



September 2, 2020

**Response to Questions regarding
“Request for Proposals for Public Relations, Marketing and Community
Engagement for Public Transit Operations”**

Questions	Response
<ul style="list-style-type: none"> Why are you putting out an RFP? 	Federal procurement regulations require competition for goods and services.
<ul style="list-style-type: none"> Who is your current public relations agency? Will they be bidding on the project? 	TTD does not currently have a firm providing these services.
<ul style="list-style-type: none"> What is the allocated not-to-exceed budget for the upcoming year? Is that different in year 2? What was it last year? 	This RFP seeks to understand the cost of these services, rather than the amount of services that can be performed for a specific dollar amount. Year 2 could be different than year 1. Last fiscal year’s expenditures was approximately \$8,000 spent on press releases relating to COVID-19 service adjustments.
<ul style="list-style-type: none"> Do you have a media budget allocation for the social side? If so, how much is this? 	No. This RFP seeks to understand the cost of these services, rather than the amount of services that can be performed for a specific dollar amount.
<ul style="list-style-type: none"> From a marketing perspective, what do you think the TTD is currently doing well? What do you think it could be doing better? 	TTD does not currently market.
<ul style="list-style-type: none"> Who would be the team that we’d work with on an ongoing basis? 	TTD staff would include the District Manager, Transit System Program Manager, Operations Manager, and Transit Planner/Analyst.
<ul style="list-style-type: none"> Do you have any research/data on who is currently riding transit? What % of locals use the bus vs. tourists? 	Please see TRPA’s Tahoe Transit Survey posted with this response to questions.
<ul style="list-style-type: none"> Which segment has the most opportunity for growth – tourists or locals? 	Tourists present the largest opportunity for ridership growth.

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<ul style="list-style-type: none"> • What kind of results would you like to see from the campaign (percentage increase in ridership)? Other KPIs? 	This RFP asks the proposers to define the KPIs that they will measure themselves against. Success is your firm identifying what can be accomplished and then accomplishing it.
<ul style="list-style-type: none"> • How many total public events are you planning for in 2020/21? 	Proposer will define the number of public events necessary to achieve success.
<ul style="list-style-type: none"> • Does TTD have an estimated budget for the initial two-year engagement? 	No.
<ul style="list-style-type: none"> • Does estimated budget include printing collateral and other materials? 	Yes.
<ul style="list-style-type: none"> • Will TTD reimburse travel costs when appropriate? 	Proposers must note that travel costs are included in their proposal. Please note travel costs cannot exceed the per diem GSA rates and do not include food or alcohol. Mileage, hotel, and air fare are reimbursable with prior written authorization.
<ul style="list-style-type: none"> • Does the budget include paid media costs? 	Yes.
<ul style="list-style-type: none"> • Is there a particular format in which the TTD would like to see the cost estimate? 	No.
<ul style="list-style-type: none"> • When scoring proposals, will TTD assign a points preference to agencies based in the Lake Tahoe basin and/or Carson Valley? 	No.
<ul style="list-style-type: none"> • Will TTD dock points for agencies that do not have an office based in the Lake Tahoe basin or Carson Valley? 	No.
<ul style="list-style-type: none"> • Is there an incumbent for this work? 	No.
<ul style="list-style-type: none"> • Is TTD currently contracting with an agency for a similar scope of work? 	No.
<ul style="list-style-type: none"> • Who will be the primary TTD contact for the agency that is awarded the contract? 	Transit System Program Manager.
<ul style="list-style-type: none"> • The timeline between the proposal submittal date (9/25) and the Interview date (9/30) is short considering the weekend. What date do you anticipate informing bidders that they are being invited to an interview? 	By 5pm, September 26.
<ul style="list-style-type: none"> • Will interviews on 9/30 be held via videoconference? 	All interviews will be virtual.
<ul style="list-style-type: none"> • What is the format for the interviews (e.g., time limit for the presentation, time limit for Q&A, etc.)? 	1.5 hours should suffice. Proposers should be prepared to present their proposal (<30 mins) and discuss all elements of the proposal in detail with the selection committee.
<ul style="list-style-type: none"> • Will the interview be a presentation of bidder qualifications or does TTD expect to ask bidders to respond to a hypothetical assignment? 	Proposers should demonstrate how their firm/team will successfully fulfill the requirements of the RFP.

<ul style="list-style-type: none"> Who will be on the interview panel for the 9/30 interviews? 	TTD staff.
<ul style="list-style-type: none"> Do you have demo/geo data on ridership we can review? 	Please see TRPA's Tahoe Transit Survey posted with this response to questions.
<ul style="list-style-type: none"> Are you more interested in raising awareness of TTD w/ visitors or residents? 	Specifically, to TTD as an entity, residents.
<ul style="list-style-type: none"> Can you provide historical budgets for the past 2 years? If so, is it possible to see the breakout of what budget was allocated towards media buys? 	TTD Budgets can be found in the Board Packets located at https://www.tahoetransportation.org/meetings-and-agendas/board/ TTD's allocated budget for media buys over the last two years is \$0.
<ul style="list-style-type: none"> Do you have specific metrics for success identified so that when we reach the completion of our time together, we'll know we were successful for you? Or what will success look like at the end of this contract? 	This RFP asks the proposers to define the KPIs that they will measure themselves against. Success is your firm identifying what can be accomplished and then accomplishing it.
<ul style="list-style-type: none"> What does your decision-making team look like? 	TTD executive and transit program management.
<ul style="list-style-type: none"> There is a request to create and maintain an email database. Do you already have an existing email database? If so, what platform are you using? Are there restrictions to the email software platforms we can utilize like, MailChimp? 	Yes, TTD utilizes a free MailChimp service. Staff expects that with this project, the service will transition to the more feature rich paid version.
<ul style="list-style-type: none"> As a bi-state agency are there any websites that you can't access, like Dropbox? 	No.