



State Road & Tollway Authority

Request for Qualified Contractors (Step I)

And

Request for Proposals (Step II, for Qualified Finalist Only)

To Provide

Sponsorship Marketing & Management Services

For

The State Road and Tollway Authority

RFQC-RFP 927-10-00006



TABLE OF CONTENTS

SPONSORSHIP OPPORTUNITY INFORMATION 3

[QUALIFICATIONS REVIEW PROCESS.....4](#)

SCHEDULE OF RFQC EVENTS (STEP I & II) 7

[SUBMITTAL OF QUESTIONS AND REQUESTS FOR CLARIFICATIONS.....5](#)

INSTRUCTIONS FOR PREPARING STATEMENTS OF QUALIFICATIONS.....5

STATEMENT OF QUALIFICATIONS, Description and Resources of Firm.....8

STATEMENT OF QUALIFICATIONS, Experience and Qualifications.....7

STATEMENT OF QUALIFICATIONS, Statement of Suitability.....7

STATEMENT OF QUALIFICATIONS, Certification Form.....8

SUBMITTAL OF STATEMENTS OF QUALIFICATIONS.....8

[ADDITIONAL TERMS AND CONDITONS.....8](#)

Exhibit 1 - Georgia 400 Data

Exhibit 2 - I-85 HOT Data

Exhibit 3 - Certification Form



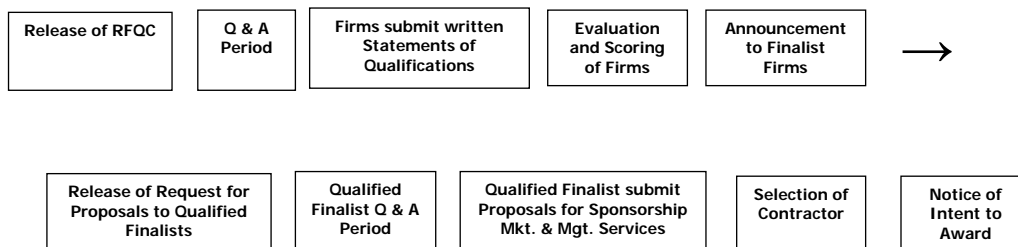
I. REQUEST FOR QUALIFIED CONTRACTORS

**Program Sponsorship
RFQC 927-10-00006
Georgia State Road and Tollway Authority
Atlanta, Georgia**

This RFQC is issued pursuant to Policy No. 0003 Procurement Policy Revised 08-14-2009, <http://www.georgiatolls.com/PDFs/Procurement%20Policy%20Revised%2008-14-2009.pdf> and Policy No 0020 Protest Policy and Procedure, <http://www.georgiatolls.com/PDFs/ProtestPolicy1.pdf> of the Georgia State Road and Tollway Authority. The Georgia State Road and Tollway Authority (SRTA) is seeking Statements of Qualifications (SOQ) from firms interested in providing sponsorship marketing & management services for aspects of SRTA operations. This Request for Qualified Contractors (RFQC) seeks to identify qualified potential firms interested in providing sponsor(s) for SRTA operations, to include primarily, but may not be limited to, sponsoring the SRTA Georgia 400 Toll Plaza and other SRTA sponsorship opportunities. Some firms which respond to this RFQC, and who are determined by SRTA to be most qualified, may be deemed eligible to submit a sponsorship marketing & management proposal at SRTA request. All respondents to this RFQC are subject to instructions communicated in this document and the terms and conditions herein. **IMPORTANT- A RESTRICTION OF COMMUNICATION IS IN EFFECT FOR THIS SOLICITATION.** From the advertisement date of this solicitation until successful respondents are selected and the selection is announced, respondents are not allowed to communicate about this solicitation or scope with any staff of SRTA, except for submission of questions as instructed in the RFQC-RFP, or as provided by any existing work agreement(s). For violation of this provision, SRTA reserves the right to reject the Submittal of the offending Respondent.

Request for Qualified Contractors – Request for Proposals Process

The following describes the sequence of this RFQC and resulting RFP process (See Schedule of Events):



This RFQC may be amended from time to time. Vendors are encouraged to review the Georgia Procurement Registry, <http://ssl.doas.state.ga.us/PRSapp/index.jsp>, periodically for the latest information, including amendments.

1. SPONSORSHIP OPPORTUNITY PROGRAM OVERVIEW

SRTA recognizes that there may be an interest in sponsoring various aspects of its operations and desires to establish a management contract with a qualified firm to market and manage SRTA’s information outlets to potential sponsors. One operation which is a current “candidate” for program sponsorship is SRTA’s GA 400 Toll Plaza. Other possible sponsorship opportunities may include:



- Publicizing upcoming sponsorships on SRTA's current GA 400 tolling website and future Peach Pass (I-85 HOT) lane tolling website
- Sponsor branding on SRTA's current GA 400 transponders and future Peach Pass (I-85 HOT) transponders
- Free "shadow" toll promotions for GA 400
- Packaging and mailing inserts for GA 400 and Peach Pass (I-85 HOT) customers
- The use of real property located at 490 Bishop Street, Atlanta, GA 30318, for so long as the property is owned by SRTA. This is near the intersection of 17th Street and Northside Drive.
- Any other possible sponsorship opportunities that the contractor may propose.

See Exhibit 1 for Georgia 400 Data and Exhibit 2 for I-85 HOT data

It is the intent of this solicitation to ultimately receive, from qualified firms, proposals suitable for SRTA consideration for the management of this sponsorship program.

1.1 CONTRACTOR RESPONSIBILITIES

The sponsorship marketing & management services contractor shall be responsible for:

- Turnkey services, including program implementation and oversight.
- Marketing of SRTA's sponsorship opportunities to potential vendors
- Identifying potential revenue generating sponsorship opportunities to SRTA
- Ensuring that all sponsorship program elements including collateral are in compliance with local, state and federal regulations.
- Facilitating the negotiation of all sponsorship elements, fees and contracts
- Placing, inserting and packaging of all sponsorship materials
- Facilitating SRTA's advance receipt of a sponsorship compensation
- Providing Return on Investment data (when possible) on sponsorship events

If a firm's proposal is determined to be the best proposal by means described herein, SRTA may engage that (successful) firm for discussion which could result in a contract for sponsorship management services. The successful firm should be a qualified firm which specializes in providing suitable sponsors and proposes to provide a suitable sponsor or sponsors for the sponsorship program.

It is of paramount importance that such initiatives will disseminate information or products about a commercial enterprise. The sponsorship should not negatively impact the reputation of SRTA, diminish the safety of SRTA's customers, diminish SRTA's vision, mission and values, nor discourage the use of SRTA's transportation solutions for Georgia commuters. It is not SRTA's intent by permitting sponsorships to provide a forum for all types of sponsorships. SRTA will make the final decision on which sponsorships it will pursue.

1.2. COMPENSATION METHOD

The successful firm will pay SRTA fees from the sponsorship revenues as follows:

A Minimum Monthly Dollar Guarantee, exclusive of any tolls.

A Minimum Annual Dollar Guarantee, exclusive of any tolls.



A Percentage Fee of the Contractor's Gross Revenues from the sale of all SRTA sponsorships, exclusive of tolls..

The successful firm will be require to provide a performance bond in the larger of the Minimum Annual Dollar Guarantee or twelve times the Minimum Monthly Dollar Guarantee for the duration of the contract by a surety authorized to do business in the State of Georgia

2. QUALIFICATIONS REVIEW PROCESS

Selection of the successful firm will be a multi-step process: ONLY STEP ONE COVERED IN THIS RFQC.

Step I- Qualifications Review, is initiated with this **RFQC**, which is issued for the purpose of acquiring Statements of Qualifications from prospective Sponsorship Management Services providers. This solicitation is being conducted by the State Road & Tollway Authority. A selection of finalist firms will be made by a Selection Committee consisting of representatives of SRTA. The Selection Committee will receive and review Statements of Qualifications submitted in response to this RFQC.

Criteria for Evaluation of Statements of Qualifications

- 45% Factor} Stability of the submitting firm, including the firm's corporate history, positive growth and business expansion, ability to gather and maintain resources, form of ownership, litigation history, financial information, responsibility of the firm in previous accounts, stability of the makeup of the firm's organization and key staff, and other evidence of stability that may be relevant to this scope.
- 45% Factor} Firm's relevant experience and qualifications, including the demonstrated ability of firm in effective marketing and management of advertisement and sponsorship programs, for either governmental clients such as or similar to the State of Georgia or large private or other clients where comparable operations may have been sponsored. This includes experience and qualifications of the firm and key personnel which would be involved in sponsorship management and relevance of that experience and qualifications to the sponsorship needs of SRTA, performance history of the firm and/or its previous services or accounts. This includes, but is not limited to, references of the firm's ability to provide quality services and satisfy their customers.
- 10% Factor} Firm's relevant suitability to provide sponsorship marketing and management services for SRTA operations. Suitability shall include the firm's apparent general fit to the scope type and/or needs of SRTA, any unique qualifications determined especially relevant to the ability to provide sponsorship activity.

Finalist firms will be those firms highest-ranked by the Selection Committee, using the sum of Committee member individual rankings, based on qualification criteria above, and therefore determined to be especially qualified to provide a sponsor or sponsorship. The Selection Committee shall have the ability to determine the number of qualified finalist. If there is a natural break in the scores between the highest ranking scores and the lower ranking scores then a cut can be made at this point. The Finalist firms shall include at least the top three firms but no more than the top five firms.



Step II- Program Sponsorship Selection, will be initiated by SRTA's issuance of a Notice to Finalists to firms that may be selected to receive a Request for Proposals (RFP). The RFP will require Finalist firms to submit Sponsorship Proposals that will consist of separately-sealed technical and fee proposals. The Sponsorship Proposals will be evaluated by the Selection Committee using pre-established criteria which will be communicated in the RFP. The highest evaluated firm will be the apparent awardee determined from that evaluation. SRTA may award a contract to the apparent awardee, may request an interview with the apparent awardee prior to award of contract, and/or may negotiate with the apparent awardee to arrive at an acceptable contract. If no acceptable contract can be achieved with the apparent awardee in a reasonable amount of time through this process, SRTA will formally terminate negotiations and may decide to initiate discussions with the second highest-evaluated firm. SRTA reserves the right to suspend or terminate discussions with any firm, and reject any and all proposals at any time.



3. SCHEDULE OF EVENTS (STEP I & II)

The following Schedule of Events represents the Authority's best estimate of the schedule that will be followed. All times indicated are prevailing times in Atlanta, Georgia. SRTA reserves the right to adjust the schedule as it deems necessary.

| STEP I (RFQC) | Date | Time |
|---|----------------|-------------|
| a. SRTA issues public advertisement of RFQC | May 18, 2010 | 2:00 PM |
| b. Deadline for submission of written questions and requests for clarification | June 1, 2010 | Noon |
| c. Deadline for submission of Statements of Qualifications | June 15, 2010 | 2:00 PM |
| d. Committee completes qualification evaluation and determines finalist firms | June 28, 2010 | 2:00 PM |
| STEP II (RFP) Tentative | Date | Time |
| e. SRTA issues "Notice to Finalist" firms to propose as instructed in RFP | July 8, 2010 | 2:00 PM |
| f. Deadline for finalist submission of written questions and requests for clarification | July 20 2010 | Noon |
| g. Deadline for submission of Sponsorship Marketing & Management Services Proposals | July 26, 2010 | 2:00 PM |
| h. Notice of Award of Contract | August 9, 2010 | 2:00 PM |

4. SUBMITTAL OF QUESTIONS AND REQUESTS FOR CLARIFICATION

It is the responsibility of each respondent to examine the entire RFQC, seek clarification in writing, and review its submittal for accuracy before submitting the document. Once the submission deadline has passed, all submissions will be final. The Authority will not request clarification from individual respondents relative to their submission, but reserves the right to ask for additional information from all parties who have submitted qualifications. Questions about any aspect of the RFQC must be submitted in writing (via e-mail) to:

Barbara Harris Chappel procurement@georgiatolls.com

The deadline for submission of questions relating to the RFQC is the time and date shown in the Schedule of Events (Section 3). All relevant and significant questions that have been submitted in writing prior to the deadline will be compiled, and answers will be posted to the advertisement on the Georgia Procurement Registry. The source of the questions will not be shown on the Georgia Procurement Registry. The questions and answers are not binding and not a part of the RFP unless specifically reflected in an amendment to the RFP.

5. INSTRUCTIONS FOR PREPARING STATEMENTS OF QUALIFICATIONS

One (1) original and three (3) copies of the qualifications shall be prepared, for a total of four (4) sets. In addition, one complete copy must be provided via CD as a .pdf file. Each submittal shall be identical and include a transmittal letter. Submittals must be typed on standard (8 ½" x 11") paper. The pages of the qualification submittals must be numbered. A table of contents, with corresponding tabs, must be included to identify each section. Responses are limited to twenty (20) single-sided pages of text, or (preferably) ten (10) double-sided



pages of text or less using a minimum of an 11-point font. The transmittal letter will not count as part of the page limit. Any exhibits, affidavits, or other enclosure information called for may be included in an appendix and will not count toward the page limit. Submittals that include qualifications of more than one firm shall not exceed the page limit. Such submittals shall be prepared with careful consideration to the limit. Each Statement of Qualifications shall be prepared simply and economically, to provide a straightforward and concise description of respondent's capabilities exactly as requested. Fancy bindings and irrelevant promotional materials are not desired. Emphasis must be on completeness, relevance, and clarity of content. To expedite the review of submittals, it is essential that respondents follow the format and instructions outlined below. **The content of all Statements of Qualifications must be categorized and numbered as outlined below, and responsive to all requested information:**

Description and Resources of Firm

- A1- Provide basic company information: Company name, branch or division (e.g., Institutional and/or government sector service division), address, name of primary contact, telephone number, fax number, e-mail address, and company website (if available). If the firm has multiple offices, the qualification statement shall include information about the parent company and branch office separately. Identify the office from which the sponsorship will be managed and this office's location. Provide form of ownership, including state of residency or incorporation, and number of years in business. Is the offeror a sole proprietorship, partnership, corporation, Limited Liability Corporation (LLC), joint venture, or other structure?

- A2- Describe the history and growth of your firm(s). Provide general information about the firm's history of personnel resources, including disciplines and numbers and classifications of employees, and locations and staffing of offices.

- A3- Has the firm been involved in any litigation in the past ten (10) years with clients where your firm was found responsible or paid a settlement? List any active or pending litigation and explain. List any active claims against your firm or against clients where your firm is named.

- A4- List the firm's annual average revenue for the past 5 years, and supply main financial and banking references.

- A5- Has the firm, or member thereof, ever been removed from a contract or failed to complete a contract as assigned? Provide a statement of disclosure to allow the Authority to evaluate any possible conflicts of interest. Respondents must provide, in their own format, a statement of all potential legal or otherwise significant conflicts of interests possibly created by the respondents being considered in the selection process or by the respondent's involvement in the opportunity. Respondents should provide information as to the nature of relationship(s) with parties in such potential conflict.

Experience and Qualifications

- B1- Provide qualifications and description of experience for relevant sponsorship management staff, including key manager, operations, financial and marketing staff members. *(At this stage, firms are asked for information on lead staff only, but may list qualifications and experience on more individuals who may be used for proposed service. If the firm is selected as a finalist, the Authority will request, in the RFP (step II), detailed information on any proposed expanded team and their relevant experience.)*



B2- Provide information on the firm's experience providing advertising sponsorship services for operations of clients of similar, size, function, and complexity. Describe no more than five (5) and no less than three (3) accounts, in order of most relevant to least relevant, which demonstrate the firm's capabilities to perform the scope at hand. For each account, the following information should be provided:

- a. Client or account name, location and dates during which sponsorship management and/or related services were performed.
- b. Description of services provided and physical description of advertisement placement.
- c. Information on successes achieved by your firm's involvement.
- d. Respective client's stated satisfaction in service of your firm and the sponsorship. Provide any client-written letters of reference/recommendation about the firm's performance for their facilities.
- e. Client's contact information (current address and phone number).
- f. Letters of reference for clients.

Statement of Suitability

C1- Provide any information that may serve to differentiate the firm from other firms in suitability to provide sponsor(s) or sponsorship for this particular application, including the firm's statement of apparent ability to provide sponsors for this particular type of sponsorship program as described herein and the stated needs of the Authority, and unique qualifications the firm feels are especially relevant for the scope. This may include explanations of the firm's vision as well as opportunities for potential sponsorships.

C2- Provide information on any innovative management techniques or methodologies offered by the firm that may be particularly suitable for the required sponsorship.

Certification Form

D-1-Complete the Certification Form (Exhibit "3") enclosed with RFQC, and provide a notarized original with response as section "D1" of the firm's Statement of Qualifications. (This one-page form submission will not be considered part of the 20-pages limit.)

6. SUBMITTAL OF STATEMENTS OF QUALIFICATIONS

One (1) original and three (3) copies, for total of four (4) sets of responses plus one complete copy must be provided via CD as a .pdf file, must be sealed in an opaque envelope or box, and reference to the **RFQC 927-10-0006** printed on the envelopes or boxes. Statements of Qualifications **must be physically received by SRTA** prior to the deadline indicated in the Schedule of Events (*Section 3 of RFQC*) at the exact following address:

**State Road & Tollway Authority
47 Trinity Avenue, 4th Floor
Atlanta, Georgia 30334
Attn: Barbara Harris Chappel**

No submittals will be accepted after the time set for receipt. Statements of Qualifications submitted via facsimile or e-mail will be rejected. SRTA reserves the right to reject any and all submittals.

7. ADDITIONAL TERMS AND CONDITIONS

Restriction of Communication



From the issue date of this (RFQC) solicitation until a successful proposer is selected and the selection is announced, proposers are not allowed to communicate for any reason with any members of the Selection Committee or SRTA, except for submission of questions as instructed in the RFQC, or during the proposer's conference (if applicable), or as provided by any existing work agreement(s). For violation of this provision, SRTA reserves the right to reject the proposal of the offending proposer.

Submittal Costs and Confidentiality

All expenses for preparing and submitting responses are the sole cost of the party submitting the response. SRTA is not obligated to any party to reimburse such expenses. All submittals upon receipt become the property of SRTA. Labeling information provided in submittals "proprietary" or "confidential", or any other designation of restricted use will not protect the information from public view if a request is made pursuant to the provisions of the Open Records Act. See Official Code of Georgia (O.C.G.A.) O.C.G.A. §§ 50-18-70 et seq.

Award Conditions

This request is not an offer to contract or a solicitation of bids. This request and any proposal submitted in response, regardless of whether the proposal is determined to be the best proposal, is not binding upon SRTA and does not obligate SRTA to procure or contract for any services. Neither SRTA nor any party submitting a response will be bound unless and until a written contract mutually accepted by both parties is negotiated as to its terms and conditions and is signed by the SRTA and a party containing such terms and conditions as are negotiated between those parties. SRTA reserves the right to waive non-compliance with any requirements of this Request for Qualified Contractors and to reject any or all proposals submitted in responses. Upon review of responses, SRTA will determine the party(s) and proposal that in the sole judgment of SRTA is in the best interest of the Authority (if any is so determined), with respect to the evaluation criteria stated herein. SRTA then intends to conduct negotiations with such party(s) to determine if an acceptable contract may be reached.

All Rights Reserved

SRTA reserves the right to use any materials provided in response to the RFQC as a part of the final RFP.

Joint-Venture Proposals

SRTA does not generally desire to enter into "joint-venture" agreements with multiple firms. In the event two or more firms desire to "joint-venture," it is strongly recommended that one incorporated firm propose and maintain status as the contractor with the remaining firms participating as major consultants.

Small and Minority Business Enterprise

It is the policy of the State of Georgia that small businesses, female-owned businesses and minority businesses have a fair and equal opportunity to participate in the State purchasing process. Therefore, the Authority encourages all small businesses, female-owned businesses and minority-owned businesses to compete for contracts to provide goods and services, and encourages vendors to solicit female-owned businesses and minority-owned businesses in procuring subcontractors and suppliers. This desire on the part of SRTA is not intended to restrict or limit competitive bidding or to increase the cost of the work. SRTA supports a healthy free market system that seeks to include responsible businesses and provides ample opportunity for business growth and development. Vendors and vendor subcontractors who utilize qualified minority subcontractors may qualify for a Georgia state income tax credits for qualified payments made to minority subcontractors. See O.C.G.A. Section 48-7-38.

Statement of Agreement

With submission of a proposal, the Proposer agrees that he/she has carefully examined the Request for Proposal, and the Proposer agrees that it is the Proposer's responsibility to request clarification on any issues in



any section of the Request for Proposal with which the Proposer disagrees or needs clarified. The Proposer also understands that failure to mention these items in the proposal will be interpreted to mean that the Proposer is in full agreement with the terms, conditions, specifications and requirements in the therein. With submission of a proposal, the Proposer hereby certifies: (a) that this proposal is genuine and is not made in the interest or on behalf of any undisclosed person, firm, or corporation; (b) that Proposer has not directly or indirectly included or solicited any other Proposer to put in a false or insincere proposal; and (c) that Proposer has not solicited or induced any person, firm, or corporation to refrain from sending a proposal.



Exhibit 1

GEORGIA 400 DATA

ABOUT SRTA

The State Road and Tollway Authority (SRTA) is the transportation infrastructure financing arm of the State of Georgia. SRTA's Vision is a commitment to providing cutting-edge solutions through financial, technological and service innovations. SRTA operates in two locations: headquarters in downtown Atlanta and at the toll plaza off Northbound GA 400.

ABOUT GA 400

GA 400 was first constructed in 1977 with a construction extension completing in 1993. The toll plaza is 18 lanes divided equally running both north and south bound. The corridor handles approximately 120,000 vehicles per day, around 41 million vehicles annually. Though GA 400 runs through four counties, the tolled portion of the corridor is just 6.2 miles.

Technology upgrades to the toll collections system were completed in 2006. Cruise Card users are now able to enjoy the benefits of using battery-free, paper thin eGO® Cruise Cards. Other initiatives may include selling the Cruise Card in retail outlets along the GA 400 corridor and throughout metro Atlanta.

ABOUT GA 400 USERS

GA 400 is predominantly a commuter corridor with typical rush hour traffic beginning at 6AM to 9AM and 4PM to 7PM, Monday through Friday. With over 149,000 active Cruise Card account holders, SRTA is able to sample and identify key GA 400 commuter attributes. Among the findings, 68% of these commuters are from Fulton County and 21% from Dekalb. Cobb, Forsyth, Gwinnett and Cherokee commuters contribute to the rest of the percentage. The customers of GA 400 have a median age of 35, and an average annual household income of \$75,000+. Each household typically has more than one car and most Cruise Card users live within a 17 miles radius of GA 400.

SRTA is now offering sponsors an exciting opportunity to reach out to GA 400 commuters. It's a targeted and cost effective way to reach a captured audience daily over an extended period. Over a hundred thousand drivers are on GA 400 every day and millions of impressions can be made to these commuters monthly.

TOLL PLAZA

GA 400 has seven toll booths on either direction. Drivers in the cashier lanes usually stop for 15-30 seconds waiting for the attendants to give them change or receipts and then for the traffic gate to open. In the cash lanes, drivers stop 5-10 seconds for the traffic gates to open after depositing their appropriate toll fare.

All toll booths are equipped with poster-ready displays. Sponsors interested in sponsoring a service at the Toll Plaza have the option of displaying their messaging at all 14 booths. Additional toll booth signage may be deployed. Gate covers may be put on the traffic gates and basket covers may be put on the coin baskets.

SRTA MAILERS/ BROCHURES

Sponsors have an opportunity to position their logos next to SRTA's in targeted communications that occur periodically. This opportunity will also allow sponsors' logos to appear on brochures and flyers, used to inform Georgians about the State's toll road system and the benefits of getting a GA Cruise Card.

CRUISE CARD BRANDING

Today, approximately 39 percent of all vehicles traveling the GA 400 use the windshield-mounted "Cruise Card," for



cashless payment of tolls. In efforts to keep cost down for potential Cruise Card account holders, SRTA is welcoming advertisers who are interested in getting their logos branded on new eGO® cards. The eGO card is paper thin and does not require a battery. The Cruise Card is supported by campaigns that include or have included: billboard advertising, radio, news releases, and brochures. When these campaigns occur, advertisers get an opportunity to co-brand with SRTA a product that will enhance the mobility of Georgians on GA 400!



09/13/2009



Cruise Card Customers

Cruise Card Customers Login here.
First time users can create an account.

Only \$10.00!

[Back To School Cruise Card Promotion](#)

[GEORGIA NAVIGATOR](#)

[SRTA Launches Atlanta Partners in Education Initiative](#)

[Pioneering Tolling Technology Sought by GA Toll Authority](#)

[Georgia Transportation Infrastructure Bank Now](#)

Select Online Payment Type

Violation Notice \$25.50

Notice Number (if applicable)

License Plate Number

Pay Now

PROMOTION MATERIALS

1. SRTA must pre-approve in writing the content of all material and handouts.
2. SRTA must pre-approve in writing any use of SRTA's name, logos, slogans, or other graphic representations referencing SRTA.
3. SRTA must pre-approve in writing the location and size of any sponsorship materials.
4. The Sponsor shall incur any and all costs associated with any and all sponsorship materials.
5. The Sponsor is not entitled to any additional benefits from SRTA other than as specifically set forth in the resulting contract entered into between Sponsor and SRTA.
6. Examples of sponsorship items which are not permitted, include but are not limited to:
 - a. permanent signage
 - b. signage in areas that SRTA believes may be distracting.
7. Examples of permitted sponsorship materials include, but are not limited to:
 - a. Booth signs,
 - b. Basket covers, and
 - c. Toll gate arm covers.



- d. Banners and flags are not permitted.



Exhibit 2

I-85 HOT DATA

ABOUT I-85 EXPRESS LANES

Georgia was awarded a \$110 million U.S. Department of Transportation Congestion Reduction Demonstration (CRD) grant in 2008 to help fund a pilot project on I-85 to reduce congestion by employing transit enhancements, innovative technology and variable toll pricing. The initial phase of the demonstration project—I-85 Express Lanes—is the conversion of a 15-mile stretch of High Occupancy Vehicles (HOV) lanes to High Occupancy Toll (HOT) lanes along Interstate I-85 from Chamblee Tucker Road in DeKalb County to Old Peachtree Road in Gwinnett County.

HOT lanes are limited-access managed lanes that enable eligible carpoolers and buses to use the lanes toll-free. Vehicles with two or fewer occupants can choose to pay a fee to use the lanes. The number of vehicles using the HOT lanes is controlled by changing the price (via electronic toll signs) in the corridor. For example, when traffic starts to become heavy in the HOT lanes, the price can be increased, resulting in a corresponding reduction in drivers choosing to use those lanes.

The I-85 Express Lanes will not be separated by a barrier, but will be controlled by gantries with tolling equipment and confirmation equipment in support of Gantry Controlled Access (GCA) for charging tolls and detecting violations. The 15 mile corridor will be split up into four southbound and five northbound tolling sections, and a separate toll will be charged for each section in which a vehicle travels. The support this, in each direction, each of the gantry locations will be tolling points and will include Radio Frequency Identification (RFID) equipment to read transponders and cameras for license plate image collection.

The I-85 Express Lanes will be dynamically priced so toll prices will fluctuate based on congestion levels. Dynamic pricing enables the HOT Lane to provide reliable travel times with peak hour speeds averaging 45+mph. It is estimated that an average trip length of 6-7 miles, will cost from \$.60 to \$6.00 depending on congestion. It is estimated that over 90% of customers will pay less than \$5.00 for their I-85 Express Lanes trip. It is estimated that over 25% of customers will use the I-85 Express Lanes for free.

The CRD program is being implemented by the Georgia Department of Transportation (GDOT), the State Road and Tollway Authority (SRTA), the Georgia Regional Transportation Authority (GRTA), and a number of federal, regional and local transportation partners.

I-85 HOT PROJECTED STATISTICS

| | |
|--|---------|
| Transponders and Accounts | |
| Existing Accounts | 158,030 |
| Existing Transponders | 259,413 |
| PeachPass Transponders Ordered | |
| FY 10-11 Interior Mounts | 250,000 |
| FY 10-11 Exterior Mounts | 20,000 |
| FY 12 Interior Mounts | 50,000 |
| FY 12 Exterior Mounts | 20,000 |
| FY 13 Interior Mounts | 50,000 |
| FY 13 Exterior Mounts | 20,000 |
| Estimated PeachPass Transponders Issued (Opening Year) | 200,000 |



| | |
|--|---------|
| Estimated PeachPass Non-Tolled and Carpool Transponders Issued | 28,000 |
| Estimated PeachPass Tolled Transponders | 172,000 |
| Estimated PeachPass Crossover Transponders (GA 400 Utilizing I-85) | 4,000 |

PEACH PASS TRANSPONDER PROFILE & DIMENSIONS

Peach Pass (I-85 HOT) marketing and sponsorship opportunities may include:

- Sticker Tag
- Sticker Tag packaging
- Peach Pass Website
- May include customer communications including account statements, emails, newsletters

Tag Details

Windshield Sticker Tag branded “Peach Pass”
 ISO 18000-6C (Manufactured by TransCore Inc.)
 Thin, flexible sticker format
 Low cost, easily installed
 Non-battery
 ISO 18000-6C protocol compatible
 Extended read range
 Customer-specific tag programming
 Custom color printing on windshield side
 Custom color labeling on driver side

1.25 x 4.25 inches





Exhibit 3
CERTIFICATION FORM

I, _____, being duly sworn, state that I am _____ (title) of _____
_____ (firm) and hereby duly certify that I have read and understand the information
presented in the attached proposal and any enclosure and exhibits thereto.

I further certify that to the best of my knowledge the information given in response to the Request for Qualified
Contractors is full, complete and truthful.

I further certify that the proposer and any principal employee of the proposer has not, in the immediately preceding five
(5) years, been convicted of any crime of moral turpitude or any felony offense, nor has had their professional license suspended,
revoked or been subjected to disciplinary proceedings.

I further certify that the proposer has not, in the immediately preceding five (5) years, been suspended or debarred from
contracting with any federal, state or local government agency, and further, that the proposer is not now under consideration for
suspension or debarment from any such agency.

I further certify that the proposer has not in the immediately preceding five (5) years been defaulted in any federal, state
or local government agency contract and further, that the proposer is not now under any notice of intent to default on any such
contract.

I acknowledge, agree and authorize, and certify that the proposer acknowledges, agrees and authorizes, that SRTA
may, by means that either deems appropriate, determine the accuracy and truth of the information provided by the proposer and
that SRTA may contact any individual or entity named in the Statement of Qualifications for the purpose of verifying the
information supplied therein.

I acknowledge and agree that all of the information contained in the Statement of Qualifications is submitted for the
express purpose of inducing the SRTA to award a contract.

*A material false statement or omission made in conjunction with this proposal is sufficient cause for suspension or debarment
from further contracts, or denial of rescission of any contract entered into based upon this proposal thereby precluding the firm
from doing business with, or performing work for, the State of Georgia. In addition, such false statement or omission may subject
the person and entity making the proposal to criminal prosecution under the laws of the State of Georgia of the United States,
including but not limited to O.C.G.A. §16-10-20, 18 U.S.C. §§1001 or 1341.*

Signature

Sworn and subscribed before me

This ____ day of _____, 2010.

NOTARY PUBLIC

NOTARY SEAL

My Commission Expires: _____