



**Addendum No. 2 to
REQUEST FOR PROPOSALS**

FOR

Marketing & Public Relations Services

**Solano County Transit (SolTrans)
Vallejo, California**

SOLICITATION NO. 2018-RFP-02

ADDENDUM ISSUED

June 13, 2018

This Addendum No. 2 is issued in response to questions and requests for clarification received up to June 5, 2018, and includes modifications to the RFP document, and one attachment to this addendum. Except as stated below, all terms of the original RFP remain unchanged.

Scope of Changes:

This Addendum No. 2 modifies specific sections of the RFP document and Appendix B SolTrans Sample Professional Services Contract.

1. Modifications to RFP:

M1: Section 2.2 “Project Description” is amended in part to add the following paragraph after the bullet points:

“SolTrans desires to establish a three (3) year contract with the successful Contractor, with an option to renew for up to two (2) additional one-year terms, subject to agreeable terms, pricing and service performance.”

M2: Paragraph 1 under Section 4.3 A. “Price Proposal” is amended in part to add the following between the fourth and fifth sentence:

“It is anticipated that these prices/rates will remain steady over the three-year base term of the contract. Any increases to the hourly rate during option years must be clearly stated.”

M3: Appendix B – SolTrans Sample Professional Services Contract (“Stand Alone PDF document”) is deleted in its entirety and replaced with the following:

“Appendix B - SolTrans Sample Professional Services Contract_Revised 6-12-18”

2. Attachments:

Attachment 1 to Addendum No. 2 - SolTrans Branding Guide

3. Questions and Answers:

Q1: Whether companies from Outside USA can apply for this? (like, from India or Canada)

A1: Foreign corporations are permitted to participate in the preparation and submission of bids/proposals for Solicitation No. 2018-RFP-02 Marketing & Public Relations Services but may not execute a contract without registering and obtaining a certificate of qualification from the Secretary of State.

California Corporations Code § 2105 states that a foreign corporation shall not transact intrastate business without having first obtained a certificate of qualification from the Secretary of State and appointing an agent to accept service of process. If no agent is designated, the service of process can be made on the Secretary of State.

- Q2:** Whether we need to come over there for meetings?
- A2:** Yes. The successful Proposer would be required to attend internal and external meetings, board meetings, public forums and events identified by SolTrans. The contractor's presence at these meetings is key to the successful performance this contract and an integral part of SolTrans' public relations/community outreach objectives.
- Q3:** Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
- A3:** In addition to A2 given above, the performance of this contract requires that the successful contractor be active and visible within the communities that SolTrans serves. Certainly, some small portion of work may be done remotely, however a significant amount of work and presence is required to be done on the ground and within the communities of the cities of Vallejo and Benicia, and the rest of Solano County.
- Q4:** Can we submit the proposals via email?
- A4:** No. All proposals must be submitted as prescribed in Section 3.2 of the RFP.
- Q5:** What is the anticipated budget for this project?
- A5:** The not to exceed budget established for this contract is \$60,000 per year.
- Q6:** Is there an incumbent? If so, who?
- A6:** Yes. The incumbent Contractor is BB&B Business Group.
- Q7:** With what previous marketing agencies have you worked?
- A7:** BB&B Business Group, and Big Cat Advertising.
- Q8:** Do Solano County businesses receive any local preference?
- A8:** Although there was no specific goal established for this RFP, SolTrans strongly supports and encourages local business participation in all its solicitation opportunities. That being said, a Proposer's status of being a local business will be highly considered during proposal evaluations.
- Q9:** What is the media budget for this project? Is this in addition to the allotted project budget?
- A9:** The media budget will be developed with the successful contractor. This is separate from the budget for Marketing & Public Relations Services.
- Q10:** Which social media platforms do you currently use? Will you add others?
- A10:** Currently SolTrans officially only uses Facebook and Nextdoor. Yes SolTrans may consider adding or using other social media platforms but only with prior approval.

Q11: To provide an apples-to-apples comparison of price proposals, please specify how many of each of the following you will need during the contract:

- Creative Designs
- Newsletters and press releases
- Community events and activities

A11: The following items for calendar year 2018 is what is typically needed each year: 20 graphics (Car Cards), 15 press releases, quarterly newsletters, and 12 community events. However, these numbers do not reflect a fixed schedule year in and year out, and SolTrans' marketing & PR needs may be scheduled as needed and subject to change.

Q12: Would you consider providing a price template so you can fairly compare price proposals?

A12: No. Each proposer should provide a price proposal on their own form, that includes a proposed not-to-exceed price for the services being offered and an hourly rate schedule itemized by job title and/or job description. Please refer to Section 4.3 A. of the RFP for further details.

Q13: For the creative and technical content and provide recommendations tasks (as listed on page 20 of the RFP) for all social media pages and websites, what are the websites and how much content would you like revised and/or developed?

A13: As mentioned in A10 above, SolTrans currently uses Facebook and Nextdoor for its social media activities. SolTrans' official website is www.soltransride.com. The amount of content that would be revised and/or developed for these sites will be determined and planned with the successful contractor.

Q14: The scheduled start date for the contract is August 1, 2018, but does SolTrans have a defined end of the contract term, or an anticipated contract length?

A14: Yes, the anticipated term of the contract will be for a three (3) year period, with two (2) one-year option terms available. See modification to RFP above.

Q15: Does SolTrans have a defined budget for the Marketing & Public Relations Services?

A15: The project budget for the Marketing & Public Relations Services is \$60,000 per year.

Q16: Will contractor payments related to the Marketing & Public Relations Services contract come from SolTrans' Marketing budget, Professional Services budget, or some other source?

A16: The budget for all marketing and advertising related expenses are included in both the marketing and professional services budget line items.

Q17: Can SolTrans share the names and contact information for all firms who have expressed interest in the contract, especially any DBE or SBE firms, in the interest of assembling the most effective teams to satisfy the entire scope of services?

A17: To date, the following firms have expressed some interest in this contract: BB&B Business Group; A. Bright Idea Advertising & PR, Lost Art Communications, and Seven Outsource.

Q18: Is there an incumbent contractor (or contractors) currently providing these services? If so, can SolTrans identify them?

A18: The incumbent contractor as stated in A6 above is BB&B Business Group.

Q19: Is the required cover letter to be page-numbered and included within the 10-page technical proposal limit?

A19: The cover letter should be page-numbered but does not count towards the 10-page technical proposal limit.

Q20: Does SolTrans wish to review a portfolio of proposers' previous and current marketing and public relations accomplishments, and if so, will a link to an online portfolio be acceptable?

A20: Yes a link to an online portfolio is acceptable.

Q21: Section 7.1, page 19, references a SolTrans Business Plan. Is there a current Business Plan that can be shared with interested proposers?

A21: Please visit the following links for information:

<http://www.soltransride.com/planning/srtp/>

https://legistarweb-production.s3.amazonaws.com/uploads/attachment/pdf/170920/Attachment_A_-_Draft_FY_18-19_SolTrans_Performance_Goals_Measures.pdf

Q22: What is the current timeline for the Comprehensive Operations Analysis?

A22: Currently the Comprehensive Operational Analysis is in the Task 3 phase of the project and will be preparing for the next phase to begin public workshops and meetings. Completion of the final COA plan is tentatively scheduled for December 2018.

Q23: Is there an anticipated timeline for the SolTrans Express services to undergo changes in structure, branding, and route-naming?

A23: The next scheduled service change for Solano Express is July 1, 2019.

Q24: Section 7.2 (e) on page 19 references attending regular meetings. Are these meetings with SolTrans staff, SolTrans Board meetings, SolTrans advisory committee meetings, a combination of these, or some other form of meeting?

A24: Yes, are all of the above, including but not limited to other public meetings such as, chambers of commerce, and local advisory committees.

Q25: Section 7.2 (i) on page 19 references the SolTrans brand standards guide. Is that available for proposers to review, or is that something that will be developed by the winning contractor as part of the scope of services?

A25: See Attachment 1 to this Addendum No. 2.

Q26: Section 7.2 (j) on page 19 references a standardized marketing guide. Can SolTrans provide more detail on the anticipated contents, goals, and objectives of this guide, and how it differs from the above-referenced brand standards guide?

A26: The standardized marketing guide that the successful contractor will be tasked with developing will be a general outline on ad design and standards for wording, if any. The guide will be more of how SolTrans' outreach material should look. More details on the development of this marketing guide will be discussed with the successful contractor.

Q27: As part of the media production services listed on page 20, does SolTrans anticipate the need for the contractor to develop and produce professional quality promotional video or audio (for broadcast or online/social media consumption)? If so, can SolTrans define the number and provide a description of the general scope of these video and audio services to ensure accurate proposal cost estimation?

A27: No. Currently SolTrans does not anticipate the need for the successful contractor to produce any professional quality promotional video or audio.

Q28: Does SolTrans expect the not-to-exceed amount contained in proposers' price proposals to reflect the costs for the entire contract term, for the first year of the contract, or for some other period?

A28: Yes. The proposers' price proposal should reflect the cost per year with total cost for a three year term, and should include pricing for any option years. As stated above the contract will be for a three (3) year term, with two (2) one-year option terms. See modifications to RFP above.

Q29: Please confirm that, in addition to the media planning consulting costs, the costs for all media buys themselves are to be included in the proposer's not-to-exceed price proposal; or will SolTrans purchase media buys directly?

A29: The media buys themselves are separate and should not be included as part of the proposer's not-to-exceed price proposal. As mentioned in A9 above, the media budget will be developed together with the successful contractor.

Q30: We understand that Proposals will be evaluated using the FTA's "Best Value" basis, but how will SolTrans award the assigned evaluation points for price proposals? For example, will the lowest price proposal receive the maximum allowable points? Or will SolTrans use some other method of evaluating proposed pricing and hourly rates for services?

A30: Although a price proposal may receive the maximum allowable points based entirely on a low-price offer, this is not the only factor considered. Each evaluator on the evaluation team will individually score each price proposal and may apply the maximum allowable points to a price proposal based on price reasonableness, competitiveness of pricing in

relation to other offers received, and in consideration of the allotted budget for this contract. The scores will be compiled and averaged to determine the final score of a price proposal.

Q31: The project description line on page 1 of the Standard Professional Services Contract references the COA. Is there a corrected version, or some other version that references the Marketing & Public Relations Services contract?

A31: This was an error and a corrected version of the Sample Standard Professional Services Contract has been uploaded to the SolTrans website as “Appendix B - SolTrans Sample Professional Services Contract_Revised 6-12-18”