

May 29, 2020

## **RFP ADDENDUM # 1**

### **RE: Request for Proposals – Go Vermont Marketing 2020**

The Request for Proposals (RFP) for the above-mentioned services has been modified to clarify the RFP by addressing the following questions:

1. Does the proposer have to be a prequalified marketing vendor with the Chief Marketing Office (CMO)?

**A: Pre-qualification is required for all marketing-related contracts. Please contact the CMO's office to complete the [pre-qualification process](#).**

2. Is the selected firm required to have an office in Vermont?

**A: No.**

3. Is there a preference for Vermont-based firms vs. out of state?

**A: No.**

4. Will in-person meetings be required? What is the frequency?

**A: No**

5. Is there an incumbent firm / vendor who will potentially be responding to this RFP as well?

**A: Place Creative Company holds the current contract.**

6. Can you clarify the budget available for this scope?

**A: Budgetary information is not provided.**

7. What is the expected annual budget for each of the two programs outlined (Go Vermont & Public Transit). If those numbers are not available, what is the historical budget for each of these programs?

**A: Budgetary information is not provided.**

8. Is the expectation that the annual budget will remain fairly consistent for the length of the contract?

**A: Yes**

9. Has the COVID-19 pandemic and social distancing measures impacted the marketing objective for these programs? (Note: the marketing objective is not well defined in the RFP.)

**A: Yes, the COVID-19 pandemic and social distancing measures have impacted our current marketing objectives in relationship to carpooling, vanpools, and public transit. But the pandemic has allowed us to shift our focus to other modes that have been less prevalent for Go Vermont like biking and telecommuting.**

10. Have you worked with an agency in the past?

**A: Yes.**

11. Are you currently working with an agency?

- Are you looking to switch agencies or planning to augment the existing agency roster?
- Are you dissatisfied with a current agency relationship?
- Has the incumbent been invited to participate?

**A: Yes.**

- **The current contract is expiring, and a new solicitation is required.**
- **No.**
- **This RFP is a full and open solicitation available to all who wish to participate.**

12. How many agencies have been invited to participate?

**A: This RFP is a full and open solicitation available to all who wish to participate.**

13. How many potential partners are you considering?

**A: Per the RFP: Single Award Anticipated. VTrans intends to select one (1) Contractor to perform these services under a contract. VTrans will enter into a contract, with an initial term of two (2) years with the option of extending for two (2) additional one (1) year periods.**

14. Is location important, do you give preference to Vermont businesses?

**A: No.**

15. What sort of campaigns/strategies have been successful in the past?

**A: Video, bus sign wraps, social media, and television.**

16. In the past, what's been missing in your agency relationships?

**A: N/A**

17. What have you most appreciated in your agencies?

**A: Open communication and dialog.**

18. How would you describe the ideal agency relationship?

**A: One of collaboration with open communication and dialog.**

19. How important is direct tourism industry experience in your decision-making process?

**A: Not important.**

20. Are you looking for creative concepts in the agency's response OR is this an opportunity for us to outline our process, deliverables, timing, cost and relevant experience?

**A: This an opportunity for you to outline your process, deliverables, timing, cost, and relevant experience.**

21. Will there be a chance to present our proposal in person?

**A: No**

22. Who is the decision-maker for this RFP?

**A: Per the RFP: Evaluation of Proposals - The selection panel is comprised of VTrans employees from varying Departments and Bureaus and in some cases external Stakeholders.**

23. Can you share more details/clarification on the review and evaluation process?

**A: Per the RFP: Evaluation Method - Ratings will focus on the strengths and weaknesses as demonstrated by the proposer's proposal. Assigned ratings represent the consensus developed by the selection committee. Each criterion described above will be scored according to the following chart.**

**The maximum possible evaluation score is  $12+4+8+12=36$**

Single Max Weight	Twice Max Weight	Thrice Max Weight	Overall Rating	Description
4	8	12	Exceptional	Indicates a proposal containing significant strengths with few to no weaknesses
3	6	9	Very Good	Indicates a proposal containing a number of strengths but also some weaknesses
2	4	6	Acceptable	Indicates a proposal containing some strengths but also some significant weaknesses
1	2	3	Unacceptable	Indicates a proposal that contains significant weaknesses that outweigh any strengths

24. Can you share your marketing budget and/or budget for this specific request?

**A: Budgetary information is not provided.**

25. How does that budget break out across agency fees and media/out-of-pocket spend?

**A: Budgetary information is not provided.**

26. How many contacts would we be dealing with on a daily basis at your organization?

**A: Primary contact will be with the assigned Contract Manager (CM). This information will be provided at award of contract.**

27. Do you have an expectation around staffing levels/the number of dedicated agency personnel, specific experience in serving your organization?

**A: No**

28. How do you like to work with your agency, and what is preferred cadence of contact?

**A: The workflow will be based on the campaign tasks and content. There is no preferred cadence for contact.**

29. Research - qualitative or quantitative, what's been done in terms of gathering data/insights on brand perception, etc.?

**A: Go Vermont has worked on branding and is looking to refine its image further under this new contract.**

30. How does your organization handle strategic planning? Will you be sharing your strategic plans with us prior to submitting our proposal?

**A: Strategic planning is welcome, but no strategic plans will be shared prior to submitting your proposal.**

31. What are your marketing objectives?

**A: To broaden the GoVermont image as a resource for transportation demand management in Vermont.**

32. What will prevent you from achieving those objectives?

**A: Adoption.**

33. What is the most important element in achieving those objectives?

**A: Reducing single occupancy vehicle trips.**

34. What is your current brand positioning and promise?

**A: Encourage behavior change.**

35. Can you share your brand architecture (master brand/sub-brand relationship) and/or brand guidelines?
- A: No, we will not be sharing that as part of this RFP.**
36. Who/what do you see as your primary competitors?
- A: The ease of driving single occupancy vehicle and low gas prices.**
37. What other organizations do you admire and/or wish to emulate?
- A: None.**
38. What does success look like?
- A: Increase in people signing up for GoVermont.**
39. What have your advertising, digital and PR strategies entailed to date?
- A: Annual report and meeting from marketing contractor. Plan includes modes and program/project focus for the year, media buy, etc.**
40. How much have you spent on these channels in the past?
- A: Cost information is not provided.**
41. Can you share any results from these efforts?
- A: No, we will not be sharing that as part of this RFP.**
42. What role if any will media play?
- A: Media will be used to promote the campaigns.**
43. Have you used social/digital and how was it used?
- A: Yes, to promote the campaigns.**
44. How would you describe your current marketing efforts?
- Where is it strong?
  - Where is it weak?
  - What have you wanted to do that just hasn't happened yet?
- A: Marketing has been based on current campaign topics with comprehensive and multi-year/overlapping plans and campaigns.**
- A: Website and creative materials.**
- A: Coordination between outreach and marketing. Need better community resources.**
- A: Change behavior.**

45. What has been your strategy to date for rolling out new initiatives, new campaigns and/or organizational support?
- A: Website, media adds, and social media posting over a 6-month period.**
46. Is there another current or past campaign that you admire and/or wish to emulate?
- A: Transit App Campaign.**
47. How will you define success for this initiative? What are your KPIs?
- A: Success is measured in new users of our products.**
48. What's your perspective on the relationship between a brand and campaign?
- A: They are tied together where the campaign supports the brand awareness.**
49. How has the planned work, messaging, and overall expectations shifted due to CoVID-19?
- A: COVID-19 has impacted our current messaging in encouraging carpooling, vanpools, and the ridership of public transit. But it has allowed up to shift our focus to other modes that have been less prevalent for GoVermont like biking and telecommuting.**
50. What tools are you using to manage social media, media buys, SEM, and tracking?
- A: Google Analytics, social media clicks, and digital media views.**
51. What technology is website built in?
- A: The CMS is WordPress. A custom WP theme was developed with PHP, HTML, CSS, and JavaScript.**
52. Where is the website hosted?
- A: The site is currently hosted by Place Creative.**
53. Who manages changes/updates to the site? Is that done internally or via third party?
- A: Third Party.**
54. Do we need to include time to make changes, will we have access? Or are we providing the assets/content and Vermont will implement?
- A: Yes, please include time to make changes to the web site. Yes, access will be provided.**
55. Is there an incumbent agency, and are they participating in this RFP?
- A: Place Creative Company.**

56. Is this RFP being issued solely because the previous contract will be expiring soon?

**A: Yes.**

57. It seems like Place Creative has done some work to establish the campaign to date. Scope Section A, part a, mentions an assessment phase, but are you looking to re-imagine the campaign, or continue with the look/feel/strategy that's been established? How does your organization view the strengths and weaknesses of the brand(s) currently?

**A: New campaigns we be created with the same look and feel as the existing campaign to match the brand.**

58. How has the recent COVID19 crisis impacted your thinking about this campaign and the RFP? Public transportation seems like a tougher sell now more than ever, with concerns about being in an enclosed space for prolonged periods. How is the campaign expected to address those concerns?

**A: COVID-19 has impacted our current messaging in encouraging carpooling, vanpools, and the ridership of public transit. But it has allowed up to shift our focus to other modes that have been less prevalent for GoVermont like biking and telecommuting.**

59. It would be helpful to have more information about the overall budget for this work, as well as a breakdown of the budget for the GoVermont part of the work, and the work in support of statewide public transit. What has been the level of contract spending per year over the past 3-5 years for each of those sectors? Is the budget remaining stable, or increasing/decreasing? You've asked for information about hourly rates, but that's only one part of the equation. An idea of total anticipated spend would be helpful.

**A: Budgetary information is not provided.**

60. Is media planning and buying part of this RFP, and if not, how is that work done currently.

**A: No, that work will be done under a separate contract coordinated by GoVermont.**

61. What is the current activity/download numbers of the Go Vermont app?

**A: GoVermont has just under 7,000 total members. Around 25% of these members are active over the course of a year.**

62. Could we see a 'road-map' or list of all link-outs on the Go Vermont website as it is currently arranged?

**A: A road map will not be provided as part of the RFP.**

63. When was the last time the Go Vermont website went through a refresh?

**A: 2019.**

64. Will there be any changes to transportation routes, either existing or planned, during this awarded contract timing?

**A: Yes.**

65. Will additional metrics be considered instead of (or in addition to) success metrics listed in the RFP which may be difficult to achieve momentum due to social distancing? (Carpool registrations, vanpools, etc.)

**A: No, we will evaluate the proposals based on the metrics in the RFP.**

66. Could we recommend additional KPI's such as 'bike solutions inquiries' and 'commuter audit inquiries, 1-800-685-RIDE)

**A: Yes.**

67. What are the top program priorities currently for Go Vermont as user behavior changes (likely for the foreseeable future) considering the pandemic? (Ex. lessened commuter traffic due to WFH, fear of congregating with strangers on a bus/or in a close-contact space such as a car)

- o How is Go Vermont working to alleviate these challenges/fears?

**A: COVID-19 have impacted our current messaging in encouraging carpooling, vanpools, and the ridership of public transit. But it has allowed up to shift our focus to other modes that have been less prevalent for GoVermont like biking and telecommuting.**

68. Can we receive ridership percentages broken down by zip code/county?

**A: Ridership data will not be provided as part of the RFP.**

69. Are media buying services awarded to the winning contractor?

**A: No.**

70. Your RFP states: "The Contractor will identify and address the current and potential social media component of the Go Vermont program, and work with the Go Vermont Program Manager to improve, expand and/or change this outreach component of the program." Does this include both paid and organic media efforts? If paid is included, can you provide details on the size of that program?

**A: Buying of media is not part of this RFP.**

71. You are interested in the Contractor assessing the Go Vermont brand "user perception." Is this existing research you have on hand or is this original user perception research you would like the contractor to recommend?

**A: This would be original user perception research conducted by the contractor.**

72. Can you provide details on your site hosting platform/CMS?

**A: The CMS is WordPress. A custom WP theme was developed with PHP, HTML, CSS, and JavaScript. The site is currently hosted by Place Creative.**

73. Is the intent to keep all Go Vermont visual identity (logo, brand colors/fonts, etc.) as currently displayed on site?
- A: Yes.**
74. Will Go Vermont have KPIs/goal numbers developed for each of these success indicators?
- A: No.**
75. Would the statewide marketing campaign for Public Transit services drive action back to the GoVermont site?
- A: No.**
76. Can you provide additional information on the 7 statewide entities that would benefit from this campaign? Would their individual visual identities remain as they are in current-state during this campaign?
- A: These are the 7 transit providers in Vermont. Please use the link here to access their individual sites – <https://www.connectingcommuters.org/bus-info/bus-providers/>. No, there will be no change in the 7 transit providers in Vermont during the campaign.**
77. Assuming website content means images, calls-to-action, and third party assets, can you clarify what types of website tools you anticipate delivering to these providers?
- A: Content that can be easily posted to their website like PDF and JPEG files.**
78. Is there a budget range you can share with us so that we can more accurately apply an approach to this scope of work?
- A: Budgetary information is not provided.**
79. What is the biggest challenge with the current marketing materials and creative?
- A: It is geared toward pre COVID-19 and nonsocial distancing requirements.**
80. Where and how are you currently marketing the program?
- A: Digital and social media.**
81. How many people currently have the Go Vermont app and might another goal include increasing the number of downloads and usage of the app?
- A: GoVermont has just under 7,000 total members. Around 25% of these members are active over the course of a year.**

82. Can you prioritize the promotion of the seven transportation entities assuming these include Advanced Transit (AT); Green Mountain Community Network; Green Mountain Transit; Marble Valley Regional Transit; Rural Community Transportation; Southeast Vermont Transit; and the Tri-Valley Transit?

**A: No all transit providers are of equal weight during the promotion work.**

83. How will you measure the success of this campaign? And, do you already have metrics in place to evaluate how people are currently using these service lines?

**A: Additional uses of the GoVermont site. Yes.**

84. You mention web and radio ads, but would you be open to other forms of advertisement as well?

**A: Yes, but media buying is not covered by this RFP.**

Sincerely,

Tricia Scribner  
Contracts Specialist

cc: Contract Manager  
Project File