

**GREATER HARTFORD TRANSIT DISTRICT
GHTD RFP #03-025
MARKETING & COMMUNITY ENGAGEMENT SERVICES
(UNION STATION)**

**ADDENDUM #1
November 1, 2024**

The Request for Proposal (RFP) is modified/clarified as set forth in this Addendum. The original RFP Documents remain in full force and effect, except as modified/clarified by this Addendum, which is hereby made part of the RFP. Respondent shall take this Addendum into consideration when preparing and submitting its proposal.

A **Virtual Pre-Proposal Conference** was held on **October 24, 2024 at 11:00 AM local time via Zoom**. The purpose of the meeting was to outline requirements the District will expect of the Proposer, as well as to provide the opportunity for questions and explanations. Attendance at the pre-proposal conference was not mandatory. See **addendum 1 – attachment 1** for the list of pre-proposal conference attendees.

Proposals are due on or before 2:30 PM local time, Wednesday, November 13, 2024 at the District offices located at One Union Place, Hartford, CT.

The following questions were addressed during the Pre-Proposal Conference in reference to RFP #03-025:

1. Question: Clarification on Deliverable Volumes

Can you provide an estimated volume or frequency for all of the various deliverables mentioned (e.g., how many newsletters per year, social media posts per month, video projects per year)? For website modifications, what types of updates are anticipated? Are they limited to content management, or do they include design changes and functional (engineering) updates?

Answer: GHTD is looking for a marketing and community engagement partner for a tasked-base arrangement for a variety of projects which are not yet specified. As a result. We plan to work cooperatively with the selected firm(s) to develop and implement approaches to a variety of evolving marketing and engagement needs.

2. Question: Level of Customization Required

For video production, what level of production is expected? Will the focus be on simple edits and graphics, or will there be a need for on-location filming, professional equipment, and higher-end post-production? What is the expected length and format of the videos (e.g., short social clips vs. long-form explainer videos)?

Answer: There is currently no specific production planned and production requirements are not clear as of this writing. GHTD encourages proposers to share their level of capabilities in this regard and feel free to team with others who may provide similar services.

3. Question: Revisions and Feedback Process

How many rounds of revisions or feedback are typically expected for deliverables such as social media content, print materials, and video production? Are there specific stakeholders who will need to approve deliverables? What is the expected timeline for feedback?

Answer: GHTD projects have typically included one or two review iterations prior to a project being finalized. This is true of all of the media noted in the question. The timeline for review will be dependent on the urgency of the project and can be less than a day to several days or a week.

4. Question: Coordination and Resource Allocation

Will GHTD provide any in-house resources for tasks such as content creation, social media management, or event promotion, or should we plan to handle all aspects of execution independently?

How much involvement will your internal teams have in areas like copywriting, content review, or graphic design?

Answer: GHTD has only limited in-house capabilities and is looking for a firm or team to lead this work. Generally, the GHTD team will prepare the general content, which may require “polishing” by the selected team.

5. Question: Website Modification Scope

What is the current structure of the website, and do you expect any major changes (e.g., redesigns or adding new sections), or will the work mostly involve content updates and maintenance? Are there specific content management systems (CMS) or third-party tools we need to integrate with or avoid when performing website updates?

Answer: GHTD is not necessarily looking for a new web-design team. However, as marketing and engagement proceeds, there is likely to be a need for website updates. Today, GHTD staff has basic content management capabilities. Section design or component redesign would likely fall to the web designer. Please share your firms’ capabilities in this regard.

6. Question: Print Material Quantities

Can you provide an estimate of the volume of print materials (flyers, brochures, etc.) that will be needed on an annual basis?

Will GHTD handle printing in-house or should we include print costs in our proposal?

Answer: Quantities will depend on the material produced and the target population. GHTD typically pays the direct cost of production of print materials.

7. Question: Special Events Scope

For special events, what level of support is expected (e.g., just promotional materials or full event marketing campaigns, including social media, video, and on-site materials)?

How many special events does GHTD typically host per year, and what are the target audience sizes?

Answer: Again, the level of assistance for special promotional events depends on the target population. Generally, GHTD staff handles all of the in-person or on-site work and requires assistance of the selected firm in the development of support/promotional materials and efforts.

8. Question: Expected KPIs and Performance Metrics

What key performance indicators (KPIs) will be used to evaluate the success of each component of the marketing services (e.g., engagement metrics for social media, click-through rates for newsletters, or attendance at special events)?

Answer: While the KPIs are not known, GHTD would like proposers to share how they would assess the impact of any program. For example, the number of openings of an email and similar web-based or social media metrics such as views, visits etc.

9. Question: Budget Allocation and Flexibility

Is there a specific budget allocated for each type of service (social media, video production, print materials, etc.), or should we provide a tiered proposal with different levels of service to fit within your expected budget?

Answer: The District does not divulge budgetary info. Firms should propose their rates accordingly.

10. Question: Expected Start Date and Phasing of Work

When do you expect the services to commence after the contract is awarded? Are there any particular phases or milestones (e.g., quarterly campaigns, yearly reviews) that should be accounted for in the timeline and pricing?

Answer: GHTD hopes to have a firm or firms selected and under contract by the end of this calendar year.

The following additional inquiries were submitted after the Pre-Proposal Conference in reference to RFP #03-025:

11. Question: We can ensure to be registered with the CT Secretary of State to do business, but wanted to inquire what specifically you require as far as being qualified to provide Marketing and Community Engagement Services in the State of Connecticut?

Answer: Please reference Section I – General Information, 10. Funding, of the RFP.

12. Question: On the Connecticut Required Certifications web page, <https://portal.ct.gov/opm/fin-psa/forms/ethics-forms#Form>, aside from OPM Form 1 Campaign Contribution Certification at the top of the page, it lists all of the other forms below that as “rescinded...and representation has been incorporated into resulting contract language.” Does this mean that completing those rescinded forms is not required and we only need to complete OPM Form 1?

Answer: You do not need to complete any forms deemed rescinded per the ST of CT’s OPM website.

13. Question: Regarding the Cost Proposal, on page 15 of the RFP it states, “The subsequent contract is considered a FIRM FIXED-PRICE CONTRACT. The fee proposed shall remain firm and shall include all charges that may be incurred in fulfilling the terms of the contract.” There is not a place/space on the Cost Proposal Form itself to include a firm-fixed price (lump sum) per contract year. So, should we include additional narrative pages along with the form in order to provide details and the cost amount of the firm-fixed price?

Answer: Please disregard the “firm-fixed price contract” language reference. Proposer must specify all costs and fees to be charged to provide the marketing & community engagement services as stated in this RFP. Cost information shall be completed for each service year. The cost information shall include all of the costs and expenses associated with the provision of the specifications as stated in the scope of work. This information should be presented in the format provided as Exhibit G – Cost Proposal.

14. Question: Is there currently an incumbent agency that is providing this work for the District?

Answer: No, this is a new project, however, we do work with a website development team for the District's agency website.

15. Question: What is the name of the website company that the District uses for their website?

Answer: Image Works.

16. Question: Are we allowed to co-pitch or does one have to be a sub-contractor?

Answer: Typically, in this scenario one agency would be the lead agency. Both agencies will need to complete all the required certifications outlined in the RFP.

17. Question: What Content Management System (CMS) will you prefer to use for this project?

Answer: The CMS for the District's website is Word Press. However, this project isn't a redesign of the District's website but the work conducted under the RFP with the successful Proposer might lead to major work or possible redesign.

18. Question: Is there a preference for selecting Proposers who are local to CT or are out of state agencies encouraged to apply as well?

Answer: The solicitation is open to all as long as the Proposing agency is able to meet the specifications of the RFP.

19. Question: Will the District only be sticking to Facebook and Twitter as social media platforms or is there possibilities for Linked In or other platforms to be added as far as social scopes goes?

Answer: The District is open to suggestions from marketing firms proposing these services.

20. Question: Does the District do any paid digital advertising campaigns right now.

Answer: There are very few paid advertisements associated with the Community engagement now underway through GHTD Link (Microtransit). This is done by the transportation provider the District hired to perform the service.

21. Question: Is a grant fully funding this work? Is there a stipulation in the grant percentage for hard costs versus professional services?

Answer: Yes, this project is subject to a combination of ST of CT and Federal grant funding. Each program (outlined in the RFP) has its own budget and within those budgets some have marketing and engagement and others only have administrative. Generally, each program has marketing & communications budget commensurate with what we expect we would need to do with that particular program.

- 22. Question:** Does the 5-year minimum experience requirement refer to how long the agency has been in business or does it also consider the professional experience as well?

Answer: Typically, it is a mixture of both. The District is looking for proposals from businesses that have been providing the services for an extended period of time overall, however, business that have not met the 5 years in business status but alternatively has staff that possess 5 or more years' professional experience are encouraged to submit proposals. The Proposer must clearly document this in their proposal submission.

- 23. Question:** The scope for website notifications is broad and does not include redesign. Should additional (redesign/reframing) work be warranted, should we include that in the scope or will it be outside of the scope?

Answer: The District's initial thought is there will be website plug-ins (included under the current scope of work) but if we later find that a complete website redesign will be warranted, this will be addressed via a separate project under a separate grant.

- 24. Question:** Has a budget been established for this procurement? Even a ballpark estimate would be helpful to us in our planning stages.

Answer: The District does not divulge budgetary information.

- 25. Question:** Historically, how much has been spent on marketing services in the past?

Answer: None. This is a new project for the District.

- 26. Question:** What are the next steps once the contract is won? Is there any immediate work right away?

Answer: Next steps will depend on the needs of the projects under this RFP and will be communicated with the successful Proposer.

- 27. Question:** If there are multiple agencies awarded, how will work be distributed among awardees?

Answer: GHTD has not yet determined how work would be assigned. It would likely include experience in the area of the proposed work.

- 28. Question:** Do the tables of contents count towards the page count?

Answer: No.

- 29. Question:** Is there a minimum percentage goal for DBE, SBE, or MBE participation?

Answer: Please reference Section I – General Information, 11. Special Provision, and 12. Disadvantaged Business Enterprise, of the RFP.

30. Question: The RFP does not list a budget for this engagement. Is there a specific budget range that responding firms should account for?

Answer: Please see response to question #24 above.

31. Question: Was the Pre-Proposal Conference recorded and is there a way to view the recording?

Answer: The Q&A portion of the pre-proposal conference was recorded for internal purposes to ensure all questions were included in this addendum.

32. Question: The RFP asks for a firm fixed price contract. However, on the Pre-Proposal Conference held on 10/24, it was suggested that only personnel and corresponding rates would be required at this time and a firm fixed fee would be determined when scope was more defined and contract is signed. Can you please confirm what is required for the cost proposal?

Answer: Please see response to question #13 above.

33. Question: We understand that we must follow the formatting provided as the Cost Proposal, but with limited spaces for project team, could we recreate this template and add in necessary lines? Or would you like us to duplicate the form as many times as necessary to fit our team members?

Answer: Yes. Feel free to recreate the template and add in necessary lines to fit team members. If you choose to recreate the template, be sure to adhere to the outline provided in Exhibit G, Cost Proposal.

34. Question: Could you clarify whether your organization is seeking support solely for CMS content updates and changes, or if there is also a need for ongoing website maintenance, including technical support and performance optimizations?

Answer: Please see responses to questions #5, #15, #17, and #23 above.

35. Question: We want to honor your request to not be repetitive throughout our response. In Section B. Experience/Qualifications, you have noted the proposer to provide the following information:

- State whether the firm is local, national, or international.
- State the location of the office from which the work is to be managed.
- State the length of time that the Contractor has been providing Marketing and Community Engagement Services.
- State if the firm is licensed with the State of Connecticut to perform Marketing and Community Engagement Services.

If this information is included in the General Information Form as well as our Cover Letter, can we exclude it from Section B. Experience Qualifications?

Answer: Proposers must respond to all requested sections of the RFP. The cover letter serves to provide an abbreviated agency overview whereas Section B. Experience Qualifications requests a more detailed narrative description of the Proposers experience and qualifications.

36. Question: There is a request for the proposed Team’s personnel information in Section B. Experience/Qualifications, as well as in Section C. Project Management/Work Plan. Which section would you prefer to have specific team member experience and qualifications (regardless of where this information goes, we do understand we need to include full resumes as well).

Answer: Overall agency experience and qualifications should be provided in Section B. Experience Qualifications, whereas specific team member (project team) experience should be explained in Section C. Project Management/Work Plan. Resumes must be included.

37. Question: Related to social media management and promotion via Facebook, Twitter and other relevant platforms, can you clarify if this would require our support from an organic perspective, paid or both?

Answer: Please see response to question #19 above.

38. Question: Understanding the desire for our team to build promotional materials, will there be a paid media budget to support any campaign-related efforts?

Answer: There likely will be a budget for paid media however, GHTD is uncertain at this time.

39. Question: Could you provide more detail on the specific objectives of the marketing and community engagement efforts? For example, is the primary focus on increasing ridership, improving public perception, or something else?

Answer: Please refer to the RFP.

40. Question: Who are the primary and secondary target audiences for the campaigns? Do you have specific demographic or behavioral insights about your riders, such as age, location, or commuting habits?

Answer: Please see the RFP. GHTD has multiple target markets for a variety of programs.

41. Question: What metrics or key performance indicators (KPIs) will be used to evaluate the success of the marketing efforts (e.g., increased ridership, social media engagement, brand awareness)?

Answer: Please see response to question #8 above.

42. Question: Could you clarify the level of involvement required for social media management? Are you looking for full management (content creation, posting, engagement) or specific support like campaign execution and monitoring?

Answer: GHTD is uncertain at this time. However, proposers should describe their capabilities in these areas.

43. Question: For the special events promotion, can you provide examples of the types of events that require marketing support? Are there specific annual or one-time events the firm should plan for?

Answer: There may be annual events and programs – for example, Earth Day. There will also be tableting events for GHTD’s various programs. It is important to note that GHTD is looking for a

partner that can assist in the framing and development of the approaches to meeting the marketing and community engagement needs of the various programs detailed in the RFP. This is why the specifics of the events, materials and other components are not yet certain.

- 44. Question: Can you clarify the expectations for the commencement of services and project timelines? Are there any upcoming deadlines, campaigns, or key milestones we should be aware of for the first year?**

Answer: An initial 3-year contract will be executed with the successful Proposer which will initiate from the date the service agreement is entered for that particular project. Specifics of the project will be communicated with the successful Proposer at the time of award.

- 45. Question: "Contractor shall obtain and maintain throughout the term of this Contract (or such longer period as may be specified below, if any) the following insurance". Is having the insurance in place a stipulation for the proposal submission or for the final contract?**

Answer: All required insurances must be in place upon execution of final contract.

- 46. Question: In your RFP you mention "Facebook and Twitter and other platforms" Are these the only two social platforms that you'll want to engage with or are there others?**

Answer: Please see response to question #19 above.

- 47. Question: For purposes of estimation across each creative line item, for example, newsletters. Will you let us know the frequency of delivery you are expecting? Daily, Weekly, Bi-weekly, Monthly, Quarterly?**

Answer: GHTD is not seeking cost proposals for specific items, rather the rate information for the various people who will be working on the projects. Also, please see the response to question #43 above. GHTD does not have the details of how best to meet marketing and communication needs.

End of Addendum 1