PORT AUTHORITY OF ALLEGHENY COUNTY

TRANSMITTAL MEMORANDUM #2

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

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

DATE: July 20, 2020

Please find enclosed the following:

RFP20-04 Information Meeting Minutes
RFP20-04 Information Meeting Agenda
RFP20-04 Information Meeting List of Call-in Attendees
RFP20-04 Questions and Answers

The following signature acknowledges the receipt of this Transmittal Memorandum #2.

_____
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

General Marketing Services
Request for Proposal No. 20-04

July 16, 2020
Information Meeting Minutes

The Information Meeting for the above-referenced Request for Proposal (RFP) was held on July 16, 2020 at 9:30 A.M. A copy of the listed participants by phone numbers is attached.

Fred Buckner, Professional Services Associate Contract Specialist, opened the meeting for Port Authority. The other Authority attendees were Anna Marie McKibben, Professional Services Contract Specialist, Susanna Broadus, DBE/DB Program Manager, and Dante Calderone, Manager of Marketing.

Mr. Buckner then discussed the following items:

- Proposers were directed to the RFP for proposal requirements. The requirements were briefly summarized for the attendees. All requirements are addressed in the RFP documents.

- 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 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.

- All procedural questions concerning this RFP should be directed to Fred Buckner. All questions concerning clarifications are to be submitted in writing to the attention of Mr. Buckner of the Purchasing and Materials Management Department and may be e-mailed to fbuckner@portauthority.org. Port Authority will not respond to questions received, other than procedural, after July 24, 2020. Verbal questions will not be honored in any future Agreement.

- Ms. Sue Broadus addressed the DBE/DB requirements for the RFP. She provided the web address for the PA UCP DBE Directory (www.paucp.com), PA DGS Small Diverse Business Directory (www.dgs.internet.state.pa.us/suppliersearch) and PennDOT SBE Directory (www.dotsbe.pa.gov). If assistance is required in utilizing DBE/DBs, or how to become a certified DBE/DB, Proposers should contact Ms. Sue Broadus at (412) 566-5257 or by email at sbroadus@portauthority.org. All proposed DBE/DB firms must be PA UCP certified at the time of proposal submission. Proposed DB/DBE utilization is taken into consideration in proposal evaluations as indicated on Exhibit 8. The listing "RFP No 20-04 Potential DBE's.2020.07.03" is provided for **informational purposes only**. Proposers should directly vet any and all subcontractors they intend to contract with.

- All questions relating to clarifications of, or modifications to, the RFP **must be in writing**. If any questions submitted require the issuance of an addendum, an addendum will be issued

to all RFP document holders. Proposals must be submitted based on the RFP as written, and as modified by Addenda.

Mrs. McKibben then took over for Mr. Buckner

- It was stressed that any comments/exceptions to Exhibit 1, the Sample Agreement, be provided in the Appendix section of the proposal. Post-RFP comments/exceptions to the Sample Agreement that are not set forth in a firm's proposal will not be considered or subject to any further negotiation consideration by Port Authority during the post-award Agreement finalization process.

- The anticipated Procurement Schedule was provided as follows:

  - Proposer's last day for submitting questions other than procedural is July 24, 2020
  - Proposals are due July 30, 2020, 2:00 PM.
  - Interviews are tentatively scheduled for August 25 and August 26, 2020
  - This RFP approval is tentatively scheduled for the October, 2020 Board Meeting
  - Commencement of Services is tentatively scheduled for November 15, 2020.

- Available for this RFP are encrypted documents, which includes ***Request for Proposal No. 14-02 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 Ms. Anna Marie 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.

- Dante Calderone provided a general overview of the scope of services that Port Authority is seeking via this RFP. Section 4.0 of the RFP on pages 28 through 31 of the RFP documents contains that scope of services.

Following the overview, the call was opened for general discussion and any questions from the attendees. The questions and responses are included in

The meeting was adjourned at 10:35 A.M.

Fred Buckner
Professional Services Associate Contract Specialist

Attachments: *Agenda; List of Call-In Attendees Sheet; RFP20-04 Questions and Answers 1-83*

PORT AUTHORITY OF ALLEGHENY COUNTY

Information Meeting Agenda

Request for Proposal No. 20-04

General Marketing Services

DATE: Thursday, July 16, 2020

TIME: 9:30 A.M.

SEQUENCE:

A. Introduction

B. Telephone Contacts for Proposer Questions

Diverse Business Enterprises' Questions:

Sue Broadus – Port Authority (412) 566-5257

Procedural Questions:

Fred Buckner – Port Authority (412) 566-5467

Questions Relating to Schedule of Activities and Technical Questions:

Must be in writing and must be submitted by mail, e-mail or facsimile to:

Port Authority of Allegheny County
345 Sixth Avenue, Third Floor
Pittsburgh, PA 15222-2527
Fax: (412) 566-5359
Attn: Mr. Fred Buckner
E-Mail: fbuckner@portauthority.org

C. Review RFP Document and Proposal Requirements

D. Overview of Scope of Services

E. Questions and Answers

F. Wrap-Up

RFP No. 20-04
General Marketing Services

LIST OF CALL-IN ATTENDEES

Telephone #	Dial Out	Start	End	Duration(min)
7247875698	N	09:25:17	10:36:17	71
4126920249	N	09:25:37	10:36:37	71
4125665419	N	09:26:13	10:36:13	70
4125856791	N	09:26:14	10:36:14	70
7245135296	N	09:26:44	10:36:44	70
4126285223	N	09:27:11	10:36:11	69
4126012502	N	09:27:15	10:36:15	69
4125665188	N	09:27:25	10:36:25	69
4129153130	N	09:27:25	10:36:25	69
7708538885	N	09:27:27	10:36:27	69
4127416186	N	09:28:02	10:36:02	68
8144504839	N	09:28:03	10:36:03	68
4128184702	N	09:28:14	09:30:14	2
4125199059	N	09:28:19	10:36:19	68
2039840543	N	09:28:34	10:36:34	68
6469420481	N	09:28:36	10:36:36	68
6152997801	N	09:28:38	10:36:38	68
6109554952	N	09:28:43	10:36:43	68
4123108708	N	09:28:43	10:36:43	68
4129258190	N	09:28:44	10:36:44	68
4124439614	N	09:28:55	10:35:55	67
3303890627	N	09:29:02	10:36:02	67
4127203108	N	09:29:13	10:36:13	67
4125272665	N	09:29:21	10:36:21	67
7172263951	N	09:29:28	10:09:28	40
4437941704	N	09:29:29	10:36:29	67

7247466363	N	09:29:36	10:36:36	67
4126572872	N	09:29:38	10:36:38	67
4124000483	N	09:29:43	10:36:43	67
4129015322	N	09:29:57	10:35:57	66
4127202539	N	09:29:58	10:35:58	66
4128184702	N	09:29:58	10:35:58	66
4125267038	N	09:30:04	10:36:04	66
4123106835	N	09:30:10	10:36:10	66
4042290652	N	09:30:12	10:36:12	66
4122460340	N	09:30:13	10:36:13	66
7243332581	N	09:30:16	09:59:16	29
7249861823	N	09:30:32	10:03:32	33
4127199915	N	09:30:33	09:33:33	3
7248411070	N	09:30:37	10:36:37	66
4107210500	N	09:30:43	10:36:43	66
7245240594	N	09:31:24	10:36:24	65
4125353286	N	09:31:34	10:36:34	65
4123443966	N	09:31:52	10:35:52	64
4129774571	N	09:32:06	10:32:06	60
2165929400	N	09:32:35	10:36:35	64
4127199915	N	09:33:07	10:36:07	63
4127195366	N	09:33:34	10:36:34	63
6309955086	N	09:34:38	09:45:38	11
4122460340	N	09:36:16	10:29:16	53
4122816212	N	09:36:40	10:36:40	60
4128226822	N	09:37:52	10:35:52	58
4124817275	N	09:38:01	10:36:01	58
6302546784	N	09:41:59	10:33:59	52
7172263951	N	10:09:04	10:36:04	27
			Total Minutes:	**3309**

PORT AUTHORITY OF ALLEGHENY COUNTY

General Marketing Services
Request for Proposal No. 20-04
Transmittal Memorandum #2

Questions and Responses #1-83

QUESTION #	QUESTION	RESPONSE
1	How many videos total are being requested?	*TBD. The videos listed under the Video Production category are more of the short "run and gun"-style variety for social media purposes and to help Port Authority educate/create awareness for new products and service, as well as document public events. Port Authority occasionally does short documentary style videos similar to the sample provided in Response #30. For larger campaign/broadcast type videos, Port Authority will look to its advertising/marketing firm to coordinate production.*
2	What will the length be for each video?	*TBD based on project. Port Authority would anticipate videos ranging from :30-7 minute in length. Video documenting public events will be longer.*
3	What are key messages?	*TBD by project.*
4	What is your ideal timeline?	*TBD by project.*
5	What is your project budget?	*TBD by project.*
6	Is your video part of a strategy or campaign?	*TBD by project.*
7	How will you measure results & ROI?	*TBD by project. The Authority anticipates collecting rider feedback to determine if it finds value in this type of data.*
8	What emotion are we trying to evoke?	*TBD by project.*
9	What specific visuals should be captured?	*TBD by project.*
10	Who will speak on behalf of the organization? Will a voiceover talent be included?	*TBD by project.*
11	How many interviews will take place?	*TBD by project.*
12	What questions should I ask the interview subjects?	*TBD by project.*
13	How many locations and days of filming will take place?	*TBD by project.*
14	Would you like for us to coordinate the location/permits, or will PAT handle that portion?	*TBD by project. However, Port Authority anticipates shooting most videos on Port Authority property.*

QUESTION #	QUESTION	RESPONSE
15	Will there be music needed for all videos?	*TBD by project.*
16	How will the final video be hosted, distributed, and repackaged?	*TBD by project. Will most likely be hosted/distributed on Port Authority's company website or through its various social media assets. Others may be distributed as DVDs in small quantities to the user group.*
17	Of the 6 different areas of support listed in the RFP, in which area(s) does the Port Authority seek the most expertise and guidance from a partner?	*The Authority seeks expertise and guidance in every category.*
18	Among your ridership population, are there any particular target segments for which the Port Authority seeks to emphasize outreach?	*Outreach efforts are determined in most cases by event type and location. Port Authority does its best to be as visible as possible in all areas of the County when there are new messages to communicate.*
19	How has your ridership changed year-over-year?	*This will be discussed in detail with all awarded firms selected in the respective category after full execution of an agreement and based on Board approval for award.*
20	If we have preferred DBE partners that are not yet registered in the PAUCP, is it acceptable to include them if they submit for registration prior to the response due date? Will the work they perform count?	*Please review Section 2.1.2.1 of the RFP. If the DBE being proposed for participation is not currently identified as being certified in the PAUCP database, or its certification has expired, Proposer shall immediately contact the DBE representative identified in Section 1.4 of the RFP for assistance in verifying the status of any pending certification or advancing the DBE certification process for this DBE firm. Please contact Sue Broadus at (412) 566-5257 or via email at SBroadus@PortAuthority.org.*
21	What is the anticipated annual marketing budget? Has any determination been made for how this budget will be divided across the 6 areas listed in the RFP?	*The Authority is unable to disclose this information. Proposers should provide their costs in accordance with the response to the RFP requirements.* *If your firm would like to see previous examples of general marketing services performed for the Authority, please refer to Transmittal No. 1, Addendum No. 1 of this RFP.No. 20-04. Please follow the directions in requesting access to encrypted documents for Request for Proposal No. 14-02 information.*
22	What was the Port Authority's net media spend in 2017, 2018 and 2019?	*If your firm would like to see previous examples of general marketing services performed for the Authority, please refer to Transmittal No. 1, Addendum No. 1 of this RFP.No. 20-04. Please follow the directions in requesting access to encrypted documents for Request for Proposal No. 14-02 information.*
23	2.4.1.1 and 2.4.1.2 - Is the Port Authority expecting actual business plans in response to this section of the RFP, or simply our methodology for how we would approach the development of a plan?	*Port Authority will leave this up to the proposer's discretion. The focus will be on the methodology, but how it is presented is up to each proposer. If you do choose to present a hypothetical business plan, please keep it short and on target.*

QUESTION #	QUESTION	RESPONSE
24	2.4.2 - Does the Flowchart referenced here refer to the approach for 2.4.1.1, 2.4.1.2, both or neither? If neither, please describe how this is different from the Project Organization and Management plan in section 2.5.	*RFP No. 20-04 Section 2.4.2 – Flow Chart refers to the overall 2.4 – Project Work Plan. Please use proposer discretion when addressing Sections 2.4.1.1 and 2.4.1.2 of the RFP.*
25	Is it necessary that we have an onsite agent within Allegheny County for the entire length of the contract, four to five years, even during times where we may not be actively working on a project? Can this requirement be waved or modified?	*This requirement will not be waived. A local registered agent (such as a law firm), can be obtained to stay in compliance with agreement terms.*
26	What are the main platforms in which the videos will be viewed and where does Port Authority receive the most engagement online? (Facebook, Instagram, Website, broadcast ect)	*Port Authority's most visible and followed platform currently is Twitter.* *Videos are generally uploaded to YouTube and shared on individual platforms from there.*
27	How many videos are being requested and which categories of the above listed videos are the highest priority?	*There is no actual number of videos being requested. TBD. The videos listed under the Video Production category are more of the short "run and gun"-style variety for social media purposes and to help Port Authority educate/create awareness for new products and service, as well as document public events. Port Authority occasionally does short documentary style videos similar to the sample provided in Response #30. For larger campaign/broadcast type videos, Port Authority will look to its advertising/marketing firm to coordinate production.*
28	After reviewing the event attachments, I didn't see a max budget amount. What is the max budget amount for the Video Production services?	*Please refer to question and answer #21.*
29	What is the requested/estimated timeline for deliverables?	*TBD. Timelines for deliverables will vary based on each work order/project. Some projects issued by work order, may require immediate delivery (unedited) such as coverage of a special event, and other more polished ones will likely be given 2-3 weeks lead time.*
30	Could you please share a few examples of past videos Port Authority has? What would you like to see different?	*See link.* *https://www.dropbox.com/sh/6k6yhxme7w4bkg5/AAAJCDBzrRBZU2F63trhtsYxa?dl=0*
31	Are there any upcoming events scheduled in 2020 that would require video production services to be included in this RFP response?	*TBD on an as needed basis.*

QUESTION #	QUESTION	RESPONSE
32	The RFP states, "One original of the Proposal hand signed shall be submitted electronically through the Authority's Ebusiness system". Will a Docusign or other electronic signature suffice for the submission or do we need a scanned copy of a physical signature?	*RFP No 20-04 Section 2.1.1(2)(a) states: "One original of the Proposal hand signed shall be submitted electronically through the Authority's Ebusiness system. Please refer to Exhibit 9 – Ebusiness Submitting a Proposal, for further instructions how to submit proposals."* *Although we have certainly become more lenient and understanding when it comes to the use of electronic signatures, we are not yet at the point where they will be accepted, in lieu of a live signature. Therefore, Port Authority will only accept hand signed proposals as required by RFP No. 20-04.*
33	Should the SDB Proposal be included after the Transmittal Letter and before the Table of Contents and RFP Sections? Or, should the SDB Proposal be submitted as a separate file?	*The Proposed DB subcontractor should be included in the description of the proposer and also listed in the project organization and management plan.*
34	Can you provide any further data around your segments regarding income levels, distance from public transit stops, average rides per day/week, etc.?	*This will be discussed in detail with all awarded firms selected in the respective category after full execution of an agreement and based on Board approval for award.*
35	Do you have any data on the amount of increased drivership by transit riders as a result of COVID? Is it certain that consumers are driving more vs. just not going out as much?	*This will be discussed in detail with all awarded firms selected in the respective category after full execution of an agreement and based on Board approval for award.*
36	Can you outline your current and future mobility partnerships and options?	*This will be discussed in detail with all awarded firms selected in the respective category after full execution of an agreement and based on Board approval for award.*
37	Can you provide more details regarding your community ridership programs, such as the high schools, universities, large employers, events, outreach, etc.?	*Port Authority currently has a variety of partnership programs that are contract-based with school districts, universities, large and small employers, etc. based on ridership levels. Each is different. Others are based on age (i.e., seniors and children) and interest.*
38	This section states "many riders have opted to drive their personal vehicles rather than riding public transport." Can you provide more clarity on specific target prioritization as it relates to "discretionary" (have an option/choice) vs. "dependent" (no other options/non-choice) riders vs. "non-riders"?	*This is a hypothetical scenario. Port Authority has not yet launched its full marketing campaign for Phase I, choosing to hold off until more employees return to work. Dependent riders make up the majority of Port Authority's current ridership during the pandemic. Port Authority will be focusing its efforts on discretionary riders once more workers are given the green light by their employers to return to the office. This is a significant portion of ridership.*

QUESTION #	QUESTION	RESPONSE
39	What consumer-sentiment information around COVID was used, if any, to inform messaging for Phase One of the previous COVID education campaign?	*The basis for the Post COVID-19- Phase I campaign will be that Port Authority is doing its part to ensure rider safety from how it cleans/disinfects vehicles, to mask requirements for riders/operators, to installing hand sanitizer at major stations, etc.*
40	For the previous COVID education campaign, can you share any performance information to help shape the Phase II plan with objective data? Has there been any baseline measurement of campaign awareness?	*Please refer to question and answer #39.*
41	Please confirm the transit event planned for 2023 - Is it the American Public Transportation Association (APTA) International Rail Rodeo (June 8-11) and Rail Conference (June 11-15)?	*Port Authority hosts a variety of industry meetings and events. From time-to-time Port Authority may seek an agency to help promote the city, its culture and attractions, schedule activities, etc. to attendees and their families.*
42	Please describe the role of the professional association (APTA) to promote and plan the event vs. the Port Authority?	*Port Authority hosts their own industry events and meetings from their own funding streams. Same situation with APTA.*
43	Is the expectation for the selected agency to promote Pittsburgh (city attractions, activities, etc.) to attendees or drive actual conference attendance (or both)?	*Could be both, but primarily event/activity management/coordination (logistics) and promotion.*
44	Is event management and coordination part of the Port Authority's conference responsibilities, or just the promotion of the event (to drive attendance)?	*Event Management and Promotion.*
45	What is the projected attendance for the conference, what are their demographics (titles, general demographics) and where are they geographically located?	*This is information that varies; thus, Port Authority cannot forecast it.*
46	Was there a specific reason Pittsburgh was chosen as the host city?	*Host cities are randomly chosen to allow others in the industry to experience various transit properties throughout the country.*
47	Are there any surveys, attendee feedback forms, or the like to give perspective on what attendees have found most valuable from past conferences?	*No.*
48	What is the total estimated annual budget (working budget) for each of the service	*Please refer to question and answer #21.*

QUESTION #	QUESTION	RESPONSE
	categories in this RFP (as outlined at the bottom of page five, Section 1.1)?	
49	What is the estimated annual agency fee for each of the service categories in this RFP (as outlined at the bottom of page five, Section 1.1)?	*Please refer to question and answer #21.*
50	Please clarify the difference between 2.3 Experience Record and 2.5.4 Case Studies.	*RFP No. 20-04 Section 2.3 – Experience Record states: "Proposer shall provide complete, concise and accurate descriptions of the Proposer's and its subcontractors experience in providing services similar to those as outlined in Section 4 of this RFP, the Scope of Services." This give the Proposer an opportunity to explain how many years their company have been established in the industry.* *RFP20-04 Section 2.5.4 – Case Studies firms are to provide actual examples, references, etc. of similar work that was performed in response to their respective categories being proposed on.*
51	Where should the required DBE information below be located in our response? 2.1.2.3 Requirements for DBE/DB Participation: (1) The Proposer shall submit with its Proposal, the following: a) Name and address of DB (DBE) firms that will participate in the Contract; b) A description of the work that each DB (DBE) will perform; and c) The anticipated percentage of participation for each DB (DBE) firm.	*Please review ALL respective Sections of the RFP. It states that your DBE/DB or other subcontractors should be a part of Proposer's Work Plan, Summary of Costs, Experience Record, Staff Resumes, etc.*
52	If a DBE is certified with the state but not with PAUCP, will their participation on assigned tasks count toward the DBE participation percentage?	*If the firm is certified with PA as a DBE, the DBE certification would be with the PA UCP. If the firm is not certified as a "DBE" they will not be counted toward DBE participation percentage.* *Please contact Port Authority's DBE/DB Program Manager, Sue Broadus at (412) 566-5257 or via email at SBroadus@PortAuthority.org if you have additional questions.*
53	Are we permitted to team with a DBE subconsultant that is registered with PAUCP but is not on the list of DBEs provided by the Authority (i.e., did not register for the RFP)?	*Yes.*

QUESTION #	QUESTION	RESPONSE
54	In section 2.4.1 Methodology, should we provide an overview of the types of services we would provide for each category we are submitting on based on the Scopes of Work in Section 4? Should we also provide a customized project approach for the scenario provided in Section 2.4.1.1 Methodology for Adv/Marketing/Promotion, PR and Market Research and Strategic Planning Categories? If so, should we submit separate approaches for Categories 1, 2 and 4?	*Yes.* *RFP No. 20-04 Section 2.4.1 - Methodology states: If Proposer is proposing on multiple categories, it shall clearly segregate information pertaining to each of the categories on which it is proposing.*
55	Should the list of potential DBEs provided by the Authority be considered an addendum that should be referred to in our response?	*No.*
56	Will the organization chart be included in the body of the response or in an Exhibit in the Appendix with the resumes?	*The organizational chart should be included in the Project Organization and Management Plan.*
57	For 2.5.4 Case Studies, should we provide three case studies total or three case studies for each category we are submitting on?	*Three case studies per category*
58	Where in the Appendix should the Case Studies be located?	*Please use proposer discretion when placing case studies in the Appendix.*
59	Under 2.6 Summary of Costs, categories 1 - 6 in the RFP do not match the form provided for cost information in Exhibit 6. Are we permitted to adjust or recreate the Exhibit 6 form to accommodate the additional information?	*In addition to an hourly rate structure, Proposers are encouraged to propose alternate fee structures that will be cost effective to Authority. Alternate billing arrangements may be offered as options for any and all categories of the Contract Services.*
60	Will the page separators/dividers count as part of the 50 pages?	*No.*
61	Will the table of contents count as part of the 50 pages?	*No.*
62	What is the difference between DBE and DB ?	*A Disadvantaged Business Enterprise is inclusive of minorities and women. However, not only does the owner(s) need to fall into one of the presumptive groups, as defined by the governing regulations, but the owner(s) of the firm must show they also fall under the socially and economically disadvantaged status where their personal net worth does not*

QUESTION #	QUESTION	RESPONSE
		exceed the $1.32 million dollar threshold. DBE is required for any projects that are federally funded. *A Diverse Business is a disadvantaged business enterprise (DBE), minority-owned business enterprise (MBE) or women-owned business enterprise (WBE) or service-disabled veteran-owned or veteran-owned small business that has been certified by a third-party certifying organization. Please note that while a DBE can fulfil Diverse Business participation requirements, not all Diverse Businesses can fulfill Disadvantaged Business Enterprise requirements.* *For further information pertaining to the difference in certifications, please contact Port Authority's DBE/DB Program Manager, Sue Broadus, at (4120 566-5257 or via email at SBroadus@PortAuthority.org*
63	Will each category require an Agent, or just Jones Worley as the prime?	*RFP20-04 Section 2.2.2 – Agent states "A requirement of the Agreement is that the Contractor shall maintain, during the duration of the Agreement, an agent in Allegheny County, Pennsylvania authorized to accept notice and service of process on behalf of the Contractor and the Proposer shall so acknowledge and agree."* *The number of categories does not impact the Agent requirement throughout the term of the agreement.*
64	Are we to include Exhibits 7 and 8 in our proposal?	*No.*
65	Section 1.1 Introduction - Is the Authority willing to share the comprehensive rider experience research study with respondents?	*No.*
66	Section 2.3 Experience Record - Is this request for a listing of projects and client references, but not for the actual work (visuals/case studies). We see that the case studies are specifically requested in the appendix.	*Please see Response #50.*
67	Section 2.4.1.1 - Can you tell us what campaign elements were used to educate riders on the daily cleaning/disinfecting measures?	*Once the campaign is launched, Port Authority will use the following assets to promote its message: video, radio, bus shelter advertising, transit advertising, social media and other digital platforms directing riders back to Port Authority's website for more details.*
68	Section 2.6 Summary of Costs	*Cost structure varies per category. Please submit cost in response to the respective category your firm is proposing on. In addition to an hourly rate structure, Proposers are encouraged to*

QUESTION #	QUESTION	RESPONSE
	o Can you confirm that you are asking only for general hourly rates by role, as opposed to specific costs for the project work plan that we will providing?	*propose alternate fee structures that will be cost effective to Authority. Alternate billing arrangements may be offered as options for any and all categories of the Contract Services.*
	o The RFP requests a fully burdened hourly rate range for each labor category under (1) Labor and also asks for the proposed hourly rate(s) for each individual by name or labor category I (3) Hourly Rates. Would you please illustrate the difference in reporting rates under (1) Labor and (3) Hourly Rates? Does this difference need to be documented in Exhibit 6(B) and if so please illustrate the best means to do so? Thank you.	*Please specify the role an individual will be conducting under each respective category. Sometimes a person can conduct various roles under different categories and their "hourly rate" may vary depending on their role.*
	o The RFP limits Commission (% of dollar value) to the Media Buying to Category 1 services only; however, Category 2 Public Relations services includes managing and producing digital marketing campaigns inclusive of Google, social media, and other ad hoc campaigns.	*Port Authority will purchase all media for PR services.*
	? Would you illustrate the difference between planning, developing, and producing digital campaigns in Services Category 1 Advertising/Marketing & Promotion and managing and producing digital marketing campaigns in Services Category 2 Public Relations as written in Section 4.1 Disciplines of Required Services per Category?	*Public Relations intends to do some of its own smaller campaigns for social media audiences only unrelated to Port Authority's Advertising/Marketing/Promotional efforts. These may include special rider engagement-style messages and contests just for followers.*
	? If paid digital campaigns are also part of the Category 2 Public Relations services, will the Authority permit respondents to submit a	*Port Authority intends to purchase all media for PR services for digital campaigns.*

QUESTION #	QUESTION	RESPONSE
	% of dollar value fee for Category 2 services as well understanding you are encouraging respondents to identify and provide alternative fees structures?	
69	Section 2.7.1 - Are financial statements only required for proposers, or for subcontractors as well?	*Yes.*
70	Section 3.0 Proposal Selection Process • What is the timeline for the proposal selection process after the July 30th response due date? 3.1 Evaluation Committee • Who serves on the Evaluation Committee? 3.2 Proposal Evaluation Criteria • (2)(a) How does the Authority define "sufficient financial strength and resources?" • (2)(b) Evidence of human resources to perform Agreement • Must respondents have all FTEs on staff at time of submission or will the Authority consider evidence of an ability to scale responsibility and appropriately to perform the agreement?	*RFP20-04 Section 3.0 Proposal Selection Process* • *This RFP award is tentatively scheduled for the October 2020 Board meeting.* *RFP20-04 Section 3. 1 Evaluation Committee* • *The Authority does not disclose Evaluation Committee information. Please refer to Section 3.2 as to how Proposers are evaluated.* *RFP20-04 Section 3.2 Proposal Evaluation Criteria* • *(a) Sufficient financial strength and resources are based on the financial information that is required to be provided as stated in Section 2.7.1.* *(b) All proposed key personnel should be available at the time of submission of Proposal. This is how firm's proposals are evaluated, rated, and determined if recommendation of award of agreement to the Authority's Board. Please review Section 2.5.3 and Section 2.7.6 of the RFP, as well as Section 5 of the Sample Agreement No. R20-04-X.* *(c) Not only should your key personnel be available to support the work orders, but should have the adequate staff to perform the job duties as well.*

QUESTION #	QUESTION	RESPONSE
	• What is the difference between (2)(c) Evidence of human and physical resources and (2)(d) evidence of sufficient capabilities which includes existing Proposer size and ability to bring adequate people to staff?	
71	Do you have a timeframe in mind for awarding the categories to the selected agencies?	*This RFP award is tentatively scheduled for the October 2020 Board meeting.*
72	Is it possible to get a list of people who were on the call?	*Yes. The list will be provided with Transmittal Memorandum #2.*
73	Is there a way to indicate that two firms are not necessarily in a joint venture but we have a history of working together and would like to note that the other firm is a preferred partner?	*It is up to the discretion of the Proposer as to how they want to conduct business. Please note the Authority will only acknowledge additional contractors as a subcontractor including DBE/DB's), joint venture, or partnership. It will be required to include a written statement explaining how each entity (if partnership or joint venture) will fulfill the requirements of the Agreement which explanation shall fully discuss and identify the responsibility of each entity forming the partnership or joint venture for performing the Contract Services and providing the insurance required by the Agreement.*
74	Can a firm that is submitting for public relations (but not community engagement category) still make suggestions and proposals for work around events and the conference to make Pittsburgh and Port Authority as appealing as possible to conference attendees?	*The Authority will only review and evaluate proposers that submitted proposals in response to the respective categories. If the proposer is not proposing on a specific category, the Authority will not consider additional suggestions.*
75	In the RFP on page 12, it states that there is an additional 10 pages for each additional category being proposed. I just want to confirm that the extra 10 pages per category can be added.	*Yes. If the Proposer is proposing on more than one of the categories, 10 additional pages shall be allowed in the proposal for each additional category being proposed on.*

QUESTION #	QUESTION	RESPONSE
76	Can you please share the demographic profile of PAT bus users? It would be helpful to know age range, gender, geography, ethnicity etc.	*This information will not be provided as it's irrelevant to blanket sample project for proposers to respond.*
77	Pre-Covid, how many riders would you have had in a typical week and/or month? And how consistent was that figure?	*This information will not be provided as it's irrelevant to blanket sample project for proposers to respond.*
78	Pre-Covid, what factors have influenced ridership in the past? For example, does overall ridership increase on an evening when there is a sporting event? Does it change if the weather is good or bad? Is there a seasonality to ridership? Is there a major different in ridership numbers from weekend vs. average weekday?	*This information will not be provided as it's irrelevant to blanket sample project for proposers to respond.*
79	You mentioned rider surveys during the Information Session. If you have previously conducted these, would you be willing to share information?	*This information will not be provided as it's irrelevant to blanket sample project for proposers to respond.*
80	It was discussed during the call that "times have changed and ridership is down" as Port Authority looks to resume normal levels of ridership and improve the ridership experience. It was mentioned that research indicates that riders want us to do better, and have a better experience, while attracting new riders. Can you share this research with proposers to inform our methodology/business plan for section 2.4.1.1?	*This information will not be provided as it's irrelevant to blanket sample project for proposers to respond.*
81	Regarding the discussion of Prime 75%, Subcontractor 25%, as this ratio was not published in the RFP; is the intention that prime perform 75% of the work or that prime bill 75% of the contract/project?	*Please review Section 18 – Subcontracting under Exhibit 1 Sample Agreement No. R20-04-X. The amount of work subcontracted by Contractor shall not aggregate more than* ***twenty-five (25)*** *percent of all work hereunder, as measured in terms of cost to Authority.*
82	Can we use more than 3 references?	*Yes. Please make sure proposals are within the page limitation specified in Section 2.1.1 (2) of the RFP*

QUESTION #	QUESTION	RESPONSE
83	Can we have more than 3 case studies?	*Yes. Please make sure proposals are within the page limitation specified in Section 2.1.1 (2) of the RFP*

Fred Buckner
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