PORT AUTHORITY OF ALLEGHENY COUNTY

TRANSMITTAL MEMORANDUM #3

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

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

DATE: July 27, 2020

Please find enclosed the following:

RFP20-04 Answers to Questions No. 84-103

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

_____
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
Transmittal Memorandum #3

Questions and Responses #84-103

QUESTION #	QUESTION	RESPONSE
84	How do we provide pricing for a quantitative survey and expenditures (e.g. purchase of sample of non riders)?	*Please refer to the response for question 21 on RFP20-04 TM #2.*
85	Do you have an active contract to conduct Voice of the Customer research? If so, who is the contract with? Are you looking for a new vendor for VOC research through this contract? What type of info have you collected? How will be obtain access to that data and in what format?	*Please refer to the response for question 21 on RFP20-04 TM 2.*
86	Do you maintain, and would we have access to, lists of riders/customers? If so, In what format? What info is available (e.g. email, phone number?) How many of each are available?	*Please refer to the response for question 21 on RFP20-04 TM 2.*
87	Is the actual Cover Page considered part of the 50-page count?	*No.*
88	In section 2(f), p.12, it states that "The Proposal shall be organized in the following fashion using identifying page separators for each section...." Are the 8 page separators (Cover, Letter of Transmittal, Section 1, Section 2, Section 3, Section 4, Section 5, and Appendix) included as part of the 50-page maximum, or in addition to?	*Please refer to the response for question 60 on RFP20-04 TM #2.*
89	In section 2.3, p.16, it states that 3 references are needed. Please define if 3 references are needed	*Please submit 3 references for each category your firm is proposing.*

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	for each category we are submitting on, or if 3 references total are needed?	
90	In section 2.3(a), p.16, please define if you are looking for the "contract title," as stated in the RFP, OR the contact title.	*Contract title. RFP20-04 Section 2.3(a) states: "Contact name, contract title, address, telephone number and e-mail address of the client's project manager or contracting officer;".*
91	In section 2.3(d), p.16, it is written as if the information being requested pertains to the services within the Port Authority RFP/new contract. If you could please define further what it is that you are looking for, as it relates to the references section 2.3(d) is part of, it would be helpful.	*RFP20-04 Section 2.3(d) states "The Proposer's or its proposed subcontractors' project manager and staff on the identified projects that will be used, by Proposer or its proposed subcontractors, to support or perform the Contract Services".* *Port Authority expects the experience record information to include relevant past experience exhibited by your firm's (and subcontractors') proposed project manager and staff that will be supporting or performing the contract services for the Authority.*
92	In section 2.4.1.1 and 2.4.1.2, please confirm the information you are seeking is our general approach to the problem(s).	*Please refer to the response for question 23 on RFP20-04 TM #2.*
93	If a firm submits on all Categories, is there an "all-or-nothing" contract for this? Or, will a firm be considered for some (or one) category as Port Authority deems appropriate?	*A proposer has the opportunity to secure a contract in any category it proposes for.*
94	In section 2.5.4 Case Studies, 3 case studies are being requested. Is this 3 case studies for each Category being submitted on, OR 3 case studies total?	*Please refer to the response for question 57 on RFP20-04 TM #2.*
95	At what level/capacity do you require a sub-contractor to be included for each category? For example, is it necessary for a PRIME to include a sub-contractor in the RFP Proposal for a portion of work that may be needed for one category? Or, would it be possible for the PRIME to request a Work Order at a later date, for services that may be needed? For example, if the PRIME is submitting on	*As DBE/DB is an evaluation criteria, Proposers are to include their anticipated DBE/DB participation, as well as any other subcontractors, in their proposal. Please refer Section 2.1.2.3 of the General Requirements.* *Because there is anticipation of potential federal funds being utilized for funding contract services, contractors are to submit their staffing plan along with potential DBE's and DB opportunities at the work order level. Please review Section 16 of Exhibit 1 – Sample Agreement.*

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	the Video Production Services category, and needs to hire a Production Company at a later date to edit footage shot during a shoot, and/or rent equipment for a shoot, but completes all other services surrounding the video production, is it a requirement to include the sub-contractor as part of this initial RFP process?	*If the Contractor has been awarded an agreement and want to utilize additional DBE/DB subcontractors that are not included as part of the awarded agreement, the Contractor should submit the appropriate information and approval to Port Authority's Project Manager for further evaluation and proper approval to proceed*
96	In section 2.4.2 Flow Chart, is it required to supply a separate Flow Chart for all Categories submitting on, or can we submit one Flow Chart with all services combined? Also pertaining to this section, are you interested in a sample Flow Chart? If you are requesting a Flow Chart specific to the services within section 4.0 Scope of Services, please provide dates relevant to the services, so we may include those in the Flow Chart.	*Please use proposer discretion when addressing RFP No. 20-04 Section 2.4.2 – Flow Chart.* *Dates will not be provided.*
97	In the Ebusiness system, the "General Question" references "...hard copies of your proposal....." If a hard copy is required, in addition to the digital copy to be uploaded to Ebusiness, please provide submission requirements, as this was not included in the RFP.	*Please submit your proposal electronically through eBusiness. Hard copy proposals will not be accepted.*
98	Do page separators count toward the proposal length?	*No.*
99	Under 2.1.2.3, item 1c it states that you want the percentage of participation for each DBE. However, that will depend upon the nature of the specific task orders. With that in mind, how should we answer this question.	*Please refer to the response for question 21 on RFP20-04 TM 2.*
100	Under 2.2.2 we have an agent licensed statewide in Pennsylvania. Will that suffice?	*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,***

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		Pennsylvania *authorized to accept notice and service of process on behalf of the Contractor and the Proposer shall so acknowledge and agree."*
101	For the summary of costs, can we add additional labor categories? If so, how should we add them?	*Please refer to the response for question 59 on RFP20-04 TM 2.*
102	Under 2.7.8, do subcontractors need to carry the same level of insurance, and if so, do they need to make the statement noted in 2.7.8?	*Yes. Please refer to Section 10.1 of Exhibit 1- Sample Agreement. The Prime Contractor shall procure, and cause any subcontractors to procure, before the Contract Services are commenced hereunder, and maintain at its own cost and expense, during the entire period of the performance under this Agreement, the types and amounts of insurance listed in this Section 10 with insurance companies authorized to operate in Pennsylvania and with insurance companies having a minimum A- rating as then stated by A.M. Best. Contractor's insurance shall be primary and non-contributory. Evidence of coverage shall be provided on an annual basis and/or upon request of Port Authority.*
103	Under the Scope of Services, category 4 is the plan you are looking for more of a marketing/business plan or a strategy/planning analysis?	*Port Authority is looking for a comprehensive report with data-driven strategies to help with advertising, marketing, and promotion to launch promotional and/or educational campaigns.*