

TransFormation Alliance Strategic Planning Assistance Questions and Answers

1. The RFP requires that a proposed budget be submitted in the format provided in Exhibit B of the RFP. The table in Exhibit B includes each task and a corresponding amount along with a final total. On page 2 of the RFP evaluation criteria #4 requires that the budget include estimated hours per task. Would it be appropriate to include the estimated hours per task in the table along with the cost by task or should the hours estimate be included in a separate table? We want to be sure that we are meeting the technical requirements of the RFP and making our response as easy to evaluate as possible.

Answer: Please add a column to the table.

2. Under task one the RFP states " Consultant will provide a needs assessment of TFA's geographic focus area (the ½ mile radius around the Ft. MacPherson, Oakland City, and West End MARTA stations) to assess opportunities and gaps in furthering our work with those neighborhoods." Is TFA looking for the consultant to lead of community engagement process to assess community need directly or to review the community needs that TFA has already identified? The remainder of the task and deliverable seems to suggest more that the consultant should assess alignment of current governance and work plan docs with community needs identified by TFA?

Answer: We do not expect a full community engagement process. We can work with consultants to organize several processes to gather large group of already engaged community members. In addition, our Executive team, which has been working in the community for a number of years, would also provide insight.

3. The RFP states that the consultant team should expect "a scheduled series of meetings with: TFA Executive Committee, TFA membership, and TFA managing director and program manager." Would this project allow for broader community engagement to capture input from other TFA stakeholders, funders, and citizens?

Answer: We would like consultants to reach out to external partners.

Strengthening communities through transit



4. The RFP requests that consultant team prepare several documents as deliverables, such as strategic planning materials and fundraising pitch deck. Does consultant team have access to ARC's graphic artist? Or should consultant team budget for a graphic artist?

Answer: Consultant should include production of documents, including graphic artist, if needed, in budget.

5. May we submit support letters from past/current clients?

Answer: Yes.

6. Would you like a detailed budget narrative to accompany the "Proposed Project Budget" worksheet?

Answer: The primary place for context is in the Task column of the worksheet. In addition, provide details the consultant feels necessary to express their point.

7. Can you suggest a page count range?

Answer: A range has not been specified

8. Can we include a video link in the proposal?

Answer: Yes