



July 19, 2012

Addendum No. 2
to **Request For Proposals**
Climate Initiatives Program

Bay Area Electric Vehicle Promotional Campaign

dated June 25, 2012

Dear Consultant:

This letter is Addendum No. 2 to the Request for Proposal for Climate Initiatives Program, Bay Area Electric Vehicle Promotional Campaign, dated June 25, 2012 (“RFP”). Where text is revised, deleted text is shown in strike-through format; added text is *italicized*. The RFP is revised as follows:

<u>Addendum Item</u>	<u>Reference</u>	<u>Change</u>
1.	Letter or Invitation, Proposal Due Date , page 1	Interested firms must submit one (1) original and six (6) copies, as well as one electronic PDF version, of their proposal by 4:00 pm, Tuesday, July 24, Friday, July 27, 2012.
2.	Letter or Invitation, Consultant Selection Timetable , page 3	4:00 pm, Tuesday, July 24 Friday, July 27, 2012 Closing date/time for receipt of proposals
3.	RFP, IV. Proposal Form , paragraph one, page 4	Proposers must submit one (1) original and six (6) hard copies and one electronic copy in PDF format of their proposal to MTC, at the address listed on page 1 of the Letter of Invitation, by 4:00 pm, Tuesday, July 24 Friday, July 27, 2012
4.	RFP, Appendix C-1 - INSURANCE REQUIREMENTS page 18	Errors and Omissions Professional Liability Insurance (if applicable) in an amount no less than \$2,000,000 \$1,000,000.

Adrienne J. Tissier, Chair
San Mateo County

Amy Rein Worth, Vice Chair
Cities of Contra Costa County

Tom Azumbrado
U.S. Department of Housing
and Urban Development

Tom Bates
Cities of Alameda County

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City and County of San Francisco

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Santa Clara County

Bill Dodd
Napa County and Cities

Dorene M. Giacomini
U.S. Department of Transportation

Federal D. Glover
Contra Costa County

Mark Green
Association of Bay Area Governments

Scott Haggerty
Alameda County

Anne W. Halsted
San Francisco Bay Conservation
and Development Commission

Steve Kinsey
Marin County and Cities

Sam Licardo
Cities of Santa Clara County

Jake Mackenzie
Sonoma County and Cities

Kevin Mullin
Cities of San Mateo County

Bijan Sartipi
State Business, Transportation
and Housing Agency

James P. Spring
Solano County and Cities

Scott Wiener
San Francisco Mayor's Appointee

Steve Heminger
Executive Director

Ann Flemer
Deputy Executive Director, Policy

Andrew B. Fremier
Deputy Executive Director, Operations

5.	RFP, Appendix D-3, Exhibit 10-O1 , page 30	Appendix D-3, Exhibit 10-O1 is deleted in its entirety and replaced as attached hereto.
6.	RFP, Appendix D-4, Exhibit 10-O2 , page 32	Appendix D-4, Exhibit 10-O2 is deleted in its entirety and replaced as attached hereto.

The remaining provisions of the RFP remain unchanged. In the event of a conflict between this Addendum and the previous version(s), this Addendum takes precedence.

Questions and Answers regarding this RFP are enclosed with this Addendum.

Any questions concerning this addendum to the RFP should be directed to Ursula Vogler, Project Manager, at (510) 817-5785 or uvogler@mtc.ca.gov.

Sincerely,



Steve Heminger
Executive Director

SH:UV

REQUEST FOR PROPOSALS (RFP)
Climate Initiatives Program
Bay Area Electric Vehicle Promotional Campaign
dated June 25, 2012

Proposers' Conference and Submitted Questions and Answers

July 19, 2012

- Q1: Are subcontractors required to complete and sign the forms in the RFP?**
A1: No.
- Q2: Is the Underutilized Disadvantaged Business Enterprise (UDBE) goal of 1.2% a minimum?**
A2: Yes. The goal stated in the RFP for UDBE participation is a minimum that proposers must meet, or make a Good Faith Effort (GFE) to meet, in order to be considered responsive.
- Q3: Regarding previous projects and contact information provided in response to Section IV, PROPOSAL FORM, subsection F. Qualifications and References, item 2, can a contract person in response to this item also be provided as a reference in response to item 4?**
A3: Yes.
- Q4: Regarding the sample report/memo required in response to Section IV, PROPOSAL FORM, subsection F. Qualifications and References, item 3, should it be a report tailored for MTC, or a sample from a previously completed project?**
A4: The sample should not be created for MTC, but should be from previously completed work.
- Q5: Is there a minimum or maximum number of client references a proposer and/or subcontractor should include in response to Section IV. PROPOSAL FORM, subsection F. Qualifications and References, item 4?**
A5: There is no minimum or maximum of client references required.
- Q6: Does MTC accommodate payment of subcontractors who have completed work prior to payment of a prime contractor?**
A6: Please see RFP, Appendix D, Section 2.1, Prompt Payment of Funds Withheld to Subcontractors
- Q7: Will MTC waive the insurance requirements for DBE subcontractors?**
A7: No.
- Q8: Will the promotional campaign be aimed at businesses or individual consumers?**
A8: Individual consumers via educating the public at large. See RFP at Section I. BACKGROUND AND PROJECT DESCRIPTION, page 1:

“The main focus of the public education and outreach program is to reduce GHG emissions by encouraging *Bay Area residents* to alter their transportation-related behavior from using a single-occupancy fuel vehicle to alternative modes and vehicle types. The electric vehicle promotional campaign will focus on *educating the public* about electric vehicles and encouraging demand for electric vehicles in the Bay Area” (emphasis added).

Q9: Can a proposal listing a DBE firm that is not a certified DBE in California meet the proposal’s requirements?

A9: No. See RFP, Section VI. GENERAL Conditions, subsection I. Disadvantaged Business Enterprise (DBE) Requirement, paragraph 4. DBE PARTICIPATION – GENERAL INFORMATION, at page 10:

“A. A DBE must be a small business firm defined pursuant to 13 CFR 121 and be certified through the California Unified Certification Program (CUCP).”

Q10: What is the anticipated campaign length?

A10: The length of the campaign has not yet been determined. See RFP, Appendix A, Scope of Work

“The Consultant shall develop a campaign strategy over the next four to six months, establishing the activities that will be used for the promotional campaign and result in the scope and *schedule for implementation*” (emphasis added).

Q11: Does California Multiple Award Schedules (CMAS) apply in to this RFP?

A11: No.

Q12: Does MTC require or expect the use of any specific media for the campaign?

A12: MTC expects the successful proposer to develop the overall campaign strategy and the marketing and promotion plan. Please see the RFP, Appendix A, Scope of Work, pages 13-14.

Q13: If a company wins the bid to develop the electric vehicle campaign plan, are they excluded from bidding on campaign plan implementation?

A13: Bidders should carefully review MTC’s organizational conflict of interest provision (see RFP, Section VI, GENERAL CONDITIONS, *H. Organizational Conflicts of Interest*, pages 8-9). Depending on the content of the campaign plan, a conflict leading to exclusion may exist.

Q14: Does MTC send emails when postings are made to the procurement website?

A14: Yes, but only if you register as a “planholder” on MTC’s procurement website. Go to <http://procurements.mtc.ca.gov/>.

Q15: Has MTC done any work to develop a target audience?

A15: MTC has posted the *Baseline Climate Initiatives Survey* along with the other documents for the RFP at <http://bids.mtc.ca.gov/procurements/83>.

Q16: Should the campaign strategy be coordinated with electric vehicle manufacturers or other agencies?

A16: The RFP's objective includes working in partnership with Bay Area Air Quality Management District (BAAQMD) (please see the Letter of Invitation) and the successful proposal should not compete with, but leverage, any existing BAAQMD efforts. Regarding electric vehicle manufacturers, the campaign strategy should focus on public education (please see RFP, Appendix A, Scope of Work), though leveraging consumer-based campaigns may be a useful tool.

Q17: Does the successful proposers' ultimate work product include a new "brand" as part of the promotional campaign?

A17: No. Please see the RFP at Appendix A, Scope of Work, page 14, which states the work product will include the following, which does not necessarily require that the successful proposer create a fully developed brand:

"Branding recommendations, including development of a strategy for the brand and promotion of the brand, development of brand guidelines, language and graphic treatments to promote the brand"

Q18: What would constitute a successful campaign?

A18: There are no metrics yet developed, but MTC does use extensive consultant-based evaluation of all of its Climate Initiatives Program projects. Further, please note that the successful proposer's work product will include:

"Program goals and evaluation plan, including how the campaign will be evaluated to determine its impact on PEV and PHEV perceptions and use" (Please see RFP, Appendix A, Scope of Work, page

Q19: Can the required Errors & Omissions Professional Liability Insurance be waived or lowered to \$1,000,000 per claim with \$2,000,000 aggregate.

A19: The RFP, at Appendix C-1, page 18, states that the Errors and Omissions Professional Liability Insurance (E&O), if applicable, must be no less than \$2,000,000. While E&O cannot be waived, please see RFP Addendum No. 2, which lowers the E&O limit to \$1,000,000.

Q20: Will MTC accept revisions to the standard contract terms regarding Notice of Termination related to insurance, Indemnification, and Limitation of Liability?

A20: MTC has considered all submitted revisions and additions to the standard contract terms as described above, and cannot accept the revisions and additions.