



Pamn Henderson, Chair
Robert Carroll, Vice Chair

1021 Massalina Drive • Panama City, Florida 32401 • 850-248-8161

July 2, 2021

Prospective Proposers

**Re: Addendum No. 1
RFP #21-01 Rebranding Project**

Please accept this as Addendum No. 1, for the above referenced project.

The following questions have been received. The answers to the questions are in **bold**.

All proposers shall acknowledge receipt of this addendum by signing and submitting the addendum acknowledgement form.

1. Whether companies from Outside USA can apply for this? (like from India or Canada)

No. This project requires the company be inside the USA.

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

Any meetings held in relation to this RFP can be conducted in person or virtually.

3. Can we perform the tasks (related to RFP) outside USA? (like from India or Canada)

No. This project requires the company be inside the USA.

4. Can we submit the proposals via email?

No. All proposals shall be hand delivered or sent via US Postal mail.

5. Is there an incumbent agency working with Bay County TPO?

The Bay County TPO currently has a marketing contract with BowStern. The current contract does not include rebranding.

6. Item No. 17 of the "Professional Services Contract" states: "Vendor must certify that the company is not participating in a boycott of Israel." How and where should we obtain this certification?

The vendor should simply provide a letter on their agency letterhead stating that the agency certifies it is not participating in a boycott of Israel.

7. What is the total contract value for this work?

The Bay County TPO does not typically share a budgetary number with vendors prior to proposals being received. It is expected that proposers will provide a fair and reasonable cost to facilitate the work based on the scope provided.

8. Has a specific DBE goal been identified for this project?

No. There is no DBE goal associated with this project.

9. There is considerable overlap between the information to be provided on the required forms and the proposer qualifications/submission format on page 16. Is it your intent that some of this information be provided on the forms alone, or does it need to be presented within the narrative of the proposal as well?

We recognize that much of the information being asked for will be addressed on the forms provided. The submission format is merely a suggestion and not meant to cause a duplication of work.

10. The chart with hourly rate and estimated level of effort on pages 13 and 14 appears to be part of the submittal but is not listed in the submission format on page 16 or in Section VI on page 19. Where within the proposal should it be included?

The spreadsheet requiring the proposer's hourly rate and estimated effort should be included within the body of the proposal and does not have to be located in any specific place as long as it can be easily identified.

11. Section VI on page 19 (Required Proposal Forms) includes the Statement of No Proposal (If Applicable) as one of the required items. If we are submitting a proposal, this form is not applicable. Does it still need to be included within our submittal? Or can it be omitted?

The form can be omitted if it is not applicable.

12. What software was used to create the existing Ride Guide?

Various types of software have been used in the past to create the ride guides. For the maps within the ride guides we used Illustrator.

13. In what format will the final graphics files need to be provided?

We would like for the ride guides to be available for digital purposes and print ready. The logo files will be utilized for printing business cards, brochures, clothing, swag, transparent backgrounds and more. In the past we have typically utilized the following file formats: JPG, PNG, EPS, PDF, AI, PSD, SVG, TIFF, GIF, and BMP.

14. Please provide a list of attendees at the pre-proposal meeting.

A list of the Pre-proposal Meeting attendees has been included. Please see

Exhibit A.

15. What firm is currently conducting the COA?

HDR Engineering is currently conducting the COA.

16. Can you please provide me the budget and the previous awarded incumbent?

No. This is the first time the Bay County TPO has conducted a rebranding project so there is no budget or previous award to share.

17. Can you confirm information provided at the pre-proposal conference that you do not want either a new bus design or a new bus stop design?

No. The primary purpose of this rebranding project is to develop a new logo, develop a new mission statement, develop department letterhead, and develop a department business card.

18. How will staff experience/qualifications be evaluated? It appears to be included in two sections of the evaluation criteria, each worth up to 30 points. (#8 on Part III Technical, of the Responsibility Questionnaire asks for resumes of personnel assigned to the project, and based on the Evaluation Criteria in Section V (page 17 of 61) "The experience of assigned staff, especially with transit agencies, will be strongly considered" under the Specifications—Scope of Services section.)

They will be evaluated by a review of their resumes, brief descriptions of related industry experience and record of skill, with a preference for experience with transit agencies. Section V would be the overall evaluation criteria and #8 of Part III Technical would be the detail.

19. What is the ride guide update / is it very technical or just design and put together?

The Bay County TPO provides its riders with a printed ride guide for the purposes of assisting them with identifying which routes take you to different locations within the county. As part of the Comprehensive Operations Analysis (COA) currently being concluded, many of the existing routes and bus stop locations will change. As a result of the recommended changes, the existing ride guide will need to be updated to reflect the aforementioned changes along with any other changes transit staff feels are needed.

20. There are no longer trolleys, they are all buses now, correct?

Currently, we have one trolley left within our fleet but all other vehicles are in the style of a typical transit bus. The transit system is phasing out all trolleys and they are being replaced with transit buses.

[E-Z Rider II | Mid-size bus | ENC \(eldorado-ca.com\)](http://eldorado-ca.com)

21. The medical buses are shorter buses, correct?

Yes. Our Demand Response buses are called Cutaway buses.

[Terra Transit Photos – Turtle Top](#)

22. Will we all be provided the information that Vanessa was reading from?

Yes. All of the information Vanessa was reading from comes directly from the RFP. A copy of the exact document Vanessa was reading from has been included in the addendum as Exhibit B.

23. Ride guide - keeping demand response and fixed route system ride guides separate or wanting to incorporate them together?

While we are open to recommendations, the thought is currently to have a separate ride guide for each system.

24. Looking to do a full redesign of ride times etc. or looking to keep them on line of how they are on now.

As part of the Comprehensive Operations Analysis (COA) we fully expect the ride times to change as the individual routes change. The ride time information determined by the COA, will need to be reflected when the ride guide is redesigned.

25. Do you have a marketing or communications firm that you work with currently?

Yes. We have a marketing firm that we work with for our social media outlets and various other projects.

26. Do you have a budget established for this project?

The Bay County TPO does not typically share a budgetary number with vendors prior to proposals being received. It is expected that proposers will provide a fair and reasonable cost to facilitate the work based on the scope provided.

27. Logo clarification - one logo one name, looking to brand the TPO, fixed route, demand, or one logo for all 3?

The Bay County TPO logo will not be changed. It is the intent of this RFP to develop a new logo and mission statement for both the fixed route and demand response transit systems combined. In other words, the same logo and mission statement will be utilized for both systems.

28. Clarification or how this project is different from current contract with marketing consultant? Will the current Bow Stern contract expire and then this contract will start up to do this project?

The Bay County TPO's current marketing contract with BowStern is for the

purpose of addressing the following: Public Relations, Social Media Management, Online Advertising, Graphic Design, Website Updates, and Oversight.

The current marketing contract with BowStern will remain active until January 2022. The purposes of this RFP are not to replace or duplicate our existing marketing initiatives but rather update our existing logo and mission statement to better reflect the transit systems current identity.

29. Having the brand available ... do you want us to price out how much it would be to design a wrap, bus stop signs, etc.?

No. We are not looking to have new bus stop signs designed/made and we are not looking to have buses wrapped.

The purposes of this RFP are to update our existing logo and mission statement to better reflect the transit system's current identity.

30. Do you have any current surveys/rider knowledge/ etc. with how the riders feel about the system?

As part of the Comprehensive Operations Analysis (COA) both riders and stakeholders were surveyed things that they did and did not like about the system as it is currently designed. The surveys can be made available upon request.

It is the intent of the Bay County TPO to include public input with the rebranding process. It is expected that the selected proposer will develop a strategy to include the public in the rebranding process.

31. If we are able to look at that info, could we possibly put a survey out to get some additional information to figure out how to rebrand the system?

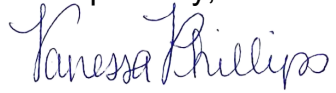
As part of the Comprehensive Operations Analysis (COA) both riders and stakeholders were surveyed things that they did and did not like about the system as it is currently designed. The surveys can be made available upon request.

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32. Will oral presentations be oral or virtual?

It is recommended that presenters be present when oral presentations are made however virtual presentations will be accepted.

Respectfully,

A handwritten signature in blue ink that reads "Vanessa Phillips". The signature is written in a cursive style with a large, stylized initial 'V'.

Vanessa Phillips

Transit Procurement and Operations Technician

RFP 21-01 Pre-Proposal Meeting; Rebranding Project; Bay County Public Transit System

Event Name	Event Start Time	Event End Time	Name	Attendee Email
RFP 21-01 Pre-Proposal Meeting; Rebranding Project	6/21/2021 14:00	6/21/2021 15:00	Allison Moore	allison@moore-associates.net
RFP 21-01 Pre-Proposal Meeting; Rebranding Project	6/21/2021 14:00	6/21/2021 15:00	Gene Keen	gkeen@baycountyfl.gov
RFP 21-01 Pre-Proposal Meeting; Rebranding Project	6/21/2021 14:00	6/21/2021 15:00	Emmie Musser	musser@gudmarketing.com
RFP 21-01 Pre-Proposal Meeting; Rebranding Project	6/21/2021 14:00	6/21/2021 15:00	Cyndi Raskin	cyndi@valerin-group.com
RFP 21-01 Pre-Proposal Meeting; Rebranding Project	6/21/2021 14:00	6/21/2021 15:00	Lamar Hobbs	lhobbs@baycountyfl.gov
RFP 21-01 Pre-Proposal Meeting; Rebranding Project	6/21/2021 14:00	6/21/2021 15:00	Emily Rambo	rambo@gudmarketing.com
RFP 21-01 Pre-Proposal Meeting; Rebranding Project	6/21/2021 14:00	6/21/2021 15:00	Brittney Metzger	brittney@flyte-digital.com
RFP 21-01 Pre-Proposal Meeting; Rebranding Project	6/21/2021 14:00	6/21/2021 15:00	Abby Davis	abbyd@themooreagency.com
RFP 21-01 Pre-Proposal Meeting; Rebranding Project	6/21/2021 14:00	6/21/2021 15:00	Molly Collins	mcollins@bowstern.com
RFP 21-01 Pre-Proposal Meeting; Rebranding Project	6/22/2021 14:00	6/22/2021 15:00	Veronica Kemeny, IN PERSON	

MANDATORY PRE-PROPOSAL MEETING

PROJECT

TPO RFP 21-01 Rebranding Project

Meeting is recorded

INTRODUCTION

The TPO is seeking proposals from professional firms with experience in working with organizations interested in organizational branding, advertising, and public relations. This is a request for proposals for such consulting services, that can execute the necessary processes and achieve our goal of creating a successful imaging and re-branding campaign. Proposers should be able to develop a comprehensive organizational branding and marketing campaign, whereas the goal is to modernize the public transit image for the local area, aiding in attracting and retaining riders. The branding campaign should assist with providing a sense of pride for the Bay County Public Transit System as well as drum up support and engagement from key stakeholders in the local community.

Specifications/Scope of Services

Develop a comprehensive organizational branding and marketing campaign, whereas the goal is to modernize the public transit image for the local area, aiding in attracting and retaining riders. The branding campaign should assist with providing a sense of pride for the Bay County Public Transit System as well as drum up support and engagement from key stakeholders in the local community.

- Brand Creation:
 - Research and Discovery sessions with key leadership
 - Naming Recommendations
 - Visual Concepts
 - Application and style guide
- Public Involvement:
 - Naming contest
 - Voting contest
 - Announcement of final brand
- Ride Guide Updates:
 - Graphic design to integrate brand into existing route maps (print & online files)

Operating Requirements

The successful respondent will be required to perform complete advertising servicing and sales functions including but not limited to:

1. Provide adequate personnel to facilitate and provide a product of the highest quality in a timely manner.

2. Possession of creative flair, versatility, conceptual/visual ability, and originality.
3. Demonstrable graphic design skill with a strong portfolio.
4. Able to work independently, set and prioritize projects to meet deadlines in a fast-paced environment.
5. Excellent interpersonal and communication skills and works well with others as part of a team.
6. Up to date with industry software (In Design, Illustrator, Photoshop, etc.).
7. Professionalism regarding time, cost, and deadlines.
8. Shall be knowledgeable of and shall comply with all applicable local, state and federal laws and regulations.
9. Shall be solely responsible for the payroll, insurance coverage, benefits, personnel administration, and supervision of all personnel hired by the Proposer to provide the services required by this contract.
10. Successful candidate must have access to a computer, design software, and office space. These items will not be provided by the Bay County TPO.

Proposal Due Date

Proposals are due on Wednesday July 7, 2021 at 2:00pm CDT. The address for U.S. mail and hand delivery is Bay County Public Transit System Administration and Meeting Facility, 1021 Massalina Drive, Panama City, Florida 32401. Proposals will be publicly opened immediately following the proposal due date and time. The TPO reserves the right to make an award within ninety (90) calendar days from the date Proposals are due, during which time.

Award

The contract will be awarded to the highest scored responsive and responsible Proposer, whose Proposal is most advantageous to the TPO, all factors being considered.

Proposal Questions/Clarifications and/or Suggestions

Proposers are encouraged to make suggestions and recommendations regarding the specifications and content of this Proposal. All suggestions will be reviewed by the Project Manager assigned to this project and will be addressed in writing via an addendum. Additionally, questions and or requests for clarifications regarding the content of this Proposal are to be submitted in writing and will be addressed in the same addendum format.

Addenda

The TPO reserves the right to alter, revise or amend the specifications prior to Proposal due date as noted. Addenda, if any, shall be issued as required, and if such addenda will have an impact on price and or delivery, shall be issued no later than ten (10) calendar days prior to the due date. Copies of such addenda shall be furnished to all prospective Proposers.

Anticipated Proposal Schedule

RFP Advertisement	June 10, 2021
Pre-Proposal Meeting	June 21, 2021 at 2:00 PM CDT
Questions Due.....	June 25, 2021 at 4:00 PM CDT
Proposals Due	July 7, 2021 at 2:00pm CDT
Evaluation	July 12 thru 16, 2021
Award of Services.....	October 28, 2021
Start Date	November 1, 2021