



SRTA Solicitation No. 18-151
RFP for Communications, Education and Awareness 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 meeting?

Answer #2: Yes. 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: What is the recommend minimum/maximum number of references the Proposer should include? (Section 3.4, page 19)

Answer #5: Proposers shall provide a minimum of 3 references and a maximum of 7 references.

Question #6: Is the total page number restriction 15 pages total, or is it restricted to 15 pages per section? (Sections 3.6-3.7, page 19)

Answer #6: Each proposer may have up to 15 pages for each section.

Question #7: What is the recommended minimum/maximum number of samples to include? (Section 3.8, page 20)

Answer #7: Proposers shall provide a minimum of five (5), but not more than ten (10) samples.

Question #8: Is transit and tolling systems experience a mandatory requirement? (Overview, page 24)

Answer #8: No, it is not a mandatory requirement.

Question #9: Is the work for this solicitation to be performed at the SRTA's site, the Proposer's site, or remotely? (Contractor Responsibilities, page 27)

Answer #9: Where the work will be performed will depend on the nature of the scope of the services for each task order issued under the resulting contract. Proposer must be prepared to perform work at SRTA office, at Proposer's office, or remotely.

Question #10: Is the project manager assigned by SRTA for this solicitation? If not, is the Proposer responsible for appointing the project manager?

Answer #10: SRTA will designate a SRTA Project Manager to coordinate all task orders with the successful Proposer(s). Proposers shall designate a Project Manager as part of its response to Part 1, Section 3.7-Project Team and Project Approach.

Question #11: What are critical deal breakers for this solicitation?

Answer #11: Proposers are expected to comply with all requirements of the RFP. Failure to do so may result in rejection of the Proposer's submission.

Question #12: Other than the passenger boardings goal discussed in the bidder's conference, what are the KPIs or success metrics for Xpress for 2018 and beyond?

Answer #12: Currently, the two metrics identified in the strategic plan are: 1) 2 million passenger boardings per year on Xpress by 2020, and 2) Average Daily Ridership for New Perimeter Routes of 20 passengers per trip.

Question #13: Can SRTA provide any additional information on the Xpress University service other than what is on the landing page?

Answer #13: Xpress University is an outreach initiative to encourage students who live outside of the perimeter to utilize Xpress rather than drive their vehicles to come to the major colleges and universities in the Atlanta downtown area such as Georgia State University, Georgia Tech, and the Atlanta University Center Complex, given Xpress's connection to MARTA and the ability to utilize Breeze cards as a fare payment method.

Question #14: Can you provide any information on whether the Xpress brand will be absorbed into The ATL brand after 2020?

Answer #14: Please see HB 930 as it addresses the branding requirements of the ATL (<http://www.legis.ga.gov/legislation/en-US/Display/20172018/HB/930>). The legislation requires that the Regional Transit Plan must include a plan for the creation of a unified brand to encompass all 10 transit service providers in 13-county region which includes Xpress.

Question #15: What will the new mobile app do or provide that the older apps did not do?

Answer #15: SRTA does not have a new mobile app for Peach Pass or Xpress. The existing Peach Pass App is currently being upgraded. The upgrades include going through both iOS and Android apps to make sure that all of the permissions, icons and screens are updated, as well as, log-in/change entry issues related to updates to contacts, changes to the toll mode and changes to methods of payment.

Question #16: 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 #16: 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 #17: 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 #17: SRTA anticipates a budget of approximately \$250,000.00 annually, excluding the individual toll project budgets which are determined closer to the beginning of tollway construction. 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.

Question #18: 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 Xpress in Georgia. Is this RFP solely focused on examples of work, capabilities and experience?

Answer #18: Yes, it is solely focused on examples of work, capabilities, and experience. During the term of the resulting contract, the vision for Xpress will be codependent upon the vision for the Atlanta-region Transit Link Authority (“ATL”).

Question #19: Is having a DBE on the team (at 11% or higher) for this RFP required or just preferred by SRTA?

Answer #19: 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 contract funding source, SRTA encourages its contractors to seek and utilize qualified DBE, WBE, and SBE firms where appropriate.

Question #20: There are references to Blank Documents 1-15, where do we find these documents?

Answer #20: The documents are 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 #21: Are you able to share the budget for this project?

Answer #21: : See Answer #17.

Question #22: Is the entire document a total of 15 or 30 pages?

Answer #22: : 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 #23: How many references would you like listed in section 3.4?

Answer #23: Please see Answer #5.

Question #24: If there are subcontractors, how many references should be provided for each subcontractor?

Answer #24: Please provide a minimum of three (3) references for each subcontractor.

Question #25: Where do we find the proposal checklist?

Answer #25: The proposal checklist is 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 #26: Are resumes to be included in the page limit? Or can they be provided in an appendix?

Answer #26: 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.

Question #27: Is there an incumbent? And if so, who?

Answer #27: Yes, Porter Novelli Company.

Question #28: Why are you looking for new agencies for communication and education & awareness services?

Answer #28: SRTA has exhausted all available renewal options with the existing contractor providing these services.

Question #29: What sort of strategies/tactics have been used in the past for communication and education & awareness?

Answer #29: SRTA has used a variety of strategies in the past. This includes, but is not limited to, the use of press releases, website, social media, emails, community outreach events and videos.

Question #30: 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 #30: Yes, Proposers may provide other samples in addition to the sample printed materials requested.

Question #31: What is the current ridership and use? What is the goal increase?

Answer #31: Please see the GRTA FY 2017 Annual Report by visiting our website at http://www.srta.ga.gov/wp-content/uploads/2018/02/GRTA_AR17_FINAL.pdf. The goal is to increase the number of passenger boardings per year on Xpress to 2 million annual passenger boardings by 2020 with the current baseline of 1.8 million annual passenger boardings.

Question #32: What are most popular routes? What are least popular routes?

Answer #32: Detailed ridership data will be provided to the successful Proposer.

Question #33: Are there any plans for expansion of the commuter coach services?

Answer #33: Yes, there are currently plans to increase the size of the fleet and expand service.

Question #34: Is there an incumbent agency?

Answer #34: Yes. Porter Novelli Company is the incumbent contractor.

Question #35: Do you have a budget in mind for the year inclusive of the branding, advertising, PR, marketing and media buys?

Answer #35: SRTA estimates approximately \$1.75 million over the life of the contract should all available renewal options be exercised. However, this number is subject to change based on the available budget and forthcoming projects.

Question #36: With the growth of new media would the SRTA be open to the creation of a short weekly and/or monthly updated podcast that would tell consumers of ongoing projects and potential delays in an audible format? (This could also be used in emergency situations.)

Answer #36: SRTA is open to all new ideas that are affordable and within budget.

Question #37: How have your media splits been determined in the past and do you already have a structured plan for the coming year? What I mean by splits is:

Traditional – Radio, TV, PRINT, Billboard
New Media – Digital, Audible (podcast), SEO
Sponsorships – Event activation, etc.

Answer #37: The splits vary based on the project and what is required for that project. For example, for the Northwest Corridor project, traditional would be 60-75%, New media would be less than 5%, and sponsorships would be 25%. However, that was not the case with the I-75 South project. Media splits are determined on a case-by-case basis for each project.