

Coalition to Advance Atlanta
Website Design
Request for Proposal

Summary

The Coalition to Advance Atlanta (Advance Atlanta) is a 501(c)(4) organization working to gather people together to learn about and fight for better transit in the metro Atlanta region. We engage our members by providing access to information on how to get involved in influencing the passage of legislation, passing funding referendums, and helping good development and improvements happen. We believe that together, we can raise the standard of transit in Atlanta.

We have received a grant from the American Public Transportation Association's (APTA) Local Transit Coalition Grant Program to design and develop new features for our website, and we are currently seeking proposals from qualified candidates to complete this work. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

We created our current website at www.advanceatlanta.com in 2015, but we would like to add features to further engage our members, supporters, and partners.

Timeline

RFP Sent: November 16, 2016

Deadline for Questions: November 23, 2016

Questions and Answers Posted on Website: November 28, 2016

Responses Due: December 7, 2016

Goal for Website Re-launch: January 30, 2016

Budget for website features: \$5,000

This is an open and competitive process. The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal. If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined.

Advance Atlanta will negotiate contract terms upon selection. All contracts are subject to review by our legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

Advance Atlanta Overview

Currently, our transit system only serves 12% of the region, which means that Atlantans waste around 60 hours a year sitting in traffic. That's 60 hours that could be spent with their friends and families. If they don't have a car, they could spend up to 2 hours commuting by transit, like Ava, a student at Georgia Gwinnett College. It takes her 2 hours, 3 different transit operators, and a long walk or Uber ride to get from her home in Cobb County to Gwinnett County for class every day. That means, she spends more time commuting to class than she does learning in class. With the population expected to grow, this could have serious consequences for our region.

Advance Atlanta is a non-profit organization that wants to fix this issue by gathering people together to learn about and fight for better transit. We rely on individual donations, organization donations, and event sponsorships to run our programs and tools. But if we don't act, the true cost is the region's economy and ability to maintain our community.

What makes us different from other transportation advocacy groups in the Atlanta region, such as MARTA Army, Citizens for Progressive Transit, and the Sierra Club, is that we serve the entire region and all demographics. We are also a 501(c)4 non-profit, which means that we can also advocate and lobby for issues representing diverse areas and voices.

Our leadership is a diverse board of young professionals with legal, advocacy, and technical skills that care deeply about helping others getting engaged in how their communities are built and planned. We've been advised by the Atlanta Regional Commission, as an off shoot of their Millennial Advisory Committee, and have been recognized by the Atlanta Journal Constitution, Curbed, Creative Loafing, and Saporta Report for our efforts.

For us, success is growing the number of people informed on transportation issues, in the form of: our contact list, influencing the passage of legislation, passing funding referendums and helping good development and improvements happen. We've already brought 1,000 new voices into the conversation, since we formed a year ago.

Our next step is to build out our tools and geographically organize our members to provide them with information specifically tailored to them. We believe that if you provide access to the information, people will become more involved and informed to make decisions that help raise the standard of transit in Atlanta.

Current Website

Our current website was developed using Squarespace. Features include a blog, calendar, information/educational landing pages, and links to donate and sign up for our email newsletter (managed by MailChimp). Please see www.advanceatlanta.com to explore the features currently included.

While the website currently serves the purpose of providing basic information, we believe that adding additional features will improve our ability to disseminate information. We believe that we can add features to target information and events to better mobilize our members to action.

Our audiences

- Transit supporters in the City of Atlanta – Currently, a large majority of our members come from the City of Atlanta. Advance Atlanta advocated for getting sales taxes to fund MARTA expansion on the ballot during the 2016 legislative session. In June, we held a Transit Fest in Atlanta to talk about the upcoming referendum and plans for expansion. This fall, we partnered with Civic

Dinners to promote the upcoming MARTA referendum for a half penny to fund expansion within the city limits. This group will primarily be interested in staying up to date on projects that will be funded by the tax and ways to get involved in the implementation of expansion projects.

- Transit supporters in Fulton and DeKalb Counties – These counties are served by MARTA, but they have not approved additional taxes to fund MARTA expansion. Both counties have substantial MARTA expansion projects planned and need additional funding to get them built. This group will be interested in how to get involved in advocating for more investment in expansion during the 2017 legislative session.
- Transit supporters in Cobb and Gwinnett Counties – Currently, neither of these Counties is part of the MARTA system. Both have county-run bus transit and regional express bus service, and both have plans for implementing Bus Rapid Transit (BRT) to connect to the regional system. Transit supporters and business leaders in both of these counties feel that they are “behind” the other Counties when it comes to regional transit, so there is a need to build grass roots support for transit expansion projects. Advance Atlanta held an event in Cobb County in October, and plans to hold an event in Gwinnett in early 2017. These supporters will be interested in local planning efforts and advocating for ballot initiatives.
- Transit supporters in Clayton County – Clayton County is in a different position as the newest member of the MARTA system. After having their local bus service cut, in 2014 Clayton County voted to join MARTA. Clayton now has MARTA bus service and plans for high capacity transit expansion in the works. These supporters will be interested in local expansion plans and impacts on their neighborhoods.
- Elected officials and developers – many jurisdictions and developers want feedback on how development can promote transit use and increase ridership.
- Potential funders – In addition to these audiences, we also want the website to be readily accessible and appealing to potential major funders, who need to get a good overview of the many areas where we are working at a glance. To this audience, the impact and relevance of our work should be clear.
- Partner organizations – We also seek to coordinate and cooperate in efforts to support transit expansion with the many other organizations working in this space, such as MARTA Army, Atlanta Regional Commission, Citizens for Progressive Transit, MARTA, local transit providers, and the many others working in this space.

Scope of Work

Project Description

Currently, it is difficult to find information on where and how to engage in transit advocacy. Advance Atlanta board members have volunteered countless hours to gather information from a multitude of different organizations throughout the region so that our members know when and where they can get involved and make their voices heard. In order to further the regional conversation on comprehensive, integrated transit in preparation for, and support during, the 2017 legislative session, for local transit plans, and for potential upcoming referendums, Advance Atlanta will make a substantial investment in our digital advocacy capabilities.

In October, Advance Atlanta was selected as a recipient of a grant under the American Public Transportation Association’s (APTA) Local Transit Coalition Grant Program. We were awarded \$5,000 to be used towards the advocacy activities described below.

Goals and Objectives

Advance Atlanta board members will invest the time and energy to create content for our website in support of advocacy for regional transit expansion by mobilizing our members, supporters, and partners to get involved in local transit plans, the 2017 legislative session, and future referendums. The investment from the Local Transit Coalition Grant will be used to hire a consultant specializing in website design in order to add features and functionalities to our website that will:

- Automate our ability to map subscribers to our email list by state legislative/county/council districts and NPU's in the City of Atlanta (currently we are using MailChimp for the newsletter and asking interested parties to self-disclose their zip code and other information that will facilitate mapping)
- Using the geographic information above, we would like to target calls to action to our members based on their address
- Allow for the clear display of times and locations of public meetings related to transit in metro Atlanta and the targeted sharing of this information with our subscribers based on location
- Improve our search engine optimization (SEO) to drive visibility and web presence
- Create a high-quality logo for our organization and other graphic design features
- Create visually appealing, dynamic web pages to host historical information regarding the state of transportation that will also allow for easy updates of new information (we are looking for a format that offers multiple layouts for robust content – if this cannot be done via Squarespace, which we are currently using, we are open to shifting to a different tool)
- Develop a "library" of dynamic graphic templates consistent with our new logo to synchronize brand and messaging across the website and social media platforms, including facebook profile and cover picture, email blast, event flyer, informational flyer, postcard, business card
- Suggest other innovative ways to educate and engage our audiences

Project Implementation Plan and Timeline

The Advance Atlanta board has devoted countless hours to building our coalition. We volunteer our time and energy to gather information, develop content, and organize events. Our marketing and communications team works daily engaging members on social media and driving them to our website, petitions, and events. While our board members have a broad range of experience and expertise, none of us have the capability or time to build website features. We seek an expert in web design to build website features to broaden our coalition and target members for mobilization and advocacy opportunities. Our proposed timeline for the project is as follows:

2016

- November 16: RFP issued by Advance Atlanta for consultant
- December 7: Deadline for RFPs to be submitted to Advance Atlanta by interested parties
- December 14: Advance Atlanta selects consultant

2017

- January 30: Website re-launch target date
- February 1: Interim report on program efficacy to be provided to APTA

Project Budget

As listed in the summary, our budget for this project is \$5,000. That amount is based on our APTA grant award for this project. Please provide a cost proposal to accomplish the scope outlined above. The budget must encompass all design, production (including implementation and testing), and software acquisitions necessary for development and maintenance of the web site.

Please list the cost for each task to create the features and functionalities listed under “Goals and Objectives.” All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Proposal Format

Respondents may structure their proposal however they see fit provided that the response details:

- A timeline for accomplishing the objectives set forth in this RFP
- Recent design and development examples demonstrating proficiency to accomplish this project
- Adherence to costs

Evaluation

Proposals will be evaluated with the following criteria:

- Suitability of the Proposal to meet the needs and criteria set forth in the RFP
- Demonstration of technical and aesthetic skills
- Prior work that demonstrates artistic and innovative, user friendly interfaces
- Experience on similar projects
- Best Value – The price is commensurate with the value offered by the proposer. Advance Atlanta is able to accept pro bono service and recognize the provider, including naming the proposer within the web site and other collateral as an Advance Atlanta supporter and partner.
- Clear, logical and organized presentation

RFP/Project Timeline Details

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Consultant Selected: December 14, 2016

Goal for website re-launch: January 30, 2016

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

Please direct questions and final proposals to Advance Atlanta Board Member Alyssa Davis:

alyssa.sinclair@gmail.com