
Capital Area Transportation Authority

Marketing Services Agency

Request for Proposal

Project # 2011- 101

Schedule of Activities

| | |
|--|--------------------------------------|
| RFP Released..... | July 29, 2011 |
| Written Questions due to CATA..... | August 23, 2011 |
| Pre-Proposal Meeting..... | Not Scheduled |
| CATA's Responses released..... | August 31, 2011 |
| Proposals Due..... | September 27, 2011, 2:00 PM |
| Orals/Interviews (<i>If held</i>)..... | October 10, 2011 |
| Tentative Award Date..... | November 17, 2011 |
| Contract Signed..... | December 8, 2011 |
| Contract Start Date..... | January 21, 2012 |
| Kick-off Meeting @ CATA..... | January 23, 2012 |
| Progress Meetings..... | On-going, weekly/monthly as required |

Issued on July 29, 2011

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Capital Area Transportation Authority Marketing Services Agency Request for Proposal Project #2011-101

SECTION I: PROCUREMENT PROCESS

I-A Issuing Office

This Request for Proposal (RFP) is issued by the Capital Area Transportation Authority ("CATA"), 4615 Tranter Street, Lansing, MI 48910.

All communications regarding this project during the procurement process must be addressed to CATA's Assistant Executive Director:

Debra Alexander
Assistant Executive Director
Capital Area Transportation Authority
4615 Tranter Street
Lansing, MI 48910
Fax: (517) 394-3733
Email: dwalexander@cata.org

I-B Project Management

The person designated to perform as CATA's Project Manager **AFTER AWARD** of the Project is named below. This person is not to be contacted by respondents prior to award. **The only CATA contact during the RFP process is CATA's Assistant Executive Director, named above.**

Laurie Robison
Director of Marketing
Capital Area Transportation Authority
4615 Tranter Street
Lansing, MI 48910
(517) 394-1100
(517) 394-3733 (fax)
Email: lrobison@cata.org

I-C Project Oversight

The oversight of this CATA Project is the responsibility of the CATA Project Manager named in Project Management Section above. The Contractor will be required to work with CATA staff and service agencies as directed by CATA throughout the duration of the Contract and provide monthly project updates to the CATA Project Manager. More frequent updates will be required during peak project periods.

I-D Incurring Costs

CATA is not liable for any costs incurred by any party prior to signing of a contract with that party and then only upon written authorization from CATA to proceed with the project.

I-E Contract Term

This is a five (5) year contract period. The activities in the CATA contract must begin no later than **January 21, 2012** and be completed by **January 20, 2017**.

I-F Contract Extension

CATA reserves the right to extend the terms of any contract resulting from this RFP for two (2) additional one (1) year periods; each such one (1) year period to require mutual agreement of CATA and the contractor. Any extensions are to be negotiated at a reasonable time (at least 60 days) prior to contract expiration. Any extension is to be agreeable to both CATA and the prime contractor. Any extension or request for extension will be in writing. CATA also reserves the right to expand or decrease service/use of the contract as conditions require.

I-G Contract Termination

Any contract resulting from this RFP may be terminated for default or convenience in accordance with the Termination clause of CATA's Standard Terms and Conditions (included herein by reference) or if CATA, in its sole discretion, is dissatisfied with the contractor's performance.

I-H Type of Contract

This is a fixed hourly rate contract.

I-I Questions /Changes to the RFP

Questions regarding this RFP must be submitted in writing. Questions should arrive at CATA no later than the date and time indicated on the Schedule of Activities Page of this RFP (see cover). It is the desire of CATA to provide the same information to all interested parties to ensure fairness and impartiality in the procurement process. To that end, CATA will not respond to telephone inquiries or personal visits. Prospective respondents are to submit all questions in writing via mail, email, or fax no later than the date stated on the Schedule of Activities Page above. Any changes made to this RFP, in response to the questions or concerns raised by proposers through correspondence received by CATA, will be put in writing to all firms indicating an interest in this project by the date stated on the above Schedule of Activities Page. No additional changes will be made in the RFP after such changes/answers are distributed.

I-J Pre-Proposal Meeting

A pre-proposal meeting is NOT scheduled.

I-K Proposals

To be considered, each respondent must submit a complete response to this RFP using the format provided in this RFP. No other distribution of proposals is to be made. An official authorized to bind the respondent to the proposal's provisions must sign this proposal in ink. All provisions of the proposal, including costs, must remain valid for a period not to exceed one hundred eighty (180) days from the date responses to this RFP are due. **Seven (7) hard copies of the proposal and one set of samples must be submitted to CATA, Attention: Debra Alexander, Assistant Executive Director, 4615 Tranter Street, Lansing, MI, 48910 at CATA by 2:00 P.M. on September 27, 2011.** Proposals must arrive by this date and time. Late proposals will not be considered for award. The respondent is solely responsible for the timely receipt of their proposal by CATA. All proposals submitted in response to this RFP will become the property of CATA and will not be returned to the respondent. All proposals are limited to 20 pages (including the cover letter). This does not include resumes and samples.

Proposals should include the following:

Experience of Assigned Staff, Skills and Computer Requirements

The successful vendor must fulfill the following personnel, skill, and computer requirements:

Knowledge and experience of proposed staff on an account similar in scope to CATA's must be demonstrated in the proposal. Some examples of work categories are creative development, design, production, photo editing, copywriting and proofing, Web design, social media, marketing research, marketing plan development and account management.

There are peak project times each year when multiple designers are needed simultaneously to handle work volume. At least one individual should have extensive knowledge of ADA and W3C standards for accessible communications. Vendors must provide resumes of proposed staff. List all services performed by all members of your staff who would work on the CATA account. Provide a detailed list of each person's area of expertise and any specialties.

The Marketing Services Agency is often asked to produce time-sensitive projects, such as resizing or creating artwork on a quick turnaround. Skilled agency personnel must be available to meet these needs.

CATA will not pay any fees associated with translating its current data files into alternate hardware and/or software formats. In addition, should the successful vendor wish to translate CATA data files into new formats, CATA personnel will not dedicate time to review or proofread translated files, and the agency will be responsible for ensuring the accuracy of data file translations and will be required to reimburse CATA for any costs arising from any data file errors (i.e., staff time in proofing or reprinting materials).

Include samples project with brief background explanation, purpose and effectiveness. Itemize each project's billable hours, broken out by production, creative design, Web site updates and marketing planning (see Hourly Rates section for details). Total project price to the client should be included. Client contact information (contact person, company name, address, telephone number, email address) should be included for CATA to check references. These samples should be from different clients and different campaigns. Submit the following:

- Producing CATA bus schedules, maps and Web site content maintenance (some Web development) are the major components of this contract. Samples of two projects with elements that demonstrate capabilities to produce this type of work by the agency must be provided to demonstrate expertise.
- Samples of two Web site projects completed by the agency and information on past experience with ongoing content management, list of the various systems or content management systems used by the firm and years of experience must be provided to demonstrate Web site programming and design skills.

Experience With Like Clients

Describe all agency personnel experience with projects similar to those listed under the RFP Major Projects under *Scope of Services* who would be assigned to the CATA account. The name(s) of the account representative(s) and their qualifications must be provided as well as a description of the services that this individual will provide in their role as account representative. The Marketing Services Agency will provide dedicated account representative services at no charge to CATA. Provide a list of five client references for agency projects conducted over the past 3 years, for projects similar to those specified in the RFP Major Projects section of the *Scope of Services*. Include a detailed description of the scope of work produced for each client. The reference list of five (5) current clients must include: company name, address, telephone number, email address, and contact person. The vendor should also submit a list of company names for all current clients. Prior experience with public transportation systems is highly desirable.

List of Qualifications and Resumes

Knowledge and experience of proposed staff must be demonstrated in the proposal. Vendors must provide resumes of proposed staff. List all services performed by all members of your staff who would work on the CATA account. There are peak project times each year requiring many hours by design staff are needed simultaneously to handle work volume. At least one individual should have extensive knowledge of ADA and W3C standards for accessible communications.

Hourly Rates and Fees

CATA will pay one flat hourly rate for all work performed under this contract including, but not limited to:

- Production – copywriting, proofreading, copy revision, production art and art and copy manipulation
- Creative design and Web site content updates – original art and computer design and programming
- Marketing planning – i.e., plan for specific community relations or service awareness issue
- Account management – marketing planning, meetings, budgeting, media buys, etc.
- Delivery and pick-up costs – express mail, standard mail, etc.

Most agency hours will be spent in the production of signs, maps, timetables and Web site updates.

Delivery and Other Costs

All delivery and pick-up costs are to be included in the flat hourly rate. Pre-addressed express mail mailing labels with the agency's billing ID number will be provided to CATA for use in mailing non-electronic materials to the agency. If when calling the agency CATA would incur a long-distance telephone charge, a toll-free telephone number must be available for CATA to use in calling and faxing the agency.

Speculative work is not to be performed in conjunction with this proposal and CATA will not pay for any speculative work undertaken as part of this RFP process.

I-L Oral Presentation

Respondents may be required to make oral presentations of their proposals. These presentations provide an opportunity for the respondent to clarify the proposal through mutual discussion. This is not a time to simply review the contents of the proposal, but to present to CATA the uniqueness of the respondent's team in meeting the requirements of this RFP. Key personnel proposed to handle the CATA account, at a minimum, the proposed account manager, should be part of the presentation. CATA further reserves the right to interview the key personnel assigned by the successful respondent to this project and to recommend reassignment of personnel deemed unsatisfactory by CATA. If held, the presentations will take place on October 10, 2011, with a maximum of 30 minutes allowed for each presentation followed by 30 minutes for questions and answers.

I-M Selection Criteria

CATA intends to issue a contract to the agency whose proposal best conforms to the solicitation. CATA may schedule oral presentations by top candidates before the proposal is awarded. If an oral presentation is required, the vendor shall be responsible for all related costs including travel, meals, lodging, etc.

Each proposal will be evaluated against the following criteria, listed in order of importance:

1. Capabilities, skills and qualifications of the agency and key personnel.
2. Work experience of the agency and key personnel (in-house and sub-contracted) to perform the work specified under the Major Projects section in the RFP *Scope of Services*.
3. Quality and relevance of previous work samples (specified in Proposal section of the RFP).
4. Evaluation of the information from client references.
5. Analysis of hourly rates. Project development time for the work samples will be evaluated in order to assess typical project costs and efficiency in developing projects.
6. Evaluation of the oral presentation (if conducted).

7. Attainment by the vendor of CATA's Disadvantaged Business Enterprise (DBE) goal for this project, as stated in the Bid Conditions and Instructions.

Selection will be based on information provided by the vendor. CATA is not responsible for locating or securing any information that is not identified in the proposal but may do so at its discretion.

I-N Acceptance of Proposal Content

The contents of this RFP, its attachments, and the proposal will become contractual obligations if a contract ensues. Failure of the successful respondent to accept these obligations may result in elimination of the respondent from the selection process. CATA further reserves the right to interview the key personnel assigned by the successful respondent to this project and to recommend reassignment of personnel deemed unsatisfactory by CATA.

I-O Economy of Presentation

Each proposal should be prepared simply and economically, providing a straightforward, concise description of the respondent's ability to meet the requirements and objectives of this RFP. Emphasis should be on completeness and clarity of content.

I-P Primary Contractor Responsibilities

The selected contractor (Primary Contractor) will be required to assume responsibility for all services offered in its proposal whether or not the contractor performs them. Further, CATA will consider the selected respondent to be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the contract. If any part of the work is to be subcontracted, the prime contractor must provide a complete description of work subcontracted. All subcontracted work to which costs will be passed through CATA or outside services such as printing, mailing services, or media production contracted on CATA's behalf must comply with CATA's procurement procedures. All bidding summary sheets must be attached to subcontractor receipts/invoices and sent to CATA. Any sole-source awards must be documented, and this documentation must be attached to the invoice coming to CATA.

The primary contractor is responsible for adherence by the subcontractors to all provisions of the contract. CATA must review and approve in writing all subcontractors. All subcontractors must be included in the initial proposal with descriptions of the firm's qualifications and the qualifications of the key individuals assigned to this project. The primary contractor is responsible for any subcontractor's project quality and performance in meeting deadlines.

The primary contractor should make every effort to include Disadvantaged Business Enterprises in this project.

I-Q Independent Price Determination

By submission of a proposal, the respondent certifies, or, in the case of a joint proposal, each party thereto certifies as to its own organization, that in connection with this proposal:

- The prices in the proposal have been determined independently and without consultation, communication, or agreement for the purpose of restricting competition as to any matter relating to such prices with any other respondent or with any competitor.
- Unless otherwise required by law, the prices that have been quoted in the proposal have not been knowingly disclosed by the respondent prior to award, directly or indirectly, to any other respondent or to any competitor.
- No attempt has been made or will be made by the respondent to induce any other persons or firm to submit or not submit a proposal for the purpose of restricting competition.

- Each person signing the proposal certifies that she/he:
 - Is the person in the respondent's organization responsible within that organization for the decision as to the prices being offered in the proposal and has not participated (and will not participate) in any action contrary to the bullets above.
 - Is not the person within the respondent's organization responsible for the decisions as to the pricing being offered in the proposal, but has been authorized, in writing, to act as an agent for the persons responsible for such a decision and certifying that such persons have not participated (and will not participate) in any action contrary to the bullets above.

I-R Contract Payment Schedule

The Director of Marketing or their designee will provide individual project budgets before any work is authorized to begin. The Marketing Services Agency must keep project costs within that amount unless the Director of Marketing agrees to a change before costs are incurred. The vendor must list specific CATA budgeted marketing projects and activities for each item/service charged to CATA on invoices.

Agency invoices and subcontractor receipts/invoices should clearly show that no mark-up costs, commissions or sales tax were incurred. CATA will not pay mark-up or tax on any outside services such as printing, mailing services or media production, which are obtained by the Marketing Services Agency on CATA's behalf. CATA may pay for outside services directly to avoid any mark-up or sales tax.

Payments will be made on a 30-day payment cycle. The selected vendor will invoice CATA monthly for the work completed in the previous thirty (30) days. CATA will pay for both hours and expenses that occurred in that 30-day period. Allow thirty (30) days for payment from the date the invoice was received by CATA. If the vendor would like CATA to consider another payment plan, that request should be specified in the proposal.

SECTION II: STATEMENT OF WORK

II-A Background

CATA is the regional public transportation provider for the Greater Lansing area. CATA currently provides transit service to the cities of Lansing and East Lansing, the Townships of Lansing, Delhi, and Meridian and Ingham County. CATA operates over 30 fixed bus routes in the urban area and demand-response services in the rural Ingham area as well as in Delhi and Meridian townships and the Cities of Mason and Williamston. CATA also provides a demand-response service designed to meet the needs of persons with disabilities in the urban area, called Spec-Tran. CATA provided 11.35 million passenger trips in FY10. Approximately 3 million of those rides occurred on MSU campus that year. CATA became the sole operator of transportation services on the campus of Michigan State University (MSU) in August of 1999.

Marketing efforts focus on the provision of clear, accessible information about CATA services. Service information is produced for schedules, images, print brochures, Web postings, information signs, MP3 and large print formats. In addition, various Marketing projects such as: brochures and bus passes, promotional item art preparation, etc., are conducted in whole, or in part, by the Marketing Service Agency.

II-B Objectives of the Project

See below.

II-C Scope of Work

The Marketing Services Agency work will be coordinated by the CATA Director of Marketing with the exception of sign projects, which will be coordinated by the Service Planning and Scheduling Manager.

Qualified vendors must offer the following services/capabilities in-house to produce high-quality, timely deliverables:

- Mapping and timetable production- The agency will be provided master schedule files in Illustrator CS. If any other software is used by the agency, any conversion time will be at the vendor's expense. Visit www.cata.org to view electronic map versions. Print schedule versions are available inside the CATA Transportation Center at 420 S. Grand Avenue in Lansing as well as at many other area locations.
- Web site programming & design to post content updates such as Rider Alerts, events, schedules, job posting, procurement documents, news releases, etc. CATA may periodically review and, at its discretion, share or manage in whole or in part, Web content management, in order to achieve defined strategic objectives.
- Oversight, from A-Z, on projects including copywriting, graphic production, proofreading, photography, illustration, bidding, press checks, etc.
- Extensive knowledge and assessment tools to meet ADA and World Wide Web Consortium (W3C) Web accessibility standards .
- Community relations examples.
- Advertising production/placement in defined media outlets.
- Project management- Account Manager must produce and email a bi-weekly (minimum) project update report to CATA Director of Marketing.
- Must work cooperatively with CATA Web Hosting vendor on Web site issues.

This proposal will produce high volumes of work, often concentrated at service change periods (generally April and August). Given the importance of service information to the customer, the Marketing Services Agency must be prepared to dedicate appropriate personnel to produce accurate, usable, and accessible materials in a timely fashion.

Major CATA Marketing Services Agency Projects

Most service change work occurs April/August and November/December.

1. Update/develop master map/schedule files to produce and print 30+ schedules in regular/ large print/Web format as well as various maps for print, Web, and display signs. Current *Illustrator CS* bus schedule art files will be provided to the vendor awarded the contract. Develop two map formats for each route – one for print schedule/large print/Web postings and one for bus map/schedule information signs at bus stops.
 - Produce approximately 500 individual bus map/schedule sign insert files in a printable PDF format. CATA prints these sign inserts.
 - All maps and schedules are posted on the CATA Web site as well as service descriptions, news and event dates, etc.
 - The successful vendor is responsible for posting requested Web site changes on an as-needed basis. On any given day, CATA may have 2 - 5 information updates to post to the site. The Marketing Services vendor must be able to make these changes in a timely manner. Most postings require a same-day turnaround.
2. Prepare art files and coordinate with printing vendors annually to produce magnetic bar-coded fare media.
3. Design, production, proofing and print coordination of bus interior display cards, brochures, etc.
4. Many other miscellaneous projects such as art for promotional items, meeting displays, etc. are assigned to the vendor on an as-needed basis.

Note:

Advertising – The vast majority of CATA advertising and media buying is contracted to an advertising agency. The CATA advertising agency is the primary vendor for CATA creative production and media placement.

Web site – the only Web site work included in this RFP is the design and programming necessary to post service changes or temporary information such as detours, event notices, and Web content management. The CATA Web site Hosting Agency handles all major Web site design, e-commerce and hosting services for CATA.

II-D CATA Responsibility

CATA will provide the following to the contractor:

- Electronic files of past projects assigned to the Marketing Services Agency.
- Hard copy samples of materials included in the scope of this RFP.

II-E Deliverables

Marketing Services Agency deliverables are outlined in the Major Projects Section under Scope of Work

II-F Proposal Requirements

See Section I-K, Proposals.

II-G Cost of Project

Respondents to include with their proposal detailed and complete project cost (See Section I-K, Proposals, above). Vendors are to provide a single cost per hour of all services and personnel under this contract.

SECTION III: COMPLIANCE REQUIREMENTS

III-A FTA and MDOT Required Clauses

The Contractor will comply with all relevant provisions required by the Federal Transit Administration (“FTA”) and the Michigan Department of Transportation (“MDOT”) including but not limited to the following:

1. Energy Conservation Requirements
2. Clean Water
3. Lobbying
4. Access to Records and Reports
5. Federal Changes
6. Clean Air
7. No Government Obligation to Third Parties
8. Program Fraud and False or Fraudulent Statements and Related Acts
9. Termination (See Section 12.0)
10. Government Wide Debarment and Suspension (Nonprocurement)
11. Civil Rights
12. Disadvantaged Business Enterprises
13. State and Local Requirements

The Web site address of the Federal Transit Administration is www.fta.dot.gov/index.html

The Web site address of the Michigan Department of Transportation is www.mdot.state.mi.us

The Contractor shall furnish to CATA upon request, certificates of compliance with all such laws, rules and regulations. The Contractor shall, at its own expense, be responsible for obtaining all necessary permits and licenses required for performance of the Contract.

All contractual provisions required by FTA as set forth in FTA Circular 4220.1D, are hereby incorporated by reference. The Contractor shall not perform any act, fail to perform any act or refuse to comply with any CATA requests which would cause CATA to be in violation of the FTA terms and conditions.

III-B Disadvantaged Business Enterprises

Disadvantaged Business Enterprises (DBE) are encouraged to bid on this project. Any applicable DBE firm’s certifications must be included in the proposal. Cost Proposals must list the amount and activity of service provided by the DBE firm, as applicable. Information on becoming certified as a Disadvantaged Business Enterprise is available from Michigan Department of Transportation (MDOT) at the following Web site address: <http://mdot270.state.mi.us:8080/UCP/HomePageServlet>.

III-C Compliance with Laws

The Contractor shall comply with all federal, state, and municipal laws, ordinances, rules, regulations, and orders, including but not limited to:

1. Rules and Regulations of the Department of Transportation may promulgate to accomplish the purpose of P.A. 339 of 1990.
2. Lobbying Disclosure Act of 1985; must be signed by respondent and included in proposal submittal.
3. Surface Transportation Assistance act of 1982 (“Buy America Act”); must be signed by respondent and included in proposal submittal.

4. Debarment Certification per 49 CFR 29, Appendix C; must be signed by respondent and included in proposal submittal.
5. Non-Discrimination Clause per 49 CFR, Part 26
6. Prohibition of Discrimination per Michigan Public Act 453, Public Acts of 1976

Upon request, Contractor shall furnish to CATA certificates of compliance with all such laws, rules and regulations. The Contractor shall, at its own expense, be responsible for obtaining all necessary permits and licenses required for performance outlined in this RFP. Information regarding the regulations listed above may be obtained from the Federal Motor Carrier Safety Administration at www.fmcsa.dot.gov/rulesregs/fmcsr/fmcsrguide.htm

III-D Ownership

All original documents, calculations, and work product produced by the contractor, whether produced on paper or on electronic media or otherwise in performance of the contract, shall be the property of CATA. The contractor shall have the right to retain a copy of such documents, calculations, and work product. The contractor shall make available to CATA copies of all contractor correspondence, notes, and other papers relating to the work, upon request of CATA. All works of original authorship created in the scope of this contract are "works made for hire", as that term is used in connection with the U.S. Copyright Act. To the extent that by operation of law the contractor retains any intellectual property rights to any work product, the contractor hereby assigns to CATA all right, title, and interest in such work product, including copyrights and patents. The work product produced by the contractor in performance of services under this contract is intended for use by CATA solely for the purpose intended. Any use or reuse of such work product by CATA for any purpose other than its intended purpose shall be at the sole risk of CATA and without any liability or responsibility of the contractor. To the extent that the work product produced by the contractor contains standard design or construction details or other standardized material previously developed by the contractor in its professional architectural, engineering, and planning practices, then the contractor shall have the right to reuse any such material on other products for other clients or persons without the prior knowledge or permission of CATA and without the payment of any compensation to CATA, provided that the reuse or continued use of such material contains no CATA identifying information or confidential information.

III-E News Releases

News releases pertaining to this RFP or the services, study, data, or project to which it relates will not be made without prior written CATA approval and then only in accordance with the instructions from CATA's Executive Director.

III-F Audit and Inspection of Records

In the case of all negotiated contracts, and contracts for construction, reconstruction, or improvement of facilities and equipment which were entered into under other than competitive bidding procedures, the Contractor agrees that the grantee, the Comptroller General of the United States, or any of their duly authorized representative shall, for the purpose of audit and examination, be permitted to inspect all work, materials, payrolls, and other data and records, and accounts with regard to the project. Further, the Contractor agrees to maintain all required records for at least three (3) years after grantees make final payments and all other pending matters are closed.

III-G Contractual Terms and Conditions

See attached CATA Terms and Conditions for detailed terms and conditions

APPENDICES

Appendix A: CATA Standard Terms and Conditions