



UNSOLICITED PROPOSAL TEMPLATE

Proposal Title:

Name of Company:

Business Address:

City:

State:

Zip Code:

Point of Contact:

Phone Number:

Email Address:

Proposer shall complete the form for an unsolicited proposal and may submit additional information as a separate attachment, if necessary.

Describe the ATP business need to be served:

Describe the current situation and associated deficiencies/gaps.

Describe the proposed solution. What makes the solution innovative or unique:

Describe the value created in terms of cost reductions, revenue, cycle time requirements, ridership, service quality, customer experience, or other impact

Describe total cost to ATP to implement, operate, maintain, and finance the proposed solution. Provide the estimated return on investment (ROI):

Summarize the complexity of implementation and required ATP departments involvement:

Provide the estimated time to implement the proposed solution:

Comments/Additional Information: