



**SRTA Solicitation No. 18-150
RFP for Marketing and Customer Engagement Consulting Services
May 30, 2018**

Question #1: Whether companies from Outside USA can apply for this? (like, from India or Canada)

Answer #1: Yes.

Question #2: Whether we need to come over there for meetings?

Answer #2: Yes, this may be required from time to time. Please refer to Part 2-Scope of Services for additional details.

Question #3: Can we perform the tasks (related to RFP) outside USA?

Answer #3: Please refer to Part 2-Scope of Services for additional details.

Question #4: Can we submit the proposals via email.

Answer #4: No. Please refer to Part 1-Solicitation, Offer, and Award for proposal submission requirements.

Question #5: Is SRTA open to an all-in fee for services agency compensation approach based on an approved project list, with estimates provided for any out-of-pocket costs? Or do you prefer a la carte pricing?

Answer #5: Contractor shall provide pricing as requested in Section 3.9 of the RFP.

Question #6: What is the typical SRTA annual budget?

Answer #6: For details on SRTA's annual budget, please visit <http://www.srta.ga.gov/about-srta/investor-relations/>.

Question #7: Is this a new engagement, or is SRTA seeking a new partner?

Answer #7: No, this is not a new engagement. SRTA has exhausted all available contract renewal options with its current marketing and communications contractor.

Question #8: What percentage of efforts will be allocated to the new Northwest Corridor Express Managed Lane project vs. Peach Pass vs. general SRTA brand support?

Answer #8: This cannot be determined until the Northwest Corridor and I-85 Extension have officially opened in late summer 2018. Once this has happened, SRTA can determine its needs and how its resources should be best allocated.

Question #9: Once the work is awarded, what does the client-side team look like? Please describe the client team structure and explain points of contact and approval processes.

Answer #9: The SRTA consists of the Chief Communications Officer, who has two teams reporting to her— Marketing and Communications and Media Relations. The Marketing Team consists of a Marketing Director, Customer Success Manager, Marketing Outreach Specialist. The Communications and Media Relations Team consists of a Communications and Media Relations Manager, Communications and Media Relations Specialist, Web Administrator, and Senior Graphic Designer. A SRTA Project Manager will be designated for the overall contract and the specific point of contact for each task order will vary based on the nature of the task order. The successful Contract will work directly with the Marketing Team and the approval process adheres to the chain of command with direct point of contact to the Marketing Director and final approval by the Chief Communications Officer.

Question #10: Will there be specific billing and time-tracking requirements that we need to be aware of?

Answer #10: Please see Part 3-Contract of the RFP. Further, Contractor is expected to adhere to Generally Accepted Accounting Principles (GAAP).

Question #11: Are there any subcontractor restrictions/guidelines we need to be aware of?

Answer #11: Please see Part 3-Contract of the RFP.

Question #12: What is the KPI or success metric for new Peach Pass adoption in Georgia in 2018? Is there a percentage increase goal y/y for Peach Pass adoption?

Answer #12: Currently, the only metric related to Peach Passes, as stated in the SRTA Strategic Plan, is the goal of 75,000 peach passes for the Northwest Corridor. SRTA is in the process of establishing new metrics for Peach Pass.

Question #13: What is the annual revenue goal for managed lane usage in 2018? Is there a percentage increase goal y/y for managed lane usage/fees?

Answer #13: Please see the Annual Report currently available on the SRTA website at http://www.srta.ga.gov/wp-content/uploads/2018/02/SRTA_AR17_FINAL.pdf

Question #14: In the state budget, how are managed toll lane revenues applied? How is the money used?

Answer #14: Toll Revenue is spent on the operations and maintenance cost and related activities of the toll facilities, the authority, and any outstanding debt service. Toll revenue may also be spent on other transportation costs associated with projects within the corridors where the toll revenue is generated.

Question #15: The RFP states that this is a fixed-price contract, yet the RFP only asks for billable rates for individuals on the team because the scope is yet undefined and will be undefined each year as state budgets fluctuate. Can you provide clarity on this?

Answer #15: The resulting contract will be an indefinite delivery/indefinite quantity, task order-based contract. Hourly rates will be fixed. Detailed pricing utilizing the fixed hourly rates will be submitted to SRTA as the scope of services for each task order issued on the resulting contract is finalized.

Question #16: Is there a budget range for each year that you expect to be able to work with for this initiative (even if it is not firm)?

Answer #16: The anticipated budget is approximately \$300,000 annually, excluding the individual toll projects which have separate budgets of their own.

Question #17: Regarding section 4.2.3, the RFP does not request or provide any evaluation weight for a vision for the future marketing or awareness of managed lanes in Georgia. Is this RFP solely focused on examples of work, capabilities and experience?

Answer #17: Yes, it is focused on examples of work, capabilities and experience. However, should SRTA exercise its option to invite select proposers for oral presentations, proposers may articulate their vision for future marketing during the presentation.

Question #18: Is having a DBE on the team (at 11% or higher) for this RFP required or just preferred by SRTA?

Answer #18: There is no specific DBE requirement for this RFP. However, SRTA has an overall agency goal of 11% DBE participation across all of its Federal Transit Administration funded contracts. Irrespective of the funding source, SRTA encourages its contractors to seek and utilize qualified DBE, WBE, and SBE firms where appropriate.

Question #19: There are references to Blank Documents 1-15, where do we find these documents?

Answer #19: The documents are currently available on the Procurement Opportunities page of the SRTA website, which can be accessed here: <http://www.srta.ga.gov/doing-business-with-us/>

Question #20: Are you able to share the budget for this project?

Answer #20: See Answer #16.

Question #21: Is the entire document a total of 15 or 30 pages?

Answer #21: Each proposer is allotted a maximum of 15 pages each for Section 3.6-Statement of Firm's Qualification and Experience and Section 3.7-Project Team and Project Approach, for a combined page limit of no more than 30 pages. For additional details, please see Part 1-Solicitation, Offer and Award.

Question #22: How many references would you like listed in section 3.4?

Answer #22: Contractor shall provide a minimum of three (3), but no more than seven (7), references.

Question #23: If there are subcontractors, how many references should be provided for each subcontractor?

Answer #23: At least three (3) references shall be provided for each subcontractor. The references provided must be for work that is currently ongoing or that has been completed within the last five years.

Question #24: Where do we find the proposal checklist?

Answer #24: See Answer #19.

Question #25: Are resumes to be included in the page limit? Or can they be provided in an appendix?

Answer #25: As noted in Part I-Section 3.7 of the RFP, resumes do not count towards the page limit. Resumes may be provided in an appendix.

Questions #26: Is there an incumbent? And if so, who?

Answer #26: Yes. Porter Novelli Company is the incumbent.

Question #27: Why are you looking for new agencies for marketing and customer engagement?

Answer #27: See Answer #7.

Question #28: What sort of strategies/tactics have been used in the past for marketing and customer engagement?

Answer #28: SRTA has used a variety of strategies in the past. These strategies include, but are not limited to, outdoor marketing, video and radio ads and spots, print promotions, sponsorships, business and community outreach events, website, and social media.

Question #29: In section 3.8, you ask for sample printed materials. Since marketing has many tactics that are utilized, are we able to provide other samples such as broadcast or digital?

Answer #29: Yes, you may provide other samples in addition to the requested printed materials.

Question #30: What is the current use of the Express Managed Lane System? What is the goal increase for the Express Managed Lane System?

Answer #30: Please see Answer #12 and the Annual Report available on the SRTA website at http://www.srta.ga.gov/wp-content/uploads/2018/02/SRTA_AR17_FINAL.pdf.

Question #31: Will a focus be placed on the Express Lanes in Clayton/Henry County? Is this a priority?

Answer #31: Yes.

Question #32: Is there a separate Media Budget for this RFP or should that budget be included in this RFP and Cost proposal?

Answer #31: A media budget would only apply to those task orders involving specific toll projects based on a submitted marketing plan by the successful Proposer and approved by SRTA or its designee. Therefore, the hourly rates provided in response in Offer Document #9 should not include a media budget.

Question #32: Since SRTA has an internal marketing team, what is the reason for an external firm? Is the in-house team maxed out?

Answer #32: The internal marketing team currently consists of three people; the current needs of the organization and list of projects exceed the human resource capacity of a team of three.

Question #33: What is the historical spend for marketing and customer engagement?

Answer #33: Historically, SRTA has spent approximately \$385,000 annually for marketing and customer engagement. However, this number does not include the marketing budget for individual toll projects. Should all renewal options be exercised under the resulting contract, it is currently anticipated that there will be one new toll project, I-20. The marketing budget for the forthcoming I-20 toll project is currently anticipated not to exceed \$750,000.