

PORT AUTHORITY OF ALLEGHENY COUNTY
D/B/A PITTSBURGH REGIONAL TRANSIT

TRANSMITTAL MEMORANDUM NO. 3

TO: All Holders of Request for Proposal No. 26-17

SUBJECT: General Marketing Services
Request for Proposal No. 26-17

DATE: June 2, 2026

Please find enclosed the following:

- *RFP 26-17 Questions & Responses 12-58*
- *RFP 26-17 Addendum #2*

The following signature acknowledges the receipt of this Transmittal Memorandum No. 3.

Signature

Name of Company

Date

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

Port Authority of Allegheny County d/b/a Pittsburgh Regional Transit
Purchasing and Materials Management Department
345 Sixth Avenue, Third Floor
Pittsburgh, PA 15222-2527

Attention: Fred Buckner

PORT AUTHORITY OF ALLEGHENY COUNTY
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General Marketing Services
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Questions & Responses #12-58

QUESTION #	QUESTION	RESPONSE
12.	The Legal Advertisement and Section 1.1 (Introduction) both state PRT's intent to enter agreements with "a pool of up to two (2) firms" per category. Section 4.1 (Scope of Services Introduction) instead states "a pool of up to three (3) firms" per category. Please confirm which is binding for award purposes.	<i>Confirming that PRT's intent is to enter into an agreement of up to two (2) firms per category, however that number can be adjusted up or down at PRT's discretion.</i>
13.	Section 2.2.2 requires the Contractor to maintain "an agent in Allegheny County, Pennsylvania authorized to accept notice and service of process" for the duration of the Agreement, and Section 30 of the Sample Agreement extends that obligation for four (4) years after expiration or termination. Two clarifications: (a) Does a commercial registered-agent / statutory-agent service (e.g., CT Corporation, Northwest) satisfy this requirement, or does PRT expect a Contractor-staffed physical office? (b) Does the four-year post-termination requirement apply even to pool members who received no Work Orders during the contract period?	<i>A) Yes, a commercial registered-agent can fulfill this requirement. B) Yes.</i>
14.	Section 2.4.1 specifies methodology essays for four of the seven categories — Cat 1 (§2.4.1.1), Cat 7 (§2.4.1.2), Cat 6 (§2.4.1.3), and Cat 5 (§2.4.1.4). No methodology prompt is specified for Cat 2 (Market Research & Strategic Planning), Cat 3 (Direct Mail), or Cat 4 (Video/Radio Production). Are proposers bidding on Cat 2, 3, or 4 expected to provide methodology essays, and if so, on what topics?	<i>Yes, proposers for Categories 2, 3, and/or 4 are still expected to provide methodology essays. Proposers can exercise their own discretion when deciding the topic for those categories – please keep it the topic transit related. PRT will evaluate the case studies proposed for those categories.</i>

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15.	The rating sheet labels "Case Studies" with RFP reference §2.4, "Project Work Plan" with §2.5, "Project Organization and Management Plan" with §2.5.2 & 3, and "Project Manager/Staff Resumes" with §2.5.2. The RFP body has Project Work Plan at §2.4, Project Organization and Management Plan at §2.5, Case Studies at §2.5.4, and Project Organizational Chart/Resumes at §2.5.2 — so the §3.2 (Proposal Evaluation Criteria) descriptions and the Exhibit 8 rating lines reference different sections. Please confirm which RFP sections each rating criterion will actually be scored against.	<i>RFP 26-17 Exhibit 8 Proposal Evaluation Rating Sheet reference sections have been updated to correlate with the RFP 26-17 General Information.</i> <table><tr><th rowspan="2">RFP Reference Section</th><th rowspan="2">Rating Criteria</th><th rowspan="2">Weighted Multiplier</th><th colspan="2">Preliminary</th><th colspan="2">Final</th></tr><tr><th>Rating Score</th><th>Weighted Score</th><th>Rating Score</th><th>Weighted Score</th></tr><tr><td>2.1.2</td><td>DB Utilization</td><td>4</td><td></td><td></td><td></td><td></td></tr><tr><td>2.3</td><td>Experience Record and References</td><td>6</td><td></td><td></td><td></td><td></td></tr><tr><td>~~2.4~~ 2.5.4</td><td>Case Studies</td><td>5</td><td></td><td></td><td></td><td></td></tr><tr><td>~~2.5.2~~ 4</td><td>Project Work Plan</td><td>4</td><td></td><td></td><td></td><td></td></tr><tr><td>~~2.5.2 & 3~~ 2.5</td><td>Project Organization and Management Plan</td><td>5</td><td></td><td></td><td></td><td></td></tr><tr><td>2.5.2</td><td>Project Manager/Staff Resumes</td><td>6</td><td></td><td></td><td></td><td></td></tr><tr><td>2.6</td><td>Summary of Costs</td><td>8</td><td></td><td></td><td></td><td></td></tr><tr><td colspan="2">TOTAL WEIGHTED SCORE:</td><td>38</td><td></td><td></td><td></td><td></td></tr></table>	RFP Reference Section	Rating Criteria	Weighted Multiplier	Preliminary		Final		Rating Score	Weighted Score	Rating Score	Weighted Score	2.1.2	DB Utilization	4					2.3	Experience Record and References	6					~~2.4~~ 2.5.4	Case Studies	5					~~2.5.2~~ 4	Project Work Plan	4					~~2.5.2 & 3~~ 2.5	Project Organization and Management Plan	5					2.5.2	Project Manager/Staff Resumes	6					2.6	Summary of Costs	8					TOTAL WEIGHTED SCORE:		38				
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16.	Section 22 (Ownership of Purchased Property) of the Sample Agreement assigns all work products and "any related intellectual property rights" to PRT in perpetuity, and Section 23 plus Attachment H restrict the Contractor's ability to publish or reproduce "subject data" without PRT's written consent. Would PRT consider granting the Contractor a perpetual, royalty-free, non-exclusive license to use deliverables produced under the Agreement in the Contractor's own portfolio, case studies, awards submissions, and new-business materials, subject to PRT's brand approval and to any reasonable confidentiality carve-outs PRT identifies?	<i>PRT cannot agree to grant the Contractor a blanket perpetual, royalty-free, non-exclusive license to use deliverables produced under the Agreement for Contractor's other professional endeavors; however PRT will agree to consider written requests for such uses on a deliverable by deliverable basis, subject to PRT prior written approval, including any required redactions for each request.</i>																																																																			
17.	Section 4.2.1 includes "creating, editing, and updating PRT service route maps using Geographic Information System (GIS) software or other mapping tools" within the Cat 1 scope. Is GIS expertise expected as a baseline in-house capability for all Cat 1 proposers, or may	<i>GIS software expertise may be subcontracted. Subcontractor will work with PRT in order to update service maps using existing Illustrator files.</i>																																																																			

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QUESTION #	QUESTION	RESPONSE
	map-related work be subcontracted on a per-Work-Order basis when those scopes come up?	
18.	Can PRT provide any past data related to Scope 2, Market Research & Strategic Planning?	<i>No.</i>
19.	For proposal formatting, does PRT have a preference for landscape versus vertical orientation, or is either format acceptable as long as all RFP requirements are met?	<i>Either format is acceptable as long as all the RFP requirements are met.</i>
20.	Should PRT expect one integrated work plan across the selected categories, or separate work plans by category?	<i>This is up to Proposer discretion. Please ensure that PRT can determine which categories are being addressed whether it is an integrated work plan or separate work plans.</i>
21.	For the ridership methodology requested in the RFP, is PRT looking for a fully developed sample campaign concept, a strategic framework, or both?	<i>Strategic framework is fine. Please demonstrate how it would apply to various PRT rider groups/demographics.</i>
22.	Are there specific discretionary rider audiences PRT is most interested in attracting, such as commuters, students, employers/employees, event riders, airport travelers, occasional riders, or visitors?	<i>Yes, all the above. Looking for new opportunities to increase ridership after the pandemic. The recent 2026 Draft was a great opportunity to get new riders to try PRT service for several days. Looking for ways to build off that momentum and create other new opportunities for discretionary riders to leave their cars at home and try PRT.</i>
23.	We do not see a description of the Methodology for the “Market Research & Strategic Planning” category of services in section 2.4. Would you be looking for a general approach to tackling the broader challenge of maintaining satisfaction and attracting new riders, or would you prefer a methodology specific to each survey type listed under “Scope of Services” in section 4.2.2 on page 3?	<i>No, methodology required for this category. PRT will examine case study examples to better understand your capabilities in conducting surveys/focus groups and the types of recommendations proposed from the data collected.</i>
24.	For cost estimates for the “Market Research and Strategic Planning” category, can we provide costs as a “per research instrument” basis, since the team is	<i>Yes, alternative rate/fee structures will be evaluated.</i>

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	probably not aware yet how many of each survey will be required?	
25.	To help ensure accurate staffing and budget assumptions, can you clarify the agency's expected responsibilities regarding public event logistics? Specifically, are agencies expected to lead operational event management and execution, or primarily support communications, promotion, media relations, and stakeholder engagement tied to public events?	<i>PRT is looking for assistance in leading the operational management aspects for events. This includes assistance with venue selection, contract management (venue, catering, supplies, A/V, internet, etc.), pre and event day logistics, wayfinding signage and more.</i>
26.	Can you clarify the division of responsibilities between the selected agency, internal communications staff, and any external event or production partners?	<i>PRT does have in-house capabilities and will do the day-to-day marketing/advertising work. Support is needed when it comes to larger campaigns, new product launches, large media buys, marketing plans, casting assistance for photo/video shoots, etc.</i>
27.	Will PRT provide an estimated annual budget or historical spend range per category so that we can calibrate our rate cards appropriately?	<i>No.</i>
28.	Are the hourly rates submitted in Exhibit 6 fixed for the full 4-year contract term, or may they be escalated annually? If annual escalation is permitted, what is the allowable mechanism (e.g., CPI, fixed percentage)?	<i>Yes, they are fixed. Contractor can request a review of rates at the end of a contract year, and consideration of a reasonable rate increase would be up to the discretion of PRT management.</i>
29.	For pass-through expenses such as printing, postage, and travel — must these be estimated and listed in Exhibit 6 at the proposal stage, or are they submitted as actuals at the time of invoicing per work order?	<i>Please estimate these expenses so that they can be evaluated with your proposal.</i>
30.	Approximately how many work orders per year does PRT anticipate issuing per category, and what is the typical work order value range?	<i>Both the number of work orders and the range of the work order dollar values can vary. Services for this project are on an as-needed basis.</i>
31.	Will awarded firms have any baseline retainer-style engagement, or is all work strictly on-demand via individual work orders with no guaranteed minimum?	<i>Services for this project are to be performed on an as-needed basis</i>

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32.	Is there a preference or guidance from PRT regarding how many categories a single firm should propose for? Would proposing for all seven categories raise any concerns about capacity or credibility during evaluation?	<i>No preference is given. Please propose for any category(ies) that your firm can provide quality services for.</i>
33.	We qualify for the Minority Business (Women's Owned Business) but we will receive our certificate later to the date of submission which is June 9. Are we still be eligible for that criteria and submit our bid as Minority Owned Business. (We will get our certificate by mid June).	<i>Firms must be certified at the time of bid submission. If the firms certification will not be issued until after the June 9 submission deadline, they would not qualify as a certified firm for DB participation under this solicitation.</i>
34.	When submitting for multiple categories, may the content within Sections 2 and 3 be organized by service category (Category 1 Experience Record, Project Work Plans, Category 2, Experience Record, Project Work Plans, etc.) or must responses strictly follow the order outlined in Proposal Requirement (f)? I.e., Section 2 must include Experience Records for each category, followed by Section 3 Project Work Plans for each category.	<i>Please refer to Response #20.</i>
35.	Section 2.3 (Experience Record) requests relevant work examples demonstrating experience within each category, while Section 2.5.4 (Case Studies) requests examples demonstrating expertise within each category. Because these requirements appear substantially similar, may the same project examples/case studies be included once and used to satisfy both sections, or should separate responses be provided for each Section?	<i>Yes, the same project examples/case studies can be included and used to satisfy both sections. Proposer's should explain the project examples/case studies further in the Appendix.</i>

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36.	How vital is it for proposers to have prior transit experience?	<i>While it is not required, prior transit experience would be viewed positively during proposal evaluation.</i>
37.	It was noted that having an Agent in Allegheny County is required. Is any preference being given to proposers who reside in the greater Pittsburgh area?	<i>Location of Proposer is not a portion of the evaluation criteria, however it may impact evaluation when determining a Proposer's ability to perform on-site services for PRT, if required.</i>
38.	Can PRT provide historical spend by category over the past three years and/or any anticipated annual spend ranges associated with this contract?	<i>No.</i>
39.	Can PRT provide historical and/or anticipated annual paid media budgets associated with this contract, including whether media buying services are expected to support ongoing campaigns, major initiatives, or project-specific activations?	<i>No.</i>
40.	How will task orders be distributed among awarded firms within each category? Will assignments be made directly by PRT, competed among awarded firms, or distributed through another selection process?	<i>PRT will reach out to all firms in the category for most new projects. The most qualified firm with the lowest quote will be awarded the project. For projects that are offshoots of previous work, the firm selected to do the original work will get the first opportunity to complete the additional work.</i>
41.	Can PRT provide additional insight into the KPIs, reporting expectations, and ridership or engagement goals associated with this contract, including any established benchmarks tied to ridership recovery, employer pass adoption, customer satisfaction, or key upcoming initiatives?	<i>PRT currently has a multi-year strategic plan in place outlining specific goals, benchmarks, KPI's that each division is expected to achieve. PRT will review the year-by-year tactics for the Communications Division upon awarding the contract.</i>
42.	Does PRT have existing brand guidelines, audience research, messaging frameworks, campaign performance benchmarks, or strategic plans that will be shared with awarded firms?	<i>Yes. PRT went through an extensive rebrand campaign back in 2022. PRT is very strict about maintaining a strong brand awareness in all of our materials. PRT will share our brand style guide with the winning firm(s) upon awarding the contract.</i>
43.	For the Market Research & Strategic Planning category, can PRT clarify expectations regarding research design, sampling, fielding, statistical analysis,	<i>The Market Research & Strategic Planning firm must be the prime contractor, specializing in market research and data collection. PRT is looking for a firm with full-service research capabilities for this category. PRT is not looking for</i>

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	and whether specialized subcontractors may be utilized for portions of this work?	<i>a firm to serve as a liaison to a research firm. Design, sampling, fielding, analysis and reporting should all be completed by the firm awarded the contract. In a rare instance, PRT may request something in addition to the original scope. In those rare circumstances, PRT may approve the use of a subcontractor.</i>
44.	Can PRT provide additional detail regarding the anticipated scale and scope of work under the Public Engagement Logistics category, including estimated annual event volume, typical event formats, and whether contractors are expected to provide full-service event management or targeted logistical support?	<i>Please refer to Response #25 for additional detail on this category. PRT does not have an estimated annual event volume. Examples of events include: multi-day/location public hearings, public/community meetings, etc. Overall, the firm would primarily serve in a supporting role and would work closely with PRT staff.</i>
45.	Can PRT provide additional detail regarding the current state and anticipated scope of work for the Employee Appreciation Support Services category, including existing program structure, anticipated program and event frequency, and PRT's primary objectives and success measures for employee recognition initiatives?	<i>As mentioned during the informational meeting, PRT has a comprehensive employee appreciation program already in place. Examples of programs include: Safe Driving (operators who reach accident-free milestones), On-time Performance (operators), Top Commendations (operators), All-Star Awards (open to all employees), National Transit Employee Appreciation Day, etc. The plan is for PRT to share program elements (including artwork already developed for plaques, awards, certificates) with the awarded firm. The firm would work directly with the PRT user-group to produce materials, awards and/or special events to recognize each honoree.</i>
46.	Across the various categories, can PRT provide guidance on the anticipated division of responsibilities between PRT staff and awarded contractors, particularly with respect to strategy, content development, project management, approvals, and execution?	<i>PRT staff will work closely with awarded contractor(s) prior to assigning any project to clearly define goals and roles. PRT staff will be an active participant throughout the duration of each project.</i>
47.	Are there anticipated response-time expectations or required turnaround timelines associated with task orders under any category, particularly for time-	<i>Anticipated timelines will be outlined in each work order and dependent upon the need. Most projects typically have a 3-4 week timeline. However, firms that</i>

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	sensitive communications, marketing campaigns, research projects, or public engagement activities?	<i>demonstrate the ability to turn around projects quickly may receive additional projects if PRT staff is overloaded.</i>
48.	Can PRT provide estimated annual volumes for public meetings, press conferences, and other external-facing events, and indicate whether these are generally standalone events or part of broader ongoing engagement efforts?	<i>Many external factors (local government, project completion, etc.) all play into the number of special events PRT hosts in a calendar year.</i> <i>Generally, these are standalone events, but some may be part of a more comprehensive engagement effort.</i>
49.	Will PRT share list of attendees from the Information Meeting held on May 26, 2026?	<i>Please reference RFP 26-17 TM #1 to see the attendance sheet from the information meeting.</i>
50.	With respect to page 18 of the RFP, Section 2.4.1.1 – 2.4.1.4: Is PRT seeking speculative creative for the four categories identified therein? If so, may this information be marked Confidential?	<i>Yes. Please mark it as confidential.</i>
51.	How much is budgeted for work within each category across each year? Or alternately, across the life of the contract?	<i>PRT will not reveal budget related information for this project.</i>
52.	Does PRT have one or more firms that currently provide the services cited within this RFP? If so, which firms currently provide these services?	<i>Yes. There are two new services categories: Employee Appreciation Support and Language Support. If more information is requested about existing services, please submit a Right-To-Know request.</i>
53.	Can PRT confirm that confidential financial information will be redacted if proposal submissions are released to the public?	<i>PRT does not release proposals submission for the public. If a situation where to occur where awarded proposals are released to the public (ex: Right-To-Know request), confidential financial information will be redacted from the proposals.</i>
54.	Can PRT confirm that website development is not a task envisioned under this RFP?	<i>While website development is not a current need, PRT may end up needing marketing assistance during future website related projects.</i>
55.	Can a subcontractor located in Allegheny County qualify as the Prime bidder's agent of Allegheny County?	<i>Yes.</i>

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56.	Can PRT confirm that the Case Studies, which must be submitted in the Appendix, are excluded from page count?	<i>Yes.</i>
57.	Recognizing that this contract doesn't have a set goal for DB utilization, can you clarify how PRT intends to evaluate responsiveness to the DB Utilization evaluation criteria, which has a weighted value of 4?	<i>Please review RFP 26-17 General Information Section 2.1.2.3 "Requirements for DB Participation".</i>
58.	Can PRT please confirm that we only need to provide a description of our good faith efforts upon request and NOT as part of our proposal submission?	<i>No. The description of the good faith efforts must be a part of your proposal submission.</i>

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ADDENDUM No. 2

June 2, 2026

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

<u>Section of RFP to be Changed</u>	<u>Description of Change</u>
Exhibit 8 Proposal Evaluation Rating Sheet	1. RFP 26-17 Exhibit 8 Proposal Evaluation Rating Sheet reference sections have been updated to correlate with their respective section number in RFP 26-17 General Information. Please see the update below.

RFP Reference Section	Rating Criteria	Weighted Multiplier	<u>Preliminary</u>		<u>Final</u>	
			Rating Score	Weighted Score	Rating Score	Weighted Score
2.1.2	DB Utilization	4				
2.3	Experience Record and References	6				
~~2.4~~ 2.5.4	Case Studies	5				
~~2.5~~ 2.4	Project Work Plan	4				
~~2.5.2 & 32.5~~	Project Organization and Management Plan	5				
2.5.2	Project Manager/Staff Resumes	6				
2.6	Summary of Costs	8				
	TOTAL WEIGHTED SCORE:	38				