March 24, 2025

SUBJECT: **Request for Proposals (RFP) 5-4108 "Social Content Creative Services"**

Offerors:

This letter shall serve as Addendum No. 1 to the above RFP issued by the Orange County Transportation Authority (OCTA). Offerors are reminded that the proposal submittal date is at or before **2:00 p.m., July 8, 2025**.

The following questions were submitted by the deadline:

Question 1:
Is there an incumbent vendor currently supporting OCTA with social media content creation?
Response 1:
Yes.

Question 2:
What prompted the release of this RFP at this time (e.g., contract expiration, expanded priorities)?
Response 2:
Contract expiration.

Question 3:
What would success look like for this engagement beyond traditional KPIs?
Response 3:
It would include successful implementation of other services outlined in the scope, such as strategic plans and influencer engagements, along with completing tasks on time and on budget. Successful content would be creative while also being relevant to target audiences and within brand guidelines.

Question 4:
Are there any anticipated shifts in brand strategy, platform priorities, or marketing focus in FY25–26?
Response 4:
No major shifts anticipated, although OCTA is always looking for ways to improve its presence and impact on social media.

Question 5:
What is OCTA's level of priority for each of its social platforms (e.g., Instagram, YouTube, LinkedIn, X, TikTok)?
Response 5:
OCTA has active accounts on Instagram, Facebook, X, LinkedIn, and YouTube and want to continue activities for each of those channels.

Question 6:
Are there existing audience personas or segmentation insights already in use, or would the consultant help develop those?
Response 6:
OCTA has existing audience personas and insights in use, and may refine or build on them as needed.

Question 7:
Will OCTA provide a calendar of key events or initiatives in advance to support proactive content planning?
Response 7:
Yes.

Question 8:
Are there any established content pillars (e.g., rider stories, construction updates, sustainability, policy) the vendor should work within?
Response 8:
Yes, OCTA currently shares news, educational content, event highlights, milestones, throwback photos, and similar content that can be viewed on OCTA's channels. OCTA is always looking for ways to improve its presence and impact on social media.

Question 9:
Will OCTA provide access to an existing B-roll or photography library? Can OCTA share how often on-site filming or live event content capture is anticipated throughout the year?
Response 9:
Yes. On-site filming varies based on projects and priorities, but is expected to occur throughout the year.
Question 10:
Is there an existing social visual toolkit (e.g., motion graphics templates, intros/outros, fonts, colors) the vendor should follow?
Response 10:
OCTA has brand guidelines as it relates to logo usage and brand colors, as well as content guidelines for tone, but there is some flexibility on social media.

Question 11:
Are there particular communities, customer groups, or personas OCTA would like to see highlighted through video, short-form stories, or testimonials?
Response 11:
OCTA aims to reach the audiences outlined in the Scope of Work, which may include highlighting individuals from those groups on social media.

Question 12:
Will OCTA expect the vendor to propose a refreshed visual identity for social (e.g., Reels templates, sticker packs), or operate strictly within existing brand parameters?
Response 12:
There is some flexibility but it depends on current priorities – developing a new visual identity may not be something that is pursued in the near future but it's a possibility.

Question 13:
Are there specific content accessibility requirements we should be aware of (e.g., contrast ratios, font sizes, closed captioning format, WCAG compliance)?
Response 13:
OCTA follows best practices and platform recommendations.

Question 14:
What KPIs or metrics matter most for this engagement (e.g., reach, impressions, engagement rate, CTR, conversions, ridership growth)?
Response 14:
Standard social media metrics, including but not limited to reach, interactions, link clicks, video views, engaged followers, page growth, etc.

Question 15:
Will the selected vendor be responsible for scheduling/publishing content, or will OCTA handle publishing internally?
Response 15:
Currently, OCTA handles scheduling and publishing internally but other approaches can be considered if appropriate.

Question 16:
Should the vendor propose a custom reporting dashboard/template and cadence, or is there an existing format we would adopt?
Response 16:
That is not needed at this time.

Question 17:
What is the expected review and approval process on OCTA's end — how many internal stakeholders, and how many rounds of revisions should be planned for?
Response 17:
The Digital Marketing team would be typically reviewing and approving content, which may consist of a few reviewers and one final approver. Depending on the content, additional approval may be necessary. The number of revisions depends on how closely submitted content aligns with the vision and if revisions adequately address feedback provided.

Question 18:
For fast-turn projects ("same-day delivery"), will briefs be provided in advance, or should we expect to work from a triage/queue system?
Response18:
In most instances, a brief will be provided in advance.

Question 19:
Are there known seasonal peaks for content production? For example, tied to budget season, major capital project milestones, or ridership campaigns?
Response 19:
This can vary year to year depending on priorities, marketing campaigns, and other opportunities. Social media content is produced year-round.

Question 20:
Does the $100,000 contract budget include any media spend (paid social), or is it strictly allocated for content creation and strategy services?
Response 20:
The intent is for this contract to not include direct costs for paid social.

Question 21:
Will the consultant be expected to provide localization or translation services?
Response 21:
Most likely not. Please also see response to Question 22.

Question 22:
Are there specific language groups OCTA aims to engage (e.g., Spanish, Vietnamese)? Should content be developed in multiple languages, or subtitled only?
Response 22:
Marketing campaigns engage audiences in Spanish and Vietnamese, although the majority of social media content is currently shared in English. There may be opportunities to develop select content in multiple languages.

Question 23:
Is the selected vendor expected to support community management (e.g., responding to comments, DMs), or will OCTA staff handle all user engagement?
Response 23:
That will not be part of this contract.

Question 24:
Will OCTA provide access to existing social tools for analytics and scheduling (e.g., Meta Business Suite, Sprout, Hootsuite), or should the vendor provide their own?
Response 24:
Yes, OCTA would provide access to existing social tools should scheduling and publishing be handed by the vendor.

Question 25:
Regarding the list of audiences presented on page 20 – does OCTA have these audiences already and is expecting the awarded vendor to activate them or does OCTA expect said vendor to procure these audiences?
Response 25:
These are current audiences.

Question 26:
Is there a separate budget allocated for media buy/paid advertising? If so, what is that?
Response 26:
Please see response to Question 20.

Question 27:
Would OCTA be willing to extend the RFP deadline to July 15, 2025??
Response 27:
No.

Question 28:
What specific outcomes or KPIs is OCTA hoping to achieve through this contract?
Response 28:
Please see response to Questions 3 and 14.

Question 29:
Which services are most critical from the Scope of Work? (Are they prioritizing video production, influencer campaigns, or reporting?)
Response 29:
OCTA is anticipating doing work in each area outlined in the scope of work.

Question 30:
Are there specific projects or campaigns already in the pipeline that we would support if awarded? They listed the services they currently market under the Social Content section of the Scope of Work, but are there any top priorities?
Response 30:
Social media channels would be used to highlight all of the services mentioned in the scope of work, although this contract would likely focus on bus, rail, and rideshare services.

Question 31:
What existing content types or social platforms do they use most? Or which ones have the most following and which ones could we potentially help boost?
Response 31:
Please see response to Question 5.

Question 32:
What tools or methods would we use to analyze social performance and generate reports?
Response 32:
OCTA has a content scheduling and publishing tool that can generate reports on social media performance.

Question 33:
Is there an existing OCTA Marketing and Communications plan that outlines strategies, SMART goals (or metric-based goal system they use), etc. that if we are selected, we can ensure we are aligned with their internal goals while adding strategies specific to our work plan?
Response 33:
Yes.

Question 34:
Do we have full access to their data (social media, website traffic, other areas that are relevant to our work) to perform accurate analysis of previous and ongoing work?
Response 34:
OCTA will share data as deemed appropriate.

Question 35:
Do they have any existing work, surveys, or data, whether from previous marketing/communications consultants or current work underway, that can help contribute to the strategic planning, or would we need to start it from scratch?
Response 35:
Yes, data is available.

Question 36:
Is there an incumbent firm that OCTA is satisfied with?
Response 36:
Yes, the incumbent firm is JPG, Inc. doing business as Oak Leaf Productions and they have been providing the required services.

Question 37:
Is this one single bid? Or am I bidding on specific relevant categories?
If these are separate categories, can we submit one bid and specify which ones we are bidding on? And then include samples of relevant work according to the categories?
Response 37:
OCTA intends to award to a single firm. Therefore, the selected firm must be able to perform all the required services outlined in the scope of work.

Question 38:
Are there specific KPIs (e.g., engagement rates, follower growth) the Authority prioritizes for measuring campaign success beyond the goals listed in Exhibit A?
Response 38:
Please see response to Question 14.

Question 39:
Will the selected vendor have access to OCTA's existing brand assets (e.g., logos, style guides) or creative archives for repurposing content?
Response 39:
Yes, as deemed appropriate.

Question 40:
Are there preferred platforms (e.g., Instagram Reels, TikTok) or content formats (e.g., live video, AR filters) where OCTA aims to expand its presence?
Response 40:
Please see response to Question 5.

Question 41:
How will project approvals be structured—is there a designated review team or streamlined feedback process to align with tight turnaround times?
Response 41:
Please see response to Question 17.

Question 42:
Could you please list all social media channels and associated handles that fall under this scope? Specifically, does this include OC Bus and OC Metrolink?
Response 42:
Please see response to Question 5. And yes, it does include OC Bus and OC Metrolink.

Question 43:
Regarding "Create distribution plans to augment social engagement, including a paid media schedule," does this refer to boosting popular organic posts, and/or developing and managing full paid ad campaigns (e.g., on Meta, Google Ads)?
Response 43:
This is in reference to boosting organic posts, and not managing full paid ad campaigns.

Question 44:
Is there an existing social media style guide, brand guidelines, or tone-of-voice document that needs to be adhered to for content creation?
Response 44:
Yes, although OCTA is open to updates.

Question 45:
What tools are currently used for social media management, analytics, and content creation (e.g., Sprout Social, Hootsuite, Canva, Adobe Creative Suite) and do you intend to keep using these tools in partnership with the agency?
Response 45:
OCTA will evaluate tools and processes with the selected firm and proceed accordingly.

Question 46:
What existing data or research (e.g., past social media reports, website analytics, customer surveys) can we access to build out the strategy?
What is the desired frequency for content calendar submissions, and what level of detail should they include (e.g., copy, visuals, proposed publish times)?
Response 46:
That information may be shared with the selected firm. Frequency and other details will be discussed with the selected firm. Generally, copy and visuals would be included in submissions.

Question 47:
How many posts are anticipated to be needed over the course of the engagement?
Response 47:
It will be determined on a monthly basis depending on priorities.

Question 48:
Does the current scope of OCTA posts (content and frequency) reflect general expectations for this engagement?
Response 48:
The content and frequency would be evaluated and adjusted based on a strategic plan.

Question 49:
Is there one or more specific target goals in mind for this engagement, or just continuous improvement?
Response 49:
Please see response to Question 14. Specific goals for the contract may be discussed with the selected firm as part of a strategic planning process.

Question 50:
Are the only forms that need to be included in a proposal the Status of Past and Present Contracts Form and the Proposal Exceptions and/or Deviations Form?
Response 50:
The forms listed, as well as the Price Summary Sheet.

Offerors are reminded to acknowledge receipt of this Addendum No. 1 in their transmittal letter and Exhibit B, "Price Summary Sheet." All changes addressed in this Addendum No. 1 shall be incorporated into the final Agreement.

Questions regarding this Addendum No. 1 should be directed to the undersigned at mcardozo@octa.net

Sincerely,

Michael Cardozo

Michael Cardozo
Contract Administrator
Contracts Administration and Materials Management