

Request for Proposals Professional Firm to Conduct Cost Benefit Analysis  
on Policing Alternatives in the City of Atlanta

BACKGROUND

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arrest and incarceration of individuals experiencing needs related to mental health, substance use,  
and extreme poverty, and to increase the availability of supportive services in Atlanta and Fulton  
County. PAD provides on-scene response to address quality-of-life concerns within 30 minutes  
or less, with the goal of resolving the immediate concern and connecting individuals to resources  
and supports that address their underlying needs. Although initially only available to law  
enforcement, in 2021 PAD expanded citywide and began responding to public calls for service  
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call types to 311 for PAD response.

If utilized, the alternative response that PAD provides decreases calls to 911 prevent  
unnecessary police dispatch, and reduce costly and ineffective incarceration for people with  
behavioral health needs. Beyond the direct benefits to the City of Atlanta and Fulton County,  
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developing more holistic approaches to public safety and public health.

Today, PAD receives an average of 200 calls/month, with approximately 150 calls through  
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call center is overwhelmed, with recent analysis identifying as much as 60% of the one million  
calls made to 911 as non-emergency in nature. It is

- An analysis of the Denver [STAR](#) program found that the program reduced reports of targeted, less serious crimes (e.g., trespassing, public disorder, and resisting arrest) by 34% and had no detectable effect on more serious crimes, while the cost of sending alternative responders was ~~times~~ <sup>10</sup> less than sending police.
- In Eugene, the deployment of [CAHOOTS](#) teams saved the city an estimated \$14 million in emergency medical services in one year.
- In Wisconsin, a cost-benefit analysis of the [Treatment Alternatives and Diversion Program](#) (TAD) found that every \$1 the state invested in diversion programs saved the state \$8.68.<sup>0</sup>
- San Diego found similar results with an estimated savings of \$2 million annually due to decreased incarcerations and reduced police contact, with a cost savings totaling as much as \$2,200 per contact.<sup>1</sup>
- An evaluation of the [Community Assistance and Life Liaison \(CALP\)](#) program in St. Petersburg found that it substantially reduced unnecessary contact between residents and law enforcement and had a high degree of support from emergency communications staff and police officers.<sup>2</sup>

As more communities adopt alternative response models, leading national research institutions and policy think tanks have produced resources to support the effective planning, implementation, and evaluation of policing alternatives. These include [Expanding First Response: A toolkit for community responder programs](#) (Council of State Governments Justice Center), [Civilian Crisis Response: A toolkit for equitable alternatives to police](#) (Vera Institute of Justice) and [Essential Metrics for Alternative Emergency Response Programs](#) (Harvard Kennedy School Government Performance Lab).

## REQUESTED ANALYSIS

The Carter Center is seeking a firm or individual to conduct a comparison of direct and indirect costs associated with on-scene dispatch of relevant response agencies, identification of any cost savings, and recommendations regarding the utilization of policing alternatives in Atlanta. The analysis should include a review of the relevant literature, agency-specific and publicly available data; a determination of total direct and marginal costs;

- ATL311 calls for service, including time of call, time spent on calls and agency to which call was referred (e.g. PAD, police, warmlines);
- Atlanta Police Department-311 calls for service including time of call, assigned priority level, response time, call outcome (disposition), time spent on calls and costs associated with time spent on calls, requested assistance if any (e.g. mobile crisis, PAD diversion) and costs associated with requested assistance, if any;
- PAD response including assigned priority level, response time, call outcome, time spent on call, costs associated with time spent on calls, requested assistance if any (e.g. mobile crisis or police) and costs associated with requested assistance, if any;
- Customer satisfaction surveys or other relevant surveys or polling related to evaluating the degree of satisfaction with response services.

## REQUESTED DELIVERABLES

The minimum expected deliverables include an internal written report of findings with summary metrics and a full documentation of analysis; a public-facing Cost Benefit Analysis report; presentation of the Cost Benefit Analysis report to The Carter Center and stakeholders as identified; the preparation of the deliverables for potential submission to peer-reviewed journals and/or to a professional conference with the final determination about submission to be determined in consultation between the provider and The Carter Center at their discretion.

## TIMELINE

The proposed timeline for data collection, analysis and the production of deliverables is January 2025 to April 2025. The final Cost Benefit Analysis report must be completed by April 15, 2025. Cost proposals should include the cost of all personnel, travel, supplies, production of digital and printed reports, and indirect costs required to produce all requested deliverables.

### How to Apply:

Proposals are due no later than 5:00 pm EST on January 10, 2025. Proposals received after the deadline will not be accepted. All proposals will be e-mailed to [policingalternatives@cartercenter.org](mailto:policingalternatives@cartercenter.org) before the deadline. The subject line of the email shall read, "3 U R S R BAD". The Carter Center will not be liable for any expenses incurred by vendors responding to this solicitation.

### Proposal Format:

Proposals should include the following:

- Written proposal of no more than 8 pages that includes:
  - Vendor Background
  - Vendor Qualifications, Expertise, and Experience

