

Shasta Regional Transportation Agency
Response to Questions on
Request for Proposals (RFP) for Transit Outreach and Marketing Support
Final Update: January 29, 2019

Q1: Are remote online meetings acceptable?

A1: Yes, online remote meetings may be part of the work plan; however, on-site meetings may be requested by SRTA as well.

Q2: Can we propose on one or more of the categories or do we need to propose on all of them?

A2: SRTA is seeking a one-stop solution for outreach and marketing support. If a firm is unable to provide all the services requested in-house, use of sub-consultants is highly recommended. SRTA is expecting all qualifying vendors to provide all the services listed in the "Vendor Service Capabilities" section of the RFP—whether it be all in-house or a sub-consultant team.

Q3: Will the on-call contract result in a "bench" of consultants selected, or will only one consultant be selected for each category or the project as a whole?

A3: SRTA expects to award the contract to one consultant or consultant team for the project as a whole.

Q4: Does the DBE requirement need to also be a "local" firm? If so, please define local. While it's not called out in the Proposal Scoring Criteria, is the consultant's geographical location a factor?

A4: No. Per 2.35.020(D) of SRTA's Policies and Procedures (<https://www.srta.ca.gov/DocumentCenter/View/3791>), SRTA is prohibited from imposing state or local geographic preferences in the evaluations of bids or proposals except in certain cases.

Q5: Are there incumbent firms for the category work? If so, can you please identify the firm and categories they are providing services for already? Also, can you please indicate whether the incumbent firm plans to submit a proposal for this RFP. Does SRTA have a current agency, and if so, is this agency responding to the RFP?

A5: There currently is not an incumbent firm providing on-call transit marketing.

Q6: What is the current public attitude toward SRTA? (Positive, negative, etc?) How many people in the region use SRTA's services?

A6: SRTA is the Metropolitan Planning Organization (MPO) and Regional Transportation Planning Agency (RTPA) for the Shasta Region. The role of MPOs and RTPAs is not as well-understood by the public as the those of other jurisdictions. It is hoped the consultant can assist in educating and informing the public about SRTA and its activities. SRTA provides regional planning activities for all of Shasta County, whose demographics can be found online (<https://www.census.gov/quickfacts/shastacountycalifornia>). Information about those who currently use transit in the Shasta Region can be found in Section 3 of the 2018-2019 Transit Needs Assessment (<https://www.srta.ca.gov/DocumentCenter/View/4189/2018--2019-Unmet-Transit-Needs-Assessment-PDF>).

Q7: The RFP states that “public funds will be used to finance the project through multiple federal, state, and local sources.” Is there any reason to believe that any of these funding sources could be eliminated in the future? If so, what becomes of the projects outlined in the RFP?

A7: SRTA receives both formula and competitive funds. Delay or loss of fund sources is always possible, although in the history of SRTA, this is uncommon. Impacts to projects could mean reductions in scope of work or stoppage of work.

Q8: How did SRTA identify the public need for ShastaConnect?

A8: SRTA already contracts for consolidated transit services agency (CTSA) services in the region. ShastaConnect is a rebranding of existing and future transit projects under one umbrella to satisfy transit needs. Consultants hired through this RFP will be asked to help SRTA with this branding effort. Please see our website (<https://www.srta.ca.gov/146/Unmet-Transit-Needs-Process>) for information on how unmet transit needs are identified and assessed.

Q9: How will the new service benefit ridership? Have any pitfalls been identified?

A9: ShastaConnect is not a specific service in and of itself. It will be an umbrella brand for a variety of transit service projects that SRTA may contract for. This includes existing CTSA services, an on-demand Sunday transit service, and other possible future projects. These projects are expected to help meet transit demand in the region.

Q10: You describe ShastaConnect as a “demonstration project”. Does this mean that if ShastaConnect is determined to be successful then the services will be expanded?

A10: ShastaConnect is not a demonstration project. There will be a demonstration project providing on-demand Sunday transit services under the ShastaConnect brand. If successful, the goal would be to continue and expand this service.

Q11: Does SRTA own the URL, “shastaconnect.com”?

A11: No. SRTA has purchased its own domain for the service, “shastaconnect.org.”

Q12: How did SRTA identify the public need for Salmon Runner? How will this new service benefit ridership? Have any pitfalls been identified?

A12: Please refer to the North State Intercity Bus Business Plan (<https://www.srta.ca.gov/DocumentCenter/View/4099/North-State-Intercity-Bus-System-Business-Plan-June-2018>) as well as the unmet transit needs assessment page on our website (<https://www.srta.ca.gov/146/Unmet-Transit-Needs-Process>).

Q13: Does SRTA own the URL, “salmonrunner.com”?

A13: No, SRTA was unable to secure that URL. SRTA purchased the domains “gosalmonrunner.com” and “salmonrunner.us” for the service.

Q14: Does SRTA have a subscription to ArcGIS that can be shared with the consultant or is the consultant expected to have one?

A14: SRTA has a subscription to ArcGIS that may be shared with the consultant for the scope of this project, if allowed by the end user license agreement.

Q15: Would SRTA also be open to a mobile app if the consultant recommended it?

A15: Yes, this would be dependent on the project. Consultants may also need to work with 3rd party software vendors that SRTA is contracted with for various projects. This includes SRTA's transit software vendor Routematch.

Q16: Are there any specific public awareness success criteria? How will public awareness be measured?

A16: SRTA has a list of general public participation performance measures on pages 56 through 59 of the 2016 Shasta Participation and Partnership Plan (<https://www.srta.ca.gov/DocumentCenter/View/3497/2016-Shasta-Participation-and-Partnership-Plan-Title-VI>). Please be advised that the participation and partnership plan is in the process of being updated this year, and these measures may be subject to change. The specific measures for this project will be developed as part of the scope of work.

Q17: Are there any specific ridership goals for these services?

A17: Ridership goals vary by the type of service. Currently, the goals are: 10% farebox recovery for CTSA services, 20% farebox recovery for on-demand Sunday transit, and for the Salmon Runner intercity bus service is expected to have an annual ridership of approximately 53,000 people. These goals can be discussed further with the selected consultant.

Q18: What target audience information is available?

A18: It is unclear what is meant by this question. If the question is asking what information is available *for* the targeted audience, SRTA publishes the "Need A Ride" brochure (<https://www.srta.ca.gov/DocumentCenter/View/66/Need-a-Ride-PDF>) and the Redding Area Bus Authority (RABA) routemap is available (<https://www.cityofredding.org/home/showdocument?id=9892>).

If the question is asking for information *about* the target audience, please refer to the Transit Need Assessment and North State Intercity Bus Business Plan linked elsewhere in this document. Any additional reports, studies, business plans, and other relevant documents will be shared with the awarded consultant. Target audience is expected to vary by service.

Q19: ShastaConnect is described as operating in the Shasta Region and Salmon Runner is described as bus service between Redding and Sacramento. Given that these are different, though overlapping geographies, is the target audience the same or different?

A19: We expect these audiences to have some overlap, but we also anticipate attracting distinct audiences for each service. Marketing efforts could vary by region.

Q20: "SRTA intends to contract for an initial term of three years". Would there be any circumstances under which the contract could be less than three years?

A20: SRTA does not envision contracting for less than three years; however, there could be multiple reasons for the contract ending before three years, e.g. if the not-to-exceed amount was already expended before the contract term ends. SRTA could also exercise its option to end the contract as noted in Section 6 of the standard technical services agreement (TSA) (<https://www.srta.ca.gov/DocumentCenter/View/3379/Attachment-A-SRTA-TSA-Template>).

Q21: What, specifically, does the contract amount (\$250,000 over the full term) include? Labor, Materials, and Media? Do materials, production and media costs come out of the \$250,000 budget or are these additional?

A21: The contract amount will cover all labor, materials, and media, as agreed upon by SRTA and consultant in each scope of work. SRTA reserves the right to separately contract out for similar materials outside the contract with the awarded consultant.

Q22: Does SRTA have existing vendors in place (bus wraps, for example) that the consultant may work with?

A22: Not at this time.

Q23: Resumes may be placed in an Appendix for the On-Call Public Transit Outreach & Marketing Support Services RFP. Do the pages contained in the Appendix count as part of the 35-page limit?

A23: As noted on page 6 of the RFP, "written proposals shall not exceed 35 pages (including attachments)."

Q24: Is there a contract-specific goal for DBE participation?

A24: There is not a contract-specific goal for DBE participation; however, as noted on page 11 of the RFP, there is a goal of 4.8% for the fiscal years 2018/2019/2020.

Q25: Please confirm that the SRTA does not require any hard copies of proposals.

A25: SRTA does not require any hard copies of the proposals.

Q26: With a short amount of time between proposal evaluation and tentative interviews (if necessary) will the SRTA entertain the possibility of teleconference or Webex-style interviews and presentations?

A26: Yes, SRTA anticipates teleconference interviews and presentations given the short time frame of this procurement.

Q27: Does the \$250,000 budget need to cover production? Or just the concept development costs for the items listed in the RFP?

A27: The \$250,000 budget is expected to cover the design and development of deliverables, but printing and dissemination of any deliverables is not included in that amount. For example, the budget *will* cover the cost of developing and filming a promotional video to be aired as a commercial, but will *not* cover the purchase of airtime for the video. The budget *will* cover the cost of developing and designing a bus wrap, but will *not* cover the cost of the wrap materials or installation on the vehicle(s). SRTA will require that the vendor provide requested deliverables in a format suitable for the selected method of distribution (e.g. a print-ready PDF for a brochure, a correctly encoded video file for television broadcast, etc.)

Q28: Under Proposal Contents, Item #2, are you only looking for an agency that has provided marketing services or developed marketing campaigns for another similar Transit region or entity? Or, are you looking for an agency who has demonstrated experience in incorporating transit media as part of the marketing mix?

A28: While SRTA would prefer a vendor with previous experience providing marketing services for another similar transit entity, proposals that show experience and demonstrate the ability to provide the services requested will be considered.