

**ALAMEDA CORRIDOR
MEDIA RELATIONS SERVICES
Request for Proposals dated January 31, 2023**

Responses to Questions

Issued February 14, 2023

1. Is this a new RFP contract or will there be an incumbent bidding on this RFP contract?

This is an existing contract and there is an incumbent that is eligible to respond to this RFP. The incumbent is Courtney Torres Consulting, Inc.

2. Whether companies from Outside USA can apply for this?

Companies outside the USA can apply; however, local presence will be considered in the Project Management criteria when evaluating functionality and plan to accomplish work.

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

Yes, some meetings in the ACTA office require attendance by the firm.

4. Can we perform the tasks (related to RFP) outside USA?

Please see answer to question #2.

5. Can we submit the proposals via email?

Only digital submission by email is requested.

6. Is there an incumbent(s) for this project and/or current scope?

Please see answer to question #1.

7. Can firms outside of California respond?

Please see answer to question #2.

8. What's the budget for this project?

ACTA's annual budget allocation is \$85,000 for media relations services, however, we do not expect to expend the entire budget. If there were significant issues that required unforeseen effort, the budget could be augmented with Governing Board approval.

9. As contractors, are we training organization staff members to provide on-call media and crisis response services? If so, how many individuals are expected to be trained?

Yes, training of the ACTA Governing Board chair, vice-chair, and executive staff serving as the spokesperson may be required. There are no more than 5 individuals that could potentially be trained.

10. Can you further define and clarify your expectations around 'media relations support' and what is most valuable at this point in your organizational needs?

Please see Media Relations section in the Scope of Work. All of the services noted are important to ACTA.

11. Can you describe the on-call services you would expect the consultant to provide during a crisis?

Please see the Crisis Communication section in the Scope of Work of the RFP.

12. Is there an incumbent? If so, who? What was the prior budget or contract spend?

Please see answer to question #1. Please see answer to question #8. The contract amount for FY24 is \$85,000.

13. What is the % of SOW dedicated to Media Relations versus Crisis Communications?

There is approximately 80% media relations and 20% crisis management. However, it's an on-call contract and this can vary year by year.

14. For the three references – what is the length of time for the past performance section? Within 5 years?

ACTA would find references from projects within the past five years highly relevant.

15. How close in proximity to Alameda Corridor Transportation Authority do you require the contractor to be?

There is no requirement for proximity to the Alameda Corridor Transportation Authority.

16. Based on your past need for crisis communication - how often has this occurred and how often do you experience events outside of traditional working hours?

As noted in the Scope of Work, the Alameda Corridor operates on a 24-hour-a-day, 7-days-a-week basis. The selected firm should be available to provide media relations support at any time. Crisis communication during non-working hours is extremely rare.

17. For media relations – do you have specific stories you want to share? Do you have individuals willing and interested in participating in media opportunities?

Yes, there are opportunities to share ACTA stories and there are individuals that would participate.

18. Do you want pricing in hourly rate per personnel?

Yes, please provide hourly and overtime rates for all personnel, as requested in Section 3.3.6 in the RFP.

19. Are you open to retainer contracts for the year to be billed against?

We prefer hourly billing but we will accept a proposal with an alternate billing structure.

20. What is the annual budget for the project?

Please see answer to question #8.

21. How many hours of service per month on average are anticipated?

The need for media relations services fluctuates from month to month. On average, the current firm spends 30 hours of service per month.

22. Is there an incumbent firm or consultant providing the services?

Please see answer to question #1.

23. If there is an incumbent, are ACTA leaders satisfied with the quality of the services provided?

Please see answer to question #1. It is ACTA's policy to recompetete contracts at least every five years.

24. Are there any budget perimeters to share regarding the work?

Please see answer to question #8.

25. Is there budget for boosted Social Media posts?

Please see answer to question #8. ACTA is open to suggestions from the media relations firm.

26. Is the incumbent firm available to bid on this RFP? If so, can you share the past agency name?

Please see answer to question #1.

27. Can you share the biggest hurdle you found managing media requests in the past?

We have not encountered major hurdles in managing media requests.

28. Currently, what do you like the best about your communications program, what do you like the least?

Clear and timely communication and coordination between ACTA and the media relations firm on all projects.

29. Please confirm the Contractor Description Form does not need to be turned in with the proposal as we do not know the award amount yet, and as we're only required to give personnel hourly rates and materials costs in our pricing proposal.

The Contractor Description Form does not need to be submitted with the proposal but will be required of the selected firm prior to contract execution.

30. Is there a budget allocated for this initiative?

Please see answer to question #8.

31. Will there be local preference given to the vendor submissions?

Local presence will be considered in the Project Management criteria when evaluating functionality and plan to accomplish work.

32. In regard to media relations- is there a dedicated team or individual we would be working with?

The media relations team will work under the direction of ACTA's Director of Public Affairs with oversight from the CEO.

33. What are the expectations that the PR crisis team will be on-site?

The PR crisis team would not typically be expected to be on-site, however, there is a potential for this to occur in extreme cases.

34. Overtime/after-hours events: Would you like a minimum provided?

Indicate your ability to respond and cover such events, and the overtime rates that would apply.

35. Would you like rates broken out by each year or in their entirety?

Yes, please indicate rates for each year, or provide the first year and indicate the maximum escalation of rates for subsequent years.

36. We understand Exhibits C and D will be utilized after ACTA has selected an on-call consultant and executed the agreement. Section 3.1 Proposal Submission indicates that "...the contract administrative documents may be submitted in an Appendix." The administrative documents are also referenced on PDF page 2 of ACTA's RFP, in the final paragraph. What constitutes the contract administrative documents that we are to include in the Appendix of our proposal?

The appendix shall include resumes, evidence of insurance as stated in Section 3.3.8 in the RFP, and other administrative information the proposer wishes to convey.

37. Who is the incumbent firm(s) for the media relations services contract?

Please see answer to question #1.

38. Can our rates include annual escalation or does ACTA want proposers to provide blended rates that will apply to all three years?

Please see answer to question #35.

39. The RFP references an Incident Communication Plan on PDF page 9. Can ACTA provide a copy of that document?

The Incident Communication Plan will be provided to the selected firm upon contract execution.

40. We are very interested in responding to your RFP as we have relevant project experience and qualified staff to perform the services ACTA lists in your RFP. We would like to submit a comprehensive and thorough proposal. Will ACTA consider extending the proposal deadline?

No, ACTA is providing four weeks to prepare a proposal, which is the standard time for ACTA RFP's.