

Worcester Regional Transit Authority



Request for Proposals (RFP) #2024-03

Branding Redesign Services

RFP Issue Date: June 21, 2024

Addendum #1

Addendum Issue Date: July 10, 2024

The Worcester Regional Transit Authority (WRTA) is issuing this addendum to the above-mentioned Request for Proposals (RFP) for the purpose of clarifying and answering questions submitted on or before the RFP Questions, Comments, and Requests for Clarification Deadline of July 1, 2024.

Questions & Clarifications

Question 1: I don't see any budget listed in the RFP. Is there a budget for this project you can share, or even a ballpark budget figure?

Answer 1: The budget has not and will not be established in advance of receipt of proposals. Cost is 20% of the overall score, and 80% of the proposal's score relates to the Proposed Project Team, Firm Qualifications, and Project Approach/Capacity (Per Section 3.2). The WRTA envisions issuing task orders for each phase described in the RFP using the labor rates submitted in the respondents Cost Proposal (Per Exhibit J).

Question 2: Is the WRTA looking for one vendor that can offer all services or is it possible to bid on the fleet decaling and bus stop signage only?

Answer 2: For this RFP, the WRTA is looking for one vendor to provide branding redesign services. The WRTA plans to issue a separate procurement for digital graphics fabrication and installation at a later date.

Question 3: Describe the pain points or needs that led to this RFP.

Answer 3: The WRTA has identified a need to rebrand and refresh its bus stop signage. Currently, much of the existing signage is sun-bleached and/or damaged.

Question 4: On a scale of 1 to 10 where 10 is a perfect score, how satisfied are you with the current or most recent agency? What is the reason for that score.

Answer 4: The WRTA does not currently have an agreement for any of the services identified in this RFP.

Question 5: What is the project's estimated timeline from agency selections to the deployment of the approved assets? What is the ideal launch date?

Answer 5: By the end of calendar year 2024.

Question 6: Is there an anticipated budget for this work?

Answer 6: Please see Answer #1.

Question 7: Is WRTA open to working with a non-local agency?

Answer 7: The WRTA has not identified geographic preference for where proposers are located. Per Section 5.1 – the WRTA does expect design concepts that encapsulate past, present, and future history of the greater Worcester/Central Massachusetts region.

Question 8: Describe the approval process and who is involved in approving advertising plans and creative concepts.

Answer 8: The primary contact for advertising plans and creative concepts is the WRTA's Director of Marketing and Communications.

Question 9: What creative mandates are required? Is legal or board approval needed?

Answer 9: The WRTA offers an advertising program that includes exterior ad placements on its buses. The advertising spaces are contained to the lower panels of the driver side, passenger side, and rear of the vehicles, with the following dimensions.

- **Driver Side Panel:** 144 inches wide by 30 inches high
- **Passenger Side Panel:** Options of either 108 inches wide by 30 inches high or 88 inches wide by 30 inches high
- **Rear Panel:** 48 inches wide by 16 inches high

Currently, the advertisements are produced on coroplast and are mounted within steel frames on the buses. When developing redesign concepts, considerations of these advertisement placements should be made. Massachusetts Department of Public Utilities 220 CMR 155.02(29), prohibits the display of material on passenger side windows of a motor bus.

There is no legal or board approval required for this project.

Question 10: What customer or category research will be available to the selected agency?

Answer 10: The WRTA can provide results from previous Customer Satisfaction Surveys, or other survey efforts that may be insightful to the selected proposer.

Question 11: If you were forced to pick only one type of relationship with a marketing firm for this project, which would you select? A. Follow Orders – An agency that executes your ideas and acts as a helping hand to get things done. B. Team Player – A collaborator that thinks and works with you to create assets. C. Thought Leader – A thought leader and subject matter expert who leads you, constructively challenges assumptions, and offers fresh perspectives.

Answer 11: We would love to work collaboratively with a Thought Leader. A firm that will take the proverbial ball and run with it, while seeking input from the WRTA team. We are looking for a fresh perspective to execute in a collective manner.

Question 12: What are the most common consumer perceptions and misperceptions of WRTA?

Answer 12: One common misperception of public transportation is that services are targeted to, and used by individuals from a low-income demographic.

Question 13: Who is the target audience for the Customer Visual Preference Survey? Is the WRTA team open to discussing alternative ways to engage key stakeholders?

Answer 13: The WRTA envisions conducting the Customer Visual Preference Survey with their primary customer, its passengers. The WRTA is open to discussing alternate public outreach and engagement efforts, but prefers to conduct the identified survey.

Question 14: The RFP calls for a targeted plan to launch the WRTA rebrand. Does the WRTA team anticipate executing the provided plan internally, or will the selected agency be engaged to provide ongoing support?

Answer 14: Depending on how the relationship between evolves, WRTA would be interested in continued on-going support.

Question 15: The RFP states that during the kickoff meeting “WRTA will present preferred design concepts from other agencies.” Is WRTA expecting design concepts to be presented during the RFP process before a contract is awarded?

Answer 15: Post-award, during the kickoff meeting, the WRTA will share designs from other agencies that have been identified by staff as potential inspiration pieces for the rebranding effort.

Question 16: How does the extended Free Fares program through 2025 impact marketing efforts in the next year?

Answer 16: The WRTA maintains a separate marketing budget, which is not funded by fare collection.

Question 17: How have marketing funds been distributed, as a percent, in traditional media, digital media, production, website, events, and agency fees?

Answer 17: The requested information is not relevant to this RFP.

Question 18: It's three years from today. We are toasting success and you're delighted with WRTA's progress in the last three years. What's happened to make you so happy?

Answer 18: The WRTA is not in a position to answer this question.

Question 19: Under General Description of the Scope of Work on Page 13, can you give any additional context to what you mean by "safety elements": "the selected consultant shall also review and consider ways in which other industry rebranding campaigns may have incorporated safety elements into its new designs."

Answer 19: Safety elements would be inclusive of decals that are printed on safety reflective which is engineered specifically for low light conditions.

Question 20: For phase 1, we assume the kickoff meeting will be in person in Worcester, but can you confirm?

Answer 20: Yes, the WRTA plans to conduct a kickoff meeting in-person in Worcester.

Question 21: For phase 3, should we assume for proposal purposes that we would be developing one template for each format, or would we need to create the individual files for each location in the city? And if the latter, how many locations should we budget to lay out?

Answer 21: One template/sample for each example is required. The chosen design would be later implemented for each location in the city. Only one design will be used for all bus stop signs.

Question 22: For phase 4, what is the expected implementation budget for the advertising campaign, and what is the goal(s) of the campaign (e.g., awareness of the refreshed brand, reinforcing or shifting existing brand perceptions, encouraging ridership, or a mix?).

Answer 22: The WRTA has not outlined a specific budget for the advertising component of the project. The goal of the campaign would be to spread awareness of the refreshed brand and attract new ridership.

Question 23: For phase 4, we understand this phase as us being responsible for developing a media advertising plan (proposed channels/media recommendations), but not executing the

buy, nor managing/optimizing of/reporting on the campaign, results. Is this assumption correct?

Answer 23: Yes, the advertising campaign would be for brand awareness only. The campaign would be executed through or in conjunction with WRTA's Director of Marketing & Communications.

Question 24: For phase 4, how many different social and print templates should we assume we would need to develop for the purpose of this proposal?

Answer 24: Assume three concepts each for print and social media promotion.

Question 25: For phase 4, will you be developing all the creative assets needed from the campaign?

Answer 25: The intent of phase 4 would be to have the proposer assist with the development of creative asset templates.

Question 26: Has the WRTA worked with an outside consultant/creative agency before? Currently?

Answer 26: Previously, yes. The WRTA does not currently have an agreement for any of the services identified in this RFP.

Question 27: Has a budget been established for this procurement? Even a ballpark estimate would be helpful to us in our planning/consideration of this opportunity.

Answer 27: Please see Answer #1.

Question 28: Do you have a goal number of responses you would like to receive for the Customer Visual Preference Survey? How much public input are you comfortable working with for this endeavor?

Answer 28: There is no specific goal in mind. The idea for the Customer Visual Preference is for customers and stakeholders to provide input.

Question 29: What will the decision-making process be within your organization for this project, specifically regarding logo designs and creative options? We typically recommend that an organization selects 5-6 stakeholders to form a creative committee, who then make all final decisions.

Answer 29: The WRTA plans to form a 'creative committee', who will review the design concepts and provide feedback as a collective body.

Question 30: Has a not-to-exceed budget been established for this project?

Answer 30: Please see Answer #1.