

Addendum #1 to Transit for Livable Communities / Bike Walk Twin Cities Requests for Proposals for Communications and Community Outreach Professional Services

May 12, 2010

TLC received several questions regarding the RFP. Questions submitted and asked at the pre-bid conference and those submitted separately have been consolidated by category. Responses follow individual questions or follow each category of questions.

Questions: Eligibility and submittal of proposal.

1. *Wanted to check with you to make sure that it was ok that an out-of-state agency would be bidding on this project.*

Response: Yes, the RFP is open to firms outside of Minnesota.

2. *I am wondering you are looking for a single firm to provide all the services listed in the RFP or if you are open to partnerships or proposals for specific services?*

Response: As stated in the RFP, multiple parties can come together to submit a proposal, as long as one agrees to be the prime and the others serve as subcontractors on the project. TLC intends to contract with only one entity.

3. *Is a narrative bio acceptable for account team members or would you prefer a resume?*

Response: Section IV. Instructions to Proposers, subsection I.4 (page 11 of the RFP) asks for a one-to-two page resume for key personnel. Submittal on non-key personnel is at the proposer's discretion.

4. *My question pertains to last year's Bike Walk Twin Cities RFP. We submitted a proposal for graphic design services last spring, but it was not selected. Would it be possible for you to provide any feedback as to why we were not chosen?*

Response: TLC's procurement guidelines for this RFP do not allow TLC to provide the requested feedback during this procurement process.

5. *Do we need to identify a specific graphic Designer?*

Response: Yes, if you wish the qualifications of the graphic designer to be considered. The evaluation criteria in Section VII (page 14 of the RFP) states that the experience of the firm and experience of personnel are part of the evaluation criteria.

6. *When do proposers submit the pre-award audit information package in Attachment 1 and who sees this information. Is the pre-award audit absolutely necessary? Is it required to submit financial information? If so, is that information kept confidential?*

Response: Following selection by TLC, only the successful proposer submits the pre-award information. Information is submitted directly to the Minnesota Department of Transportation (MnDOT) and is not shared with TLC. MnDOT maintains the confidentiality of the financial information. All subcontractors with budgets in excess of \$10,000 are required to submit the pre-award information.

Questions: Guidance on budget.

1. *I am writing to see if there is a proposed budget or budget parameters available at this point for the Bike Walk Twin Cities RFP. Is there an overall project maximum for this work to help guide budgeting for each of the tasks as outlined in the table in the RFP?*
2. *Advertising/paid media (page 4)--When you say the budget exceeds \$100,000 "dependent on the proposer's recommendation," do you have an upper limit in mind? \$125,000? \$200,000? \$500,000?*
3. *Budget (page 11)--Do you have a total budget in mind? What is a realistic total, and how might it be allocated by year?*
4. *Printing (page 7)--Do you have a budget figure in mind for printing? Does this need to be spelled out in the proposal, or can it be addressed later on as a result of initial planning work under contract?*
5. *Web services (page 7)--Should we assume that there are \$0 from any other source for any Web services? Everything from hosting to SEO to new features is to be funded out of this proposal? If this is not the case, what elements are funded elsewhere?*
6. *If translations services are needed; should proposers include that expense in its budget?*
7. *Does TLC have funding for communications work to continue after this campaign is implemented?*

Responses to Above Questions: Federal and state competitive procurement guidelines do not allow TLC to include a maximum budget in the request for proposals. TLC intends to expend a minimum of \$100,000 on paid advertising and production as stated on page 4 of the RFP. Proposers should submit a budget that aligns with their proposed work scope, including but not limited to all printing, web costs, and translation services if proposed. TLC will negotiate a final budget with the selected vendor prior to contract execution.

TLC's future budget for communications and outreach after this RFP's project is completed is uncertain. Funding for future work is largely dependent on future federal funding, which is unknown at this time.

The budget for TLC's last campaign on this topic was approximately \$200,000 for 12 months.

Questions: Website content, programming and scope.

1. *Will the vendor be required to provide copywriting for the website in 2010 or 2011?*
2. *Will any new design be required in 2011 for the website?*
3. *If the vendor manages the website in 2011 including arranging for hosting services, can the vendor host the website as well?*
4. *Currently, does TLC have any ideas outlined for new features/needs for the website?*
5. *What areas of the site are you currently satisfied with?*
6. *What areas of the site are most problematic in your opinion and why?*

7. *Is there a staging environment for the current website where people can preview the content updates before they are pushed live?*
8. *Are there any programmers on staff to support the site in 2010 or 2011? If so, what is their skill set?*
9. *Are there any technical specifications or coding standards that the vendor will need to adhere to as defined by TLC?*
10. *What security requirements are needed for the site?*
11. *Do you have metrics for the site and can you share those metrics with us at this time?*
12. *In 2011, will the vendor need to retain the existing website code or can it be moved to a platform other than Drupal?*
13. *Does the site use a content management system?*
14. *Are there any current plans for execution of a mobile-friendly version of the website? If not, would TLC be open to one? iPhone or Android Apps?*

Responses to Above Questions: TLC staff members will provide content for the web site. New design for the site will be needed only insofar as it is part of new work on this scope of work. Hosting of the site can be negotiated depending on the expiration of current hosting arrangements and the terms of proposed new hosting arrangements. There is not a staging site to preview changes to the web site. There are no programmers on TLC staff, though TLC staff members have experience maintaining the current site. The site was built using Drupal. No site redesign is anticipated as part of this scope of work. Any change in platform needed to serve the scope of work and that is also in TLC's interest can be considered, as long as the platform is open source and transportable. TLC expects security and other standards to be maintained or, if proposer advises it, enhanced. TLC has metrics for the site and will share them with the successful proposer. The costs and benefits involved with new versions of the site and moving site platforms can be negotiated if they serve the goals of the scope of work.

There are no current plans to develop a mobile friendly version of the web site. TLC is open to all ideas that enhance the communications efforts.

Questions: Creative and branding.

1. *How strictly must proposers hew to the current creative?*
2. *Graphic design (page 7)--Is there a need and/or openness to a campaign logo/look and feel or is the existing Bike Walk brand the campaign brand? Your RFP states that print collateral should reflect the existing branding and messaging, but it does not say the same about paid media or Web services. Is "branding" a part of this assignment as it relates to paid media and/or Web services? If so, to what extent?*

Responses to Above Questions: TLC desires to leverage its existing campaign look and feel to the extent possible, including all elements of the promotions. Rebranding the

campaign is not anticipated; however, proposers may build upon, or expand the existing brand if it enhances the communications efforts and leverages TLC's past investments in communications.

Questions: Public Relations.

1. *What is the impetus for your public relations agency search?*

Response: Communications and outreach is an important part of the Non-Motorized Transportation Pilot Project and will help increase the number of people biking and walking.

2. *What do you see as your top two public relations challenges?*

Response: TLC has not identified its top two public relations challenges.

3. *Please describe the most successful public relations initiative to date for your organization.*

Response: TLC has not identified its top public relations success.

4. *Based on the efforts of the past year, how do you rank public awareness of the Bike Walk Twin Cities initiative? On a scale of 1-10 with 10 being strong public awareness.*

Response: TLC has not ranked public awareness of the bike walk campaign; nor has it done a formal evaluation of awareness. Opportunities exist to increase awareness – and more importantly – increase the number of people biking and walking for transportation.

Questions: Events.

1. *In section III Scope of Services, there is a discrepancy in the number of special events that need media relations support and event activation in 2011 and 2012. In the Media section, media relations support identifies three events per year. In the Events section, the expectation is to organize two events per year. Please clarify.*

Response: In years 2011 and 2012, there should be media support for 2 events per year.

2. *When will the focus neighborhoods for 2010 be selected?*

Response: June or July 2010.

3. *Events (page 3)--What are your expectations for the events in terms of attendance, awareness, participation, etc., (or any specific measures of success that you may have in mind)?*

Response: TLC will determine these expectation and dates with the successful proposer.

Questions: Neighborhood work.

1. *Who will select the neighborhoods for the community activities?*

Response: TLC will select the neighborhoods in consultation with the neighborhood and the selected vendor. TLC expects these decisions to be made soon after the contract is awarded—very likely by or in July.

2. *How will community organizations and neighborhood groups be involved?*

Response: Part “d” of the scope of work (page 5) includes as much as has been determined about how neighborhoods will be involved. TLC expects to work closely with the selected

proposer to plan and execute neighborhood work and to draw on its resources and relationships in ways that complement the creative thinking and expertise of the selected proposer.

3. *How do you become an Ambassador? What level of effort will the Ambassadors put forth on neighborhood work?*

Response: The Bike Walk Ambassadors program was funded by Bike Walk Twin Cities. It is housed within the City of Minneapolis and employs full time staff. This staff coordinates a number of volunteers and recruits and trains Youth Ambassadors. The Ambassadors focus on workplace, higher education, schools, and places of worship. They also hold numerous classes and training sessions. The extent of Ambassador support for neighborhood work is to be determined, depending on the neighborhoods selected and the timing of activity.

4. *How does the neighborhood work fit into the overall scope of work?*

Response: The neighborhood work is a key aspect of the scope of work. The intensive focus on specific neighborhoods is meant to provide the ability to compare the level of awareness and behavior shift achieved in these communities versus communities without this intensive effort.

Questions: Target market.

1. *On page 2 you state, "The primary target audience will be residents in Minneapolis and its bordering communities who are likely to undertake bicycling or walking as a means of transportation." Have you done any research regarding your target audience? Age/gender? Motivation? (Health, fun, financial, environment?)*
2. *What is the primary demographic for the campaign? Is there a focus on minority communities?*
3. *Earned and paid media (pages 3-5)--Other than the neighborhood campaign(s), what geography do you want to impact? 7 counties? 13 counties? Etc?*

Responses to Above Questions: The target market has been identified as presented in question #1. The focus of earned and paid media will be within this target market with emphasis on areas with new biking and walking infrastructure and potential for mode shift. No formal research has been done by TLC. There is some existing research about mode-shift and biking and walking, including via the Blue Cross Blue Shield "Do" campaign. BWTC's own annual count report also provides a baseline of data for biking and walking in the program area. The 2009 annual report is available here: <http://www.bikewalktwincities.org/bike-walk-twin-cities-2009-count-report-out> Minority communities are an important demographic in the campaign; however neighborhoods events and other promotions will be primarily selected based on the likelihood of affecting a mode shift from the auto to biking and walking and the infrastructure under development in that neighborhood.

Questions: Social media.

1. *Is the vendor responsible for producing content in the social media channels?*
Response: As stated on page 7, TLC has an existing social media presence. Content is produced by TLC staff.
2. *Social Media (page 5)--How involved do you see Bike Walk staff being in developing content ongoing for social media?*
Response: TLC intends to remain the primary producer of content for social media but is open to advising from successful proposer about social media content and practices.
3. *Is the vendor responsible for maintaining and monitoring the social media channels?*
Response: Advising is all that is requested in the scope of work. Proposers may choose to add and quote for additional social media work if they see it as integral to success with any aspect of the scope of work.

Questions: Project Management/Partnerships.

1. *Who is the TLC web services team? How much time is required for TLC to review proposed changes to the site in 2010 and 2011?*
Response: TLC staff will provide guidance to the proposer on the web site. A reasonable review time will be determined in discussions with the successful proposer.
2. *Partnerships—Do you have corporate partners and/or promotional partners? Are you open to this? Is there any benefit to a proposer bringing you ideas for corporate partnerships?*
Response: TLC has many existing relationships in the community, including with corporations. TLC is open to using and/or expanding its existing relationships.
3. *Who will make the creative and project management decisions?*
Response: TLC staff will have final approval of creative work and will make project decisions.
4. *How many TLC staff are dedicated to the work of this RFP?*
Response: Half of two full-time staff persons are dedicated to the work of this RFP.

Questions: Video contest.

1. *Does the video contest need to live within bikewalktwincities.com? Or can we host the contest elsewhere and cross link the sites?*
Response: TLC is open to the contest living on a different site as long as the bikewalktwincities.com page provides a seamless link to the site and the user is left with the impression that it is a project of Bike Walk Twin Cities.
2. *Does TLC have a legal consultant on-staff to help manage the contest rules and regulations or will the vendor need to provide one?*
Response: TLC will use its legal counsel to review contest rules and regulations.

3. *Has TLC previously run and video contests related to the campaign? If so, can you briefly describe them?*

Response: No, TLC has not run a video contest in the past.

Questions: Measurement, Outcomes, Evaluation

1. *Earned Media (page 3)--How will you evaluate the success of the earned media program?*
2. *Measurement (pages 2, 7)--The overall objectives of Bike Walk are to increase walking and bicycling. Is the measurement program mentioned on page 7 designed to evaluate these larger objectives, or only to evaluate more narrowly the impact of specific communications and outreach strategies and tactics?*
3. *Measurement, continued—In general terms, what does success look like? How will we know if we are successful?*
4. *Has TLC evaluated the success of its previous campaign?*
5. *Have public opinion research studies been done on biking and walking.*

Responses to Above Questions: The measurement program on page 7 is meant to track and measure the impact of specific communications and outreach strategies and tactics. TLC and the successful proposer will set objectives for each element of the scope. Previous communications campaigns have included a final report, as will this effort, but measurement and tracking are new to this RFP. There is some existing research about mode-shift and biking and walking, including via the Blue Cross Blue Shield “Do” campaign. BWTC’s own annual count report also provides a baseline of data for biking and walking in the program area. The 2009 annual report is available here: <http://www.bikewalktwincities.org/bike-walk-twin-cities-2009-count-report-out>.

Questions: Existing materials and current campaigns.

1. *What collateral materials exist?*

Response: The Bike Walk Twin Cities logo; posters and signs designed as part of a Be Your Own Engine campaign (see all posters and signs at this link: <http://www.bikewalktwincities.org/beyourownengine/download-posters-and-lawn-signs>).

2. *Are current campaigns still being promoted?*

Response: Yes.

3. *Will the successful proposer have access to previous communications files and graphics?*

Response: Yes.

4. *What was the budget for the last TLC campaign on this topic?*

Response: Approximately \$200,000 for 12 months.

Questions: General

1. *Who attended the information session on April 30?*

Response: Adsoka; Aurora Strategic; Carroll, Franck & Assoc.; Community Blue Print; Community Design Group; Davis Communications Management, Inc.; Fleishman-Hillard; Fourth Sector Consulting; Haberman; Himle Horner; Mod & Company; MWW Group; Nemer Fieger; Tunheim Partners; Weber Shandwick

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