

## FLINT HILLS AREA TRANSPORTATION AGENCY

**Procurement Type: RFP**

**Procurement ID: FY22-1006**

### **ADDENDUM I: Response to Vendor Questions**

Deadline for Inquiries about Scope of Work: 04/29/2022

Deadline for Responses to Inquiries: 5/4/2022

The following is a list of all Vendors requesting a copy of the RFP and their questions submitted by April 29, 2022 (any questions received after this date will not be answered). All questions and answers will be provided to all potential Vendors who have expressed interested and posted on our website. All vendors submitting a proposal must include acknowledgement of Addendum with their responses.

*Questions received from the following interested bidders; the questions have been combined as we received similar questions from the prospective bidders:*

- MB Piland Advertising & Marketing LLC
- The Hustle Marketing and Design
- New Boston Create Group
- Affirm

1. What is the anticipated budget?

Response: The Agency has developed an overall budget for Marketing and Advertising Cost, see Attachment 1. It is intended that the Master Services Agreement is to support our staff in charge of overall marketing and advertising FHATA has estimated 70% of our overall budget for marketing and advertising will be spent utilizing the Master Services Agreement(s). The budget provided is meant as a guide and should be viewed as a not to exceed for the fiscal year (and it can be used as a guide for annual costs), the Agency reserves the right to allocate funds as determined based on FHATA's need as projects arise.

2. Please clarify if there is or is not a DBE requirement for this RFP. If there is no goal, as stated on RFP page 33, please explain further the "DBE credit" section.

Is there any preference for certified woman-owned or minority-owned firms?

Response:

Appendix 1 of the RFP indicates the DBE Requirements. FHATA is funded with federal funds and is subject to requires of Title 49, Code of Federal Regulations Part 26 Participation by DBE's. The Agency has an overall goal of 1.45% (Agency wide) on all federal expenditures, however this project does not have an established goal. FHATA will only recognize KDOT

Certified firms found at <https://kdotapp.ksdot.org/dbcontractorlist/>. MBE and WBE certifications with other agencies and/or states will not be considered.

Attachment 2 is the Schedule of Participation by contractor and subcontractors, required to be submitted within 48 hours of proposal closing.

While there is no project goal set for this contract, as part of the proposal evaluation and scoring (detailed in Section F Proposal Evaluation Acceptance and Award), the Agency has identified 2 points of the 10 under Proposal Qualifications and References will be given to qualifying DBE firms meeting the requirements outlined in Appendix 1 of the RFP.

3. How many digital ad campaigns are you currently running per month?

Response: We do not have standard or regular digital ad campaigns outside of the required advertising for KDOT/FTA compliance purposes. This is something we are looking to add and improve in our marketing efforts.

4. Is there a date/time the vendor registration is due back to FHATA By?

Response: Vendor registration can be submitted prior to submittal of proposal due date; however, it is due no later than the proposal due date.

5. If we are only submitting a proposal for one of the two scope of service areas, do we need to submit/include a “no proposal reply form” for the section we are not responding to?

Response: It is not necessary to submit the “no Proposal Reply form”, the proposal should clearly indicate which portions of the RFP that the firm is responding to.

6. Is there a local vendor preference for this RFP?

Response: No, the Agency is prohibited from restricting the proposals to a specific geographic location or region. Vendors must show they have the ability to obtain and understand the local environment (political, social, economics, etc.) as it pertains to marketing and advertising for transit services in our service area region, as well as other regions in the State of Kansas. Services provided must reflect and be relevant to the needs of serving the communities we operate within. In addition, the Agency will expect at least two (2) onsite meetings per year, therefore costs associated with travel must be included in the proposals.

7. Will we have access to the backend of the FHATA website? I know it's part of the overall Riley County site. To run effective online/social campaigns, access to create landing pages, track traffic, update content, etc., will be crucial.

Response: The FHATA website is **not** connected to the Riley County website. The Agency migrated away from the County in the August 2021, and FHATA staff maintain the site. The current website is run through the Wix platform. It has the ability for the site to be accessed from the back end through assigned roles. At the moment, website content changes can only

be published through approved staff but this can be further discussed based on the need for access to utilize the website as a marketing and advertising tool. FHATA does not have the immediate need or desire to change website content platforms at this time.

8. Will we have access to analytics data on the FHATA site in order to properly manage campaigns?

Response: Yes. This data is available to be shared both through the Wix platform and through Google Analytics.

9. Do you have a target audience in mind?

Response: The target audience can vary depending on the service and purpose of the advertising or marketing effort, major targets are listed below:

- Our general target audience is the public who are more likely to utilize public transit service out of necessity, including commuters, low to moderate income populations, students, elderly, and disabled populations.
- FHATA is interested in building a campaign to target “choice riders” for those in the public that choose to ride for other reasons such as tourism, shopping, leisure, park and ride, fuel saving, reduce emissions, and those looking for an alternative to ride sharing.
- FHATA also has a need for marketing for purposes of hiring and retaining personnel.

This Addendum becomes a part of the Invitation to Bid upon issuance and supersedes any previous specifications and/or provisions in conflict therewith. By submitting their Bid, Bidders are deemed to have received all such notices and to have incorporated them into their Bid.

**ATTACHMENT 1: FISCAL YEAR 2023 BUDGET: MARKETING AND ADVERTISING**

It is intended that the Master Services Agreement is to support our staff in charge of overall marketing and advertising. FHATA has estimated 70% of our overall budget for marketing and advertising will be spent utilizing the Master Services Agreement(s). The budget is a guide for an annual not to exceed (in total). FHATA reserves the right to allocate funds as determined based on evaluation of current need and priority.

	FY23 Budget	Cost for Outsourcing*	In house
<b>Advertising and Marketing Budget</b>	<b>\$150,000</b>		
<b>Marketing /Campaigns/ Consulting</b>	\$37,500	\$26,250	\$11,250
<i>Product marketing, testing, releases, content</i>			
Create Strategy - Paid Research, Competitive Analysis, Focus Groups			
Create a Marketing Plan			
Service Releases / Launch			
Paid Advertising			
Public Relations			
White Pages			
<b>Content</b>	\$30,000	\$21,000	\$9,000
<i>Software / Publishing Tools / Services / Freelancers</i>			
Software / Website			
Analytics			
Social Media / Newspaper / Radio			
Photos			
Licensed/syndicated content			
Content Curation			
Freelancers (writers, designers, developers)			
<b>Paid Advertising</b>	\$15,000	\$10,500	\$4,500
<i>Search / Display &amp; Retargeting / Social / Lead Generation</i>			
Search - CPC / CDC			
Display & Retargeting - CPC/CDC			
Social Media Ads			
Lead Generation - discovery, emails, etc.			
<b>Public Relations*</b>	\$22,500	\$15,750	\$6,750
<i>Subscriptions / Events / Media relations</i>			
Subscriptions			
Content (press release, newsletters, etc.)			
Events/Tradeshows (Admission, accommodations, transportation, meals, supplies, swag, etc.)			
<b>Branding / Creative / Website</b>	\$30,000	\$21,000	\$9,000
Software (design, editing, project mngt.)			
Hardware			
Equipment Rentals / purchases			
Outsourcing			
Other: printing / travel / supplies / swag			
<b>Hiring and Recruiting</b>	\$15,000	\$10,500	\$4,500
<i>Marketing materials / Printing / Supplies</i>			
	<b>\$150,000</b>	<b>\$105,000</b>	<b>\$45,000</b>

Note: Internal staff and salaries spend on marketing are not reflected above

\*FHATA is not intending to hire a Public Relations firm, FHATA staff will manage the distribution of information, the intent is to hire a consultant to help with branding, creativity, paid advertising, content, social media, and events.

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Addendum 1 (continued)

ATTACHMENT 2: DBE CERTIFICATION

The following page is the DBE Schedule of Participation.

**DISADVANTAGED BUSINESS ENTERPRISES (DBE) SCHEDULE OF PARTICIPATION BY CONTRACTOR AND SUBCONTRACTORS**

This contract is subject to the requirements of 49 CFR Part 26, *Participation by Disadvantaged Business Enterprises in Department of Transportation Financial Assistance Programs*. The national goal for participation of Disadvantaged Business Enterprises (DBE) is 10%. **FHATA has established an overall goal for DBE participation of 1.45 percent. There is no contract goal for this procurement.**

This form is to be completed and should include all subcontractors scheduled to perform on the project. The “DBE % Participation” is the amount of work each DBE (prime or sub) will perform compared to the total contract amount. If using DBE suppliers count 60% of their contract amount.

The contractor is required to pay its subcontractors performing work related to this contract for satisfactory performance of that work no later than 30 days after the contractor’s receipt of payment for that work from FHATA.

The \_\_\_\_\_ will utilize the following:

(name of firm)

Item No. And Description	Name of DBE Firm	Type of Work or Parts to be Used/Performed	DBE % Participation
		Total Value of Work	
		Total DBE Participation	
		Total DBE Percentage	

Signature: \_\_\_\_\_

Name & Title: \_\_\_\_\_

Company: \_\_\_\_\_

Date: \_\_\_\_\_