

Capital Area Transportation Authority



AMENDMENT NO. 1 TO SOLICITATION MARKETING SERVICES AGENCY

1. AMENDMENT NO: 1	2. SOLICITATION NO: RFP 2017-102	3. SOLICITATION NAME: Marketing Services Agency	4. AMENDMENT DATE: February 16, 2017
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5. ISSUED BY

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

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

6. DESCRIPTION OF AMENDMENT:

- a. Responses to Vendor Questions, is attached.
- b. All other terms and conditions remain unchanged.

NAME / TITLE OF OFFEROR (Type or Print)	COMPANY NAME
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(Signature of person authorized to sign)	(Date Signed)
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Date: February 16, 2017

Re: CATA Responses to Vendor Questions
CATA RFP 2017-102, Marketing Services Agency

I. QUESTIONS AND ANSWERS

Q: Why is CATA not utilizing the two existing agencies of record for this project?

A: Our advertising agency is the primary vendor for creative production as it relates to annual publications, marketing, image, awareness campaigns, and media placements. The secondary marketing services agency oversees social media.

Q: Are the primary and secondary agencies not eligible for this work?

A: No agency is excluded from responding to this RFP.

Q: Is there an incumbent agency? Who currently serves as the Marketing Services Agency?

A: LKF Marketing is the current contracted Marketing Services Agency.

Q: How will work be delegated among the primary, secondary, and winner of this RFP?

A: All work outlined in the RFP will be the responsibility of the agency awarded this contract. The contractor will be expected to work in cooperation with our other agencies of record for such purposes as sharing art files, photos, etc.

Q: Is there an annual minimum of hours?

A: No.

Q: Do you have a current printer for your magnetic bar-coded fare media? Is this something CATA sole source's through the farebox vendor?

A: Production of our magnetic bar-coded fare media is procured through the competitive bid process.

Q: Does CATA anticipate any travel requirements, and if so, should these costs be a part of the hourly rate or are these reimbursable expenses?

A: CATA will pay one flat hourly rate for all work performed under this contract. This includes meetings conducted over the phone or in person. Unless previously approved by the Project Manager, travel costs and related expenses for contracted



vendors will not be reimbursed by CATA. If the vendor's cost would increase as a result of travel costs, competitive pricing may be affected.

- Q. If travel is required and the expense needs to be part of the burdened rate, how frequent is travel expected and what is the approximate duration?
- A. CATA's preference is to meet face to face at least once a year. Because of the type of work being performed under this contract, most communications between the agency and CATA will take place over the phone or via email. Any agency not familiar with CATA's operation may want to consider visiting our facilities if they are awarded the contract.
- Q. Does the reference list of five (5) current clients need to be completely different than those listed in the work samples, or can they overlap, as long as five (5) references are listed?
- A. The RFP does not specify that current clients and work samples must be mutually exclusive.
- Q. Does CATA foresee updating current materials, such as schedules, based on any rebranding (large or small) in the future?
- A. We continually update materials to reflect changes in our services, schedules, etc. and as we review our branding standards, any rebranding or changes to these standards would ultimately be reflected in our communication materials.
- Q. Is it possible for proposers to submit hourly cost increases, for example the cost of inflation for the six years of the contract term?
- A. Yes. Any hourly cost increases over the 6-year term of the contract should be reflected in your proposed fixed hourly rate.