



**QUESTIONS AND ANSWERS  
ALAMEDA CTC RFP NO. R19-0005  
ON-CALL MEDIA AND PUBLIC RELATIONS SERVICES**

The following answers are in response to questions submitted by prospective proposers for on-call media and public relations services, Alameda County Transportation Commission (Alameda CTC) Request for Proposals (RFP) No. R19-0005. This document provides the written responses to all questions that were received by Alameda CTC on or before March 26, 2019. Questions may have been edited for grammar and clarity.

**Q1. Who will be the point of contact/manager at Alameda CTC for the contract work?**

**A1.** Tess Lengyel is the Project Manager on this contract with Krystle Pasco as the Deputy Project Manager.

**Q2. What is the current contract amount and what is the average annual budget for this contract?**

**A2.** The current annual Media & PR contract is approximately \$1.5M over three fiscal years.

**Q3. Which task(s) did Alameda CTC spend most (or the biggest portion) of the budget on? What are the items that require the most effort and budget?**

**A3.** Efforts that are beyond what Alameda CTC staff typically perform and require consultant support include special events such as larger public meetings, groundbreakings and ribbon cuttings, and larger media efforts such as press conferences or press tours.

**Q4. What is the total budget for the contract resulting from this RFP?**

**A4.** This is an on-call contract and the estimated contract amount is likely similar to the current contract amount noted above.

**Q5. How should Cost Proposal Form B be completed for this on-call contract? Will you provide a budget for each scope of work (scope of work) so that the proposer can identify the labor and costs within it? Or, will you provide descriptions of specific outputs within each scope of work so that proposers can define the Level of Effort required? So that we may create a fee proposal, what assumptions should we include in terms of quantities of meetings and deliverables for each task? Could we propose hourly rates instead of by task?**

**A5.** Task budgets will not be required for the proposal, only labor costs. Please see Addendum No. 1 regarding the revised Cost Proposal Form.

**Q6. Are the direct expenses in the cost proposal intended to be purchases made to complete the individual task, such as printing, event rental costs, and so forth? If no, do you require these purchases in another part of the cost proposal? May proposers include company mark-up within that quoted price of the purchase, or must it be described elsewhere? May a prime consultant include a markup on subconsultants?**

**A6.** Task budgets will not be required for the proposal, only labor costs. Mark-ups are not allowed. Please see Addendum No. 1 regarding the revised Cost Proposal Form.

**Q7. What percentage are proposers allowed to mark-up (O/H and profit) subconsultants, or must they be pass-through costs with no mark-up? If allowed, where do proposers mention this mark-up rate, or do proposers simply incorporate it into the subconsultant prices?**

**A7.** Mark-up costs are not allowed. Per RFP Section II.2.E (Proposal Content and Format), the profit and escalation rates for this contract may not exceed 8% and 3%, respectively. These rates may be applied to the hourly billing rates for personnel, for each firm, per the revised Cost Proposal Form. Please see Addendum No. 1 regarding the revised Cost Proposal Form.

**Q8. If the successful consultant makes a purchase on Alameda CTC's behalf such as printing or advertising, what is the maximum percentage allowable to mark-up these costs, to arrive at the final price to Alameda CTC?**

**A8.** Mark-up costs are not allowed.

**Q9. Could you explain the amount of mark-up allowed on this contract for our subcontractors?**

**A9.** Mark-up costs are not allowed.

**Q10. Since our required Federal GSA labor escalation rate is 3.5% and you only allow 3% maximum, we need to allow for future years – so will the year 1 cost proposal terms including the escalation rate, apply for contract extensions? Or can the cost proposal terms be renegotiated with each contract extension?**

**A10.** U.S. General Services Administration procurement or contracting requirements or procedures do not apply to this RFP. This is not a federal contract, nor will this contract utilize federal funds.

**Q11. Please define the “fringe rate”.**

**A11.** The fringe rate is an indirect cost rate for fringe benefits as compared to base salary/direct labor costs. A business' indirect cost rate (ICR) is based on that business' statements of direct labor, fringe benefits, and general overhead. There is a sample ICR Schedule on our contracting forms page at <https://www.alamedactc.org/contracting-forms/>. If you have further questions, we recommend that you ask your accountant for clarification.

**Q12. For Exhibit 10-K, please (1) define the following or tell us where to find the definitions, and (2) advise if they are relevant to a contractor providing services for the scope of work of this RFP (we are not an engineering / construction firm):**

- **Combined Rate %**
- **Home Office Rate %**
- **Field Office Rate (if applicable) %**
- **Facilities Capital Cost of Money % (if applicable)**

**A12.** Exhibit 10-K has been removed from the RFP requirements. Please see Addendum No. 1.

**Q13. Can companies from outside the United States submit a proposal, e.g., from India or Canada? Would the proposer need to attend meetings in Alameda County or at Alameda CTC? Would the proposer be able to perform tasks from outside of the United States?**

**A13.** This procurement is open to all qualified, interested and available firms. Yes, the proposer would need to be available – in Alameda County, Bay Area, etc. – to attend meetings or perform certain tasks from time to time; please see RFP Appendix A (Required Scope of Work, Deliverables and Staffing) for more detail.

**Q14. Is there an incumbent? If so, who is the incumbent? Is the incumbent, who is providing similar services, eligible to bid on this RFP?**

**A14.** Circlepoint currently holds the current contract for Media & PR services and is eligible to respond to this RFP. This procurement is open to all qualified, interested and available firms.

**Q15. How long has the prior consultant, Circlepoint, held the contract?**

**A15.** Circlepoint has held the annual contract for approximately three fiscal years, from FY 2016-17 through FY 2018-19.

**Q16. Who are the current subcontractors on the contract?**

**A16.** The subcontractors on the current annual Media & PR contract include Acumen Building Enterprise, Beta Breakers Quality Assurance Lab, Community Bridge Video, Craig Communications, Envirocom Communications, Karl Nielson Photography, Lohnes+Wright, and Publications Design.

**Q17. Would you provide a list of the tasks, fees and consulting firm(s) who performed the work under the last on-call?**

**A17.** There has not been a previous on-call contract for these services.

**Q18. How many firms will you be selecting?**

**A18.** Alameda CTC intends to select one proposer team.

**Q19. What's the motivation for switching from an annual to an on-call contract?**

**A19.** To better address needs as they arise.

**Q20. How will the project be managed, now that it's managed as an on-call structure?**

**A20.** Scope elements will be issued through task orders that will have specific detailed scope, costs, teams and schedules for performing the work.

**Q21. What is the key skill desired of the consultant project manager for this contract?**

**A21.** Strong project management, understanding of client needs, high quality QA/QC.

**Q22. May we provide as the total "Key Staff" our two principals of our firm who would supervise the entire 11-part scope of work? Or do you require Key Staff for each technical area of work within the 11-part scope of work?**

**A22.** Key staff are designated and determined by the prime proposer in a manner that best addresses the scope of work and the requirements according to the RFP, and as work is issued through Task Orders.

**Q23. What does the agency foresee in terms of big projects within the next 24 months (for example: bond measures, lane expansions, or other major initiatives)? What are the agency's priorities as it relates to the scope of work?**

**A23.** Construction on the GoPort project, advancement of projects into different phases, implementation of a countywide Affordable Student Transit Pass Program, etc.

**Q24. Task 9 refers to a list of media and industry publications contacts. Will this list be shared with proposers?**

**A24.** This list is not relevant to the proposal submissions, but will be shared with the selected consultant.

**Q25. What languages are needed for translation?**

**A25.** Spanish and Chinese translation services are used most often for Alameda CTC publications, however, other languages may be requested by members of the public, and as such, must be provided by the consultant.

**Q26. Is an active interpreter needed for public meetings, e.g., sign language?**

**A26.** If requested for a public meeting, Alameda CTC must provide interpreters, including sign language and other languages as needed. As the resulting contract is an on-call contract, this may be a requested service.

**Q27. Under required scope of work, Website, it says that, if requested, the consultant will design and create a new website. Has Alameda CTC established any guidelines that we could take into consideration as we pull together a website proposal (within the greater context of the entire Media-PR proposal)? For instance, is there a need for upfront user research? Will there be a call for parallel development of a mobile app? Will there be a need to access regional transit data, develop databases and create interactive scheduling and map tools?**

**A27.** There is a possibility of interactive map needs, new plug-ins and expanded search functions on the current website. The details of these needs are yet to be specified as the resulting contract is an on-call contract.

**Q28. Who has downloaded the RFP so far? Where can I download the sign-in sheet for this morning?**

**A28.** The Interested Parties List and the Sign-in Sheet are both available on the Contracting Opportunities page at <https://www.alamedactc.org/contracting-opportunities/>.

**Q29. Does the Local Business Contract Equity Program apply to this contract? What is the weight in the evaluation score for the participation of Alameda CTC-certified Local Business Enterprise and/or Small Local Business Enterprise firms?**

**A29.** The resulting contract will be funded in part by Transportation Fund for Clean Air (TFCA) funds, and as such, will not be subject to the Alameda CTC Local Business Contract Equity Program. Therefore, Local Business Enterprise or Small Local Business Enterprise participation are not a criteria factor in the evaluation process. There are no contract goals for the resulting contract.

**Q30. Proposers are requested to submit the insurance exceptions requests with the proposal, but we would need to know in advance whether or not you will accept the exception. Can you state now that, if requested, you will reduce the Errors and Omissions Professional Liability Insurance from \$2 million to \$1 million if we request it with a proposal?**

**A30.** No, Alameda CTC cannot agree to terms and conditions prior to contract negotiations; the top-ranked proposer will participate in negotiations. Any insurance requirements exceptions should be included with the Insurance Requirement Form, Part B (RFP Appendix E).

**Q31. Does the 16-page limit apply to the total combined pages of the two sections check-marked?**

**A31.** Yes, the page limit applies to the total combined pages of the Section or Content items that have checkmarks in the “Included in Page Limit” column of RFP Table 2 (Page Limit Requirements). The total pages combined for the Proposal Content (Section II.2.E) – except for the Resources Form (Appendix F) and Cost Proposal (Section II.2.E.5) – and Performance Measures (Section II.2.F) must not exceed 16 pages (8 if double-sided).

**Q32. Does the proposer need to deliver the proposal in person or mail or is an electronic format sufficient? I.e., may proposals be submitted via email?**

**A32.** No, proposals are required to be submitted in hard copy as well as electronic copies. Please see RFP Section II.2 (Proposal Content and Format) for more detail.

**Q33. Proposals are due in April. What are the next steps? When will actual work start? How long will it last?**

**A33.** Work will commence on July 1, 2019 and will last for an initial period of 12 months from July 1, 2019 to June 30, 2020, with options for up to four additional years of service.

**Q34. Will Alameda CTC consider an RFP deadline extension to allow diverse firms the opportunity to submit a response?**

**A34.** Alameda CTC will issue a final addendum, if any, by Monday, April 1, 2019. At this time, Alameda CTC does not anticipate any changes to the schedule.

**Q35. If Alameda CTC receives only one response, will Alameda CTC rebid the RFP? What is the process if you do not receive an adequate number of submittals?**

**A35.** We will evaluate and consider the factors that resulted in only one proposal submitted for this competitive procurement process. Alameda CTC reserves its rights to proceed in accordance with the RFP to serve the best interests of Alameda CTC and the citizens of Alameda County.