OPEN CONTINUOUS

REQUEST FOR QUALIFICATIONS/PROPOSALS
RFQP

URBAN FELLOWS QUALIFIED CONSULTANT REGISTRY

Submissions Only Due in Euna/Bonfire Portal

No Submission Deadline

Submit Questions and Submissions at Link Below:

https://beltline.bonfirehub.com/portal/?tab=openOpportunities

Open Registry Term: Three (3) Years
Contract Award at Qualification Stage: Ongoing

See FAQs on Page 2

Initial Issue Date: August 21, 2026

Atlanta Beltline

FAQs and Questions/Answers

Review the FAQs first - to save time!

Before submitting a question, ABI strongly encourages interested firms to review the FAQs below.

- **What if I have questions related to the solicitation?**
  Important: All inquiries, and questions must be submitted through the vendor portal "Euna/Bonfire". Please do not send emails or have communication outside of the vendor portal so that firms can remain in compliance with this process.
  This document contains questions received under the open continuous solicitation. This is a living document—we continue to review the questions and add new Q&As on a rolling basis. Check back regularly for updates.

- **How do a vendor or individuals find out about this opportunity and any changes/updates?**

  Please review the solicitation and addendum/addenda in the Bonfire Portal. If requirements change, ABI will issue an addendum in Euna Bonfire Portal under this Project's name.

- **How do I submit questions and inquiries?**

  Submit inquiries and questions using the "Q&A" feature within the ABI Euna/Bonfire Portal under the Project's name.

- **How do you register as a vendor?**

  Register with ABI as a Vendor:

  Atlanta Beltline, Inc. (ABI) utilizes Bonfire Interactive to post opportunities, notify firms, and receive submission electronically. Vendors are directed to visit the **ABI website at https://www.Beltline.org/procurement**. Next, follow the instructions and click the Bonfire vendor registration link to register your company. Registration is easy and free. Please be sure to select **commodity codes** based on the types of services listed on the ABI website and/or listed in the Bonfire registration portal.

  Already Registered? Click on the link below, see the current opportunities and log in. https://Beltline.bonfirehub.com/portal/?tab=openOpportunities As a registered vendor in the ABI Bonfire Portal, it will allow firms to download and receive all information pertaining to this opportunity.

- **When can an individual or firm submit qualifications proposals?**
  Please review the solicitation document submission requirements sections in the Bonfire Portal for instructions of submission requirements. Qualifications can be submitted anytime. There is no deadline to submit.

PROJECT HISTORY

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 an historic 22-mile railroad corridor circling downtown and connecting many neighborhoods directly to each other. 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. The City of Atlanta Parks Department is tasked with maintaining the Atlanta Beltline and this new facility will be used for that purpose for the west side of the Beltline corridor.

PROJECT PARTICIPANTS AND ROLES

Participants and Roles

The Project is being developed through Atlanta Beltline, Inc. and is funded using Tax Allocation District (TAD) funds. Roles and responsibilities of the parties are generally outlined below.

Atlanta Beltline Inc. (ABI) – Formed in 2006 by The Atlanta Development Authority d/b/a Invest Atlanta, ABI is the entity tasked with planning and implementation of the Atlanta Beltline project in partnership with various entities including the City of Atlanta. ABI's functions include specifically defining the Atlanta Beltline Strategic Implementation 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 implement all elements of the approved Atlanta Beltline Redevelopment plan, including the coordination of planning and execution with other City of Atlanta departments, and managing all vendors and suppliers.

The Atlanta Development Authority d/b/a Invest Atlanta (IA) – IA was formed in 1997 as a public body corporate and politic of the State of Georgia. 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.
https://beltline.org/about-us/peoplesproject/

ABI is committed to the practice of non-discrimination in the selection of team members and relationships with sub-contractors with a desire to reflect diversity in the participation of companies engaged in the Atlanta Beltline project. This project has a DBE goal. **The goal for the project has been set at 30%.**
However, nothing herein should indicate that a DBE may not apply and be selected independently, as DBEs that meet the qualifications of this RFQP are encouraged to submit their qualifications for consideration.

REQUEST FOR QUALIFICATIONS

Atlanta Beltline, Inc. ("ABI") is seeking Statements of Qualifications ("SOQs") and Proposals from **individuals and firms** with specialized, executive-level, technical, strategic, innovative, or other subject matter expertise that may support the Atlanta Beltline Urban Fellows Program.

ABI intends to establish a **Qualified Consultant Registry ("Registry")** organized by areas of expertise. The Registry may contain multiple qualified individuals or firms within the same category. Qualification for the Registry establishes that the consultant has met ABI's qualification requirements for consideration for future assignments. **Qualification does not constitute a contract award.**

This RFQP solicitation is being conducted as a **Special Procurement Method** and is structured as a **revolving, open continuous qualification process**. This is a two-step process. The contract phase is the third step for selected firms from the registry.

1. Establish a qualified pool of individuals and firms as needed that ABI may access when specialized expertise is needed on an **on-call, as-needed, or project-specific basis**;

2. Request proposals from appropriate qualified consultants when a specific need arises;

ABI will administer the solicitation through its **Euna/Bonfire procurement portal**. (https://beltline.bonfirehub.com/portal/?tab=openOpportunities.) All communications for this request shall be done only in the Euna/Bonfire Portal.

ADDENDA AND INTERPRETATIONS

Questions by prospective Respondents as to the interpretation of the RFQP document must be submitted in Bonfire no later than the time and date specified in the RFQP. Every interpretation made to a Respondent will be in the form of an addendum to the RFQ document. All addenda will be posted in Bonfire. It is the Respondent's responsibility to find out what addenda have been issued. All such addenda shall become part of the Agreement, and all Respondents shall be bound by such addenda, whether received by the Respondent. Please double check Bonfire to ensure that you have all documents that have been issued prior to submitting your response to this RFQP.

ABI shall not be bound by any information, explanation, clarification, or any interpretation, oral or written, by whosoever made, that is not incorporated into an addendum to the RFQP. No response shall be made to inquiries received later than the time and date specified in the RFQP

EX PARTE COMMUNICATION

Please note that to ensure the proper and fair evaluation of a proposal or bid, ABI prohibits ex parte communication initiated by a bidder, Respondent or Respondent to an ABI employee, consultant, contractor, volunteer, board member, graduate or undergraduate fellow, citizen, City of Atlanta official (i.e. city council member, mayor, etc.), or any ABI affiliates, evaluating or considering the proposal or bid prior to the time a selection has been made and the contract between the apparent successful respondent and ABI is executed. Communication includes but is not limited to fax, phone call, email, and in-person. Communication between a bidder, Respondent, or Respondent and ABI must be directed in writing to the Procurement Officer or other contact person designated by ABI only. The Procurement Officer or designated contact person will obtain the information or clarification needed. Ex parte communication may be grounds for disqualifying the offending bidder, Respondent, or Respondent from consideration or award of a bid or proposal (or any solicitation) and repeat offenders may be disqualified from responding to solicitations for future projects. After this solicitation has been published and until a contract is fully executed or the procurement is canceled or withdrawn, no bidder, Offeror or Respondent shall make direct contact with any member of ABI staff other than the person(s) listed on the first page of this solicitation. Furthermore, no person shall attempt to

communicate with any ABI employee, director, or officer, excluding the ABI Procurement Manager and the ABI Procurement Director, regarding this RFQP during its pendency.

Any individuals and/or firms can submit qualifications and/or proposal throughout the term of the solicitation based on the submission requirements listed herein. Submissions can be submitted anytime and when a new, emerging, or specialized area of expertise is identified.

PURPOSE AND APPROACH

The Urban Fellows Program is a pilot approach intended to provide ABI with access to specialized expertise to help the organization address complex and emerging strategic opportunities. The nature of the program may require expertise that:

- Is highly specialized;
- May be required intermittently rather than continuously;
- May be needed for a limited-duration initiative;
- May require national or industry-specific experience;
- May involve emerging technologies or practices; or
- May arise after the initial Registry has been established.

AREAS OF EXPERTISE QUALIFICATIONS

The initial Registry may include, but is not limited to, the following categories. An individual or firm may be qualified in one or multiple categories.

1 Safety, Security & Real-Time Operations

Potential expertise includes:

- Predictive risk modeling;
- Urban safety;
- Security operations;
- APD/EMS/private security coordination;
- Smart infrastructure;

- Lighting optimization;
- Emergency systems;
- CPTED;
- Major-event planning;
- Safety analytics; and
- User perception of safety.

2. AI, Technology & Smart Built Environment

Potential expertise includes:

- Artificial intelligence (AI);
- Digital twins;
- Pedestrian analytics;
- Congestion forecasting;
- Predictive maintenance;
- Computer vision;
- Smart infrastructure;
- Data analytics;
- AI-enabled systems;
- Data governance; and
- Privacy standards.

3. Revenue Innovation & User-to-Donor Conversion

Potential expertise includes:

- Revenue innovation;
- Behavioral economics;
- Micro-donations;
- Digital giving;

- QR/NFC technology;
- Geofencing;
- Corporate sponsorships;
- Experiential branding;
- Membership programs;
- Loyalty programs; and
- Long-term financial sustainability.

4. Procurement & Delivery Innovation

Potential expertise includes:

- Procurement process optimization;
- Procurement technology;
- Alternative delivery methods;
- Design build;
- CMAR;
- Progressive delivery;
- Prequalified vendor pools;
- Rapid contracting;
- Digital workflows;
- Automation;
- Contract standardization; and
- Risk allocation.

Any procurement-related recommendations or services must comply with ABI's applicable procurement requirements and may not independently authorize a departure from ABI policy or applicable law.

5 Policy Innovation, TAD/TIF & User Behavior

Potential expertise includes:

- TAD/TIF strategy;
- Public policy;
- Housing acceleration;
- Operations funding;
- Long-term sustainability;
- Legislative strategy;
- Behavioral analysis;
- Usage patterns;
- Capital investment alignment; and
- National benchmarking.

6. Communication Innovation & Public Engagement

Potential expertise includes:

- Strategic communications;
- Public engagement;
- Digital engagement;
- On-corridor storytelling;
- Interactive installations;
- Community outreach;
- Media partnerships;
- Cultural partnerships;
- Brand strategy; and
- Engagement of under-represented or under-engaged communities.

7. Executive Advisory, Organizational Design & Best Practices

Potential expertise includes:

- Executive advisory services;
- Organizational design;
- Governance;
- Decision rights;
- Organizational benchmarking;
- Process optimization;
- Leadership systems;
- Performance management;
- Accountability systems;
- Operating models; and
- Cross-functional organizational effectiveness.

8. Emerging or Specialized Expertise

ABI may establish additional Registry categories when an emerging or specialized need is identified. ABI is not limited to the categories listed in this solicitation. Respondents are encourage to submit other consultant categories not limited to categories listed herein.

GENERAL SCOPE OF SERVICES

Depending upon the specific assignment, qualified approved registry consultants may be requested to provide the following during a proposal request:

- Strategic advisory services;
- Executive-level advisory services;
- Subject matter expertise;
- Research and analysis;
- National or industry benchmarking;

- Strategic recommendations;
- Implementation planning;
- Pilot development;
- Program design;
- Facilitation;
- Technical analysis;
- Stakeholder engagement;
- Project leadership;
- Organizational assessments;
- Performance measurement;
- Best-practice research;
- Implementation support;
- Executive briefings and presentations; and
- Other professional services within the consultant's qualified area of expertise.

The actual scope of services will be established for each specific assignment during the proposal request stage.

8. QUALIFICATIONS

ABI seeks individuals and firms with demonstrated expertise appropriate to the area(s) for which they are seeking qualification.

Applicants should demonstrate, as applicable:

- Significant professional experience;
- Specialized subject matter expertise;
- Experience addressing complex challenges;
- Executive-level experience;
- Relevant project experience;
- Strong analytical capabilities;

- Strategic thinking;
- Ability to develop practical recommendations;
- Ability to translate recommendations into implementation;
- Strong written and oral communication;
- Cross-sector experience, where applicable; and
- Demonstrated outcomes from comparable work.

The Urban Fellows Program is intended to attract experienced professionals with a demonstrated record of addressing complex, cross-sector initiatives.

ABI may consider highly specialized expertise based on demonstrated qualifications, even when a respondent's experience does not follow a traditional consulting model.

SUBMISSION REQUIREMENTS FOR STATEMENT OF QUALIFICATIONS REQUIREMENTS

Step 1: Request for Qualifications submission.
Respondents shall submit the following through the Euna/Bonfire procurement portal in one PDF format file in the order listed below as shown. List each section in the submission package as shown below from section A – J. Please submit in the Bonfire Portal link shown on the cover page of this request.

A. Cover Letter

Identify:

- Identify the Area(s) of Expertise listed here in from Section **5. AREAS OF EXPERTISE that you or your firm qualify**
- List individual or legal business name;
- List Primary contact person;
- List Contact email, phone, address, and website (if applies);
- Organization type, if applicable;
- Authorized representative to sign contract, if applicable.

B. Professional or Organizational Profile

Provide a concise description of the individual's professional background or firm's organizational capabilities.

C. Areas of Expertise

Identify each Registry category for which the respondent seeks qualification.

D. Relevant Experience

Describe relevant professional experience and comparable assignments.

E. Representative Work

Provide examples of relevant work and, where possible, measurable outcomes.

F. Implementation Capability

Describe the respondent's ability to move from assessment and recommendations to implementation.

G. Availability

Describe the respondent's ability to provide services on:

- On call;
- As needed;
- Short-term;
- Project-specific; or
- Executive advisory basis.

H. References

Provide at least three professional references for comparable work, when available.

I. Conflicts of Interest

Disclose any actual, potential, or perceived conflicts of interest.

J. Other Information

ABI may request additional information, clarification, interviews, presentations, or documentation as necessary to determine qualifications.

EVALUATION PROCESS

ABI Procurement will review submitted qualifications in accordance with the requirements of this Special Procurement.

Evaluation Criteria based shall be based on pass or fail related to the listing below:

- Relevance of expertise;
- Professional qualifications;
- Comparable experience;
- Demonstrated results;
- Innovation;
- Implementation capability;
- Executive-level experience;
- References;
- Availability; and
- Other factors relevant to the requested Registry category.

ABI may qualify a respondent for one or multiple Registry categories.

ABI may request clarification or additional information before making a qualification determination.

QUALIFICATION NOT A CONTRACT AWARD

Inclusion in the Qualified Consultant Registry does not constitute a contract award. Registry qualification:

- Does not create a contract;
- Does not guarantee work;
- Does not guarantee compensation;
- Does not guarantee a minimum number of assignments;
- Does not guarantee a minimum or maximum dollar amount;
- Does not create an exclusive relationship with ABI; and
- Does not authorize the consultant to begin work.

This procurement may be canceled at any time if, in the opinion of ABI, the project goals are not achieved by awarding a contract, or the firms or individuals are considered non-responsive, or at the convenience of ABI. The procurement process may be revised at any time during the solicitation, selection, evaluation and negotiation phases up to the contract execution.

Rejection of Qualifications

ABI reserves the right to reject any or all qualifications, should this be deemed, in its sole discretion, to be in the best interest of ABI to do so. Submission information not prepared and submitted in accordance with the outline provisions of this RFQP which are incomplete, conditional, or obscure, and/or which contain additions not required, or irregularities of any kind, may be rejected as nonresponsive. ABI reserves the right to reject any qualifications in the judgment of ABI, to constitute any unbalanced information. Once this RFQ has been published, no Respondent shall make direct contact with any member of ABI staff. All communication shall be in the Euna/Bonfire Portal. **PLEASE DO NOT CONTACT OTHER ABI STAFF.**

PROPOSAL SUBMISSION REQUIREMENTS

ONLY FIRMS THAT ARE SELECTED FROM THE PREQUALIFIED REGISTRY FROM STEP 1 WILL RECEIVE AN EMAIL REQUEST FROM ABI TO SUBMIT A PROPOSAL.

Step 2: PROPOSAL REQUEST FROM APPROVED PRE- QUALIFIED LIST (ON-CALL/AS-NEEDED PROPOSAL REQUESTS

When ABI identifies a specific need, procurement, department, and/or department designee may request proposals from qualified Registry participants within the appropriate area of expertise.

The project-specific request may include:

- Statement of the specific need;
- Scope of Services;
- Deliverables;
- Schedule;
- Key personnel;
- Required qualifications;

- Availability;
- Proposed approach;
- Pricing or fee proposal;
- Hourly rates;
- Lump-sum pricing;
- Contract requirements; and
- Other applicable evaluation criteria.

ABI will determine the appropriate project-specific process consistent with the Special Procurement authorization and applicable ABI procurement requirements.

EVALUATION PROCESS FOR PROPOSALS

ABI Procurement will review submitted proposals in accordance with the requirements of this Special Procurement. Evaluation criteria shall be based on pass or fail related to the listing bulletize project specific listing above under the proposal submission requirements section.

PROTEST

All protests related to this procurement, the solicitation documents or process must be submitted for resolution to Atlanta Beltline, Inc.'s Procurement Director, sclark@atlbeltline.org

Such protest must be in writing and 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 must be submitted so that it is received by ABI no later than (5) business days following notification of the action by ABI. *A written final determination on any protest will be rendered by ABI and will be provided to the protester as soon as practicable.*

13. **Contract Terms and Conditions**

The contract phase is Step 3. The registry term is three years. The contract term for requested proposal is one year with an option for one year renewal. All firms selected from the pre-qualified list after submissions, evaluations, and selected proposals will enter step 3 phase. Please review Exhibit A in the Bonfire Portal under this Project's

name to view and understand the acceptance of Atlanta Beltline Inc. Contracting Process. Review General Terms and Conditions, Insurance requirements, additional documents, and checklist guidance. See documents required during the contracting phase. Please review and if there are any questions, please ask in the Bonfire Portal under the Q&A section for response.

END OF DOCUMENT