

## ADDENDUM NO. 1

Kansas City Area Transportation Authority  
1350 E. 17<sup>th</sup> Street  
Kansas City, Missouri 64108

### RFP # 17-7030-34 Indefinite Delivery/Indefinite Quantity (IDIQ) for On-Call Marketing & Communications Consultant Services

Issue Date: June 14, 2017

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This Addendum is hereby made a part of the Bidding Documents to the same extent as if it was originally included therein and is intended to modify and/or interpret the bidding documents by additions, deletions, clarifications or corrections. The Contractor shall acknowledge in the proposal the receipt of this Addendum.

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#### **GENERAL INFORMATION FOR BIDDERS**

##### **BIDDING INSTRUCTIONS**

Bid close date has changed to June 30, 2017 at 2 p.m.

##### **QUESTIONS / ANSWERS:**

Following is a list of questions, submitted by potential proposers, and the answers:

- 1      Q: Our company has previously registered with the KCATA a little over a year ago. Can you tell me if we need to register again under this RFP response?  
A: [If all information submitted is still accurate, with no changes, your firm does not need to register.](#)
  
- 2      Q: What prompted the KCATA to issue this marketing and communication RFP at this time?  
A: [Previous marketing services contract expired in its entirety.](#)
  
- 3      Q: Do you have an incumbent firm that is responding to this RFP?  
A: [The incumbent firm was Fasone & Partners.](#)
  
- 4      Q: Please confirm the date to submit the final proposal.  
A: [June 30, 2017 at no later than 2:00 p.m.](#)

- 5 Q: It looks like some of the projects could fit better in a retainer type format, such as the social media responsibilities and possibly the PR scope. Are you open to setting up retainer work orders for certain scopes in lieu of this being an IDIQ contract? For instance, from the listing of services desired, it appears that the contract winner will be running the social media from top to bottom (strategy creation, content creation, paid ads, actual posting/execution) and will become an Admin on the social networks. It may make the most sense for both parties if there is a retainer-type arrangement in place, especially since social media is a slow-build, long term proposition.

A: The RFP is for IDIQ work orders. There will be specific tasks to be completed and not intended to be running the social media from top to bottom – only certain task projects within the social media realm – definitive output.

- 6 Q: Has the KCATA done any market research that the winning firm will have access to? When one of your primary objectives is to build ridership, the more we could understand your target audience transit habits, views, the better our projects can be a success for you.

A: Yes, surveys of the ridership and non-ridership have recently been conducted and will be shared as needed with the winning contractors.

- 7 Q: Who will be the internal KCATA team that the winning consultant(s) will be working with and who signs off on the projects?

A: KCATA cannot disclose this information.

- 8 Q: Who is the contact running this contract from KCATA?

A: Julie Lombard is the buyer responsible for the contract administration. The services will be performed under the leadership of two primary departments, the Marketing Department and the CEO/Public Affairs Office. KCATA is unable to disclose at this time any specific individuals who would be responsible for the assignment of work orders.

- 9 Q: Is it necessary to have an office in Kansas City to compete for this work?

A: No. The only requirement is that the awarded contractor(s) be licensed to do business in the state of Missouri. It is anticipated that there will be onsite meeting from time to time as well as potential video production/photography work that may require onsite work.

- 10 Q: Can you provide a list of who has been invited to submit a proposal for this RFP?

A: The RFP is posted to KCATA's website so any vendor may access this solicitation. The following vendors were notified via email of the issuance of the RFP.

AHC Consulting, LLC; Adams-Gabbert & Associates; Airport Customer Relationship Management Specialists, LLC; Astra Enterprises, Inc. d/b/a Astra Communications, Inc.; CPG Communications Group, LLC; Candid, LLC; Chandler & Campbell Investment Group, LLC; Consulting Services; Conversions Global Marketing; Cush-Denn Dreams, LLC; Diane Turner & Associates; Diann Cage Design Company, LLC;

Double W Communications, LLC; Draper Communications; E'Little Communications Group, LLC; Final Phase Marketing, Inc.; Fulfillment Plus, Inc.; GHUD Design; Higher Ground Entertainment, LLC; Jones Worley Design, Inc.; Kent Business Solutinos, LLC; Linda Goldstein Consulting, LLC; Lock Box Strategies, LLC; Mary A. Lynch; National Insurance Consultants, Inc.; New Generation Diverse Business Solutions, LLC; Ollie Dowell Communications; One on 1 Accounting & Consulting Services, LLC;

P/Strada, Inc.; Pat Jordan & Associates; Philips & Associates, Inc.; Phillips West Public Relations; Prime Focus, LLC; Red Quill Communications, Inc.; SC Surfaces, LLC; Sage Communications, LLC; Shipley Communications; Shockey Consulting Services, Inc.; Simon Enterprises Company; Single Wing, LLC; StratCommRx, LLC; Sturges Word Communications; Symmertric, LLC; Synergy Group, Inc.; Tera Consulting Inc.; The Rhyan Group, LLC; The Vandiver Group, Inc; Time Wise, Inc. D/B/A Time-Wise KC, Inc.; Venice Communications; Wagner Marketing, LLC; Wendt Productions, Inc.; Worldwide Enterprise, LLC; Allegro Media; Carl and Son Turf; Digi-Reprographics USA, Inc.; Personal Touches by Jeanetta, Inc.; RMD Solutions, LLC;

T.A.B. Company, Inc.; Tico Productions, LLC; Urban American Productions; Vector Communications Corporation; Visage Production, Inc; Parson and Associates; The Quotient Group; Phillips West; Single Wing Creative; Creative Circle; and Tico Productions.

- 11 Q: How much does KCATA currently spend on digital media ads annually (Google, FB, other?)  
A: This information is not readily available.
- 12 Q: Is KCATA currently using any tools for managing social media content scheduling? (calendars, planning tools, etc) If so, what tools?  
A: KCATA primarily uses Sprout Social and secondarily HootSuite.
- 13 Q: Is there a content management system (CMS) in place for the website?  
A: Current content management system is Expression Engine. CMS may change for KCATA.org and RideKC.org over the next year.
- 14 Q: What sort of process exists for pushing design changes to production for the website?  
A: KCATA is able to make changes that fit within the website CMS, and have the website developers make large design changes.
- 15 Q: Is there a customer database in place that is accessible for reporting?  
A: KCATA has a database of perhaps 2,000 riders, but that is a very small fraction of riders.
- 16 Q: What analytics for website traffic & performance exist if any?  
A: Staff tracks via Google Analytics. Primary stats tracked are visits, top 10 pages viewed, and mobile vs. desktop.
- 17 Q: Page 13, Sec E, 7  
Are individual freelance contractors considered sub consultants?  
  
A: If the individual freelance contractor is not covered under your direct payroll and covered by your company's liability insurance then they are considered a subcontractor.

18 Q: Page 20, Sec 4, A, NOTE

To clarify, we will be submitting materials on 2 different flash drives. Flash Drive #1 will contain samples of video work as part of Volume II and will NOT contain any pricing. Flash Drive #2 for Volume III can contain pricing. Is that correct?

A: Correct. The Flash Drive #1 is for the purpose of seeing sample work that demonstrates your firm's marketing communications capabilities. Flash Drive #2 will be submitted with your firm's Volume III proposal submittal which is for the purpose of having an electronic copy of the firm's entire proposal response.

19 Q: Pg 22, Sec 4, vi.

When submitting video samples on a flash drive, is the number of videos or the flash drive, considered to be one of the three (3) tangible work products?

A: No, the tangible work products should come in print form or a promotional product form like a tradeshow give-away item. You should only submit a maximum of 3 tangible items. Then there are the "intangible" marketing components such as websites and videos where you can provide on a flash drive links to website or downloadable videos but the total of items should not exceed 5 intangible works (i.e., 3 website links and 2 videos; or 1 website link, and 4 videos, etc).

Q: Can we submit more than 3 tangible work products?

A: No.

20 Q: Please define the use of the term "loaded" as used in "loaded hourly rate" as stated in section F. 1. b.

A: fully loaded hourly rates is one that includes the institutional base salary (IBS), fringe benefits, health insurance and indirect costs together in a lump sum. In other words, the employee hourly rate plus employee benefits, capital expenses, and other overhead.

21 Q: The RFP defines proposers responsibilities regarding the use of Disadvantaged Business Enterprise (DBE). Our review of this section leads us to conclude that a Proposer is not obligated to use DBE subcontractors; however, if Proposer chooses to subcontract with a DBE, the Proposer is must comply with all regulations and terms as stated in the RFP and Federal code. Did we interpret this correctly?

A: There is no DBE goal for this procurement. However, your firm may choose to subcontract/partner with DBE firms.

22 Q: On page 21 section 1. b., of the RFP it notes that resumes are excluded from the page count. However, on the same page in section 1. c., it says resumes will be counted as 1 page. Can you please clarify if resumes are, or are not part of the final page count?

A: Resumes are not included in page count.

## RECEIPT OF ADDENDA

RFP # 17-7030-34  
Indefinite Delivery/Indefinite Quantity (IDIQ) for  
On-Call Marketing & Communications Consultant Services

Offerors shall return this **RECEIPT OF ADDENDA** form when submitting your bid. The form shall be signed and dated by an authorized representative of the firm. Failure to submit this form may deem the Offeror non-responsive.

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We hereby acknowledge that the Addenda noted below have been received and all information has been incorporated in the RFP as required.

Addendum # 1                      Dated June 14, 2017                      Date Received \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Email Address: \_\_\_\_\_