

# RFP Questions and Answers

## Mobility Management Branding and Marketing Study

10/30/2023

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Q: The \$30k estimated budget mentioned in the document is the total budget allotment for all 3 tasks?

A: Yes, the \$30k is for all three tasks

Q: The RFP states that the website is for helping seniors schedule transportation. Does the scope include building out the complete scheduling online mechanism or only the landing page?

A: Scheduling will be done over the phone. The only website requirements are as follows.

- A) Acquire a relevant Domain Name
- B) Support Design of the Landing Page
- C) Work with TJPDC's Communications Contractor to Deploy

Q: Associated materials: What are they? Are these to be included in the \$30K budget?

A: Associated materials would be something similar to: flyers, brochures, magnets, or decals.

A: The selected consultant would be responsible for the design of these items within the established \$30 budget. However, The consultant is not responsible for the production of the associated materials.

Q: If we source a premium domain name, does the agency have the budget to procure it?

A: The cost of procuring the domain name would be included in the \$30K budget.

Q: Does the TJPDC have a format for pricing information or is it just looking for the proposed total cost?

A: The proposal should include a reasonable breakdown of costs associated with each of the tasks. The format is up to the applicant.

Q: Are there any formatting guidelines that respondents should follow (e.g., margins, fonts/pitch, etc.)?

A: The proposal format is left to the applicant's discretion.

Q: Should we prepare a single proposal volume or separate Pricing information from other sections of the proposal into a separate document.

A: One proposal should be submitted with costs broken down by Task. The proposed budget should be included in the proposal.

Q: How many pages in addition to the landing page are expected for the RFP?

A: There is no page limit.

Q: In terms of audience profiles and needs, does the organization have a database of survey participants to reach out to or would the contractor be required to find people?

A: We have a database of potential survey participants and can work with our partnering agencies to identify appropriate participants.

Q: What details would you like to see in the Audience profiles?

A: We are looking to better understand the characters of the targeted audience to help generate program brand and marketing materials. For example: digital media literacy, primary information source, communication preferences, location (urban, suburban, rural), disability status, and other characteristics that are relevant to the branding/marketing study.

Q: What features in terms of accessibility would you like to see in the marketing and website content?

A: The website should follow Web Content Accessibility Guidelines and marketing materials should have larger print with contrasting background and text.

Q: Will offshore resources be allowed to perform the necessary work or will the organization all work to be performed domestically?

A: Most of the work can be performed outside the United States. However, the selected firm will have to be on-site to conduct in person focus groups and interviews.

Q: Can companies from Outside USA can apply for this? (like, India or Canada)

A: Most of the work can be performed outside the United States. However, the selected firm will have to have a representative on-site to conduct in person focus groups and interviews.

Q: Do meetings need to be attended in person or can they be attended remotely?

A: Internal team meetings can be attended online. However, we will need the selected firm to have a representative on-site to work directly with the program's target audience.

Q: Can a firm perform the tasks (related to RFP) outside USA? (like, India or Canada)

A: Most of the work can be performed outside the United States. However, the selected firm will have to have a representative on-site to conduct in person focus groups and interviews.

Q: Can we submit the proposals via email?

A: Proposals must be submitted using Virginia's eProcurement Marketplace (<https://eva.virginia.gov>) or received by mail or delivered in person by noon on November 3<sup>rd</sup>.

Q: Is there an incumbent?

A: No, there is not an incumbent. This is a new project.

Q: The RFP includes a website as a part of the Branding and Marketing? Does it mean a standalone website design and development?

A: The website design support includes the following tasks.

- A) Acquire a relevant Domain Name
- B) Support Design of the Landing Page
- C) Work with TJPDC's Communications Contractor to Deploy

Q: Can you share any references of similar programs(website links / marketing material)?

A: A similar program to TJPDC's new mobility management program is the Rappahannock-Rapidan Regional Commission's Regional Transportation Collaborative (RTC) Mobility Center or [Foothills Area Mobility System \(FAMS\)](#), which operates a one-call-one-click center and coordinates other community services. Here are some links to other mobility management website:

- Southern Area Agency on Aging's [Mobility Management Program](#)
- Fairfax County, VA's [Mobility Management Program](#)

- Hopelink's [Mobility Management Program](#)
- Knox County's [Mobility Management Program](#)

Q: What is the sampling size for our research? Will the list be given to us?

A: The program's service area includes the City of Charlottesville, Albemarle, Louisa, Greene, Fluvanna, and Nelson Counties. Our partner agency serves older adults in this service area and will help arrange focus groups and provide contacts for other purposes. We will work with the selected consultant team to determine an appropriate, representative sampling size for the focus group.

Q: Do you already have vendors - printers, photographers, videographers for content creation for the website?

A: We do not have vendors for print or other materials.

Q: Is the budget flexible?

A: The budget shall not exceed \$30k.

Q: Will the Planning Commission provide research for the audience profiles and audience needs assessments or will there be a need for focus groups and/or interviews?

A: There will need to be focus groups and interviews. Participant contacts will be provided.

Q: Please provide details of the brochure, flyers etc. - potential page count, size?

A: The brochure details will be identified during the project by the selected consultant team. Producing physical materials is not part of this project. We are only looking for the design of the products.

Q: Who is providing content and imagery for deliverables. Will we need to write content and will be photography needs or will stock images be, ok?

A: The selected firm will be designing the content and deliverables. We would like to use images from our area. We can provide some images and opportunities for staging photoshoots if needed. Stock images may be used to supplement local images in compliance with any relevant copyright or trademark regulations.

Q: Please elaborate on expectations for the Strategic Marketing Plan

A: The mobility management service is free and highly needed. We do not expect to need to do a lot of marketing. What we do need is materials to clearly explain what the program is and how to use it. The Strategic Marketing Plan can be succinct and basic, but should provide clear guidance to help potential users understand the services provided and feel safe and comfortable using them.

Q: What tasks are associated with supporting the design of the landing page? Is TJPDC looking for the vendor to fully design the landing page, just create a framework, or something different?

A: The vendor should provide all the content for the landing page itself and then work with our communications contractor to deploy the website. The full webpage will be built out as the program matures.

Q: What tasks will the vendor be responsible for when working with TJPDC's Communications contractor to deploy the website?

A: Provide the content, formatting, and domain name for the project landing page.

Q: Who will be doing the production for print material?

A: TJPDC will select a separate service for producing the materials. We do not expect to print more than 1,000 of any one item.