

ADDENDUM 1
RFP 2009-01

- Q) What is your top marketing tool?
A) There is no one top marketing tool.
- Q) What don't you like about their current web site?
A) We have no complaints about our website.
- Q) Who were you using before for an agency? Why the change?
A) VVTA is currently using Moore & Associates. The contract has expired and we are going back out for proposals per FTA requirements.
- Q) Where do you see yourselves in your marketplace?
A) Discussion to take place with the winning bidder.
- Q) How do you currently measure increased fixed-route bus use, trial and report use, and increased ridership driven by current and previous marketing efforts?
A) We do not currently measure marketing success solely by performance indicators.
- Q) How do you currently measure awareness and favorable perceptions of VVTA among target audiences?
A) SANBAG's annual survey, customer satisfactions surveys as part of Operations Analysis studies, and by customer compliment and complaint reports.
- Q) Are you planning on selecting only one agency for on-call services or potentially multiple firms?
A) One firm.
- Q) Are media purchases / Other Direct Expenses included in the \$130k budget (i.e. would we have to cover media purchases within the \$130k total 3 year budget)? In evaluating lowest bid, is the VVTA looking for a detailed scope of work and not-to-exceed pricing or will this evaluation be based on hourly rates (and if so, blended rates?)
A) Yes space and time expenses are part of our budget.
- Q) Is the VVTA looking for a detailed work plan that will address how we plan to utilize the \$130k budget over 3 years (i.e. a 3-year marketing plan?)
A) To be discussed during the interview process if conducted. RFP states "VVTA will entertain formal marketing, advertising and promotion campaigns from successful firms, but will not compensate for labor hours related to the preparation and presentation of unsolicited campaign proposals. Once VVTA approves a proposed campaign, VVTA will pay all costs for that campaign."

- Q) Is the VVTA.org Web site managed using a Content Management System (CMS) or do changes have to be implemented manually?
A) Unknown.
- Q) Does VVTA provide mobile-alerts or other mobile info?
A) Not at this time.
- Q) Does VVTA currently have a marketing plan? If so is it available for proposing firms to review?
A) No formal marketing plan.
- Q) Is VVTA looking for new and innovative marketing plan ideas from proposing firms?
A) Yes.
- Q) What are the current VVTA marketing efforts in place? (ride guides, direct mail, fliers, TV spots, radio spots, newspaper ads, website, social networking, bus-wraps, etc).
A) VVTA has not used TV spots, social networking, nor bus wraps. VVTA currently does not permit advertising on bus exteriors.
- Q) How is VVTA looking to improve current marketing efforts?
A) VVTA is open to any and all suggestions.
- Q) What are the strengths and weaknesses of the current marketing efforts?
A) VVTA does not follow the premise of strengths and weaknesses rather we focus on challenges and opportunities. This is where we expect our marketing firm to assist.
- Q) What are some specific efforts that prove successful in the area?
A) Radio, direct mail, college newspaper, local newspaper, PSAs, media releases.
- Q) What are some specific efforts that have been less successful in the area?
A) Public events and direct outreach.
- Q) Does VVTA have any specific ridership objectives (increase by X%) system wide or by route to increase ridership?
A) No.
- Q) What is the success rate of implementing the recommendations from the **Operational and Growth Analysis Study 2007**?
A) Very Good.
- Q) How many passengers per vehicle revenue (service) hour does VVTA have?
A) Please see Board Reports at vvta.org.

- Q) When was the last survey completed? Is it available for proposing firms to review?
- A) It was part of the last Operations & Growth Analysis Study which is available online at vvta.org.
- Q) What is the current employer/business outreach program? What businesses currently participate?
- A) There is no current employer/business outreach program.
- Q) How is VVTA currently promoting 31-day passes and Day passes?
- A) There are currently no activities in this area. Most pass sales already are 31-day passes.
- Q) On page 14 of the RFP, there is a statement that reads, "Once VVTA approves a proposed campaign, VVTA will pay all costs for that campaign." Does this mean that the media production costs will go through VVTA or through the contracted firm?
- A) Through contracted firm. VVTA will not pay for marketing firm's staff time to conceptualize and propose a campaign not requested by VVTA. However if the firm pitches a campaign and VVTA agrees to it, VVTA will reimburse the marketing firm for the original conceptual work.
- Q) Please clarify the main point of contact for the RFP (Debi Raymond or Kevin Kane).
- A) Debi Raymond.
- Q) Is there a DBE/UDBE requirement for the contract?
- A) No.
- Q) Please explain what is meant by "VVTA will entertain formal marketing, advertising, and promotion campaigns from successful firms, but will not compensate for labor hours related to the preparation and presentation of unsolicited campaign proposals. Once VVTA approves a proposed campaign, VVTA will pay all costs for that campaign". (NOTE: I am wondering if this just is poorly written, and it means that they will select a contractor(s), and decide on campaigns after they have chosen, rather than choosing campaigns based on proposals received and then pay for the ideas. Has this been your experience?)
- A) VVTA will not pay for marketing firm's staff time to conceptualize and propose a campaign not requested by VVTA. However if the firm pitches a campaign and VVTA agrees to it, VVTA will reimburse the marketing firm for the original conceptual work.

- Q) Does \$130,000 budget include printing of route-specific brochures? If so, how much of that budget goes towards printing route-specific brochures per year? Are there any non-contracted firm(s) expenses that will be taken out of the \$130,000 budget?
- A) Fare media and schedule printing are not a part of the contract.