

Livermore Amador Valley
TRANSIT AUTHORITY



February 23, 2024

To: All Interested Parties

From: Tamara Edwards
Director of Finance
Livermore Amador Valley Transit Authority

Re: **LAVTA RFP #2024-02 On-Call Creative, Design, and Media Strategy Services – Addendum Number 2**

This correspondence constitutes official record of the second alteration of a “Request for Proposals for **On-Call Creative, Design, and Media Strategy Services #2024-02**” issued by LAVTA on January 31, 2024. The first alteration to these documents was issued February 16, 2024, as Addendum Number 1.

This Addendum responds to written questions received as follows, grouped by topic for convenient reference.

Q#	Topic	Question Received	RFP Section (if Applicable)	Answer Provided
1	Award	Does LAVTA intend to make a single award or multiple awards?	1	LAVTA intends to make a single award.
2	Award	If LAVTA may make multiple awards, must all proposers be qualified to provide all services listed in Appendix A? Or can proposers bid on certain services only?	1	LAVTA intends to make a single award.
3	Award	Can you explain more about the term ‘on call’ as it pertains to this work? Do you require 24/7 response to outages or issues with the site?	2.A	On-call means that all work directives will be negotiated and issued at LAVTA's sole discretion on a Task Order Basis.
4	Budget	Has a budget been established for this initial contract period? Even a ballpark estimate would be helpful.	n/a	No, LAVTA will evaluate proposed budgets derived from expected hours and costs to develop annual budgeting.

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5	Budget	How much money was spent for work covered under this engagement during the last year?	n/a	This RFP is to award a new contract with an updated scope of work. Spending under the existing contract in FY23 & FY24 was inconsistent due to restructuring and is not representative of expected spend.
6	Budget	Is there a separate media budget allocated and/needed for this engagement?	n/a	LAVTA adopts an annual advertising budget as part of its annual budget process. No direct media buys are anticipated to be part of this contract award.
7	Budget	We understand that the budget is not guaranteed. Are you able to offer any other information as to the range of budget for our own planning purposes?	n/a	Illustrative information about prospective effort by function is included with Appendix A.
8	Budget	What is the project budget?	n/a	LAVTA will evaluate proposed budgets derived from expected hours and costs to develop annual budgeting.
9	Budget	What is the advertising and media budget?	n/a	LAVTA adopts an annual advertising budget as part of its annual budget process. No direct media buys are anticipated to be part of this contract award.
10	Budget	What is the annual not-to-exceed budget for this engagement?	n/a	This is not specified as part of the solicitation. LAVTA anticipates establishing a single Not To Exceed amount for the entire contract term at the time of award.
11	Budget	What is the budget for your typical paid advertising campaign?	n/a	Advertising expenses are not included in this project. Please refer to Revised Appendix A, included with Addendum #1.
12	Budget	What is the media budget?	n/a	Advertising expenses are not included in this project. Please refer to Revised Appendix A, included with Addendum #1.
13	Contractual Requirements	Are there specific regulations and compliance requirements regarding security that need to be met outside of what would be considered industry best practices?	3.D, Appendix B	Attachment C to the Sample Agreement details data security and data privacy requirements, other measures may be addressed in the Approach to Providing Services (RFP Section 3.D)

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14	Contractual Requirements	Do we need Excess and Umbrella policies?	5.A, Appendix C	Any exception requests should be included in Exhibit 3, Exception Form, submitted with the Proposal.
15	Contractual Requirements	Can the DBE certification be in another state?	5.B	In accordance with LAVTA's adopted DBE Program, only firms that meet 49 CFR Part 26 eligibility standards are permitted to participate as DBEs. LAVTA uses DBE vendors certified by the Unified California Certification Process of the State of California. The certification application form and documentation requirements can be found at http://www.dot.ca.gov/hq/bep/ucp.htm . Information on CUCP Out-of-State Declaration/Checklist can be found at https://dot.ca.gov/programs/civil-rights/dbe-certification-information .
16	Contractual Requirements	Can you explain exhibit 5?	5.B, 3.D.3	Exhibit 5 is provided to enable Proposers to assist LAVTA in implementing its DBE Program pursuant to Section 5.B of the RFP, and to identify use of Subconsultants or Subcontractors in its Approach to Providing Services 9RFP Section 3.D.3.ii(a)].
17	Insurance	Why is automobile insurance needed?	5.A, Appendix C	This is a standard provision in LAVTA contracts.
18	Other	Who is/are the incumbent(s) for this work?	Other	LAVTA's previous award for On-Call Creative, Design, and Media Strategy Services was to Celtis Ventures, Inc.
19	Other	Is there an incumbent?	n/a	LAVTA's previous award for On-Call Creative, Design, and Media Strategy Services was to Celtis Ventures, Inc.
20	Other	Can you provide one year of Google Analytics data for the website or at a minimum monthly sessions and page view events for a year's period?	n/a	Not at this time.
21	Other	What firm(s) have you used for media buys in the past?	n/a	Alpha Media, Spotify, Google Ads, Meta Ads, Tiktok, Embarcadero Publishing, Bay Area Media, Independent News, Diablo Publishing.

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22	Other	What firm(s) have you used for survey research services?	n/a	Convey.
23	Proposal Content	Must the Proposal Content Checklist (pages 18-20) be included in the proposal?	6	The checklist is not required but may be included at the Proposer's convenience for clarity.
24	Proposal Content	Who are the decision makers on this project and how many are there?	3.D	The Project Manager for this contract is David Mark, LAVTA Director of Customer Experience. See RFP Section 3.D and Appendix E, Section A for procedures on Task Order Issuance.
25	Proposal Content	Can we use the references of our subcontractors?	3.E	References provided should be for the firm shown in Section A of Exhibit 1, Proposal Cover Form.
26	Proposal Content	Do we have to be registered and licensed in California?	3.E	Section 3.E describes the Company Qualifications, Experience, and References required. Refer to the Sample Agreement in Appendix B for signatory requirements.
27	Proposal Content	What documentation can be provided to demonstrate financial qualifications if audited financial statements are not available?	3.G	Requests for Exceptions to the Contractual Requirements should be included with the Proposal using the Exception Form provided as Exhibit 3.
28	Proposal Content	Per page 9 part J of the RFP, are there any particular licenses or certificates LAVTA would require a contractor to have, whether it be an in state license, a professional license beyond a college degree or comparable training, etc.?	3.J	Only if applicable to part of Proposer's response.
29	Proposal Content	Per page 9 part L of the RFP, is there anything specific you would like us to provide to prove we're registered with SAM?	3.L	This requirement must be completed prior to any award, not necessarily prior to the submission of a proposal.
30	Proposal Content	Can you explain the lobbying activities pursuant to 31 U.S.C. 1352 form?	5.D	This certification is a requirement of contracts utilizing federal funding. See Section 5.D and Appendix D, Section 16.

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31	Scope of Work	There is an ask for the client to host a library of collateral. Do you have any preferences or requirements as to how/where that library lives?	Revised Appendix A	DAM system or within Marketing Project Management software, cloud based
32	Scope of Work	Are you open to a website redesign/rebuild as part of this contract?	Revised Appendix A	No
33	Scope of Work	Are you open to certain aspects of the marketing implementation being offered as a SaaS (Software As A Service) model?	Revised Appendix A	Yes
34	Scope of Work	Do you have account ownership of all third-party tools and systems used on the site such as: Google Tag Manager, Google Analytics, Google Cloud Console/APIs, Google Translate, Meta (Facebook / Instagram), X (formerly Twitter), RocketCDN	Revised Appendix A	Google Tag Manager - yes Google Analytics - yes Google Cloud Console/APIs - yes Google Translate - yes Meta (Facebook / Instagram) - yes X (formerly Twitter) - yes RocketCDN - no
35	Scope of Work	Are you currently running any campaigns that have a digital component to them? If so, can you describe the digital execution aspect of these campaigns?	Revised Appendix A	Campaign uses Spotify, Google Ads, Meta Ads, Tiktok. LAVTA owned accounts and direct payments with agency partner access to load campaign and creative.
36	Scope of Work	Are you open to switching hosting providers?	Revised Appendix A	Yes
37	Scope of Work	Can you elaborate on how you envision the collaborative project management platform to be used? What types of real-time information or features are you looking to have access to?	Revised Appendix A	Project management platform to manage tactical execution. This includes job tracking, hours, share and review creative, host planning documentation. In addition a marketing management tool for budgeting, media buys, and campaign calendars is requested. These can be one tool if sufficient.

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38	Scope of Work	Can you please describe your current technology stack regarding the website and any other associated digital properties?	Revised Appendix A	WordPress site with WP Rocket. Mail Poet and Ninja Forms.
39	Scope of Work	Can you please list the content channels that you currently use for messaging such as: website, blogs, email marketing, social media channels, etc.?	Revised Appendix A	Website, blog (launches 3/23), radio, newspaper, Social (Meta business, X, LinkedIn, Tiktok (paid only)). No current CRM, MailPoet WP module.
40	Scope of Work	Can you provide established brand guidelines to inform design/messaging once the contract is awarded?	Revised Appendix A	Yes.
41	Scope of Work	Can you provide public reports from your past passenger surveys?	Revised Appendix A	Most recent can be found here: https://wheelsbus.com/wp-content/uploads/2023/09/7.1_SR_FR-Passenger-Satisfaction-Survey-2023.pdf .
42	Scope of Work	Do you have a sense of the number of task orders per year that will be released?	Revised Appendix A	Task orders are defined annually by scope of work, please reference Appendix A.
43	Scope of Work	Do you have any owned media that can be leveraged for these campaigns?	Revised Appendix A	website, blog (launches 3/23), Social (Meta business, X, LinkedIn, Tiktok (paid only)). No current CRM, MailPoet WP module.
44	Scope of Work	Do you have current statistics on the usage of your trip planner?	Revised Appendix A	Not at this time.
45	Scope of Work	Do you offer any modalities of service other than fixed route bus, micro-transit (Dial-A-Ride) and paratransit (Para-Taxi)?	Revised Appendix A	LAVTA provides fixed-route public transit, complementary ADA paratransit (Dial-a-Ride), and a microtransit partnership called GoTriValley. Para Taxi is a same-day ADA paratransit alternative for ADA-certified users.
46	Scope of Work	Do you require 24/7 response from the vendor for outages & break/fix response.	Revised Appendix A	Yes.

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47	Scope of Work	Do you require performance reports regarding impressions, clicks, conversions, etc. on digital campaigns? Are you currently using any tools or software platforms to track digital engagement across your digital properties? If so, please define.	Revised Appendix A	Yes, Google Analytics and campaign delivery reports from digital buys with traditional media outlets.
48	Scope of Work	How do you engage with the accessibility community to continue to evolve equal access to your site and its information?	Revised Appendix A	LAVTA maintains a Tri-Valley Accessibility Advisory Committee with community members to assess accessibility needs.
49	Scope of Work	How many campaigns are anticipated for this budget/annually? Are those campaigns repeatable?	Revised Appendix A	4. Yes.
50	Scope of Work	How many hours per month do you anticipate engaging with the vendor during this contract period?	Revised Appendix A	Estimated/anticipated hours = 16
51	Scope of Work	How many service changes do you perform each year? Can you please describe your process of updating the website and your customers when service changes occur?	Revised Appendix A	2 - 3 service changes. Planning department outputs route maps and timetables which are given to the agency for online and print collateral updates.
52	Scope of Work	It looks like your 40th anniversary is next year. Are there any plans in place for marketing opportunities or strategies? Will that be a portion of this work?	Revised Appendix A	Yes.
53	Scope of Work	Once contract is awarded, how many onsite visits will be required by the selected vendor?	Revised Appendix A	Varies by selected vendor location, LAVTA expects Proposers to describe their Approach to the Scope of Work.

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54	Scope of Work	Section 2.1.5 mentions that the vendor must provide support for the SLDC (Software Development Life Cycle) including staging and testing environments. Should we also assume that we'll be responsible for production instances as well?	Revised Appendix A	Yes.
55	Scope of Work	Section 2.1.5 mentions the maintenance of modules and other platforms. Can you please define the platforms and modules?	Revised Appendix A	WP, Rocket, Mail Poet, Ninja Forms, Ivory Search, various custom modules. Other platforms may include limited social media management.
56	Scope of Work	Section 3.4 states that services hours are 8am to 5pm (PST assumed). Does the vendor need to be able to respond outside of service hours?	Revised Appendix A	Hours listed are for the Pacific Time Zone, adjusting seasonally for Daylight Savings Time. Yes for system outages.
57	Scope of Work	We have done similar work for transit on the West Coast along with various agencies across the Midwest. What would you say are some of the unique - and maybe not so unique - challenges facing your organization?	Revised Appendix A	One example is addressing the geography and diverse demographics of our service area and ridership. LAVTA balances of messaging and style for the choice rider community that utilizes Wheels as a convenient public service, and Public Information Systems and education that our transit dependent riders require.
58	Scope of Work	We see the note that "hosting and server platform maintenance" is not included. However, if the vendor is responsible for maintaining the production web application instance, there's often coordination with the host to ensure that the platform is configured adequately for the web application. Can you describe the current relationship your marketing vendor has with the hosting provider?	Revised Appendix A	Current agency controls hosting and is responsible for maintenance. LAVTA will consider proposals for an independent host procured by LAVTA and administered by agency, or an agency controlled host.

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59	Scope of Work	What are your current ROI metrics? How are we going to measure success?	Revised Appendix A	Proposers may develop and propose such metrics in the Approach to Scope of Services. Metrics should align with proposed objectives. These typically include ridership and customer/community sentiment.
60	Scope of Work	What do you like and dislike about the current website?	Revised Appendix A	LAVTA focuses on the process of continuous improvement through best practices, customer feedback, and auditing.
61	Scope of Work	What is your current process for ensuring ADA Accessibility?	Revised Appendix A	Contractor for website auditing.
62	Scope of Work	What is your desired SLA regarding uptime and BRD (Backup Disaster Recovery)? Do you require 99.99% uptime? If not, please specify.	Revised Appendix A	Yes, 99.99
63	Scope of Work	What platform is your current website built/operated on?	Revised Appendix A	WordPress.
64	Scope of Work	What tools do you use to monitor accessibility issues with your websites, videos, attached files, etc?	Revised Appendix A	LAVTA focuses on the process of continuous improvement through best practices, customer feedback, and auditing.
65	Scope of Work	What type of paid media do you currently use and what has been the most successful?	Revised Appendix A	Website, blog (launches 3/23), radio, newspaper, Social (Meta business, X, LinkedIn, Tiktok (paid only)). No current CRM, MailPoet WP module.
66	Scope of Work	Who are your primary targets, and does seasonality affect ridership volume? (ie. Student ridership, pushing more media during slower periods etc.)	Revised Appendix A	Yes, student ridership increases ridership during the school year. Campaigns should support objects including ridership and customer/community sentiment.
67	Scope of Work	Who creates your GTFS files? Is this done internally or by an external vendor?	Revised Appendix A	LAVTA creates the GTFS files.
68	Scope of Work	Who supplies your GTFS-RT feed and/or who provides the CAD/AVL systems on your vehicles?	Revised Appendix A	LAVTA uses Trapeze.

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69	Scope of Work	Will all work be done remotely?	Revised Appendix A	LAVTA expects Proposers to Describe their Approach to the Scope of Work.
70	Scope of Work	Will there be an overarching LAVTA brand campaign that each service's campaigns would live under or do you see each service having unique campaigns?	Revised Appendix A	No, unique campaigns supporting seasonal initiatives and commercial objectives.
71	Scope of Work	Will you provide your current (or most recent) marketing plan?	Revised Appendix A	The most recent document is outdated as LAVTA is reimagining its services and messaging post-pandemic. Proposers may include examples of how they would approach various potential marketing plan components in the Approach to Scope of Services.
72	Solicitation Process	Will interviews be conducted in-person or virtually?	4.1	This has not been determined as it has not been determined whether interviews will be conducted, but in general LAVTA will aim to hold interviews that are most convenient to all parties.

Other than those specifically listed above, no other sections, terms, or conditions of the above cited solicitation are being altered at this time. All other sections, conditions, and language not specifically cited as altered in this document or in Addendum 1 are still in full and original effect.

Submitted:

Tamara Edwards

Tamara Edwards
 Director of Finance

February 23, 2024

Date