

Shasta Regional Transportation Agency
Response to Questions on
Request for Qualifications (RFQ) for Public Outreach Support
Final Update: May 31, 2018

Q1: Developing and issuing press releases: Volume? One per week, per month? As needed?

A1: Press releases will be developed and issued as needed, with a potential maximum frequency of one per week. It should be noted for clarification that the selected vendor will develop the press release, and SRTA will issue it.

Q2: Media kits – can it be distributed electronically? Will there be a need for printing kits? If so, should the \$50K budget cover this expense?

A2: The media kits need only be distributed electronically; SRTA may print media kits inhouse or through a third party, if needed, and at SRTA's expense.

Q3: Online story maps: Is this resident with the existing Shasta Regional Transportation Agency website or a separate microsite?

A3: SRTA is open to whichever route the selected vendor may feel would be more effective in reaching the broadest possible audience in the Shasta Region. SRTA is beginning to implement an ArcGIS Online account which would be one preferable option for housing the story map(s).

Q4: Video production: To be used in social media, speaking engagements, public service announcements?

A4: SRTA anticipates the video production will be primarily used in social media but is also open to additional suggestions, such as animated slides or videos shown prior to movies at local theatres

Q5: Website development: Rebuild of existing site or new?

A5: Potential website development could be either pages within the existing SRTA website or a "microsite" (perhaps with unique domain name).

Q6: In this original SOQ, only the rate schedule by employee pricing is required correct?

A6: As noted in item (3)(D) of the **Vendor Qualifications** section, we require "the rate schedule by employee and job title and other expenses for services/products, as applicable, including delineation of profit."

Q7: Should a vendor be picked, one can assume the proposal stage follows (and is what this RFQ speaks to in terms of negotiations following vendor selection)?

A7: No. Once a vendor is selected, the selected vendor and SRTA will begin contract negotiations as described in items 4 and 5 in the **Vendor Selection Process** section of the RFQ. Once a vendor and SRTA execute a Technical Services Agreement, the project will proceed through a work order process as follows:

- SRTA will request a particular undertaking (e.g. a media kit);
- The vendor will provide a draft work order document with estimate to complete the task, including cost for time and materials;
- SRTA's project manager will review and provide edits/comments to the draft work order;
- The vendor and SRTA's project manager will reach an agreement on the draft work order;
- SRTA's project manager will forward the draft work order to SRTA's Executive Director for approval;
- If approved, SRTA's project manager will finalize the work order and authorize the vendor to proceed.