



**REGIONAL TRANSPORTATION COMMISSION**

*Public Transportation · Streets and Highways · Planning*

Date: June 9, 2009

To: Prospective Proposers

From: Karen Heddy, Procurement and Compliance Analyst

**Subject: Addendum No. 1  
Request for Qualifications (RTC9-02M)  
Advertising and Marketing Services**

This constitutes Addendum No. 1 to the Advertising and Marketing Request for Qualifications issued by the Regional Transportation Commission of Washoe County (RTC) on May 18, 2009. This addendum becomes part of the original RFQ package and shall become part of the contract with the successful Proposer.

This addendum consists of the non-mandatory pre-proposal meeting notes, and questions and answers submitted by potential proposers during that meeting and by email.

The non-mandatory pre-proposal meeting was held on Monday, June 1, 2009. The deadline for questions submission, requests for clarifications, changes and approved equals was Friday, June 5, 2009, 5:00 PM (PDT), and those responses are also included in this addendum.

RTC staff present at the pre-proposal meeting:  
Angela White, Marketing and Communications Director  
Christine Campbell, Marketing Administrator  
Karen Heddy, Procurement and Compliance Analyst  
Linda Settas, Finance Administrative Assistant

Karen Heddy began the meeting with introductions of the RTC staff and stating that this is a non-mandatory pre-proposal meeting for the Advertising and Marketing Services Request for Qualifications. Karen gave a brief over view of the RFQ requirements. Karen asked everyone to refer to the Instructions for Preparing Proposal on page 5. All instructions must be followed and all requested materials must be submitted, notarized as applicable, to be considered by June 19, 2009 at 2:00pm (PDT). You must submit 1 original and 2 copies of your proposal. No late proposals will be considered and will be returned unopened. The pre-qualified firms will be in effect for 3 three years.

Email all additional questions to Karen Heddy (see page 9 for her contact information).

The deadline for questions is June 5, 2009 at 5:00 pm (PDT) and the responses will be emailed to all respondents and posted on the RTC website as an addendum on June 9, 2009 on or before 5:00 pm (PDT). You may also download the RFQ, amendments to the RFQ (if any) and responses to questions from the website.

Angela White gave the group an overview of the RTC's three entities: Public Transportation, Streets & Highways and Planning. With the anticipated passage of Senate Bill 201 which would generate an additional indexing of fuel tax revenue, \$250 million would be allocated to new projects in the first three years and 3,000 jobs would be created in the local sector.

The RTC Marketing group consists of 6 people, including a PIO, a graphics designer, individuals who deal with media relations, community outreach, public relations and advertising campaigns and transit advertising sales, etc. Outside vendor assistance is generally needed in the areas of direct mailing, PR, video production, market research for ridership surveys/agency awareness, etc. or whenever in-house staff is overburden with other projects.

Chris Campbell mentioned to everyone that the RTC site has a new feature called "My RTC". It enables the public to receive email or text notifications whenever the site is updated with whatever information you're interested in. In this case you could receive notifications of Procurement-related updates.

The Pre-Qualification List will be finalized on June 29, 2009.

Questions asked at the pre-proposal meeting and submitted prior to the stated deadline of June 5, 2009, 5:00 PM (PDT) have been summarized and are as follows:

Q1: Is there a page limit for submitted articles?

A: No

Q2: Is there an incumbent agency?

A: No, we have no "Agency of Record" at this time. We outsource regularly from our current list of Qualified Applicants.

Q3: How many times will you be using outside vendors for Marketing projects?

A: It depends upon the type of services needed and whether or not we are able to handle these requirements in house. We intend to initiate outreach projects for the anticipated passage of Senate Bill 201 and the implementation of the new RTC RAPID service projected to begin in October, 2009. RTC RAPID, Phase I, will replace our current service along Virginia Street with expedited service between downtown Reno and the Meadowood Mall.

There are ongoing outreach projects for our Carpool/Van Pool program and for increasing public transit ridership in general. There will be a project to introduce riders to our new downtown Reno transfer center as well as our new, existing

Sparks transfer center. We foresee approximately 4-5 outreach events that may generate outside vendor opportunities.

Q4: What if the consultants don't have a Nevada State Consultant number?

A: Just note this as not applicable.

Q5: Do you want a Word and PowerPoint document for each project?

A: We would prefer that whatever you present be in electronic form to save paper and time.

Q6: Would Senate Bill 201 allow any fund for advertising?

A: Yes, the passage would lead to an increase in our budget.

Q7: How many work samples would you need, one per category? Some may overlap.

A: Yes, one per category but you can note overlapping instances where appropriate.

Q8: Do you want one case history per category?

Yes, but again you can note any overlapping.

Q9: It says that the evaluation will be based upon our understanding of the RTC but I don't see a place where we would indicate this?

A: We will know from your responses if you have a good understanding of the RTC services; this is a small part under the evaluation criteria listed under the "Appropriateness to the needs of the RTC".

Q10: Section 3.2, question 3 says "at least one and no more than three" case studies. Is this per category? So you want work samples to supplement these case studies, or show variety?

A: Yes, this is per category. Please submit work samples to supplement these case studies. However; if the work samples overlap into more than one case study, please note.

Q11: The RFQ asks for a financial statement-should we submit financials for 2008 only?

A: Please submit your financial statement for 2008 or your most recent financial statement.

Q12: Regarding the Financial Statements which are to be provided as per the Proposal Format section on page 5, is the RTC willing and able to sign a confidentiality agreement? As a follow up question, in case the answer to the above question is no, please explain what protection submitted private data will be given and whether or not the RTC would contact the consultant before responding to a public records request. Is an alternative of submitting the data only in the event a firm is selected an option under this RFQ?

A: RTC has no intent of releasing your financial information as a public records request unless we are compelled to do so by judicial review.

Q13: Are non-firm projects and works samples acceptable if produced by proposed project team members?

A: No, we only want you to submit the work that has been produced by your business.

Q14: Is the requested hourly rate a loaded rate?

A: Please list the rates that you would be charging the RTC.

Q15: Page 10, number 4 regarding "other typical costs." Are you requesting costs for mileage, photo copies etc. or specific costs associated with a project?

A: Please list any additional cost (s) you may have associated with the project.

Q16: Can we include some sample all-inclusive project specs & fees, in addition to hourly rates? Often times we'll quote a project price that includes everything such as drafting the survey, any and all analyses, consulting, etc.

A: Yes, you may submit project specs and fees in addition to hourly rates. Please ensure the project specs and fees are included in the proposal work sheet.

Q15: Are work samples we send kept confidential? We've conducted projects that are relevant to this RFQ, but we'd prefer to keep that data confidential.

A: The evaluation review committee will be the only people to see this information; it is not the intent of the RTC to share this information unless we are compelled to do so be judicial review.

  
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Karen Heddy, Procurement & Compliance Analyst

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Company Name

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Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_, 2009  
Date