



**Atlanta BeltLine, Inc.  
Request for Proposals  
Government Affairs – Federal and State Engagement**

**Overview**

Atlanta BeltLine, Inc. (“ABI”) is inviting government affairs, law and other qualified firms that provide lobbying activities to submit sealed proposals for services relating to the development and execution of a federal and state legislative and policy agenda for the Atlanta BeltLine. The firm would work with ABI Senior level staff to develop a strategy that will build and leverage partnerships with federal and state agencies and elected officials for funding, legislative policy development, advocacy, and other related activities.

The Atlanta BeltLine is the most comprehensive economic development effort ever undertaken in the City of Atlanta and among the largest, most wide-ranging urban redevelopment projects 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. Other components of the project include arts, historic preservation, brownfield remediation, affordable workforce housing and economic development. Additional information about the Atlanta BeltLine can be found at [www.beltline.org](http://www.beltline.org).

**Scope of Services**

The mission of the Atlanta BeltLine, Inc. federal and state engagement contract is to provide strategic legislative counsel and engagement services to Atlanta BeltLine, Inc. as it implements the Atlanta BeltLine project. The firm will act as a liaison on behalf of ABI with the House of Representatives, Senate and Executive Branch or Administrative Offices of the United States, federal agencies and key congressional committees handling legislation for funding or policy issues. In addition, the firm will provide similar services for the State Legislature of Georgia, Governor’s Office and State agencies in coordination with ABI and consistent with the policy direction of the City of Atlanta.

The responsibilities and tasks for the firm include:

1. Developing an annual plan and working with ABI Senior level staff to assess needs, develop a strategy and set priorities for state and federal funding and develop a legislative program. This includes development of the plan, organizing briefings to present ABI's priorities to the Georgia representatives of the federal delegation, Executive Branch and/or Administrative Offices, key Congressional committee leaders, the State of Georgia legislature, Governor's Office and relevant agencies.
2. Work closely with the ABI staff to coordinate efforts with the City of Atlanta and its Representative(s) to ensure an integrated approach to state and local legislative issues.
3. Stay abreast of the State of Georgia legislative session. Track and monitor legislation and provide updates and advice on the appropriate response.
4. Work closely with ABI Senior level staff to coordinate with the Atlanta BeltLine Partnership on legislative efforts and the involvement of private sector partners for support.
5. Coordinate and identify the need for written comments to federal agencies for grants, policy and legislation. Provide an overview of the legislation and assist in the preparation of comments as appropriate.
6. Attend meetings and represent the interests of ABI at organization and governmental meetings in Washington, D.C. and identify meetings where representatives of ABI should be present.
7. Provide notices and information on grant opportunities for ABI, provide summary of grant criteria and a time line of critical submission dates. Assist ABI in obtaining letters of support from the federal delegation representing Georgia and track grant awards and ABI submissions to federal agencies.
8. Inform the President/CEO and COO or designee concerning any harmful legislation at the federal or state level and/or administrative initiatives that could be detrimental to the Atlanta BeltLine project. The firm will advise ABI on the matter and represent ABI's position to the appropriate legislators, regulatory officials, and other key stake holders as appropriate.
9. Provide a summary and copies of bills, committee reports, agency rules and reports or other information reasonably available which are pertinent to issues identified in ABI's legislative program or that will impact project.
10. Coordinate efforts to develop a coalition of projects across the country or NGO's with similar goals to leverage interest and impact national policy.
11. Work with ABI to produce briefing books, issue papers, talking points and fact sheets for use by ABI leadership and partners when addressing the state and federal legislators and agencies.
12. Schedule regular updates with the President/CEO, COO and/or ABI designee and coordinate all responses and/or actions taken in a timely manner.
13. Provide monthly reports and a year-end report detailing all activities relative to legislation, appropriations earmarks, and grants requested and obtained.

## **Qualification Statement Requirements**

Submittals should include a cover letter providing an introduction to the firm, team and the areas of expertise of the organization. The letter should also state the full name; address; phone and fax numbers of the organization(s) and the individuals that will perform the requested services. If responding as a team, the lead firm should be designated with a project manager identified as the single point of contact. Indicate the type of firm ownership (individual, partnership or corporation) and explain any proposed joint venture relationships. Include the state in which the firm is incorporated or licensed to operate and provide a valid insurance certification. Firms will be evaluated on the basis of overall experience and depth of resources. It is imperative that responses contain the information requested.

Submittals must include 1 original and 7 hard copies and one CD containing the proposal in Adobe Acrobat format. **Every effort should be made to make proposals as concise as possible. Proposals should not exceed 25 pages; an Appendix listing other pertinent information may be included.**

All responses must be submitted in the following tabbed format:

### **A. Section I – Cover Letter**

- Name, address, telephone and fax numbers of the firm (or firms) submitting the qualification statement.
- Summary of the nature of the firm's services and the number of years of experience.
- Summary of the firm's interest in the project, and the name of one or more individuals authorized to represent the firm in its dealings on a contractual basis.

### **B. Section II – Corporate Information**

- History of the firm, including present ownership and key management individuals. Describe any anticipated or recent changes in overall corporate management ownership.
- Location of corporate headquarters and other divisional offices. Specify which office or offices will be involved in providing consulting services. Include contact names, addresses and phone numbers.
- A company organization chart showing authority structure and depth of resources.
- Resumes of any personnel anticipated to be assigned to the team.

- List any litigation the firm was involved in during the last five (5) years. List any current, pending or threatened litigation and provide a description.
- A disclosure statement listing all potential conflicts of interest related to this proposal. This disclosure statement must be addressed specifically in your response, even if no conflict exists.
- Include a list of clients represented with interests similar to the Atlanta BeltLine and include three references that can be contacted by the review panel.

### **C. Section III – Proposed Team and Approach to Government Affairs**

- Identify proposed services, including firm’s capabilities and anticipated approach to the federal and state engagement for the Atlanta BeltLine. Provide sample reports, legislative alerts, summaries or information that you provide to clients.
- Describe the resources that will be dedicated to the team and specifically how the team will address bi-partisan needs in Congress, the Senate and for the Georgia Legislature.
- Discuss the team’s strategy to provide services at the federal and state level with an emphasis on identifying strategic meetings, legislative updates, tracking legislation and grant opportunities and impacting policy under consideration. Include strategies that will incorporate potential partners that will strength ABI’s legislative position.

### **D. Section IV – Cost Proposal**

- The submittal should include the firm’s best estimate of a lump-sum (“not to exceed”) fee, that itemizes the monthly retainer including all costs and reimbursable expenses for the contract.
- The firm should also provide a summary of any assumptions used to determine its fee, including but not limited to members of the team (and their rates), hours, deliverables, required resources, and reimbursable costs. The costs should be itemized so the cost for specific components can be identified.
- While the firm will be asked to provide an estimated lump sum fee for the requested services, final fees will be negotiated following the selection. If fee negotiations with the firm determined most qualified are not successful, and/or the fees discussed are outside the budgetary constraints for the project, ABI reserves the right to suspend negotiations with the most qualified firm, and proceed to negotiations with other firms.

## **Schedule**

April 16, 2012: RFP issued  
April 27, 2012: Last day to submit questions  
May 4, 2012: ABI will provide responses to questions  
May 18, 2012: All RFP submittals due by 5:00 p.m.  
June 4 to June 8, 2012: Interviews at Atlanta BeltLine, Inc.  
July 1, 2012: Selected firm contract begins

ABI encourages all proposers to partner with and promote opportunities for diverse businesses, including Minority Business Enterprises (“MBE”), Female Business Enterprises (“FBE”) and Small Business Enterprises (“SBE”) collectively known as Disadvantaged Business Enterprises (“DBE”), to be included as joint venture partners, sub-consultants and/or vendors. Given the availability of diverse experienced firms, and joint venture partners, all proposers should strive to include no less than 30% DBE (15% MBE and 15% FBE, for example) participation on any responsive team. Nothing herein should indicate that an MBE, FBE or SBE may not apply and be selected independently. MBEs, FBEs, and SBEs that meet the qualifications of this RFP are encouraged to submit their qualifications for consideration. For an MBE, FBE or SBE to participate on the contract said MBE, FBE or SBE must submit an affidavit indicating the nature of their DBE certification category.

**ABI is an Equal-Opportunity Employer.**

## **Inquiries**

Formal requests for information must be made in writing. Unwritten questions and any verbal responses and/or comments will not be binding. All inquiries must be received by ABI April 27, 2012 at 5:00 p.m. ABI will provide all written questions and responses to interested bidders by May 4, 2012 at 5:00 p.m.

Inquiries regarding this RFP should be directed by email, writing or fax to:

**Lisa Y. Gordon, Chief Operating Officer**  
**Atlanta BeltLine, Inc.**  
**86 Pryor Street, SW**  
**Suite 200**  
**Atlanta, Georgia 30303**  
**Fax: (404) 880-0626**  
**Email: [lgordon@atlbeltline.org](mailto:lgordon@atlbeltline.org)**

**Submittal Deadline**

All responses to this Request for Proposals must be submitted in hard copy (one original and seven copies) and on CD in Adobe Acrobat format by May 18, 2012 at 5:00 p.m. Submittals received after this time and date will not be considered. Please address the submittal to:

**Lisa Y. Gordon, Chief Operating Officer  
Atlanta BeltLine, Inc.  
86 Pryor Street, S.W.  
Suite 200  
Atlanta, Georgia 30303**