

Capital Area Transportation Authority



AMENDMENT NO. 1 TO ADVERTISING AND MARKETING SERVICES

1. AMENDMENT NO: 1	2. SOLICITATION NO: RFP 2018-119	3. SOLICITATION NAME: Advertising and Marketing Services	4. AMENDMENT DATE: September 13, 2018
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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

(Signature of person authorized to sign)

(Date Signed)



September 13, 2018

Capital Area Transportation Authority Request For Proposal 2018-119
Advertising and Marketing Services
CATA Response to Vendor Questions

WRITTEN QUESTIONS SUBMITTED BY VENDORS

1. Whether companies from Outside USA can apply for this? (like, from India or Canada)

Yes.

2. Whether we need to come over there for meetings?

In-person, oral interviews will be held the week of October 15.

3. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

Yes.

4. Can we submit the proposals via email?

No.

5. Do you have a budget in mind for this proposal?

Each vendor should propose their best per-hour blended rate based on the scope of work. Keep in mind that price is only one criterion that will be considered when awarding the contract.

6. Who are the contracted agencies and partners the agency would be collaborating with on Marketing and Communications? Is there a current agency of record?

CATA contracts with several agencies for creative, routing/schedules, website, public relations and other marketing needs. Selected agency should be able and willing to work collaboratively with all CATA vendors.





7. What is the DBE goal for this RFP?

CATA's DBE goal is 1.24 percent.

8. Is there a preference for local agency?

No.

9. How often would in-person meetings be required? Would travel expenses be reimbursable?

In-person meetings are at the request of CATA staff, approximately four meetings per year. Travel is non-reimbursable.

10. Would video conferences be an acceptable substitute to in-person meetings?

Yes.

11. Is working directly with staff instead of an AE, a preference or a requirement?

Preference.

12. In regards to Hubspot, you say that it is used for online chat, what sort of support would you be looking for? (in reference to II-B, 1.C.)

Vendor should be a HubSpot partner to provide technical support with the online chat function of HubSpot. High-level proficiency in digital content management is also a requirement.

13. Will the selected vendor be responsible for any publishing or management of social media content?

Vendor will be responsible for creating, publishing and managing social media content with guidance from CATA staff.

14. In regards to SEO, are you envisioning working simply on content being updated, or a whole site optimization including things such as metadata etc.?





Whole site optimization. If hosted outside of CATA.org, vendor should be prepared to implement all industry standard site-optimization tools.

15. What is the CMS of the current website? (i.e. Wordpress, Joomla, etc.)

DotNetNuke (DNN)

16. In reference to II-C 1.D., which sample campaign is being referenced?

Any one of the sample campaigns being submitted can be used to explain strategic communications approach.

