



CITY OF ATLANTA

SUITE 1900

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ATLANTA, GA 30303

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DEPARTMENT OF PROCUREMENT
Adam L. Smith, Esq., CPPO, CPPB, CPPM, CPP,
CIPC, CISCC, CIGPM, CPPC
Chief Procurement Officer
asmith@atlantaga.gov

Kasim Reed
Mayor

January 26, 2016

Dear Potential Proponents:

Re: FC-8627, Atlanta Streetcar Advertising

Attached is one (1) copy of **Addendum No. 2**, which is hereby made a part of the above-referenced project.

For additional information, please contact Elvis G. Gibbs, Business and Federal Transit Administration (FTA) Procurement Manager, at (404) 865-8751, or by email at eggibbs@atlantaga.gov.

Sincerely,

Adam L. Smith

ALS/egg



4. **Inclusion of Part V, Exhibit D1, Supplemental Conditions for Atlanta Streetcar Safety and Security Requirements**
Exhibit D1, Supplemental Conditions for Atlanta Streetcar Safety and Security Requirements for Part V, is hereby included dated 1/26/16 attached hereto as Attachment No. 3.
5. **Revision of Exhibit A.1, Scope of Services**
Exhibit A.1, Scope of Services, is hereby removed and replaced with a revised Exhibit A.1 dated 1/26/16 attached hereto as Attachment No. 4.
6. **Inclusion of Part V, Appendix C6, Atlanta Streetcar Vehicle Arrangement Drawings**
Appendix C6 under Part V, Draft Services Agreement, is hereby included dated 1/26/16 attached hereto as Attachment No. 5.

Addendum No. 2 for **FC-8627, Atlanta Streetcar Advertising** is available for pick-up in the Plan Room: City Hall, 55 Trinity Avenue, Suite 1900.

The Proposal due date HAS NOT been modified and Proposals are due on Friday, February 12, 2016 and should be time stamped in no later than 2:00 P.M. EST and delivered to the address listed below:

Adam L. Smith, Esq., CPPO, CPPB, CPPM,
CPP, CIPC, CISCC, CIGPM, CPPC
Chief Procurement Officer
Department of Procurement
55 Trinity Avenue, S. W.
City Hall South, Suite 1900
Atlanta, Georgia 30303

**** All other pertinent information is to remain unchanged****

ADDENDUM NO. 2

This Addendum No. 2 forms a part of the Request for Proposals and modifies the original solicitation package and any prior Addenda as noted below and is issued to incorporate the following:

1. Questions and Answers

Total of nineteen (19) questions dated 1/26/16 attached hereto as Attachment No. 1.

2. Revision of Part IV, Required Proposal Submittal Check Sheet

Part IV, Required Proposal Submittal check Sheet, is hereby removed and replaced with a revised Part IV, Required Proposal Submittal check Sheet dated 1/26/16 attached hereto as Attachment No. 2.

3. Revision of Part V, Draft Services Agreement, Section 4, Interpretation,

Interpretation provided in Section 4 is hereby removed and replaced with a new Section 4, Interpretation, hereto provided as follows:

4. Interpretation.

4.1 All capitalized terms used in this Agreement shall have the meanings ascribed to them in the Contract Documents and on Exhibit B attached hereto.

4.2 If there is a conflict between any of the Contract Documents, precedence shall be given in the following order:

- 1. Agreement*
- 2. Exhibit A – Services and Additional Requirements and Terms*
- 3. Exhibit A1 – Scope of Services*
- 4. Exhibit A2 – Revenue Proposal Form*
- 5. Exhibit B - Definitions*
- 6. Exhibit D - City Security Policies*
- 7. Exhibit D1 – Supplemental Conditions For Atlanta Streetcar Safety and Security Requirements*
- 8. Exhibit E - Dispute Resolution Procedures*
- 9. Exhibit E1 – Advertising Review and Approval Process*
- 10. Appendix A - Office of Contract Compliance Requirements*
- 11. Appendix B - Insurance and Bonding Requirements*
- 12. Appendix C - Additional Contract Documents*
- 13. Appendix C1 - Federal Transit Administration Required Clauses*
- 14. Appendix C2 - Federal Transit Administration Required Certifications*
- 15. Appendix C3 – System Safety Program Plan*
- 16. Appendix C4 – Atlanta Streetcar Advertisement Policy and Regulations*
- 17. Appendix C5 – Potential Advertising Elements*
- 18. Appendix C6 – Atlanta Streetcar Vehicle Fact Sheet and General Arrangement Drawings*

FC-8627, Atlanta Streetcar Advertising

Addendum No. 2

January 26, 2016

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Acknowledgment of Addendum No. 2

Proponents must sign below and return this form with your proposal to the Department of Procurement, 55 Trinity Avenue, City Hall South, Suite 1900, Atlanta, Georgia 30303, as acknowledgment of receipt of this Addendum.

This is to acknowledge receipt of **Addendum No. 2, FC-8627, Atlanta Streetcar Advertising** on this the _____ day of _____, 201__.

Legal Company Name of Proponent

Signature of Authorized Representative

Printed Name

Title

Date

Attachment No. 1

QUESTIONS

&

ANSWERS

Question 1: Regarding your Atlanta Streetcar Advertising solicitation is there an incumbent or is this a new-emerging opportunity? If there is an incumbent, are they qualified to bid?

Answer: This is a new procurement and does not have an incumbent.

Question 2: After reviewing the Atlanta Streetcar during the site visit; is this Vehicle considered a Siemens S70 Streetcar?

Answer: Yes.

Question 3: If the Atlanta Streetcar is in fact a S70, its external height is roughly 12.6 ft; its length is roughly 79.1 ft. To generate advertisement revenue from Companies and Organizations interested in investing in the Atlanta Streetcar growth, would the Mayor of the City of Atlanta and his Administration allow advertisement wraps on the external portion of all (4) four Atlanta Street Cars?

Answer: Advertisement Wraps are allowed however, they need to be part of a promotional partnership that delivers value for riders-at least for the first six (6) months to a year.

Question 4: Following a Site Visit, it was discovered that a ticket purchasing machine located at one particular Atlanta Streetcar Station on Auburn Ave near formerly known as the Atlanta Life Insurance Building would not accept the latest EVB Card or Smartcard to purchase a ticket to ride the Atlanta Streetcar. In fact, funds from a Breeze Card were eventually utilized to ride the Atlanta Streetcar. From a Marketing standpoint; having a positive reputation and ease of service for pursuing Customers is important to the success of the Atlanta Streetcar. Will future ticket purchasing machines accept the latest EVB Cards or Smartcards; Smartphones with banking capabilities; Marta Tokens and/or US Currency?

Answer: We are procuring additional cash accepting ticket vending machines. Atlanta Streetcar Mobile App development is in process, targeted launch of application Quarter one (1) of 2016. Atlanta Streetcar will work with the both vendors to look into also accepting EVB cards.

Question 5: It is understood that Atlanta Streetcar Advertisement is possibly a revenue builder for its services. Will the Atlanta Streetcar consider modeling advertisement sales after Seattle Streetcar which is operated by King County Metro of Seattle, Washington?

Answer: Yes.

Question 6: Will the Contractor responsible for advertisement management and sales of the Atlanta Streetcar have permission to strategically place Ad holders throughout the internal portion of the S70?

Answer: Yes.

Question 7: How many Riders have been recorded on the Atlanta Streetcar per 2 hour pass since its inception?

Answer: The current Atlanta Streetcar ridership data since inception is as follows:

<i>Month</i>	<i>Passenger Count</i>
<i>Dec 30-31, 2014</i>	<i>7,938</i>
<i>Jan-15</i>	<i>64,448</i>
<i>Feb-15</i>	<i>47,037</i>
<i>Mar-15</i>	<i>63,865</i>
<i>Apr-15</i>	<i>55,809</i>
<i>May-15</i>	<i>61,702</i>
<i>Jun-15</i>	<i>92,107</i>
<i>Jul-15</i>	<i>113,232</i>
<i>Aug-15</i>	<i>84,266</i>
<i>Sep-15</i>	<i>75,613</i>
<i>Oct-15</i>	<i>78,811</i>
<i>Nov-15</i>	<i>72,097</i>
<i>Dec-15</i>	<i>71,096</i>
<i>TOTAL</i>	<i>888,021</i>

Question 8: How many Riders have been recorded on the Atlanta Streetcar per 2 hour pass since the \$1.00 fair was implemented?

Answer: The Atlanta Streetcar ridership since the implementation of fare collection is not available at this time.

Question 9: Will the estimated time-frame or schedule of 15 minutes per arrival of Atlanta Streetcar at each Station on its route change?

Answer: No, the current time-frame is fifteen (15) minutes and will only change if during any unforeseen situation.

Question 10: Does the Atlanta Streetcar have a certain protocol on how to address vehicles found parked on the tracks along its route?

Answer: Yes, under this situation, the operators are trained to blow the vehicle's horn to alert the driver to move the parked vehicle. If there is no response, the operator shall notify the Dispatcher to arrange for vehicle removal along with on-site supervision and Atlanta Police Department.

Question 11: A. Will all advertisements be approved by the City of Atlanta prior to the Contractor installing Ads on the Atlanta Streetcar?

B. Furthermore, once these Ads are approved and/or the City of Atlanta later rejects or elects to remove the Ads before said contractual agreement terminates; will the Contractor managing the Atlanta Streetcar advertisements be held harmless should an Advertiser seek civil remedies?

Answer: A. The contractor will be responsible for accepting or rejecting ads based upon the advertising policy (Appendix C4 to the draft Services Contract in Part V of the RFP), which provides for an appeal to the city in the event of rejection.

B. The material terms of the agreement are set forth in the draft Services Agreement found in Part V of the RFP. There is no provision for the city to indemnify/hold harmless, and such a provision would be contrary to Georgia law.

Question 12: Does the City of Atlanta or MARTA provide the Contractor & its Employees with the Roadway Worker Protection Safety Training Program?

Answer: The City of Atlanta provides the Roadway Worker Protection Safety Training.

Question 13: Are Contractors installing advertisement wraps and signage externally and internally on the S70 Atlanta Streetcar considered Qualified Maintenance Personnel?

Answer: No.

Question 14: Will the Contractor be allowed to maintain Installation Logs of Maintenance regarding Advertisements?

Answer: Yes.

Question 15: Will the Contractor work with External and Internal Cleaning Crews of the Atlanta Streetcar regarding the installation of advertisement supplies?

Answer: Yes.

Question 16: What are the operating hours of the Atlanta Streetcars?

Answer: Mondays to Thursdays, 6:00 A.M. to 11:00 P.M.; Fridays 6:00 A.M. to 1:30 P.M.; Saturdays 8:30 A.M. to 1:30 P.M.; Sundays 9:00 A.M. to 11:00 P.M.

Question 17: What are the hours that most, if not all Atlanta Streetcars are available offline for Maintenance and/or Advertisement Installations?

Answer: Mondays through Thursdays, 11:30 P.M. to 3:30 A.M.; between Fridays and Saturdays, 2:00 A.M. to 5:30 A.M.; and on Sundays, 2:00 A.M. to 6:00 A.M. One of the spare vehicles will always be available.

Question 18: Will the Contractor and its Employees participate in Homeland Security Exercise Evaluation and Program (HSEEP) Training?

Answer: Homeland Security Exercise Evaluation and Program (HSEEP) training will not be provided under this Contract.

Question 19: Will the Contractor and its Employees receive Safety Training from Atlanta Streetcar?

Answer: Yes.

Attachment No. 2

**REQUIRED
PROPOSAL
SUBMITTAL
CHECK SHEET**

**Required Proposal Submittal
Check Sheet**

1	<p>Volume I – Informational Proposal:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Executive Summary <input type="checkbox"/> Organizational Structure <input type="checkbox"/> Experience and Qualifications of Key Personnel <input type="checkbox"/> Overall Experience, Qualifications and Performance on Previous Similar Projects <input type="checkbox"/> Management Plan
2	<p>Volume II – All Required Submittal Forms (if any of the required submittal documents are not submitted or incomplete within your Proposal submittal package, your firm may be deemed non-responsive). Required Submittal include but are not limited to:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Form 1; Illegal Immigration Reform and enforcement Act Forms <input type="checkbox"/> Form 2; Contractor Disclosure Form <input type="checkbox"/> Form 3; Proponent Financial Disclosure <input type="checkbox"/> Form 4.1; Certification of Insurance Ability <input type="checkbox"/> Form 4.2; Certification of Bonding Ability (N/A) <input type="checkbox"/> Form 5; Acknowledgment of Addenda <input type="checkbox"/> Form 6; Proponents Contact Directory <input type="checkbox"/> Form 7; Reference List <input type="checkbox"/> Form 8; Proposal Guarantee (N/A) <input type="checkbox"/> Form 9; Required Submittal Checklist <input type="checkbox"/> Authority to Transact Business in the State of Georgia <input type="checkbox"/> Appendix A – Office of Contract Compliance Forms 1 – 5 <input type="checkbox"/> Certification of Primary Participant <input type="checkbox"/> Certification of Lower – Tier Participant Regarding <input type="checkbox"/> Certification Regarding Lobbying <input type="checkbox"/> Disclosure of Lobbying Activities
3	Exhibit A.2 – Revenue Proposal
4	<p>Appendix C2 – Federal Transit Administration Required Certifications</p> <ul style="list-style-type: none"> <input type="checkbox"/> Certification of Primary Participant Regarding Debarment and Suspension <input type="checkbox"/> Certification of Lower-Tier Participant Regarding Debarment and Suspension <input type="checkbox"/> Certification Regarding Lobbying <input type="checkbox"/> Disclosure of Lobbying Activities
5	<ul style="list-style-type: none"> <input type="checkbox"/> Proponent’s Official Company Name: _____ <input type="checkbox"/> Company Physical Address: _____ _____ _____ _____
6	<ul style="list-style-type: none"> <input type="checkbox"/> President/Vice President/Owner Name: _____ <input type="checkbox"/> Title: _____ <input type="checkbox"/> Office Telephone Number: _____ <input type="checkbox"/> Direct Cell Telephone Number: _____ <input type="checkbox"/> Email Address: _____
7	<ul style="list-style-type: none"> <input type="checkbox"/> Primary Point-of-Contact Concerning RFP: _____ <input type="checkbox"/> Title: _____ <input type="checkbox"/> Office Telephone Number: _____ <input type="checkbox"/> Direct Cell Telephone Number: _____ <input type="checkbox"/> Email Address: _____

Attachment No. 3

EXHIBIT D1, SUPPLEMENTAL CONDITIONS FOR ATLANTA STREETCAR SAFETY AND SECURITY REQUIREMENTS

SUPPLEMENTAL CONDITIONS FOR ATLANTA STREETCAR SAFETY AND SECURITY REQUIREMENTS

1. SAFETY AND HEALTH REQUIREMENT

All work shall comply with all applicable state and federal safety and health regulations and industry standards, and in accordance with the City of Atlanta Streetcar System Safety Program Plan (SSPP) (see Appendix C3).

2. TRACK ACCESS PERMIT SYSTEM

All work shall be performed in accordance with the City of Atlanta Streetcar emergency shutdown process. The Contractor shall comply with standard operating procedures (SOPs) pertaining to the work to be done under this contract. At minimum, SOPs shall be applicable for work related to power distribution, removal and restoration, track access & LOTO. Further, the Contractor shall comply with the SSPP and the Security and Emergency Preparedness Plan, which can be reviewed at the City of Atlanta Streetcar Office of Safety.

3. ATLANTA STREETCAR ROADWAY WORKER PROTECTION TRAINING

All work will be performed in accordance with the Atlanta Streetcar Roadway Worker Protection Procedure, made part of the Supplementary Conditions. All personnel working on track roadway must receive the mandatory Atlanta Streetcar Roadway Worker Protection training before beginning work. Training shall be coordinated with the Contract Administrator or designee and conducted after the award of the Contract.

4. SITE-SPECIFIC SAFETY AND HEALTH PROGRAM

Work at the site shall not begin until the City has accepted the Contractor's Safety and Health Program. Implementation and enforcement of the Safety and Health Program for the forces of the Contractor and subcontractors shall be the responsibility of the Contractor. The following shall be described in detail:

1. Contractor's Management's Commitment and Leadership Policy Statement: This policy statement shall include:
 - a. Safety goals for the project.
 - b. Commitment of personnel and resources to adequately address safety.
 - c. Management's cooperation in working with the Authority to ensure a safe Worksite(s).
2. Safety Responsibilities of Personnel: For each of the responsibilities named below, the Contractor shall list the name and title of the responsible individual, scope of their authority, name of their immediate supervisor, and other duties assigned to them.
3. Safety program promulgation and execution responsibility.
4. Worksite(s) inspections responsibility. (if applicable)

SUPPLEMENTAL CONDITIONS FOR ATLANTA STREETCAR SAFETY AND SECURITY REQUIREMENTS

5. Project's first-aid medical treatment responsibility.
6. Employee protective devices:
 - a. Personal devices required.
 - b. Protective devices available.
7. Accident procedures.
 - a) Worksite(s) medical facilities.
 - b) Doctor/hospital arrangements:
 - i) Emergency.
 - ii) Non-emergency.
 - c) Worksite(s) accident devices:
 - i) First-aid supplies.
 - ii) Emergency transport.
 - d) Accident investigation.
8. Other safety and health features of the program:
 - a) Project substance abuse policy
 - b) Site-Specific Safety and Health Program shall not be modified without the approval from a representative of the office of Safety.

Attachment No. 4

EXHIBIT A1, SCOPE OF SERVICES

STATEMENT OF WORK

ATLANTA STREETCAR ADVERTISING

OVERVIEW

The building of the modern Atlanta Streetcar represents the first step in the dawning of a new era for transit – one that will begin to transform how we get around in our community. The section that opened for use in December 2014 represents Phase One of a grand vision for the Atlanta Streetcar. In the coming years, additional lines are planned, and project developers intend to expand service to additional neighborhoods and other popular destinations around the city.

Ultimately, the Atlanta Streetcar is destined to become part of a whole new system of local and regional transportation. Phase One offers last mile connectivity to the Peachtree Center for Metropolitan Atlanta Rapid Transit Authority (MARTA), the Atlanta BeltLine and other transit options, and additional phases will expand that service even further. The Atlanta Streetcar makes access easier within the city, and it also functions as a metaphorical link between the city's rich history with rail transportation and its evolution into a robust centerpiece of the New South and 21st century connectivity.

The East-West route serves as Phase One of the Atlanta Streetcar project, connecting the Centennial Olympic Park area to the Martin Luther King Jr. National Historic Site.

- **Route:** The East-West route features 2.7 running track miles with 12 stops.
- **Vehicle:** A modern electric streetcar made by Siemens.
- **Operation:** The system utilizes an overhead power system (single trolley wire) that operates on-street in lanes shared with other traffic.
- **Frequency:** Streetcars run approximately every 10 to 15 minutes, depending on ridership demand and traffic conditions.
- **Hours:** Service operates 7 days a week; Monday through Thursday from 6:00 a.m. to 11:00 p.m., Fridays from 6:00 a.m. to 1:00 a.m., Saturdays from 8:30 a.m. to 1:00 a.m., and Sundays from 9:00 a.m. to 11:00 p.m.
- **Fares:** The Atlanta Streetcar currently uses the same Breeze smart-card technology as MARTA bus and rail service. In this Request for Proposals, the Atlanta Streetcar is seeking proposals for the development and maintenance of an advertising program.
- **Benefits:** The Atlanta Streetcar provides a more sustainable and viable alternative to buses with less noise and fewer emissions.
- **Operating Cost:** Operational costs will be covered by fare box revenue, advertising, Atlanta Downtown Improvement District (ADID), Atlanta car rental and hotel motel tax, and federal funds.

GOALS & OBJECTIVES

The City of Atlanta requests the services of an experienced Out of Home advertising firm to maintain and develop the Department of Public Works Atlanta Streetcar advertising program through a directed sales effort to maximize revenue from national, regional, and local clients.

STATEMENT OF WORK
ATLANTA STREETCAR ADVERTISING

Maximizing revenue is the primary goal of this Request for Proposal (RFP) with the intent on utilizing high quality, state-of-the-art advertising techniques in order to increase the overall success on the advertising program; enhance the passenger experience; and promote the City of Atlanta and the Downtown Business community. The City will consider a term of five (5) years for the sale of advertising in and upon its stops, property, and rolling stock, which may include, but is not limited to:

- (1) Print advertising inside and upon its stops
- (2) Print advertising inside and upon its streetcars, (NOTE: Wraps may be considered if they are part of a larger campaign that delivers value for Streetcar riders)
- (3) Video displays inside its stops
- (4) Video displays inside its streetcars
- (5) Audio messaging in the streetcars and possibly on the platforms
- (6) Print advertising upon its utility and support vehicles
- (7) Branding on customer seating
- (8) Print advertising, banners, video displays or similar devices displayed upon its facilities, structures, and property. Attached are photos of the physical spaces noted.
- (9) Advertising on the Streetcar Web Site
- (10) Advertising on Streetcar Maps and other printed material
- (11) Advertising on the Streetcar ticket and Information APP

All advertising will be required to comply with the Atlanta Streetcar Advertising Policy in this RFP, (see Appendix C4). Proponents are encouraged to use aggressive strategies to improve the value and revenue potential of the contract. Proponents are also advised that the City of Atlanta seeks creative programs for Transit Advertising that respects the aesthetic environment, diverse cultural population that is appropriate to enhance the perception of the City of Atlanta and Downtown Community.

Attached in Appendix C6, please find a description of the Streetcar rolling stock and some initial schematics. More detailed schematics will be provided to selected proponent within a week of proponent selection.

Transit Advertising

Annual Payment Guarantee Proposals

The Contractor shall propose a minimum guarantee with an annual escalator and percentage revenue split over and above the guarantee amount. Such revenue split or percentage should increase when the advertiser is brought to the Proponent by representatives from the City of Atlanta. Proponent has the right to approve the companies that the City of Atlanta may pursue on their behalf. Upon contract award, the Proponent's minimum guarantees and percentage revenues become absolute and binding contractual obligations.

STATEMENT OF WORK
ATLANTA STREETCAR ADVERTISING

Approval of Advertising

The Atlanta Streetcar Department reserves the right to approve all materials, devices, and locations of advertising to be placed on the Atlanta Streetcar system. Traditional King, Queen, and Rear ad panels will be allowed along with full or partial vehicle wraps, pending approval from the Mayor's office. The contractor may offer to develop other advertising spaces and devices. The Atlanta Streetcar may accept or reject these items after review. At a minimum, the contractor shall utilize the standard advertising spaces on all streetcars and station stops in order to maximize sales.

Any "wrap" designs and related value added programs must be approved in advance by the Atlanta Streetcar and the Mayor's Office. All advertising will be subject to the Atlanta Streetcar's advertising policy contained herein.

Vehicles Requested to Display Advertising

When requested by the Contractor, the Atlanta Streetcar will attempt to make streetcars available for advertising clients to serve as a stationary promotional tool or for visual inspection. The Atlanta Streetcar will charge an hourly fee to cover direct operating costs when providing any streetcars for advertising promotions/The Contractor will be charged based upon Operator time to and from the event, time spent at the event, and any other directly assigned cost. Visual inspection of streetcars with advertising displays performed during revenue or non-revenue service hours will require a charge based on directly assigned cost.

Maintenance of Inventory and Advertising

Due to the nature of Streetcar operations and the safety measures required, the Contractor is obligated to contact the Atlanta Streetcar prior to the installation of advertising materials and/or equipment on the City of Atlanta's right of way or facilities. Safety precaution manpower that may be required, such as flagging, shall be charged to the Contractor. Repair or construction work related to streetcar stations and street furniture also requires the contractor to contact the Atlanta Streetcar along with other affiliated entities. Atlanta Streetcar reserves the right to inspect all work done by the Contractor or its agents. The Atlanta Streetcar shall be fully reimbursed for all inspection personnel and other personnel such as flagmen required for the safe completion of the work. The Atlanta Streetcar shall invoice the Contractor for these and all other expenses associated with the construction of new advertising structures and equipment. Until invoices are paid in full, the Atlanta Streetcar will not accept the installation as being complete and allow for the sale of advertising on that structure or equipment.

STATEMENT OF WORK
ATLANTA STREETCAR ADVERTISING

Contractor Responsibility

Due to heightened concerns for safety and security, vehicle wraps will not be allowed to cover any portion of windows. All direct application vinyl material must be warranted against damage to vehicle paint and exteriors upon removal. Their removal of advertising displays is the sole responsibility of the Contractor. In addition, the Atlanta Streetcar will not be liable for any damage to advertising materials. It is the Contractor's responsibility to repair any vandalism, graffiti, and accidental damage to advertising.

All materials used will be subject to testing and approval by the Atlanta Streetcar's Safety and Security Director. Upon award of contract, an Operating Plan shall be established so the contractor, the Atlanta Streetcar's Operations Offices and the City of Atlanta's Marketing and Partnership Department can develop a daily procedure for requesting utility and support vehicles, streetcars, and access to stations.

Atlanta Streetcar Public Information and Station Maps

The Atlanta Streetcar is requiring the transit advertising contractor to provide or reimburse the City of Atlanta for design, cartography, printing, and installation of Atlanta Streetcar map to include: the folded system map along with the streetcar station maps and public information, which are produced yearly. The contractor shall perform this process under the Atlanta Streetcar's supervision and approval or as a reimbursement to the Atlanta Streetcar upon completion. The contractor is encouraged to solicit advertising or sponsorships in association with the maps to offset the cost associated with this effort.

Advertising Related Fixturing Purchase

The Atlanta Streetcar plans to procure state of the art advertising fixturing and communication devices as suggested and recommended from contractor, working in conjunction with the Atlanta Streetcar marketing team. In the event that the contractor finds it more advantageous, and the Streetcar agrees, for contractor to purchase some or all of said fixturing or communication devices the Asset Purchase At agreement Termination provisions below will apply.

Asset Purchase at Agreement Termination

Upon termination of the current agreement the Atlanta Streetcar has the option to purchase all advertising devices from the current contractor at actual cost including installation less depreciation. Upon commencement of the new agreement the contractor shall purchase at an equal (or depreciated) cost, all advertising devices if the Atlanta Streetcar had exercised its purchase option at the conclusion of the first term.

STATEMENT OF WORK
ATLANTA STREETCAR ADVERTISING

Media Bank Barter Agreements

The Atlanta Streetcar is seeking advertising media support from the Transit Advertising Contractor in the form of radio, television, internet, outdoor billboards, magazines, and/or newspapers. The Atlanta Streetcar will use this advertising inventory to supplement its annual advertising budget for promoting Atlanta Streetcar services.

Proposals should include rate card value and the available media. For instance, a Proponent may choose to offer drive time radio on one or more stations on which it has available time.

In addition if the Proponent can cause its media partners to run PSA's that support the use of the Streetcar as part of a City Wide Green Initiative they should so state in the proposal. Any Media Bank Barter Agreement is separate and exclusive from the 20% promotional space requirements for the Atlanta Streetcar and the City of Atlanta – Mayor's Office and co-promotional messages on the transit system. The Proponent shall provide a proposal indicating the value and type of media that will be available to the Atlanta Streetcar and the City of Atlanta Mayor's Office each year. The Contractor shall provide a quarterly inventory of available media sources to the City of Atlanta's Director of Marketing Partnerships and /or the Atlanta Streetcar's designated executive, with a copy to the Advertising Contract Administrator. Each quarter, the Contractor shall provide a detailed list of barter and values used and remaining available barter along with affidavits for TV or radio, tear sheet for print, and documentation for all other types of media.

Promotional Space

The City of Atlanta and /or the Streetcar shall have the option to use up to 20% of the advertising space free of charge. This space will be used for the self-promotion of the Streetcar and/or City owned or supported events and the events sponsors. If provided artwork Contractor agrees to produce materials at their cost and the contractor shall place, maintain and remove the ads at their cost. The contractor will have the right to sell such space that is not used by the City of Atlanta or the Streetcar. Coordination of such activities will be through the City of Atlanta and/or the Streetcar.

Advertising Material Maintenance

The Contractor shall insure all advertising materials and units that hold the advertising are maintained and cleaned on a regular basis and agrees to submit bi-monthly photo-audits of all said materials and fixtures for Streetcar staff review. Violations of the contract will require the contractor to reimburse the Streetcar Department for the cost to perform the work necessary to cure the violation. Photographic evidence will be submitted to the contractor along with an invoice by the 10th workday of the following month. Payment by the contractor will be consistent with commission payments. Reimbursement cost will be based on the time and materials required and the labor rate will be based on the hourly rate of the staff required to perform the work.

STATEMENT OF WORK
ATLANTA STREETCAR ADVERTISING

Multiple Awards

The City reserves, at its sole discretion, the option to award to multiple Proponents. The award(s) will be based on the scope of work in its entirety or by components. Multiple awards may be made on the total scope of work or components of the scope of work.

Audience Data

The Atlanta Streetcar will endeavor to provide as much ridership (current and projected) as possible as well as data on the number of pedestrians and vehicles that will pass by the stations and cars during the immediate forthcoming 12 month period.

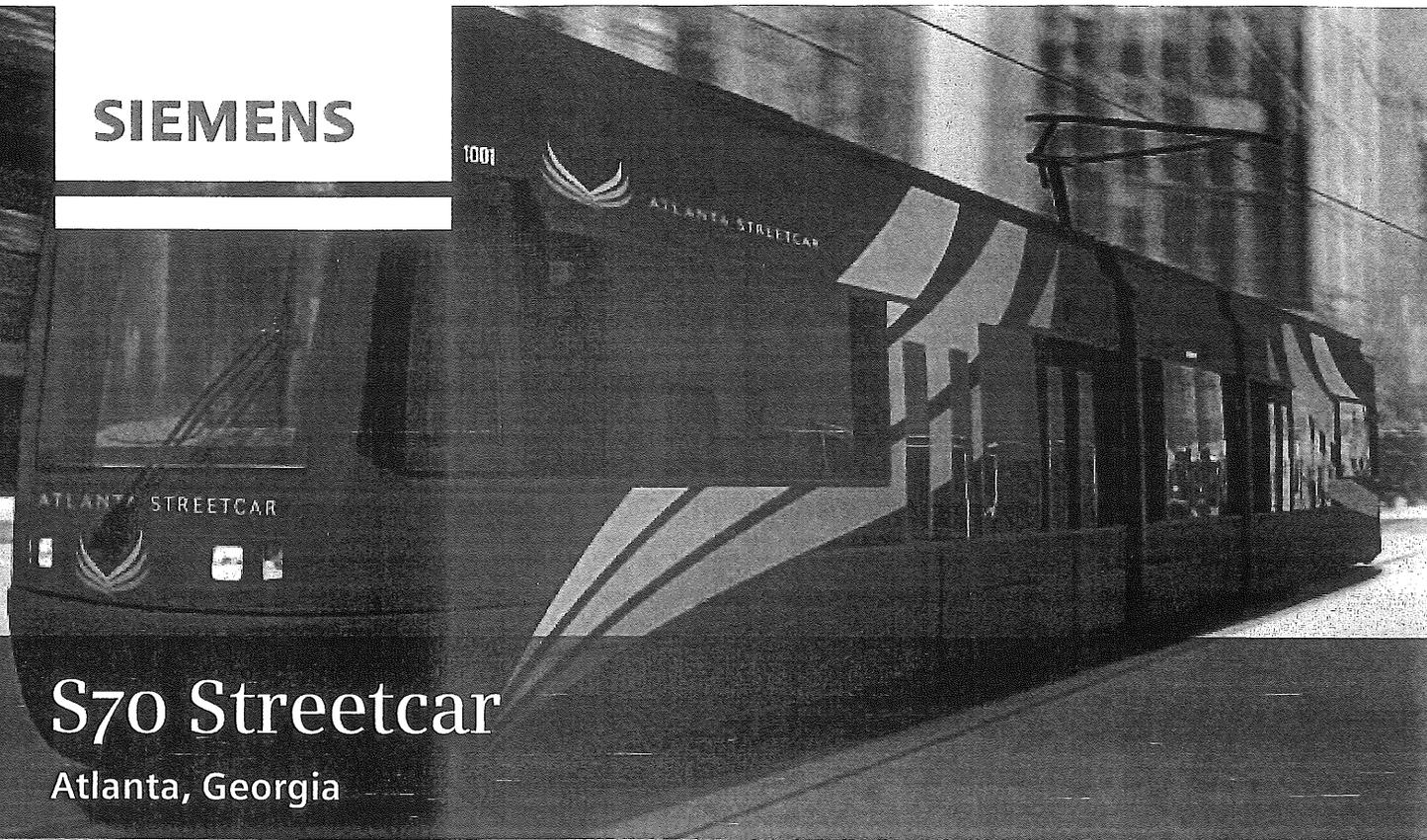
Advertising Placement

Contractor will be responsible for all costs associated with the contract, including but not limited to installation and removal of all advertising materials.

Attachment No. 5

APPENDIX C6,
ATLANTA
STREETCAR FACT
SHEET AND
GENERAL
ARRANGEMENT
DRAWINGS

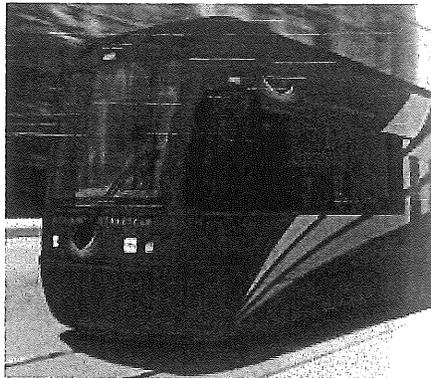
SIEMENS



S70 Streetcar

Atlanta, Georgia

Rail Systems



Streetcar is equipped with two power trucks (one under each end) and a non-powered center truck.

The interior of this S70 streetcar has been designed to maximize passenger space, incorporating a predominately knee-to-back seating arrangement. Each S70 Streetcar is equipped with eight (8) wide opening sliding plug doors all located in the low floor area, with four (4) to each side of the vehicle. The door spacing has been

optimized to allow for greater passenger flow entering and exiting the vehicle, which ultimately decreases the station dwell times.

In addition to the maximized passenger space and wide doorways the vehicle is also equipped with four designated wheelchair spaces allowing for priority seating to disabled passengers and hydraulic height control system to permit level boarding and exiting of the vehicle.

For the first time since 1949, Atlanta has revitalized their streetcar project with a 2.62 mile system running along the streets of the downtown area. Atlanta's streetcar system marks the inauguration of Siemens' first US built S70 Streetcar based on the service proven 70% low floor S70 light rail vehicle platform. The Atlanta Streetcar with a base fleet of four (4) vehicles are complementary elements of the City's Connect Atlanta Plan to increase urban mobility, sustainable development and livability of the city of Atlanta.

A steel carbody construction; fully bi-directional; double articulated; 70% low floor vehicle, ideal for street-level operation and built in the USA. Each six-axle S70

Performance and Capacity

Maximum operational speed	35 mph	56 km/h
Service acceleration and deceleration	3.0 mphps	1.34 m/s ²
Emergency braking rate	4.8 mphps	2.25 m/s ²
Passenger capacity	60 seats	Approx. 195 total passengers @ 6 p/m ²
		4 wheelchair spaces
Maximum operational gradient	7%	
Motor power rating	174 hp x 4	130 kW x 4
Catenary supply voltage	750 Vdc	

To maximize passenger comfort each vehicle is equipped with two roof-mounted HVAC units per LRV.

The S70 Streetcar utilizes a passenger information system consisting of operator and automated announcements, passenger-operator intercoms and interior and exterior electronic destination signs, as well as interior and exterior surveillance system for increased passenger safety.

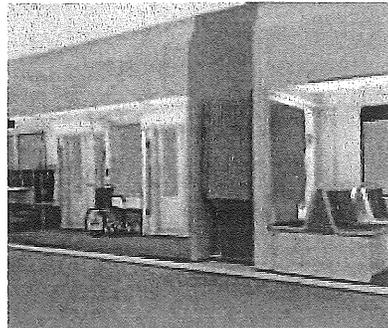
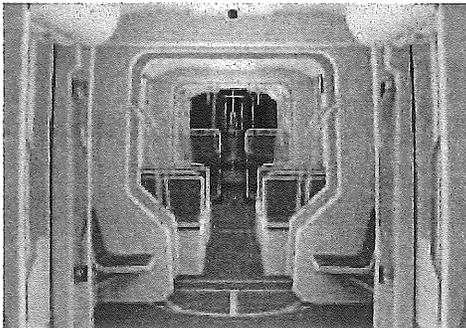
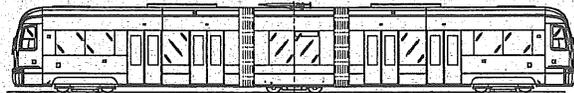
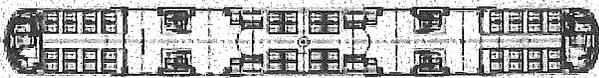
The S70 Streetcar is electrically powered from an overhead wire system (catenary) and for Atlanta operates at speeds up to 35 mph. Carrying upwards of 194 passengers in each vehicle and the ability to operate in multiple vehicle consists up to four (4). The S70 Streetcar has the capability of removing in excess of 770 automobiles off the road in turn helping cities decrease their CO₂ emissions.

The United Nations, in a study on World Urbanization, has stated that the population living in urban areas is projected to increase 2.9 billion by 2050. Our unique environmental portfolio makes Siemens the perfect partner for your cities' sustainable urban development.

United Nations Department of Economic and Social Affairs/Population Division vii World Urbanization Prospects: The 2009 Revision

Vehicle Dimensions and Weight

Length over anticlimbers:	79.1 ft	24110 mm
Width:	8.7 ft	2654 mm
Height with pantograph (locked down):	12.6 ft	3840 mm
Maximum pantograph height:	up to 23 ft	7000 mm
Vehicle empty weight:	96500 lbs (AW0)	43700 kg
Floor height above TOR:	3.2 ft	985 mm
Low floor section above TOR:	1.2 ft	356 mm
Minimum turning radius (standard):	82 ft	25 m
Minimum turning radius (option):	59 ft	18 m
Vertical curve, crest:	1150 ft	350 m
Vertical curve, sag:	820 ft	250 m
Track gauge:	4.7 ft	1435 mm
Wheel base:	6.2 ft (power trucks)	1900 mm (power trucks)
	5.9 ft (center truck)	1800 mm (center truck)

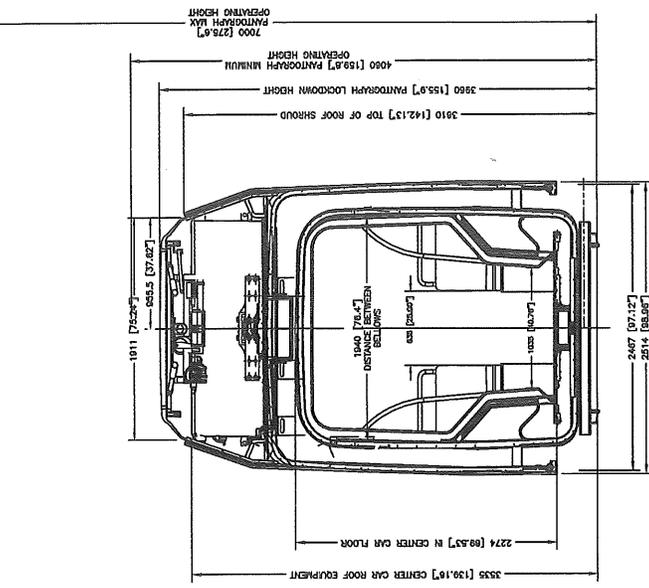


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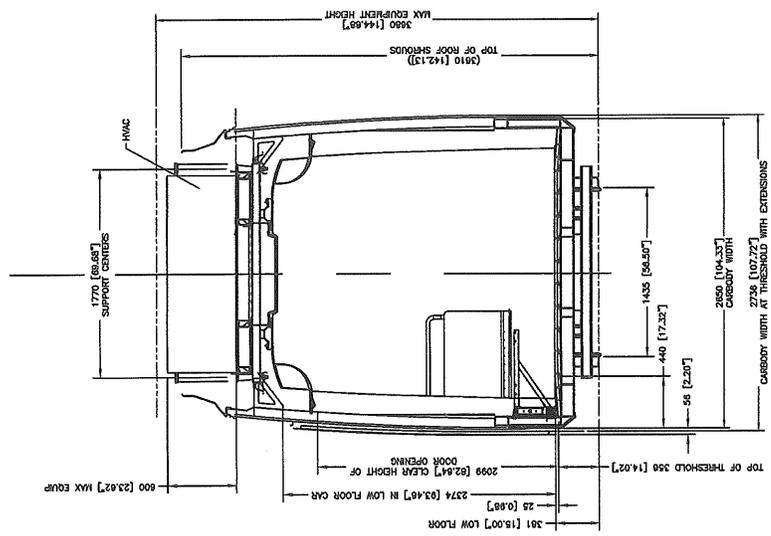
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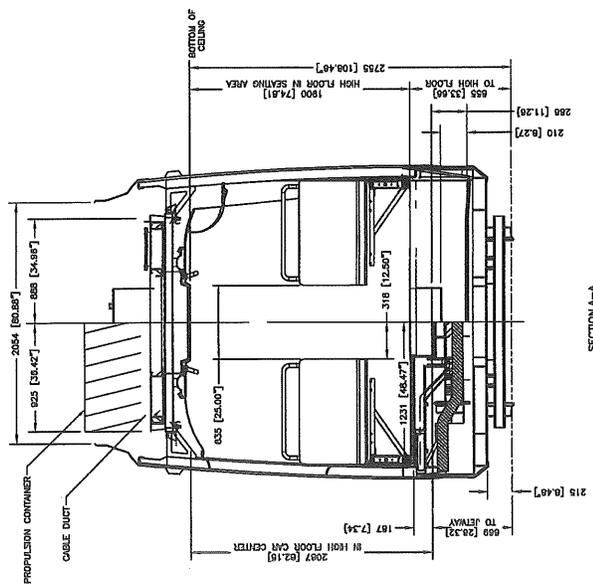
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SECTION C-C
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SECTION B-B
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SECTION A-A
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