



April 14, 2016

AFFILIATED AGENCIES

*Orange County
Transit District*

*Local Transportation
Authority*

*Service Authority for
Freeway Emergencies*

*Consolidated Transportation
Service Agency*

*Congestion Management
Agency*

*Service Authority for
Abandoned Vehicles*

**SUBJECT: Request for Proposals (RFP) 6-1013
“Marketing Awareness Campaigns”**

Gentlemen/Ladies:

This letter shall serve as Addendum No. 2 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., April 28, 2016**.

The following questions were submitted by the deadline:

1. Q – Can you please let me know who the incumbent is for this solicitation?

A – Klein & Klein is the incumbent for the current Bus Marketing & Ridership Program. There is no incumbent for the Diversity Marketing & Ridership Program or the Millennial and Youth Marketing & Ridership Program. Truth is the incumbent for the current 91 Express Lanes Marketing Program.

2. Q – Who are the incumbents for the Bus Marketing & Ridership Program and the 91 Express Lanes Marketing Program? How long has each consultant held the contract?

A – Klein & Klein is the incumbent for the current Bus Marketing & Ridership Program; the contract is a one-year term. Truth is the incumbent for the current 91 Express Lanes Marketing Program; the contract is a one-year initial term with a one-year option term.

3. Q – Will you be able to give firms extra points for subcontracting Minority-Women Owned businesses such as mine?

A – No.

4. Q – Is there a DBE goal for each Scope of Work?

A – No.

5. Q – Who are the incumbents for each of the four campaigns listed in the RFP?

A – Refer to the response to Question No. 1.

6. Q – Are proposers required to have subcontractors? If so, why are two required to be listed?

A – Subcontractors are not required if the proposing firm can fulfill all requirements within the Scope of Work. Two are being requested to accommodate cost and time requirements as projects proceed throughout the year.

7. Q – We were given a budget for each campaign. Is all recommended production, printing, and media costs to be included in these budget?

A – Yes, all costs should be considered as part of the budget. There may be some additional funds for media purchases that OCTA staff will handle.

8. Q – Under the Cost Analysis section in each Scope of Work, firms are asked to provided pricing for comparison project Creative Development and Printed Materials. Typically, would stated budget dollars for each campaign be inclusive or exclusive of these type costs?

A – These types of costs would be considered part of the Scope of Work, which is why they are being used for comparison purposes.

The following questions are specifically for Exhibit A-1, Bus Marketing & Ridership Program:

9. Q – Are out-of-state agencies allowed to submit responses for review?

A – Yes.

10. Q – Is there an incumbent firm? If so, is this a mandated review or a client initiated review?

A – Klein & Klein is the incumbent for the current Bus Marketing & Ridership Program. The current contract is for one year, which will expire June 30, 2016, necessitating a new contract.

11.Q – How will you measure success? E.g. % increase in ridership; % increase in consideration, etc.

A – OCTA's ultimate measurement is increased ridership.

12.Q – Are there any existing partnerships/co-op partners that could be taken into consideration for the 2016 planning period?

A – Not at this time.

13.Q – Are there any existing relationships between CLA and paid media vendors that would allow significant media cost savings? (ex. In-system OOH advertising with Intersection/Clear Channel, signage, etc.)?

A – OCTA does not have any media partnerships that would allow significant cost savings other than the opportunity to post ads on its buses at no media cost, just production costs.

14.Q – Social – Is the expectation that the firm would provide social strategy consultation only or content creation and implementation, too?

A – The firm should be able to provide both social strategy consultation and content creation and implementation.

15.Q – You mention a recent rebrand (2014/2015). Did this rebrand look/feel/messaging apply to everything?

A – Yes, OCTA is currently in the transition of rebranding all of its collateral and materials.

16.Q – Can you share the brand strategy and examples of current creative/communications in the marketplace. What's worked and what hasn't?

A – OCTA is currently in the process of transition on rebranding the bus system as OC Bus and providing updated bus graphics and bus stop signage program to position OC Bus in a more positive, fresh position. All materials are emphasizing the new OC Bus and targeting key markets for new ridership.

17.Q – Can you share more info about the customer loyalty program – is it just for free/reduced rides or are there other vendor partners/relationships (i.e. Starbucks)?

A – OCTA does not currently have a customer loyalty program and would be open to suggestions for a successful program.

18.Q – Do you need a photography library or would the selected firm manage only the photography for the ads/campaign?

A – Photography would be specific for each program. OCTA is not looking to create a photo library separate from program work.

19.Q – For staffing, does the respondent need to identify all team members or just the key members?

A – Offerors must identify the key personnel proposed to perform the work.

20.Q – Do you consider contract vendors for select assignments – i.e. photographers as “subcontractors”? Trying to understand how in-depth the subcontractor identification needs to be.

A – Yes, photographers, videographers, printers, etc. are all considered subcontractors. Your subcontractor qualifications are as important as your firm’s qualifications.

Offerors are reminded to acknowledge receipt of this Addendum No. 2 in their transmittal letter and Exhibit B, “Price Summary Sheet.” All changes addressed in this Addendum No. 2 shall be incorporated into the final Agreement.

Questions regarding this Addendum No. 2 should be directed to the undersigned at idenEAU@octa.net.

Sincerely,



Iris Deneau
Contract Administrator
Contracts Administration and Materials Management