXHIBIT A  
MAP OF PROJECT AREA**





**EXHIBIT B  
SCOPE OF SERVICES AND DELIVERABLES****TASK 1 PROJECT MANAGEMENT**

The project will be managed by a Project Manager assigned by ABI. The Consultant will be expected to participate in periodic management briefings with members of the ABI team and with other Atlanta BeltLine partners as outlined below:

- **Coordination Meetings:** Lead coordination meetings (approximately every two weeks) with the ABI Team, including representatives of Atlanta BeltLine, Inc. and other stakeholders/implementation partners. The Consultant shall develop an agenda for each meeting and forward the same to the ABI Project Manager at least two (2) business days in advance of the meeting. The Consultant shall also develop meeting minutes, a schedule in Gantt format of interim and final deliverables and maintain an ongoing action item list for review at each meeting. These materials must be provided to ABI five (5) business days in advance of the scheduled meeting.
- **Project Administration:** Perform general administrative duties, including coordination with sub-consultants; preparation of invoices; meeting minutes; scheduling; record keeping; and file management. Monthly progress reports will be submitted to the assigned Project Manager with each invoice. Invoices shall not be processed until monthly progress reports have been received and reviewed by the project manager. Consultant shall set up and maintain FTP or other internet based file sharing space for the duration of the project.
- The Consultant shall provide a detailed project schedule and task list.

**TASK 2 OUTREACH AND STAKEHOLDER INTERVIEWS**

ABI will work with the Consultant to establish a Stakeholder Advisory Committee and an Art Advisory Committee which may draw from several advisory committees convened over the course of ABI implementation to date, from arts programming and historic preservation to curation and selection. These resources will facilitate stakeholder interviews, online surveys, and community meetings to have impact in a wide cross section of communities. This phase will also include evaluation of infrastructure, community assets, and governmental or partner resources to inform recommendations.

Under the direction of ABI, the Consultant will also be required to attend a minimum of three (3) community meetings.

**TASK 3 EXISTING CONDITIONS ASSESSMENT**

The Consultant shall review existing plans and projects and any additional information that may influence or impact the planning process including, but not limited to:

- Existing Public Arts Programming,
- Design of Existing Atlanta BeltLine Parks and Trails,
- Atlanta BeltLine Corridor Design,
- City of Atlanta Streetcar Expansion Strategy,
- Atlanta BeltLine Subarea Master Plans,
- Atlanta BeltLine Cultural Impact Study,
- The established typologies for the Atlanta BeltLine.

Based upon the Existing Conditions Assessment, the Consultant shall prepare a comprehensive summary. As part of this effort the Consultant shall identify, map and evaluate current cultural resources located within the Atlanta BeltLine Planning Area.

#### TASK 4 BEST PRACTICES RESEARCH AND PRELIMINARY PLANNING

Based upon the Existing Conditions Assessment and best practice research from peer cities, the Consultant shall prepare a comprehensive report detailing current art and culture programs, opportunities, and areas for improvement. The report shall present draft recommendations to enhance public art in the public realm based on best practice research.

#### TASK 5 DEVELOP DRAFT IMPLEMENTATION PLAN

The consultant will present a summary of findings and preliminary recommendations, including guidelines for ABI projects, identify methodologies for curation of temporary and permanent art and performances, recommendations for implementing strategy over time, and identification of possible funding and partnership opportunities.

#### TASK 6 FINALIZE IMPLEMENTATION PLAN

The final deliverable will be a detailed plan with recommendations structured in a prioritized, phased approach that includes the synergy of multiple styles and disciplines of art to reflect the complexity and scale of the Atlanta BeltLine project. The plan will also be consistent with periods identified in the 2030 Atlanta BeltLine Strategic Implementation Plan. The plan will serve as a guide for ABI's future projects and coordination of community, government, and private sector partners and resources.

#### DELIVERABLES

The following deliverables shall be prepared and provided by the Consultant after final approval. GIS files (where appropriate) shall be provided on separate CDs. All electronic deliverables shall be provided in their original format (MS Word, Excel, AutoCAD, InDesign) as well as PDF and JPG versions as noted below. InDesign files shall be provided as portable files including all fonts and images. All PDF files shall be provided in both high-resolution version suitable for printing as well as a low-resolution version suitable for posting to the Atlanta BeltLine website. All geographically-based information shall be prepared in ArcGIS and/or AutoCAD or Illustrator as directed by the ABI project manager. If the drawings are prepared in a format that ABI does not support, the team should anticipate converting all final files to an electronic format supported by ABI.

##### *Graphics and Renderings Guidelines*

GIS (Geographic Information Systems) and Surveys shall provide:

- One copy of GIS files in ArcGIS format on separate CD, which shall include:
  - Copies of the data and metadata to State of Georgia standards in print and digital format
  - Copies of the ArcGIS projects (mxd files) and corresponding shape files
  - KML files of all GIS files appropriate for use in Google Earth

Illustrator or InDesign files shall provide:

##### *Graphics and Renderings*

- All graphic elements unflattened with all vector files and fonts on separate CD
- Flattened and packaged files ready for print in CMYK and web.
- Flattened and packaged files ready for web in RGB.

##### *Review Documents*

- Submit three full-sized sets of documents requiring ABI's review.

##### *Final Documents*

- Submit three full-sized sets of printed documents and one electronic copy on CD.

**EXHIBIT C  
SUBMITTAL FORMS**

TECHNICAL PROPOSAL SUBMISSION FORM (two pages)

DISADVANTAGED BUSINESS ENTERPRISE UTILIZATION PLAN

S.A.V.E. AFFIDAVIT

RECEIPT OF ADDENDA

CERTIFICATION OF NO ORGANIZATIONAL CONFLICT OF INTEREST

The Remainder of This Page Left Intentionally Blank

**TECHNICAL PROPOSAL SUBMISSION FORM****Art and Culture Strategic Implementation Plan**

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(Name of Respondent)

The above Respondent hereby submits its Technical Proposal, consisting of the following items:

(Instructions: Specifically list all items submitted with the Technical Proposal, including number of drawings, number of narrative pages, type of containers, etc. Attach or incorporate additional pages as necessary. Refer to the Project Requirements for additional instructions regarding Technical Proposal submission.)

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By signing below, the above Respondent hereby certifies that to the best of the Respondent's knowledge and belief:

1. The Respondent has received and considered complete copies of Addenda numbered \_\_\_\_\_ through \_\_\_\_\_.
2. The Respondent has reviewed and considered all materials and items supplied by ABI.
3. The Designer, other Major Participants and key personnel indicated by the Respondent in its Statement of Qualifications will be used on this Project in the same manner and to the same extent as so indicated.
4. All of the statements, representations, covenants and/or certifications set forth in the Respondent's Proposal are still complete and accurate as of the date hereof.
5. All representations and/or certifications required of the Respondent by the RFQ and Contract are complete and accurate.
6. This Technical Proposal is responsive.
7. The person signing below is legally authorized to do so.

[Any exceptions to the above certifications must be explained in detail on pages attached hereto. Number of pages attached, if any: \_\_\_\_\_.]

RESPONDENT

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Date

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[Sign in Ink]

By: \_\_\_\_\_  
[Name and Title Printed]

**DISADVANTAGED BUSINESS ENTERPRISE UTILIZATION PLAN**

PROPOSAL PERCENTAGE: % \_\_\_\_\_

TOTAL DBE PARTICIPATION AS A PERCENT OF TOTAL PROJECT = \_\_\_\_\_%

DBE Firm	Description of Work	Value	% Of Project
TOTAL			

**S.A.V.E. AFFIDAVIT UNDER O.C.G.A §50-36-1(e)(2)****ATLANTA BELTLINE, INC. AFFIDAVIT  
VERIFYING STATUS FOR RECEIPT OF PUBLIC BENEFIT**

By executing this affidavit under oath, as an applicant for a Consulting Services contract with Atlanta BeltLine, Inc., or other public benefit as provided by O.C.G.A. §50-36-1, and determined by the Attorney General of Georgia in accordance therewith, I verify one of the following with respect to my application for a public benefit from Atlanta BeltLine, Inc.:

- 1) \_\_\_\_\_ I am a United States Citizen.
- 2) \_\_\_\_\_ I am a legal permanent resident 18 years of age or older.
- 3) \_\_\_\_\_ I am an otherwise qualified alien or non-immigrant under the Federal Immigration and Nationality Act with an alien number issued by the Department of Homeland Security or other federal immigration agency.

My alien number issued by the Department of Homeland Security or other federal immigration agency is: \_\_\_\_\_.

The undersigned applicant also hereby verifies that he or she is 18 years of age or older and has provided at least one secure and verifiable document as required by O.C.G.A. §50-36-1(e)(1) with this Affidavit. **The secure and verifiable document provided with this affidavit is:**

\_\_\_\_\_

In making the above representation under oath, I understand that any person who knowingly and willfully makes a false, fictitious, or fraudulent statement or representation in an affidavit shall be guilty of a violation of O.C.G.A. §16-10-20, and face criminal penalties as allowed by such criminal statute.

Executed in \_\_\_\_\_ (city), \_\_\_\_\_ (state).

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Printed Name of Applicant:

Sworn to and subscribed before me  
This \_\_\_\_ day of \_\_\_\_\_, 201\_\_

\_\_\_\_\_  
Notary Public  
My commission expires: \_\_\_\_\_

**RECEIPT OF ADDENDA**

Art and Culture Strategic Implementation Plan

\_\_\_\_\_  
(Name of Respondent)

In submitting this Bid, Bidder makes representations required by Instructions to Bidders and further warrants and represents that Bidder has examined the Bid Document Package, including the Request for Qualifications and following Addenda:

<b>Addenda Number</b>	<b>Addenda Issue Date</b>



**CERTIFICATION OF NO ORGANIZATIONAL CONFLICT OF INTEREST**

Respondent's Name:

("Respondent")

Respondent's attention is directed to provisions of the Request for Qualifications (RFQ) regarding organizational conflicts of interest and the restrictions applicable to such conflicts. Respondents are advised that certain firms will not be allowed to participate on any Offeror's team for the Project because of their work with ABI or the City of Atlanta in connection with the Project or the Project's procurement. Initially capitalized terms not otherwise defined herein shall have the meanings set forth in the RFQ for the Project.

**1. Required Disclosure of Conflicts**

In the space provided below, and on supplemental sheets as necessary, identify all relevant facts relating to past, present, or planned interest(s) of the Respondent's team (including the Respondent, proposed consultants and proposed subcontractors, and their respective chief executives, directors, and other key personnel for the Project) which may result, or could be viewed as, an organizational conflict of interest in connection with this RFQ.

Respondent shall disclose (a) any current contractual relationships with ABI or the City of Atlanta (b) any past, present, or planned contractual or employment relationships with any officer or employee of ABI, and (c) any other circumstances that might be considered to create a financial interest in the Contract by any ABI board member, officer or employee, and City of Atlanta elected or appointed official, officer or employee, or any ABI board member, if Respondent is awarded the Contract. Respondent shall also disclose matters such as ownership of 10% or more of the stock of, or having directors in common with, any of the individuals or entities involved in preparing the RFQ. Respondent shall also disclose contractual relationships (i.e. joint ventures) with any of the individuals or entities involved in preparing the RFQ, as well as relationships wherein such individual or entity is a contractor or consultant (or subcontractor or subconsultant) to Respondent or a member of Respondent's team. The foregoing is provided by way of example, and shall not constitute a limitation on the disclosure obligations.

**2. Explanation**

In the space provided below, and on supplemental sheets as necessary, identify steps the Respondent or other entities have taken or will take to avoid, neutralize, or mitigate any organizational conflicts of interest described herein.

**3. Certification**

The undersigned hereby certifies that, to the best of his or her knowledge and belief, no interest exists that is required to be disclosed in this Certification of No Organizational Conflict of Interest, other than as disclosed above. I understand that if the information I provided is determined by ABI to be false or misleading, my proposal is subject to disqualification and/or my contract is subject to termination. I also understand that if ABI determines that an organizational conflict exists, my proposal is subject to disqualification and/or my contract is subject to termination.

Signature \_\_\_\_\_

Name \_\_\_\_\_  
(type or print)

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Date \_\_\_\_\_, 201\_\_

**FOR OFFICIAL ABI USE ONLY:**

Upon review of the response Respondent submitted in this certification, it is my determination that an

Organizational conflict \_\_\_\_ does / \_\_\_\_ does not exist.

\_\_\_\_\_  
**Vice President and General Counsel  
Atlanta BeltLine, Inc.**\_\_\_\_\_  
**Date**

**EXHIBIT D**

**ATLANTA BELTLINE, INC.**

**CODE OF ETHICS**

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## **OVERVIEW**

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The following is the Code of Ethics (the "Code") to which board members and employees of the Atlanta BeltLine, Inc. ("ABI") are held accountable. The Code is not intended to serve as a comprehensive rulebook but, rather, as a guide to help an individual make the ethical choice. Each employee should use good business judgment in his or her actions to prevent ethical issues.

The purpose of the Code is to protect ABI by prohibiting any official or employee of the company from engaging in activities that would hinder the integrity of the organization. The Code establishes the highest standards of honesty and independence. It recognizes that each board member and employee of ABI must avoid even the appearance of impropriety in any business dealings.

Each board member and officer of ABI shall also comply with the ethical statutes, rules and regulations of the State of Georgia (O.C.G.A. § 21-5-1 and § 45-10-1) and the City of Atlanta (Code § 2-801 *et seq.*).

This Code is not intended to replace any conflict of interest policy to which a board member or employee is obligated to comply based upon their employment or political status.

## **DEFINITIONS**

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"Celebration" refers to closing dinners and program celebrations, ribbon cuttings, grand openings, etc.

"City" refers to the City of Atlanta.

"Code" refers to this Code of Ethics for the Atlanta BeltLine, Inc.

"Contractors" refers to all persons and entities that furnish products and/or services to ABI under a service or consulting agreement.

"Covered Persons" refers to ABI's board members, officers, and employees, both full and part-time.

"Ethics Officer" refers to the General Counsel of the Atlanta BeltLine, Inc.

"Family Member" refers to a Covered Person's spouse, father, mother, son, daughter, brother, sister, father-in-law, mother-in-law, son-in-law, daughter-in-law, brother-in-law, sister-in-law, stepfather, stepmother, stepson, stepdaughter, stepbrother, stepsister, half-brother, half-sister, domestic partner or a person living in a stable family relationship with any employee. It also includes members of a Covered Person's household, whether or not they are related to the Covered Person.

"State" refers to the State of Georgia.

**GENERAL**

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It is essential to the proper operation of ABI that Covered Persons be independent, impartial, and, at all times, act to avoid conflict of interest, impropriety or the appearance of impropriety when acting for or on behalf of ABI.

All actions taken and programs administered by ABI shall be transparent to the general public and adhere to established processes and procedures.

**Fiduciary Duty:**

As a fiduciary of ABI, every Covered Person shall exercise good faith when acting on behalf of ABI. Covered Persons owe a duty to ABI to advance ABI's legitimate interests when the opportunity to do so arises. Covered Persons should avoid situations that influence their ability to act solely in the best interests of ABI or interfere with their objectivity.

**Conflicting Interest:**

A Covered Person is deemed to have a conflicting interest in a decision or action if he or she or a Family Member has a personal or financial interest in that decision or action. A personal interest is any interest arising from relationships with Family, business, partnership, or corporate associations. A financial interest is one which shall yield, directly or indirectly, a material monetary or other benefit to the Covered Person or Family Member.

**Participation in ABI Programs:**

Covered Persons and Family Members are prohibited from participating in any program of ABI for which the Covered Person has a direct responsibility, oversight, audit or decision-making authority. To the extent a Covered Person is permitted to participate in a program of ABI, ABI will not grant a discount, waive fees or make adjustments from established market rates.

**Participation in Celebrations:**

Covered Persons are allowed to participate in Celebrations where ABI has contributed to the matter being celebrated and participants are customarily invited to attend the Celebration.

**Requirement to Disclose:**

Covered Persons are required to disclose any personal or financial interest and any situations that would reasonably give rise to a conflict of interest. This disclosure must be made in writing prior to participating in any decision or action, unless the disclosure occurs in a public meeting where there is a public record.

A Covered Person shall not vote for or against, discuss, decide, remain present in a meeting during a discussion or otherwise participate in a matter in which he or she has a conflicting personal or financial interest except by express approval of the Ethics Officer.

**Improper Influence:**

No Covered Person shall attempt to use his or her position to influence any ABI decision or action relating to an organization, entity or activity in which he or she knows or has reason to know that he or she or a Family Member has a personal or financial interest.

**Corporate Opportunity:**

Covered Persons are prohibited from personally taking opportunities that are discovered through his or her position with ABI, using ABI's property or information for personal gain, or personally competing with ABI for business opportunities.

**Confidential Information:**

No Covered Person shall disclose confidential information regarding the property, operations, policies, or affairs of ABI, except when authorized or required to do so by state or federal law, court order, or lawful subpoena. No Covered Person shall use confidential information acquired in an official capacity to advance the financial or personal interest of the Covered Person where such interest would conflict with the legitimate interests of ABI.

**ANTI-DISCRIMINATION POLICY**

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ABI will not discriminate against any program applicant, partner, client, potential client, vendor, potential vendor, employee, or applicant for employment on the basis of race, sex, age, color, religion, national origin, marital status, disability status, veteran status, sexual orientation, or any other basis prohibited by federal, state or local law.

Philanthropic or political preferences and campaign contributions, activities or sponsorships are personal and are not considered conditions of employment or promotion by ABI. No Covered Person shall compel, coerce, or intimidate any other Covered Person to make or refrain from making a philanthropic or political contribution.

**EMPLOYEE RELATED MATTERS**

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**Business Gifts:**

Employees must avoid situations that compromise, or even appear to compromise, ABI's ability to make objective and fair business decisions. As a result, ABI employees are not allowed to accept any gifts or entertainment from any Contractor or potential business vendor.

Employees of ABI may not accept travel and lodging from persons or organizations without the approval of the Ethics Officer and the President and CEO.

**Discounts:**

Discounts on any tickets for admission or other right of entry to any entertainment event shall

only be permitted if the discounts are made available to all employees.

**Honoraria for Speeches & Articles:**

Honoraria opportunities for employees of ABI must be conducted on the person's own time; not conflict with the person's responsibilities to ABI; and the Ethics Officer must approve of the opportunity in writing. Honoraria for speeches or articles prepared on behalf of ABI should be declined or remitted to ABI.

**Nepotism:**

ABI may employ Family Members as long as such employment does not create a conflict of interest. ABI will not employ a Family Member if his or her work responsibilities, hours, salary, benefits, or other terms of employment could be influenced by the Covered Person that he or she is related to.

If two employees marry while employed or become part of the same household, then they will be treated in accordance with this section. Any conflict will be dealt with by ABI and may result in termination of employment for one or both employees based solely on the decision by ABI's President and CEO.

**CONTRACTUAL MATTERS**

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ABI will not make payments to or receive payments from any party in order to induce the award of a contract or the extension of favorable rates. These types of payments are deemed to be bribes and may subject the violator to criminal sanctions.

**CODE OF VIOLATIONS**

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**Ethics Officer:**

The General Counsel of ABI shall serve as the Ethics Officer. Any violation of this Code must be reported immediately to the General Counsel. The duties of the Ethics Officer shall include:

1. Review alleged violations of the Code, ABI policies, or any other law or regulation;
2. Educate and train all Covered Persons to ensure an understanding and awareness of the Code and ethics issues periodically;
3. Advise Covered Persons regarding ethics questions and concerns; and,
4. Propose updates to the Code, as necessary.

**Reporting Violations:**

Covered Persons should promptly report any information indicating that another Covered Person is engaged in or plans to engage in prohibited conduct, a person or entity associated with ABI is engaged in or plans to engage in prohibited conduct, or that a Covered Person has been instructed, directed, or requested to engage in prohibited conduct.

If a Covered Person has concerns regarding any ethics or compliance issue, immediately contact the Ethics Officer at (404) 614-8323. All reports regarding an alleged violation or ethics matter will be reviewed and investigated in a timely manner. The Ethics Officer may share ethical matters with the President and CEO and the senior staff of ABI. The Ethics Officer and President and CEO may consult with outside counsel, as necessary, to address ethics issues and concerns.

Any concern regarding conduct of the Ethics Officer should be reported to the President and CEO of ABI.

Neither ABI nor any Covered Persons will retaliate against employees who, in good faith, report any alleged violation or ethics matter.

**Investigations and Hearings:**

The Ethics Officer shall conduct a preliminary investigation of any alleged violation. If he or she determines there to be probable cause to believe that there is a violation, then the Ethics Officer will recommend action in a written report to the members of the Senior Executive Team, which shall include the Vice President and General Counsel, the COO and the Director of Finance.

If the Senior Executive Team also finds there to be probable cause supporting the complaint, then the Ethics Officer shall notify the complainant and the subject of the complaint. The Senior Executive Team will conduct a hearing on the issues with the parties. At such hearing, the Senior Executive Team shall determine (1) whether the subject of the complaint has violated the Ethics Policy or other ABI policies and procedures and, if so (2) what disciplinary action should be taken. The Senior Executive Team may take into consideration the recommendation from the Ethics Officer.

The Senior Executive Team's decision shall be governed by the preponderance of the evidence standard. The decision of the Senior Executive Team shall be presented to the President and CEO for approval. The decision of the President and CEO is final except in the event of termination of an employee for violation of this Ethics Policy and/or other ABI policies and procedures or a recommendation for removal of a member of the Board of Directors.

In the event that the President and CEO recommends termination of an employee or removal of a member of the Board of Directors for violation of the Ethics Policy and/or other ABI policies and procedures, the employee or board member may appeal said action to the full Board of Directors. The appeal will not be a full evidentiary hearing before the Board of Directors, only a review of the process and the disciplinary action. If the matter involves a member of the Board of Directors, the board member who is the subject of the complaint shall not have a vote in the decision regarding the appeal of a disciplinary sanction against him or her. The decision of the Board of Directors shall be final.