

Shasta Regional Transportation Agency Response to Questions on Request for Proposals (RFPs)

For

Intercity Electric Bus Service Outreach Campaign, Plan, and On-Call Launch Marketing Services

Last Update: 4-2-2018

Q1: How did you find us?

A1: SRTA distributed the RFP to entities subscribed to SRTA's bid posting page (<http://srta.ca.gov/bids.aspx?bidID=37>); on distribution listserves; on a list of potential vendors; and, as part of an update to that list, to entities found on marketing-related websites (E.g. clutch.co/agencies) through a web search.

Q2: How many agencies are competing in this?

A2: SRTA sent this RFP out to as many agencies as possible.

Q3: Why did you ask us to respond?

A3: Please see the responses to questions 1 and 2.

Q4: Where can we get the criteria about what you're looking for in the RFP?

A4: SRTA will be evaluating proposals by how well they address the tasks and deliverables listed in the RFP's scope of work. The specific scoring criteria can be found on p. 8 of the RFP (<http://srta.ca.gov/DocumentCenter/View/4026?bidId=37>)

Q5: Are you looking for traditional marketing support or for public relations support.

A5: SRTA is looking for assistance with public outreach and traditional marketing.

Q6: Are proposals being submitted via email as well—or just questions about the RFP?

A6: Submittals must be received by email only before 5:00 PM on Tuesday, April 17, 2018. No proposals will be accepted after this time. Proposal receipt will be acknowledged by email. Questions concerning this RFP will be responded to collectively, and made available for interested applicants via the SRTA website. All email inquiries must be submitted no later than 5:00 PM on Wednesday, April 11, 2018, to the below contact person. Questions taken from prospective vendors, and responded to by SRTA staff, will be reported on SRTA's bid posting webpage. All responses to questions will be posted on the SRTA website no later than Thursday, April 12, 2018. Interested applicants must subscribe to SRTA's bid posting webpage at <http://www.srta.ca.gov/bids.aspx> so that they are notified of any addenda to the RFP, or for responses to questions received.

Contact Person

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- Q7: Whether companies from Outside USA can apply for this?
- A7: We cannot contract with a company outside the country per State Contracting Manual, Section 3.27 Contracting with Expatriate Corporations unless the Executive Director can make a written finding that the contract is necessary to meet a compelling public interest, such as ensuring the provisions of essential services, ensuring public health and safety or an emergency.
- Q8: Can we perform the tasks (related to RFP) outside USA?(like, from India or Canada)
- A8: Please see the response to question 7.
- Q9: Whether we need to come over there for meetings?
- A9: No. Remote meetings are fine.
- Q10: Can we submit the proposals via email?
- A10: Please see the response to question 6.
- Q11: Current ridership - What is the demographic makeup of the current SRTA ridership? Demographic information may be helpful in selecting media approach and campaign ideas.
- A11: This is outreach and marketing for a proposed new service, and implementation hinges upon receipt of a Transit Intercity Rail and Capital Program (TIRCP) grant award, which will be announced later in April, 2018. The intercity electric bus feasibility study (<http://srta.ca.gov/DocumentCenter/View/3280>) and TIRCP grant application (<http://srta.ca.gov/DocumentCenter/View/3934>) has information that could be helpful in selecting a media approach and generating campaign ideas, including demographic information.
- Q12: Media types - Does the agency have a preference of outreach channels? Have any specific channels been highly successful in the past (example: Billboard/Out of Home vs. Digital Display in regional news websites)?
- A12: SRTA is looking for guidance on the best methods for reaching target groups in California's North State region. SRTA has had some success with social media (primarily Facebook and Twitter) and limited success with traditional outreach via newspapers and radio. TV ads have been used via a public access station.
- Q13: Success metrics - Are there specific success metrics/KPIs the proposal must address or accomplish?
- A13: Answer pending.