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Addendum No. 1
to
Request for Proposal (RFP)
Communications Assistance for Regional Planning Activities
May 21, 2014

Dear Proposer:

This letter is Addendum No. 1 to the Request for Proposal (RFP) for Communications Assistance for Regional Planning Activities, dated May 2, 2014. Where text is revised, deleted text is shown in strike-through format; added text is *italicized*. The RFQ is revised as follows:

<u>Addendum Item</u>	<u>Reference</u>	<u>Change</u>
1.	RFP, Section IV. <u>Requests for Clarification or Exceptions</u> , Page 3	A pre-bid meeting will not be held. Requests for clarifications of or exceptions to the contents of this RFP, including any requests for modifications to Appendix C, MTC Standard Consultant Contract, must be received via e-mail no later than 4:00 p.m. on April 24 <i>May 12, 2014</i> . Questions must be submitted to Catalina Alvarado, Project Manager. Responses to the questions will be posted online at http://procurements.mtc.ca.gov/ .

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.

Requests for clarification and exceptions and answers regarding the RFP are enclosed with this Addendum.

Any questions concerning this Addendum to the RFP should be directed to Catalina Alvarado, MTC Project Manager at calvarado@mtc.ca.gov.

Sincerely,

Alix Bockelman
Deputy Executive Director, Policy

AB: ca

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May 21, 2014

REQUEST FOR PROPOSAL

**For COMMUNICATIONS ASSISTANCE FOR REGIONAL PLANNING ACTIVITIES,
dated May 2, 2014**

Submitted Questions & Answers

Q1: In VII. FORM OF PROPOSAL, Section D3, you outline a one-page limit. Is this the limit for each case study we submit?

A1: The one-page limit applies to each project you are summarizing.

Q2: In VII. FORM OF PROPOSAL, Section D5: How many references for each prime and sub would you like submitted in response to Section D5?

A2: Two or three references for the Proposer and for each subcontractor will be sufficient.

Q3: Is the only required form that needs to be submitted as part of the proposal, Appendix B- the California Levine Act Statement?

A3: Proposals must include the information listed in VII. FORM OF PROPOSAL. That includes the form found in Appendix B, the Levine Act Statement, as well as the form in Appendix C-1, which acknowledges that the Proposer agrees to the required insurance provisions.

Q4: In IV. REQUESTS FOR CLARIFICATION OR EXCEPTIONS, the RFP contains the following statements:

“Requests for clarifications of or exceptions to the contents of this RFP, including any requests for modifications to *Appendix C, MTC Standard Consultant Contract*, must be received via e-mail no later than 4:00 p.m. on April 24, 2014.”

“Any requests for clarification of or modifications or exceptions to RFP requirements must be received by MTC no later than 4 p.m., on May 12, 2014, to guarantee response or consideration.”

In addition, the CONSULTANT SELECTION TIMETABLE in Section V lists May 12, 4 p.m. as the deadline for all of the above. April 24 is after the RFP was released – was the first statement above an error?

A4: The April 24 date was in error; see addendum, Item # 1.

Q5: In VII. FORM OF PROPOSAL, Section B. Overview and Summary, the RFP states: “This section should clearly convey the Proposer’s understanding of the nature of the work and the general approach to be taken, and identify any specific considerations.”

What do you mean by specific considerations? Can you provide any examples?

A5: By considerations we mean the Proposer should convey any concerns or potential stumbling blocks the Proposer might foresee, given past experience with similar work.

Q6: In VII. FORM OF PROPOSAL, Section C. Work Plan, #1, the RFP states: “Discuss how the Proposer will conduct the identified task, identify deliverables, and propose a schedule. The proposal should discuss the tasks in sufficient detail to demonstrate a clear understanding of the project and component tasks. The proposal may include additional tasks or sub-tasks the Proposer believes necessary to accomplish the project goals. The schedule should show the expected sequence of tasks, subtasks and milestones.”

Can you provide examples of additional tasks?

A6: Given the Proposer’s experience with the subject matter of the RFP, the Proposer may identify a task or sub-task that MTC has not anticipated and thus did not include in the Preliminary Scope of Work. One example of an additional task the Proposer believes necessary to accomplish the project goals might be an additional form of information gathering.

Q7: In VII. FORM OF PROPOSAL, Section C. Work Plan, #2, the RFP states: “Provide a staffing plan for each task. Provide an organizational chart that shows roles and responsibilities of key personnel and reporting structure, including reporting and communication relationships between MTC, Proposer staff, and subcontractors, if any.”

Is it sufficient to indicate which staff member(s) will be assigned to each task? Do you need more detail?

A7: No, it is not sufficient to only indicate which staff member(s) will be assigned to each task. With regard to the work plan for tasks described in Appendix A, Preliminary Scope of Work, Proposers must provide all of the information requested in VIII. FORM OF PROPOSAL, Section C.

Q8: Under APPENDIX A, PRELIMINARY SCOPE OF WORK, #3. Produce a “tool kit” for MTC Commissioners and staff, the RFP states: “Consultant shall produce individual elements of the tool kit as budget allows. (This RFP does not include printing multiple copies of the collateral.)”

The two statements above seem somewhat contradictory. Could you elaborate on how the production of the tool kit elements will be funded? Will the contractor be required to

provide camera-ready art on disk that MTC will produce, for instance, and could there be instances where printing of a collateral piece is funded through the Contractor's budget?

- A8:** The production of the tool kit elements will be funded from another budget, not from the budget for this RFP. The Consultant may provide camera-ready art on disk, if the budget allows for design and layout of a particular element of the tool kit. Printing multiple copies of a collateral piece most likely will not be funded through the Contractor's budget.
- Q9:** In Section II. PROPOSER MINIMUM QUALIFICATIONS: Please clarify. For example are advertising campaigns that have a call to action: call/visit a website, considered community engagement?
- A9:** The minimum qualifications call for at least three years of experience with community engagement campaigns. For example, an advertising campaign for a private sector company, with a goal of selling or marketing a product or service offered by that for-profit firm, would not be considered a community engagement campaign. If the advertising campaign was for a non-profit or government entity, with a call to action to visit a website to learn more about recycling or the dangers of drug abuse, for example, these we would consider community engagement. A campaign to engage the public in an election is also an effort we would consider a community engagement campaign.
- Q10:** In Section II. PROPOSER MINIMUM QUALIFICATIONS: Please clarify what you mean by campaigns for local, regional, state or federal government issues or candidates.
- A10:** The RFP calls for experience creating communications messaging for various audiences, including political campaigns or involving local, regional, state or federal issues. Examples of campaigns for local, regional, state or federal government issues or candidates would be any campaign for someone running for elected office, or campaigns for ballot referendums. Also appropriate would be work developing communications for a city's general plan update or other local government issue, such as zoning updates; water, park or education issues; transportation projects; or housing or other development issues.
- Q11:** In Section II. PROPOSER MINIMUM QUALIFICATIONS: Please confirm that if an agency has not worked on a campaign of a political nature OR a campaign involving local, regional, state or federal government issues or candidates they are unable to make a response? How are these types of issues relevant to the MTC Scope of Work?
- A11:** Proposals must demonstrate that the firm or team submitting the proposal ("Proposer") meets certain Minimum Qualifications to be eligible for consideration for this project. One requirement calls for at least three (3) years of experience creating communications messaging for various audiences, including political campaigns or involving local, regional, state or federal issues (provide information on at least (1) one completed

campaign of a political nature, or involving local, regional, state or federal government issues or candidates).

If a Proposer has no experience creating communications messaging on a campaign of a political nature OR a campaign involving local, regional, state or federal government issues or candidates, the Proposer most likely would not meet this minimum requirement.

This experience is relevant to the MTC Scope of Work because through this RFP MTC seeks to support its policy board members – comprised of locally elected officials – in communicating with their constituents in planning for growth. The transportation, housing and land use issues tied to MTC’s long-range plan are contentious political issues in many communities throughout the Bay Area. Decisions around growth are political in nature. Plan Bay Area, designed to meet California’s greenhouse gas reduction policies, calls for promoting alternatives to driving alone in order to respond to climate change. Through the work of this RFP, MTC seeks to communicate how its work bolsters local transportation and land-use policies versus being top-down decrees for lifestyle changes.

The successful Consultant will be a creative firm or team capable of developing a tool kit for staff or Commissioners to use for speaking engagements and that can be adapted for web content, hand-outs, dynamic displays for open houses, etc. Ideally, the firm would have experience transforming bureaucratic and arcane government data and processes into accessible and compelling communications pieces to involve more Bay Area residents in the update of the long-range plan.

Q12: In APPENDIX A: PRELIMINARY SCOPE OF WORK, under #1. Information Gathering: Is there extensive travel, if any, involved in this phase beyond the nine counties?

A12: No travel is anticipated outside of the nine-county region.

Q13: In APPENDIX A: PRELIMINARY SCOPE OF WORK, under #2. Develop Consistent, Clear Messages: Do separate tool kits need to be developed for each county/sub region?

A13: If the results gleaned in Tasks 1 and 2 indicate that messages should vary by county, then the Consultant may at that point recommend that separate tool kits be developed for various sub-regions.

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