

Responses to Questions and Requests for Clarification

LAVTA RFP 2019-09 – Individualized Marketing Services

1. What is the total number of households (for the residential order form and then eventual door-to-door outreach)? The total pool of possible contacts?

On the Pleasanton side of the project, there are approximately 2,000-2,500 residences. Most are accessible for door-to-door outreach. On the Dublin side of the project, there are approximately 3,000-3,500 residences and less than half are accessible for door-to-door outreach.

2. What is the total number of workshops/clinics expected?

The Contractor should propose the number of workshops/clinics. The RFP does not *require* workshops/clinics. As is noted in the Scope of Work, “LAVTA is open to receiving proposals that vary from the SmartTrips programs mentioned above and outlined in the remainder of this Scope of Work if the proposals would generate higher levels of sustained transit ridership.”

3. What is the total number of events expected?

The Contractor should propose the number of events. The RFP does not *require* events. As is noted in the Scope of Work, “LAVTA is open to receiving proposals that vary from the SmartTrips programs mentioned above and outlined in the remainder of this Scope of Work if the proposals would generate higher levels of sustained transit ridership.”

4. Do swag/promo items need to be budgeted and purchased by the contractor? Or does a stock exist?

Those items should be budgeted and purchased by the Contractor.

5. Coupons for businesses – do these already exist? Or does the contractor need to develop relationships?

Coupons for businesses do not exist and Proposers should consider this statement under “Cycling Campaign Kit” to be optional.

6. Does LAVTA have original working files (of all of the collateral discussed) from the last project? Does LAVTA envision the contractor would just update those files? Or should it be a completely different branded project?

We would prefer that the Proposer develop their own collateral materials.

7. What collateral will need to be designed from scratch? (i.e., bike rack installation guide, bike/walk/transit map)

Everything. Some material or content may be available from the cities included in the project.

8. Clipper Card loaded with one week’s worth of rides – will these be provided by LAVTA? Or does the contractor need to budget for these?

These will be provided by LAVTA.

9. What incentives were found to be successful with employers?

The previous effort did not include outreach to employers.

10. How many business association meetings are expected?

The Contractor should propose the number of business association meetings.

11. What is the total number of businesses in the pool?

LAVTA does not have that information.

12. What already exists in LAVTA's event kit? (i.e., tent, tablecloth)

We have a tent, tables, tablecloths, A-frame sign holders, brochure holders, a collapsible wagon, and a prize wheel. These items may be borrowed if returned promptly after use and must be replaced if damaged.

13. Will LAVTA be able to host the project webpage?

Yes.

14. For social media, does LAVTA already have accounts on Facebook, Instagram, SnapChat, Twitter? Does LAVTA envision the contractor developing the content, and LAVTA staff handling the posting? Or will LAVTA provide access to all the platforms to the contractor?

We have accounts on Facebook, Twitter and Instagram, but have not been active on Instagram for a few years. We would post content developed by Contractor.

15. Does LAVTA have numeric goals for its performance measures? What were the quantities for each performance measure during the 2017/2018 project?

This link: bit.ly/FinalSmartTripsReportFeb2019 will take you to the final SmartTrips report from the most recent project year. This shows the types of performance measurements we are looking for.

16. Can we receive the Price Proposal form in Excel?

No, but you can *submit* the Price Proposal form in Excel.

17. Are there travel or expense restrictions?

All travel related expenses should be reasonable. For our own travel, LAVTA uses the GSA published per diem rates.

18. Does LAVTA have existing branding guidelines?

We are in the process of updating that document since our "Wheels" logo has changed since the last branding guidelines document was prepared. Our Marketing staff will work with the selected Contractor to make graphic files available.