



Regional Transportation Authority of Central Oklahoma

ADDENDUM

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ISSUE DATE **Wednesday, June 12, 2024**

TO	All Prospective Bidders/Proposers
FROM	Heather Padjen, Administrative Coordinator
PROJECT NO.	RTA 2024-001 / Addendum No. 2

This addendum is part of the Contract Documents and modifies the work. Acknowledge receipt of this addendum must be so noted, as directed in the proposal packet. Failure to do so may result in the disqualification of the submitted proposal.

The Regional Transportation Authority of Central Oklahoma (RTA) is issuing Addendum No. 2 to answer the following questions received at the Pre-Proposal conference held on June 10, 2024.

Q. "What is the length of the contract?"

A. This will be a three-year contract with two, one-year renewals. Potentially, a total of five years.

Q. "How many references should be included in the proposals?"

A. Include references that are most appropriate, but two or three should suffice.

Q. "Advise as to what research the RTA already has done, who did the research, how current is it, do you anticipate the selected firm to evaluate the current research and do additional research to fill in the gaps?"

A. We have been working with a Market Research firm and their focus has been what the public sentiment is for transit in the region by monitoring social media, which would be provided to the selected firm. For purposes of the referendum, the OKC Chamber has been very active in supporting this effort. The campaign would need to be working with the OKC Chamber. The RTA anticipates this contract will extend beyond the referendum. There has been some modeling on ridership for the commuter rail piece.

Q. "Should the fees be stated as hourly by function or total fees that will fulfil the scope of work?"

A. Hourly by function because the scope of work is unknown.

Q. "For branding purposes, should the ridership demographics be broken down by each individual region or just one cohesive brand?"



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A. There are potentially three different markets, but the brand should be one regional brand, but do identify what the differences are so that the RTA brand works for all three markets.

Q. "Should the proposals include humor, or should it have a more professional tone throughout?"

A. Submit what you think is the best approach, but ultimately it is up to the board and what they think resonates with them. The board may not oppose different messages to different audiences.

Q. "What is the budget for the first phase?"

A. There is about \$250,000 set aside for Marketing and Branding, but that doesn't mean that all that budget would go to this particular contract. It is understood what type of investment it takes for a Marketing and Branding project.

Q. "If awarded this contract, what other agencies would the selected firm be working with?"

A. The selected firm will be coordinating with other disciplines and stakeholders. It is very important to be clear about what the RTA is and what the RTA is not.

Q. "Will the Edmond Chamber be involved as well or just the OKC Chamber?"

A. OKC, Edmond and Norman Chambers will all be involved.

Q. "What is the selection committee wanting as far as on-going strategies for engagement and education for the future, given the 10-page limit?"

A. If you have had successful ongoing campaigns, provide the data points that show it was successful. If selected to move on to the next stage of the selection process, the firm would have an opportunity to elaborate on that.

Q. "Are there any other languages other than English that should be considered?"

A. In the Oklahoma City market, Spanish and Vietnamese are the most predominate languages behind English.

Q. "Are there any particular mediums that the RTA is prioritizing?"

A. Yes, OKC Talk. That forum should be monitored to assist in responding to the questions/issues that the public may have, but the image of the RTA should be the main focus. Once the board approves the brand/image, then the focus would include redesign of the website and so on.



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Q. "Should the proposal include future website designs?"

A. It would be helpful to know what your capabilities are after the initial branding is complete.

Q. "Is the \$250,000 budget for the three-year contract or is it \$750,000 total?"

A. There is \$250,000 secured for the first year of the contract. The RTA works off annual appropriations. There is an expectation that there will be an annual amount in the budget moving forward.

Q. "Would providing fees for a full brand development package as a single campaign be beneficial versus the hourly pricing?"

A. Yes. Alternative fee structures are welcome. It would be easier to communicate that to the board. It is understood that there is a big lift in the front end, but it is very important to get it right.

Q. "What is the timeline for the brand to be complete, given that the referendum is anticipated in 2025?"

A. The selected firm should inform the RTA when the brand should be complete in order to meet the needs of the spring 2025 referendum.

Q. "Do we need to include Exhibit C (Form A-20) in the proposal?"

A. Yes.

Q. "Do we need to include the "forms" on page 21-44 in the proposal or are the only "forms" needed to be included those on pages 45-48 (Attachments A-D)?"

A. Please execute and submit all documents appended to the RFP as either a "form", "attachment" or "exhibit" on pages 21-44.

Q. "Subsequent interviews" are mentioned under V.A. Qualifications, would these be limited to July 10th? Would they be held in-person or virtually?

A. Interviews, if held, would be virtual on July 10th. The RTA reserves the right to determine whether interviews would be helpful to the selection process.