PORT AUTHORITY OF ALLEGHENY COUNTY

TRANSMITTAL MEMORANDUM NO. 1

TO: All Holders of Request for Proposal No. 20-04

SUBJECT: General Marketing Services
Request for Proposal No. 20-04

DATE: July 9, 2020

Please find enclosed the following:

- *Addendum No. 1 dated July 9, 2020*
- *"RFP No. 20-04 Potential DBE's 07.03.2020" list* ***(posted on ebusiness as a separate file)***
  - ***Note:*** *"RFP No. 20-04 Potential DBE's 07.03,2020" is provided as "reference only" for informational purposes.* ***Proposers should directly vet any and all sub-contractors they intend to contract with.***

The following signature acknowledges the receipt of this Transmittal Memorandum No. 1.

_____
Signature

_____
Name of Company

_____
Date

Sign above and return signature page only promptly upon receipt to:

Port Authority of Allegheny County
Purchasing and Materials Management Department
345 Sixth Avenue, Third Floor
Pittsburgh, PA 15222-2527

Attention: Fred Buckner

PORT AUTHORITY OF ALLEGHENY COUNTY

ADDENDUM NO. 1

dated July 9, 2020

to

REQUEST FOR PROPOSAL NO. 20-04

General Marketing Services

The following Amendments to the above Request for Proposal are hereby made a part thereof and the Proposer shall acknowledge receipt and inclusion of said change in its Proposal Letter of Transmittal (Section 2.1.1(1)(e) of the RFP).

Changes are as follows:

Revised Section

List of Changes to RFP dated July 9, 2020

PORT AUTHORITY OF ALLEGHENY COUNTY

LIST OF CHANGES TO RFP
dated July 9, 2020

Request for Proposal No. 20-04
General Marketing Services

SECTION OF THE RFP TO BE CHANGED	CHANGE TO BE MADE:
Legal Advertisement	Please note that the date of the RFP No. 20-04 Information Meeting date has been changed from July 21, 2020 at 9:30 a.m. to July 16, 2020 at 9:30 a.m.
Scope of Services	Added Paragraph: **4.4 Information provided as *"Reference Only"* for informational Purposes** Available for this RFP are encrypted documents, which includes ***Request for Proposal No. 20-04 Information Documents***, which is protected with Safeguard PDF Security. Potential Proposers interested in obtaining access to this document to decrypt and view the content should contact Mrs. Anna McKibben, via email, at amckibben@portauthority.org. The email request must contain the name and address of the requesting entity, the preferred contact's email address, and the entity's principal making the request. An email will be sent from Port Authority to the requesting entity with instructions on how to download the free Secure PDF File Viewer, as well as, a link to download the requestor's personal security license. All documents are readers' access only. The information on this document is being provided solely for the purpose of providing Proposers with relevant information pertaining to the anticipated scope of services for General Marketing Services RFP and preparation of its proposal. Proposers should limit their use of said information to this solicitation only, and should not disseminate, copy or post same to any website or other information repository absent the prior written consent and approval of Port Authority of Allegheny County.

LEGAL ADVERTISEMENT
Port Authority of Allegheny County

REQUEST FOR PROPOSAL NO. 20-04

Port Authority of Allegheny County (Authority) is requesting proposals for the performance of the following service ("Contract Services"):

GENERAL MARKETING SERVICES

The work under the proposed Agreements consists of general marketing services with a pool of two firms for each category listed which shall include, but not be limited to: 1) Advertising, Marketing and Promotion; 2) Public Relations; 3) Community Outreach (Street Teams)/Community Engagement; 4) Market Research; 5) Direct Mail Distribution; and 6) Video Production. While it is currently the Authority's intention to enter into agreements with a pool of two firms for each category, this number may be adjusted up or down, at Authority's sole discretion, based upon the number of proposals received and Authority's evaluation of same in relation to its general marketing services needs in each of the categories.

The required services will be issued on a work order basis as they are approved to proceed by Authority. The Agreement will be for a four-year period with the option to extend the term of the Agreement up to one additional years at the sole discretion of Authority.

A copy of the Request for Proposal (RFP) will be available on or after June 30, 2020, and can be obtained by registering at the Port Authority ebusiness website: **http://ebusiness.portauthority.org** and following the directions listed on the website. Please note that Proposers must register under the ebusiness category of **PSMAP – Pro Market/Add/Public Relation** for this RFP. Proposers may also register in other categories for any future RFPs issued by Port Authority. If you have specific questions regarding this RFP, please contact Fred Buckner (412) 566-5467.

An Information Meeting for interested parties will be held at 9:30a.m, prevailing time, ~~July 21, 2020~~ **July 16, 2020** via conference call to answer any questions regarding this RFP. The Authority call-in number has been set up and is as follows:

- Toll Free Number (Canada/US): 1-800-974-5902
- Local Dial-In Number: (416) 874-8100
- Conference ID #: 4051776

Electronic proposals must be both received, and time stamped by a representative of the Purchasing and Materials Management Department through Authority's Ebusiness website at or before 2:00 p.m., prevailing time, July 30, 2020, at **http://ebusiness.portauthority.org**. Proposals received or time stamped by a Purchasing and Materials Management Department representative through Authority's Ebusiness website after the advertised time for the submission of proposals shall be non-responsive and therefore ineligible for award. Each Proposer shall be solely responsible for assuring that its proposal is timely received and time stamped in accordance with the requirements herein.

This Contract Services may be funded, in part, by, and subject to certain requirements of, the County of Allegheny and the Commonwealth of Pennsylvania, and the Federal Transit Administration (FTA) of the U.S. Department of Transportation (DOT). The proposal process and the performance of the requested services will be in accordance with guidelines and regulations of the FTA "Third Party Contracting Guidelines", FTA Circular 4220.1F, as amended, and all applicable federal, state, and local laws and regulations.

Port Authority of Allegheny County, in compliance with 49 C.F.R., Part 26, as amended, implements positive affirmative action procedures to ensure that all Disadvantaged Business Enterprises ("DBEs") have the maximum opportunity to participate in the performance of contracts and subcontracts financed, in whole

or in part, with federal funds, if any, provided under or for the proposed Agreement. In this regard, all recipients or contractors shall take all necessary and reasonable steps in accordance with 49 C.F.R., Part 26, to ensure that DBEs have the maximum opportunity to compete for, and perform contracts and subcontracts for, the Contract Services.

Port Authority of Allegheny County, in compliance with 74 Pa.C.S. § 303, as may be amended, also requires that certified Diverse Businesses, ("DBs") have the maximum opportunity to compete for, and perform contracts and subcontract for, the Contract Services. In this regard, all Proposers, and the Contractor, shall make good faith efforts, in accordance with 74 Pa.C.S. § 303, to ensure that DBs have the maximum opportunity to compete for, and perform contracts and subcontracts for, the Contract Services.

Further, proposers and the Contractor shall not discriminate on the basis of race, color, religion, creed, age, disability, national origin, sex, sexual origin, gender identity or status as a parent in the award and performance of contracts or subcontracts for these Contract Services

Port Authority of Allegheny County reserves the right to reject any or all proposals.