

RFP
Multi-Modal Mobility Marketing Plan and Marketing Services
Q&A

1. Has your team associated a budget range for this endeavor?
 - We do not have a specified budget range. We will be looking to see that the proposed budget represents good value for the services proposed. See Proposal Evaluation and Selection in RFP.
2. Is there an incumbent agency that has been helping with this or a similar scope of work? If so, what is the firm?
 - No agency has been providing these services. This is a new service we are seeking.
3. Are you looking for specific creative ideas? You mention you will be looking for “creativity of the approach” and it felt like you might be looking for creative and/or messaging strategies in this proposal.
 - We are looking for creative proposals that include marketing and promotion strategies that will increase transit ridership. We leave it open to each proposing firm (or team of firms) on how to convey their strategies.
4. You don’t mention a local preference, but will the selection committee place more preference on a local firm?
 - We do not have a local hiring preference but do want to see proposals show creative use and leveraging of unique aspects and culture of Humboldt County. See proposal evaluation and selection in RFP.
5. There don’t appear to be any page limits for the proposal correct?
 - Correct, we have not applied page limits.
6. Are you open to Prime agencies partnering with other agencies to ensure we have the depth of experience needed?
 - Yes.
7. Do HCAOG and HTA have a ballpark budget in mind for this solicitation that we should keep in mind as we consider preparing a response?
 - We do not have a specified budget range. We will be looking to see that the proposed budget represents a good value for the services proposed. See Proposal Evaluation and Selection in RFP.
8. Would you like all files (Cover Letter, Technical Proposal, Cost Proposal) submitted as three separate files or one combined file?
 - Either is acceptable.
9. Is there a DBE goal for this RFP?
 - There is no required DBE goal for this RFP.

10. Is there a local vendor preference? Or will bidders from outside the region be considered for this contract?
- We do not have a local hiring preference but do want to see proposals show creative use and leveraging of unique aspects and culture of Humboldt County. See proposal evaluation and selection in RFP. Bidders from outside the region will be considered.
11. Additionally, I just wanted to confirm that final proposal submission is to be submitted via email to you at this address, correct?
- Please submit proposals to beth.burks@hcaog.net
12. Is there a general, ballpark budget HCAOG and HTA are considering?
- We do not have a specified budget range. We will be looking to see that the proposed budget represents a good value for the services proposed. See Proposal Evaluation and Selection in RFP.
13. What should the response address in the cost proposal: consultant time and expenses or should media costs also be included?
- Consultant time and expenses should be detailed. It is acceptable to provide a cost range for potential media costs.
14. Finally, are the new regional logo and brand guidelines available for us to review?
The new regional logo is below.

