

PUBLIC INFORMATION EDUCATION CONSULTING

ADDENDUM No. 2
Dated March 31, 2020

The Alameda-Contra Costa Transit District (the "District") herewith issues this Addendum No. 2 to the above referenced Request for Proposals. Except as modified below, all other terms and conditions shall remain in effect. Words in ***bold italics and underlined*** below represent modifications to the RFP.

Specific Responses to 22 Questions Submitted

Question #1: Must a proposer complete the vendor registration prior to submitting questions?

Answer: No

Question #2: Will AC Transit host a pre-proposal conference? If so, what is the date and time?

Answer: No pre-proposal conference is planned for this RFP.

Question #3: In light of COVID-19, what level of assurance does AC Transit have that the RFP will proceed based on the outlined schedule?

Answer: AC Transit is committed to proceeding with the timeline as outlined in the RFP, AC Transit staff is working remotely and committed to staying on schedule.

Question #4: If AC Transit does not proceed with this revenue measure in 2020, will the agency reschedule this item for March or November 2022?

Answer: At this point AC Transit is only looking at a potential measure for November 2020.

Question #5: What is the potential budget projection for this revenue measure?

Answer: This is yet to be determined.

Question #6: How would these funds be prioritized and utilized (i.e maintenance, service issues, equipment purchase, discounted/free fares)? Please explain.

Answer: This is also yet to be determined.

Question #7: Does AC Transit have a contractual relationship with a pollster, or will the proposer be able to utilize their own vendor?

Answer: The District has already awarded a contract to the relevant pollster.

Question #8: Does AC Transit have contractual relationships with the entities listed under Part C (graphic designers, printers, mail houses, television production, radio production and other vendors associated with a public information and awareness program) or will the proposer be able to utilize their own vendors?

Answer: The selected consultant will have discretion as to the engagement of these entities.

Question #9: Please clarify the meaning of "select and supervise" under this section.

Answer: The selected firm is responsible for developing an outreach plan for the District. As such, the selected firm would create a proposal that utilizes some or all of these components (graphic designers, printers, mail houses, television production, radio production and other vendors associated with a public information and awareness program) and would be responsible for selecting, supervising, and payment of these subcontractors.

Question #10: Please share previous contracts awarded by AC Transit relating to the parcel tax measures dating back to 2004.

Answer: The District is aware of the following contracts pertaining to polling services and public outreach services dating back to 2004: (1) District Contract 2009-10190 – Polling Survey Contract; Awardee Unidentified; (2) Contract 2009-10191 – Public Outreach Contract; Awarded to Tramutola Consulting; (3) Contract 2014-10277 – Parcel Tax Polling Survey; Awarded to EMC Research, Inc. (4) Contract 2015-10314 – Polling Survey Services; Awarded to EMC Research, Inc.; (5) Contract 2015-10315 – Public Information Education Consulting; Awarded to Clifford Moss, LLC; (6) Contract 2020-10411 – Opinion Survey; Awarded to EMC, Inc.

Question #11: What is AC Transit's DBE or SBE policy?

Answer: AC Transit's DBE (Board Policy 460) and SBE (Board Policy 466) policies can be found on our website. Once on the homepage, under "About Us", select Board of Directors, then select the link for Board Policies. Link provided for your convenience: <http://www.actransit.org/about-us/board-of-directors/board-policies/>

Question #12: Please clarify why there is no DBE or SBE goal for this RFP.

Answer: At this time, AC Transit is not authorized to establish contract specific DBE goals. However, the parameters and characteristics of this opportunity were reviewed in collaboration with internal stakeholders, and it was determined that an SBE goal was not appropriate for this contract. AC Transit encourages the utilization of DBE and SBE firms on all contracting opportunities, and both DBE and SBE outreach was conducted for this specific solicitation.

Question #13: If there is no DBE or SBE goal for this RFP, why are firms required to complete this information in Attachment C – Prime Proposer & Subcontractor/Supplier Report

Answer: The Prime Proposer & Subcontractor/Supplier Report form is not solely utilized for DBE or SBE participation. The form captures all proposed participation above ½ of 1 percent of the proposed cost. Submission of this form is required. Please be sure to complete all information or indicate N/A. Do not leave any blanks.

Question #14: Does AC Transit have preferred labor rates for professional service contracts? If so, please provide examples of these rates?

Answer: No. The District is prepared to entertain fair and reasonable proposals in this regard.

Question #15: Is there a targeted budget for this effort? If a target does not exist, is there a proposed budget range?

Answer: As a matter of general procurement practice, the District does not state in advance the estimated contract value in any given case.

Question #16: Is the “project title” - “Public Information Education Consulting”

Answer: Yes.

Question #17: Regarding the “proposal documents shall be divided into sections and cover pages identifying contents.” Would you prefer that each section has a separate entire cover page dedicated to that section within the entire proposal that matches a table of contents?

Answer: Yes.

Question #18: Due to current global, national, and local events - would it be possible to require this proposal to be turned in as a PDF electronically via e-mail? If so, would you require the cover letter signature(s) to be e-signatures as opposed to wet signature(s)?

Answer: Yes, electronic documents and signatures are acceptable under current conditions.

Question #19: Are you requesting that a polling firm is partnered with and listed as a co-proposer? And/or, would you prefer that a polling firm be listed in the proposal?

Answer: No; the District has already awarded a contract to the relevant pollster for this effort.

Question #20: Can you confirm that a proposing firm must be a registered vendor before signing a contract, but not before proposing?

Answer: Yes; a proposing firm need not have yet become a registered vendor. Registration is necessary at the contract stage.

Question #21: Regarding Section C “Cost Proposal,” there is a request that “the fee shall be presented as a lump sum for each deliverable and services listed in Attachment A...” Regarding the “Public Information and Awareness Program” costs, as this is a consulting project with yet to be determined decisions regarding this, should that be noted on this form?

Answer: Yes. The District is aware that it is difficult to anticipate in advance the precise scope of a consulting engagement of this nature. Accordingly, it is therefore appropriate to identify an estimated number of hours each deliverable listed in Attachment A might reasonably take to complete, along with a proposed hourly rate for each stated deliverable (or a “blended” hourly rate if different labor classifications may be brought to bear in completing the deliverable in question).

Question #22: Regarding the "Prime Proposer & Subcontractor/Supplier Report," there is a request to "list all suppliers and subcontractors that will perform work, provide labor, or render services in connection with the project in an amount in excess of one-half one percent (0.5%) of the total amount of Proposer's Grand Total Proposal/Bid Price." As this is a consulting project with yet to be determined decisions regarding this, should that be noted on this form?

Answer: Yes. To the extent a proposer wishes to engage any supplier or sub-contractors to perform work with a value in excess of one-half one percent (0.5%) of the total amount of Proposer's overall cost proposal, each such supplier or sub-contractor should be identified on the Prime Proposer & Subcontractor/Supplier Report. As above, the District is aware that it is difficult to anticipate in advance the precise scope of a consulting engagement of this nature. Accordingly, it is therefore appropriate to identify an estimated number of hours each sub-contractor might reasonably spend and the estimated hourly rate that would apply.

END OF ADDENDUM NO. 2