



TRANSBAY JOINT POWERS AUTHORITY

REQUEST FOR PROPOSALS No. 20-08 Communications and Outreach Services

QUESTIONS & ANSWERS

The following questions were received related to the above-referenced RFP:

1. *What is the approximate timing for the Downtown Rail Extension (DTX) project given the current preliminary phase for design and engineering?*

Refer to the TJPA website, specifically the DTX project tab:

<https://www.tjpa.org/project/downtown-rail-extension>

2. *What is the best-guess timeline for high-speed rail?*

Refer to answer for question 1.

3. *Does on-site digital display presence fall outside the current proposal for Phase 2.*

Yes.

4. *Please confirm that three distinct brands are required: Salesforce Transit Center, Phase 2 Transbay Program, and TJPA?*

Refer to RFP 20-08 Section 3.4. Re-branding of the Program will be developed with a focus on Phase 2, and a refresh to the TJPA brand that supports and complements the re-branding of Phase 2. Salesforce Transit Center has an existing brand that does not need to be updated. .

5. *Are on-site public programming and events anticipated?*

Yes, on-site public programming is not anticipated in the scope of this RFP 20-08. Media events are anticipated under RFP 20-08 Section 3.2.

6. *Please clarify "execution of events" as seen under "planning, coordinating and executing events..."*

Refer to RFP 20-08 Section 4, Minimum Required Skills and Experience, Bullet 6. The TJPA seeks Respondents with proven and demonstrated experience in developing and executing public events, such as press conference or neighborhood meetings.

7. *In addition to a reference to printed collateral and costs, are digital assets required, i.e. photography, videography and content?*

Yes, the TJPA may request other digital assets associated with RFP 20-08 Section 3 Scope of Services.

8. *Note: "under direction of the TJPA Chief of Staff," — Are any dotted-line reports anticipated? (reference section 3.2 Communications Support page 4)*

Yes, the TJPA Chief of Staff may provide direction under another designates such as the TJPA Director of Communications.

9. *Is there a facility manager for day-to-day interaction, and if so, how does that affect the reporting process?*

Yes, there is a TJPA Facility Director, however, day-to-day interaction and reporting will be under the direction of the TJPA Chief of Staff.

10. *The RFP states that there is no current incumbent for the services requested. How did the TJPA implement any outreach and communications associated with Phase 1 of the Program?*

The TJPA staff completed Phase 1 with assistance from vendors.

11. *Are there any specific technical requirements that consultants should be aware of regarding web development platforms (e.g., Drupal, etc.) as we develop a strategy for building an enhanced web presence for the Program?*

No.

12. *Does the TPJA have a general budget in mind for the services requested? What is the ballpark budget? Does the budget include any direct media buy costs?*

No, the budget is TBD.

13. *How has the current environment (the COVID-19 pandemic and shelter-in-place) affected Program progress and/or public perception of the Program?*

No.

14. *Can you provide more details regarding current TPJA resources related to public relations, communications, and community outreach? How many full-time staff are dedicated to communications efforts? What percentage of staff time and resources are spent on outreach efforts for this Program specifically?*

The TJPA will employ one Communications Manager who has access to other staff, as needed.

15. *Who is the primary group of stakeholders to target? Who is the primary group of constituents to target? Will equal weight be given to engaging both groups? (Ex: local residents and commuters, respectively?)*

Stakeholders equally include the general public, transit center users, neighbors, commuters, customers of retail operators, staff from other relevant agencies, transportation advocacy groups and more.

16. *Where is section 5.4, as referred to under 5. Proposal Requirements?*

There is no section 5.4; use page limits as set forth in RFP 20-08 Sections 5.1.1, 5.1.2 and 5.1.3.

17. *Do the section page limitations include title pages or any blank spaces to break up the sections?*

No.

18. *Are attachments needed from the prime consultant only, or from sub-consultants as well?*

The other documents are required from prime consultants. Provide relevant certifications from sub-consultants.

19. *On September 12, 2017, the TJPA awarded a contract (Number 17-07) for Community and Public Relations Services. What was the monetary value of that contract?*

\$175,000

20. *Is this current RFP a 'follow on' to contract number 17-07 and utilizing the same scope of work - or - has the scope been updated/amended since 2017?*

No.

21. *If this current RFP has been updated/amended from Contract Number 17-07, what specific scope of work item(s) has/have been added since the 2017 contract was awarded?*

Refer to answer to question 20.

22. *Would the TJPA be willing to extend the current deadline of 9/1/2020 to the end of the week on Friday 9/4/2020?*

No.

23. *Please confirm that Primes can meet the 16.12% SBE goal, if said Prime is a certified SBE.*
Confirmed.

24. *Please confirm the forms subconsultants will need to complete.*

Refer to answer to question 18.

25. *For section 5.1.1., the table of contents is not included in pagination, right? We provided a two-page limit and those two pages need to be designated for the letter of introduction and executive summary.*

Yes.

26. *For section 5.1.2., please confirm that the process diagram(s) the TJPA would like to see are in regard to Project Management.*

Yes.

27. *For section 5.1.3., when it requests a list of local government agencies and relevant industry clients of the local or regional office from the past five years, including contact information, can these references be included in the addendum vs part of the five pages we get to speak about our qualifications and experience?*

Yes.

28. *Additionally, for section 5.1.3., for the staff involved in the project, can we include their resumes in the addendum vs. as part of the five pages allocated for agency qualifications and experience?*

Yes, staff resumes may be included as an appendix separate from page limits.

29. *Can we include tabs/breaker slides between sections, or would they be included in the page count?*

Refer to answer for question 17.

30. *Is there a maximum annual budget number that the TJPA has available for this project?*

Refer to answer for question 12.

31. *Have any communications tools been particularly successful for you in the past?*

Yes, innovative and consistent social media presence and strategies have worked well in the past as well as e-newsletters, comprehensive and well-written Fact Sheets that distill complex information into easily understood concepts.

32. *How many/which languages should our materials be translated into?*

Two. Spanish and Chinese

33. *Is there an expectation to include any paid media in the budget?*

No, the selected agency can propose media buys as part of their outreach strategy.

34. *For section 3.4 is the TJPA dissatisfied with the current branding for the program? If so, what are the current issues and concerns? How much visual vocabulary/brand look and feel connectivity does the TJPA want to retain from Phase 1 into Phase 2.*

Refer to answer to question 4. In addition, The TJPA and Phase 2 have similar branding. The agency is looking to update this branding, not wholesale replace it.

35. *Please share the current TJPA brand guidelines.*

Not Available.