



Capital Area Transportation Authority  
4615 Tranter Street  
Lansing, MI 48910

## AMENDMENT NO. 1 TO MARKETING AND ADVERTISING SERVICES

1. AMENDMENT NO: 1	2. SOLICITATION NO: RFP 2023-148	3. SOLICITATION NAME: Marketing and Advertising Services	4. AMENDMENT DATE: July 6, 2023
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5. ISSUED BY

Capital Area Transportation Authority  
Purchasing and Contracts Department  
4615 Tranter Street  
Lansing, MI 48910

6. DESCRIPTION OF AMENDMENT:

The following documentation has been attached to this Amendment:

1. CATA responses to vendor questions.
2. All other terms and conditions remain unchanged.

**PLEASE NOTE: Contractor is required to sign this document and return it with the bid/proposal/quote.**

NAME / TITLE OF OFFEROR (Type or Print)

COMPANY NAME

(Signature of person authorized to sign)

(Date Signed)



July 6, 2023

Capital Area Transportation Authority Request for Proposal 2023-148  
Marketing and Advertising Services  
CATA Responses to Vendor Questions

VENDOR QUESTIONS AND CATA'S RESPONSES:

**1. Will CATA consider companies outside of Michigan for this project?**

Yes.

**2. Do you apply any scoring bonuses for Michigan-based companies during scoring/selection?**

No.

**3. Is there an incumbent for this project?**

Yes.

**4. Is there an incumbent for this contract?**

Yes.

**5. If there is an incumbent for this contract, who is the incumbent?**

InVerve Marketing.

**6. Is there a budget range already identified for this project?**

Each vendor should propose their best fixed rate pricing based on the scope of work.

**7. What is the projected annual budget for this contract?**

Each vendor should propose their best fixed rate pricing based on the scope of work.



**8. Can you confirm that any 3<sup>rd</sup> Party costs associated with production services (examples: filming, editing, photography) are budgeted and accounted for separately outside of the Hours, Rate and Price asked for on the Pricing Form?**

Yes, but any 3rd party vendor would need to follow CATA's procurement process.

**9. What has the annual spend been in years past for this contract/work?**

Each vendor should propose their best fixed rate pricing based on the scope of work.

**10. Is the contractor expected to perform in Lansing, Michigan?**

No, but at times the contractor may be expected to perform work in Lansing, Michigan. Knowledge of the local culture, businesses and services are important to the work performed.

**11. Will this opportunity be a set-aside opportunity?**

Currently, we have not planned for this contract to be a set-aside opportunity. However, there may be opportunities in the future.

**12. What size company are you looking for?**

CATA does not determine the size of the company; however, your agency must be able to handle the demanding workload of the contract.

**13. Are you looking for a contractor to provide printed materials as well?**

Yes, but only the design of print materials. The actual printing would be handled by 3rd party vendors following CATA's procurement process.

**14. My agency has received notification of an RFP for marketing and advertising services. Before preparing our response, I am checking to see if we would be considered as my husband is a CATA employee.**

Per CATA Board Policy #209 (Code of Conduct) in regard to conflict of interest, it would not be permitted.



15. **However, before starting to work on a proposal, I would like to understand if the CATA accepts foreign vendors for this project.**

Yes.

16. **Does the reference list of three (3) current clients need to be completely different than those listed in the work samples, or can they overlap, as long as three (3) reference are listed?**

No, the three (3) current clients listed in the work samples and three (3) references listed do not need to be completely different. They can overlap as long as three (3) current clients and three (3) references are listed accordingly.

17. **Would you be able to provide more detail or information on Objectives associated with the Statement of Work? Assume a primary goal is to increase ridership/trips, but are there other objectives, more detail on objectives, or identified key-performance-indicators (KPI's)?**

We don't understand the question, however we believe you are referring to CATA's goals and objectives. If so, CATA's strategic goals include regional mobility, customer experience excellence, organizational strength, community partnership and dynamic workplace. The Marketing Department's five primary objectives include raising customer and public awareness of CATA's services, as well as the value and benefits of public transportation; implementing creative ridership and branding strategies; developing and implementing employee pride-building activities; providing clear and timely communications, targeted promotions, special events and community outreach efforts; and managing CATA's brand to ensure positive public and media perceptions of the Authority in order to ensure funding support.

18. **Would you be able to identify primary, secondary, and tertiary audience prioritizations – and can you share existing data or reports that outline demographic or psychographic makeup of these audiences?**

CATA's target audiences include current customers, general population (taxpayers/prospective customers) and community partners/organizations. CATA's ridership comprises of multiple demographics including but not limited to K-12 students, college students, persons with disabilities, senior citizens and low-income disadvantaged individuals.

19. **The Pricing Form (Attachment D) lists 2,000 Estimated Annual Hours. Is this a set number of hours that a prospective agency partner is expected to execute the deliverables outlined in the scope of work, including the "Additional Services" required? Or is your expectation that RFP submissions will establish total estimated hours based on submitting agency's analysis of what is appropriate to effectively deliver the SOW outputs?**

Yes, we wish all work including additional services listed in the scope of work falls within the 2,000 estimated annual hours as outlined in the pricing form. However, each vendor should propose their best fixed rate pricing and annual hour requirements to effectively deliver scope of work outputs.



**20. On the SOW line-items: Branding; and Campaign Creation, the documentation asks that agency partners “contribute” to these efforts. For clarification, is this RFP assuming that CATA will execute a rebranding initiative and corresponding campaign to promote that effort? Is the prospective agency partner leading those efforts in partnership with CATA?**

Yes, to both questions. The agency would contribute to and support the current brand by adhering and strengthening current brand guidelines. A rebranding initiative and corresponding campaign are planned in the future, the project launch date is undetermined. The prospective agency partner would be instrumental in those efforts in partnership with CATA.

**21. Are there any brands you admire for their marketing efforts and why is that?**

Coca-Cola is a national brand that we admire for their marketing efforts because of their integrated marketing campaign approach. They also know their audience and tie personal and emotional connections into their marketing efforts.

Michigan State University is a recognizable brand we admire with impressive marketing efforts and strong brand guidelines.

**22. What content or information is included in your current data files?**

Please visit our website at [www.cata.org](http://www.cata.org) for details on CATA’s services and content we promote through our various marketing efforts, with the understanding the website will undergo a redesign in the future, the project launch date is undetermined.