



*Issued: April 30, 2021
#2021-006 Marketing Services*

ADDENDUM 2

Answers to Questions

1. On Page 8, the RFP asks the bidder to return Attachments A – E. On Page 38 (Attachment A), however, the RFP lists an Attachment G – Agreement to Specifications. The RFP document does not contain an Attachment G – Agreement to Specifications. Is one forthcoming?
 - A. Attachment G is not included on this RFP and has been removed as a listed attachment in the index.
2. Pricing: The pricing sheet does not match up to the campaigns that are listed within the RFP. Should the pricing be by campaign, or are you requiring pricing be broken out as it is listed on the pricing sheet?
 - A. Scoring has been updated to the below breakdown and applies to all 3 campaigns as a whole.

Technical Approach	30%
Key Staff	30%
Total Contract Price	20%
Experience/Qualifications	20%

3. Pricing sheet: Can you better define what you mean by “profession services and creative”?
 - A. It is intended to read as “professional services and creative services”. This refers to the possible outsourcing of the graphics for the campaigns or other similar subcontracting, if applicable.
4. Pricing: It is near impossible to properly price out production of print ads or printed billboards, etc. without an approved media plan – quantities, etc. could vary greatly. Guesstimating is possible, but as this is a firm bid, it puts both the agency and you, as the client at risk, so can we deliver pricing that makes more sense for how the work will get developed – by campaign, etc.?
 - A. The updated scoring percentages will apply across all campaigns. It is the responsibility of each proposer to provide a breakdown of costs as they intend to apply them.
5. Scoring: A portion of the scoring is labelled “implementation plan” but nowhere in the RFP is an implementation plan asked for. How will this part of the evaluation be handled?
 - A. The scoring has been updated to the below breakdown (and as noted above)

Technical Approach	30%
Key Staff	30%
Total Contract Price	20%
Experience/Qualifications	20%

6. How do you intend to measure the increase in awareness? Passenger surveys or electronic mechanism?
 - A. We do not have currently set metrics, but an increased social media presence could help us identify similar increases in awareness.

7. Will the target of the fixed route campaign by the $\frac{3}{4}$ of a mile radius (as pertinent to ADA paratransit requirement)?
 - A. Yes. It is based on the willingness of riders to walk to each stop on the route.
8. Are there bike racks on each vehicle?
 - A. Yes. There are 2 racks per vehicle.
9. Is there a general makeup of your ridership? Categories? (ex: working, single moms) Does butler county have any similar type of targets?
 - A. Ridership data has been provided in an Exhibit to this addendum. Through this campaign, we seek to target the elderly, disabled persons, zero car households, commuters, logistics workers, large hourly employment centers and grocery store employees.
10. Is the Ridership increase percentage request measured based on pre-COVID numbers?
 - A. No
11. Is there a preference for which Social Media platforms BCRTA wishes to focus on?
 - A. Facebook, Twitter, Instagram and our newer YouTube channel with a video subscription service that we would want to bring awareness to during this campaign. BCRTA is also open to TikTok as a method of outreach if it is feasible.
12. Can you confirm that the deadline for submitting questions has changed from that which is stated in the RFP (April 27) to what was presented online today (May 4)?
 - A. Yes, it is May 4th.
13. What obstacles are you facing in hiring? What is making it difficult?
 - A. We are having issues finding accountable people who want to work full-time.
14. What jobs are your biggest competition?
 - A. Amazon delivery driving, local trucking companies, public works departments, light equipment operation, non-emergency medical drivers.
15. Could you provide some data about your current workforce?
 - A. Please disclose the nature of your request – EEO prevents the BCRTA from targeting new employees by these demographics.
16. How many vacancies are you trying to fill?
 - A. 25-40
17. When did you go fare-free and why?
 - A. We began Fare-Free in March 2020 due to COVID, then it became official policy in November 2020. It is confirmed through 2024.
18. Is your plan to stay fare-free in perpetuity?
 - A. Yes, then to re-evaluate in 2024.
19. Could share a summary and data about your historical and current [Free fixed-route ridership](#)?
 - A. We do not have any data as to boardings or alightings at any major destinations, nor do we have data on trip generators. We have some survey data that is attached as powerpoint Exhibits to this addendum.
20. What factors do you think have been holding back ridership, other than COVID-19?
 - A. Awareness of the Service and “How-to” Education
21. Could you share a summary and data about your historical and current [BGo ridership](#)? For example:
 - A. We do not have any data as to boardings or alightings at any major destinations, nor do we have data on trip generators. We have some survey data that is attached as powerpoint Exhibits to this addendum.
22. What vendors are involved in operating the service?

- A. We do not currently have any vendors that operate our service. All drivers are employees of BCRTA.

BCTRA Ridership

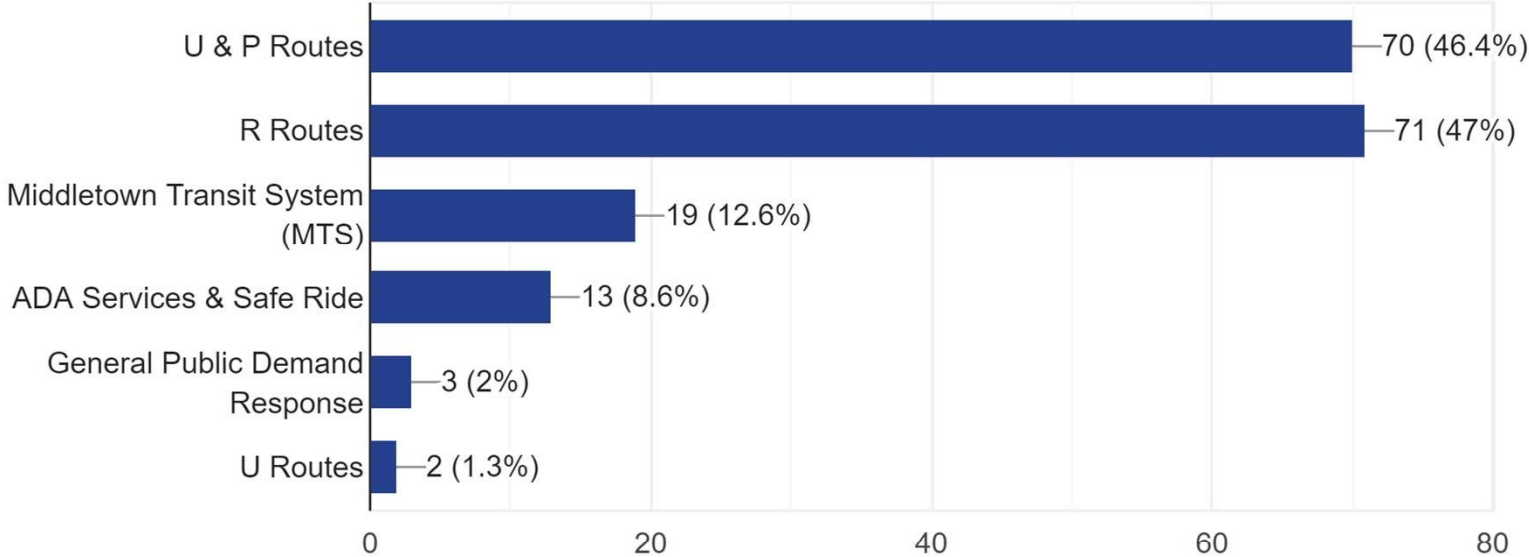
	BGo (Curb to Curb)	Fixed Route
2017	16,225	543,154
2018	17,915	591,948
2019	19,621	589,470
2020	26,540	188,788
2021	7,987	37,054



2019 Customer Satisfaction Survey Title VI

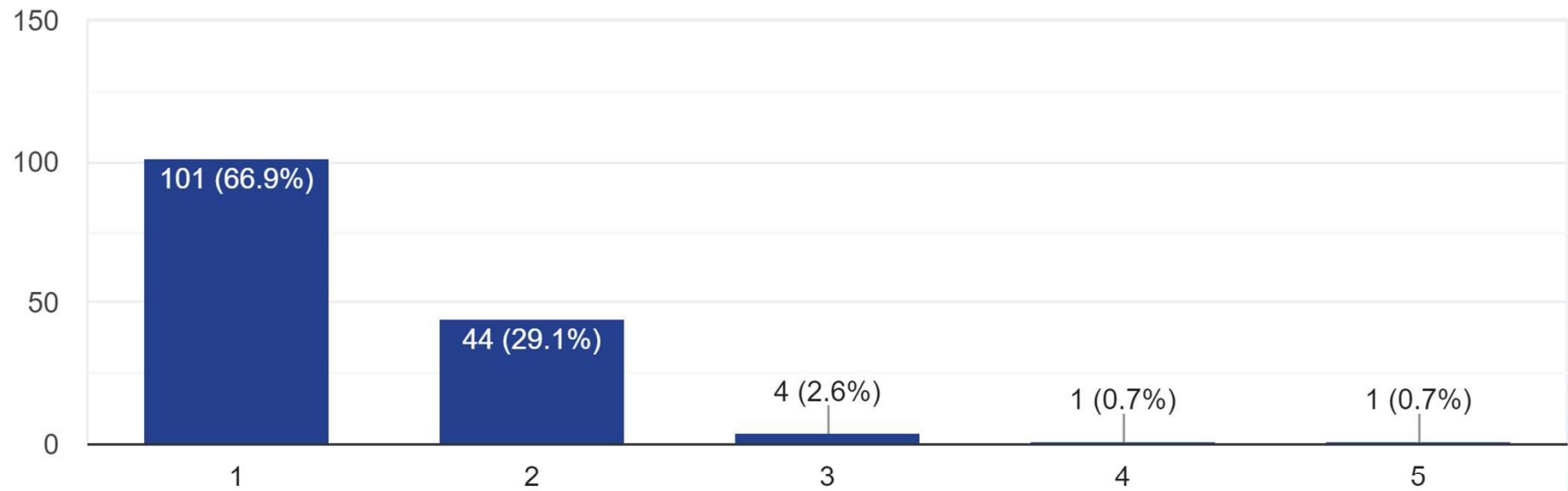
What BCRTA Services do you use?

151 responses



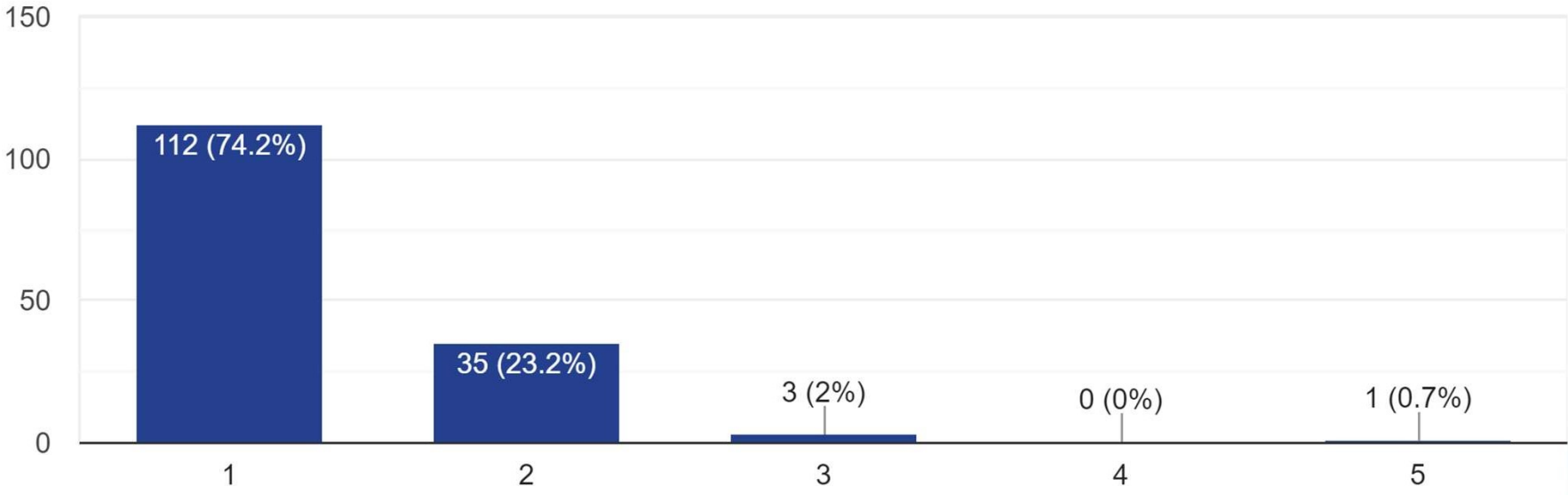
The vehicles are clean inside and out.

151 responses



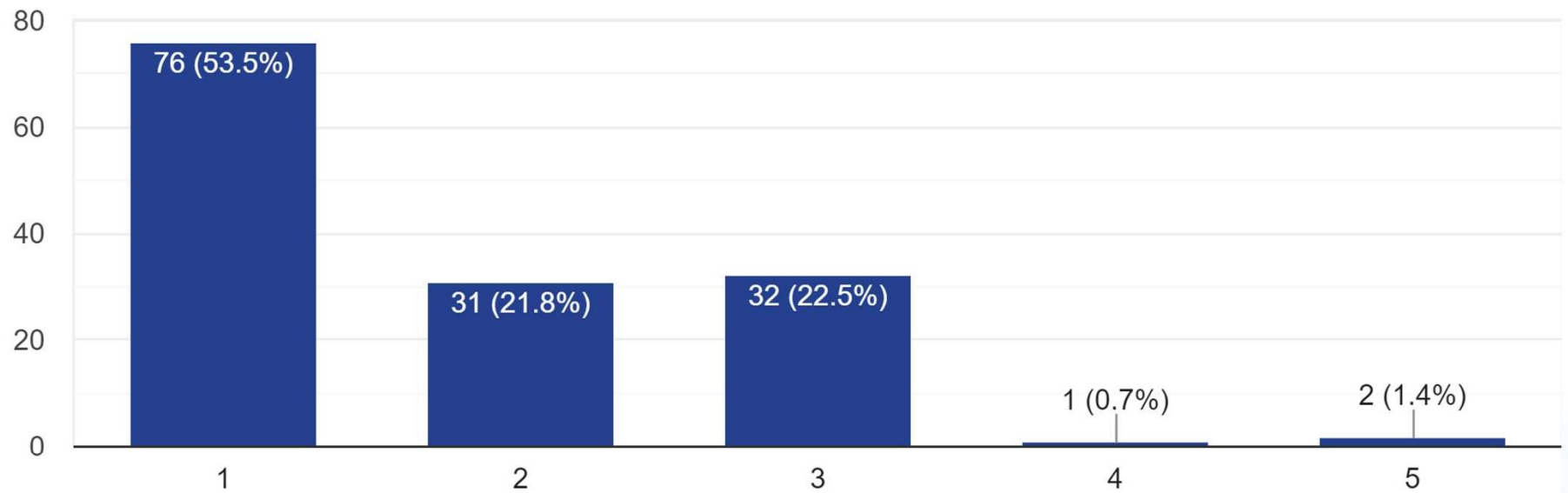
The drivers are friendly and professional

151 responses



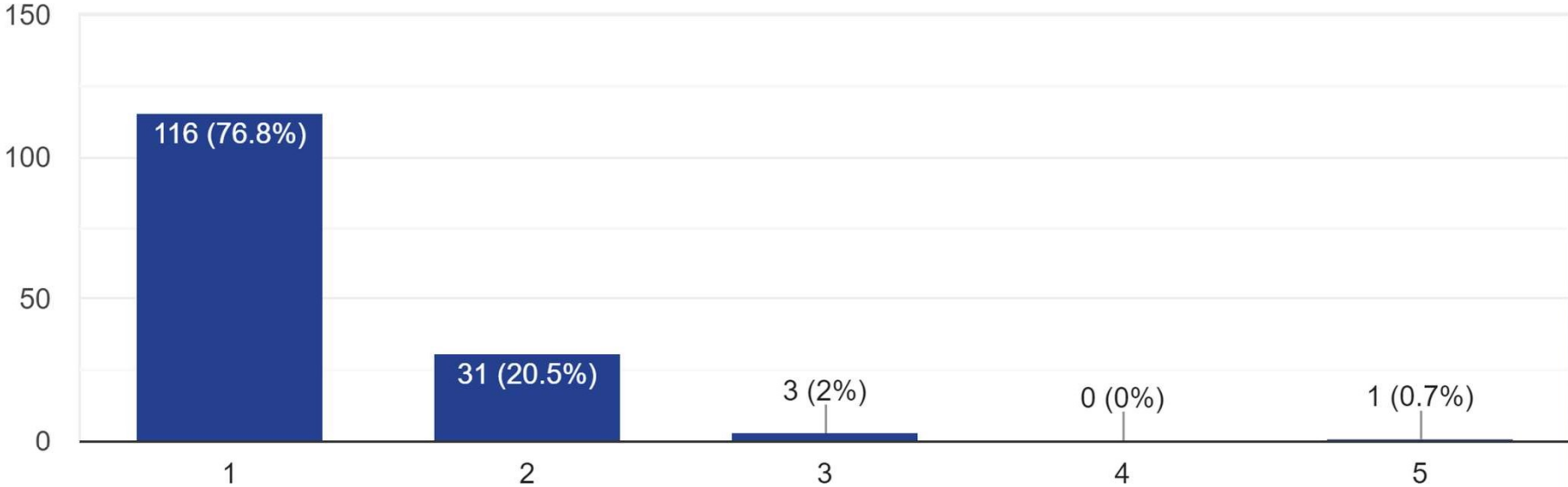
The call-takers are friendly and professional.

142 responses



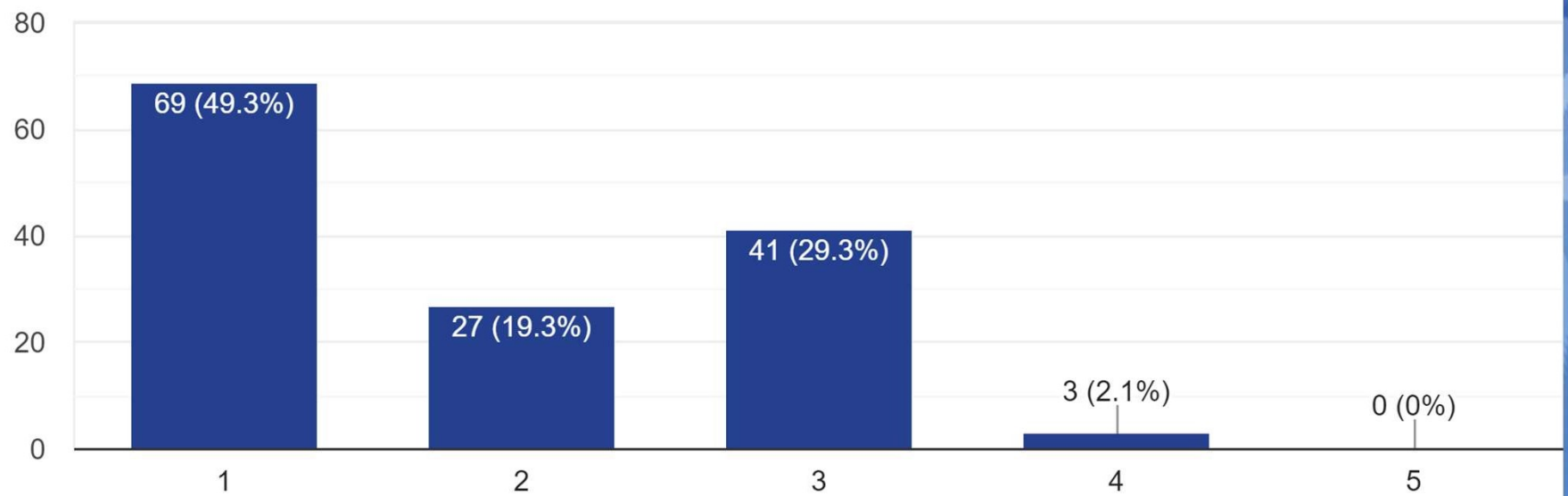
I feel the drivers are safe.

151 responses



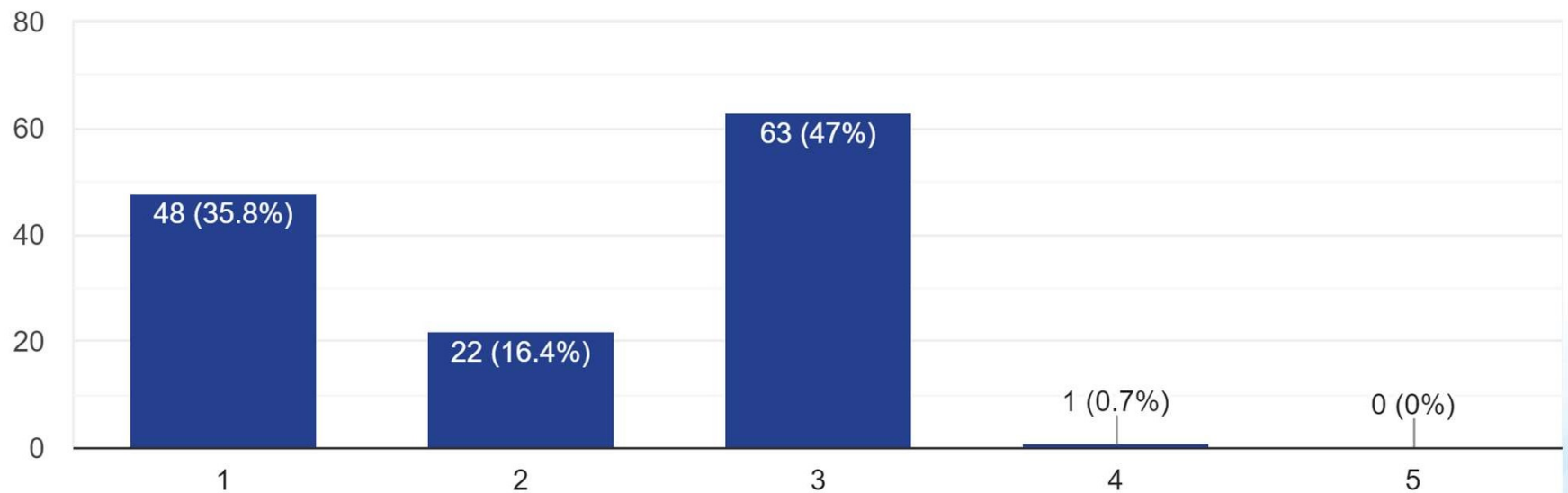
Scheduling a ride is easy (ADA and GPDR)

140 responses



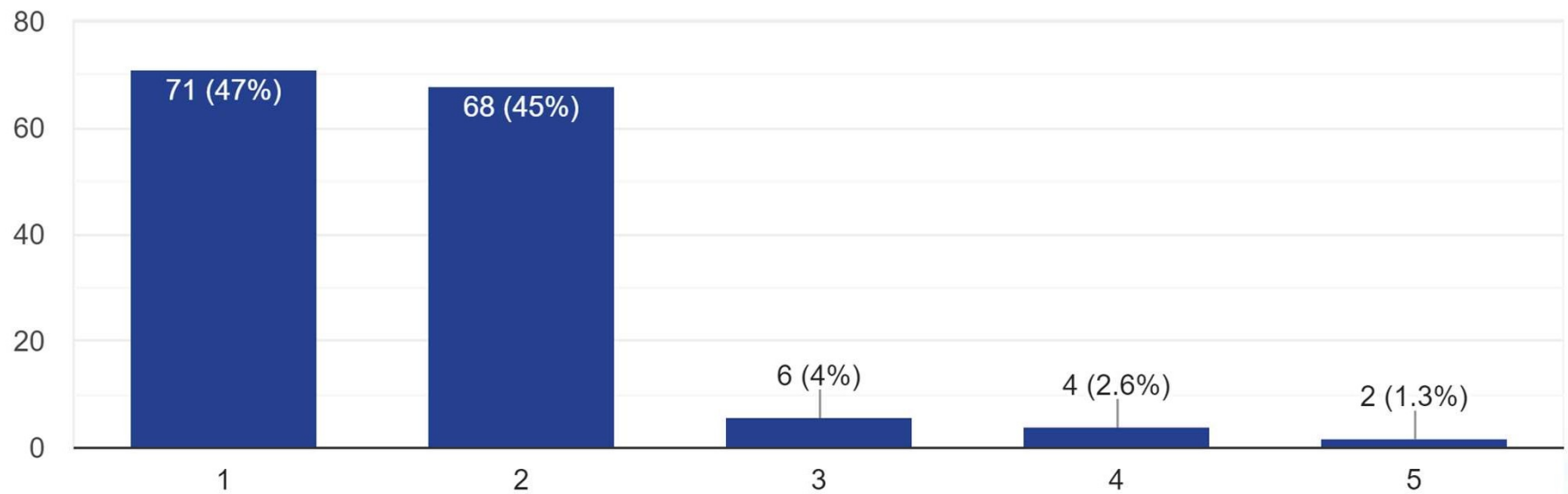
When I call, I am usually able to schedule a pick-up at the time I want.

134 responses



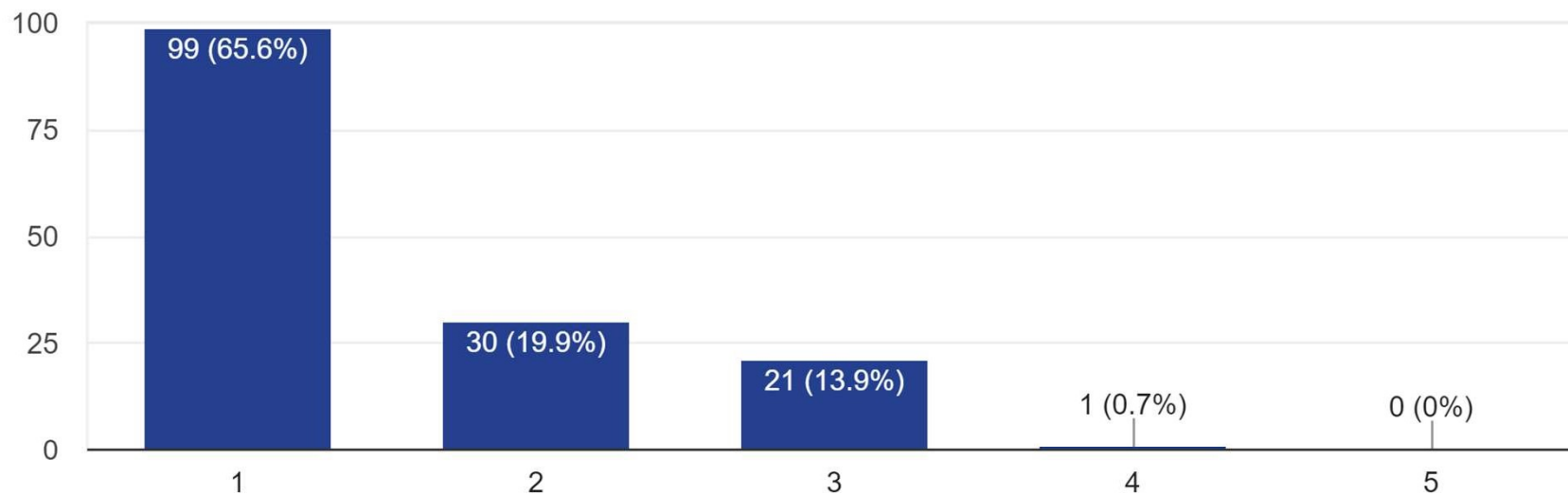
I arrive at my destination on time or the bus arrives on time.

151 responses



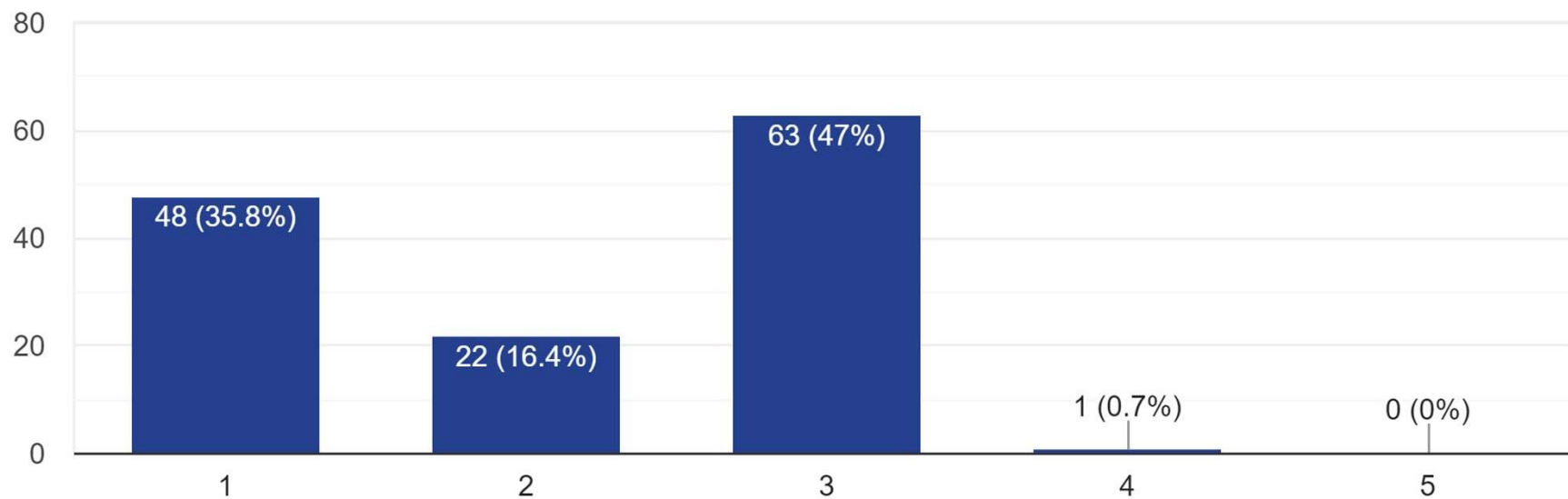
A language barrier does NOT prevent me or someone I know from being able to use BCRTA services.

151 responses



When I call, I am usually able to schedule a pick-up at the time I want.

134 responses





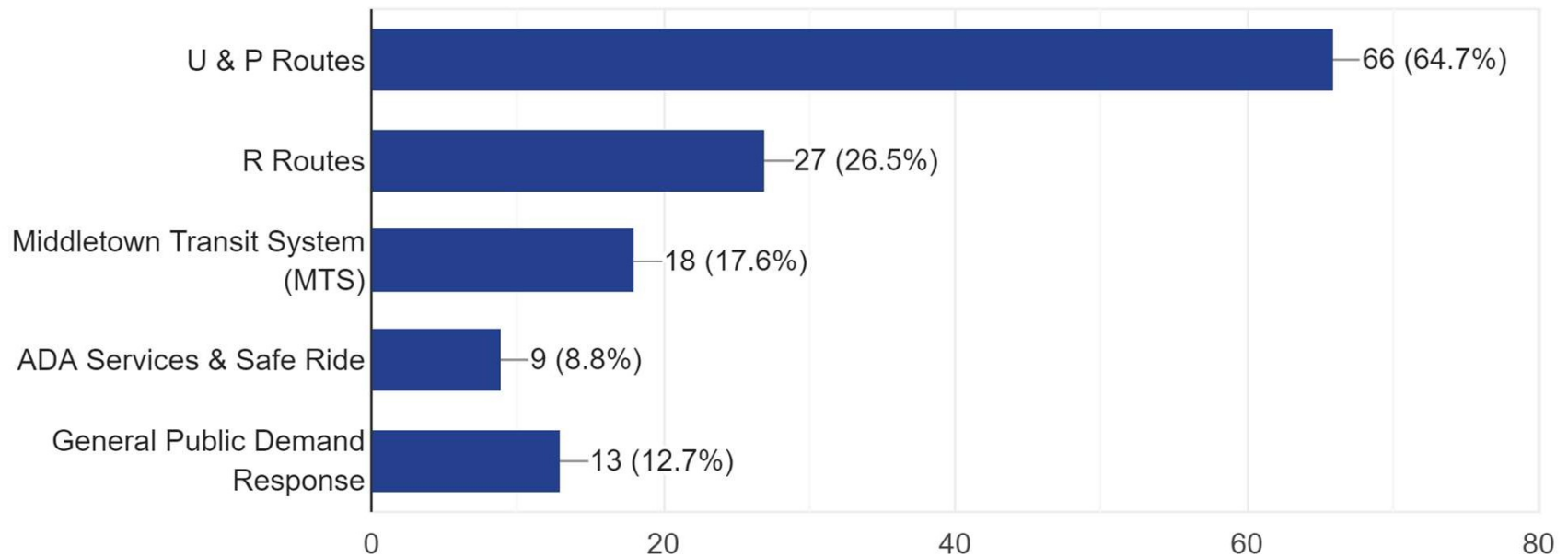
- Later bus span
- Weekend services on R Routes
- Peak time overcrowding on U Routes
- Pass programs need expanded



2021 Customer Satisfaction Survey Title VI

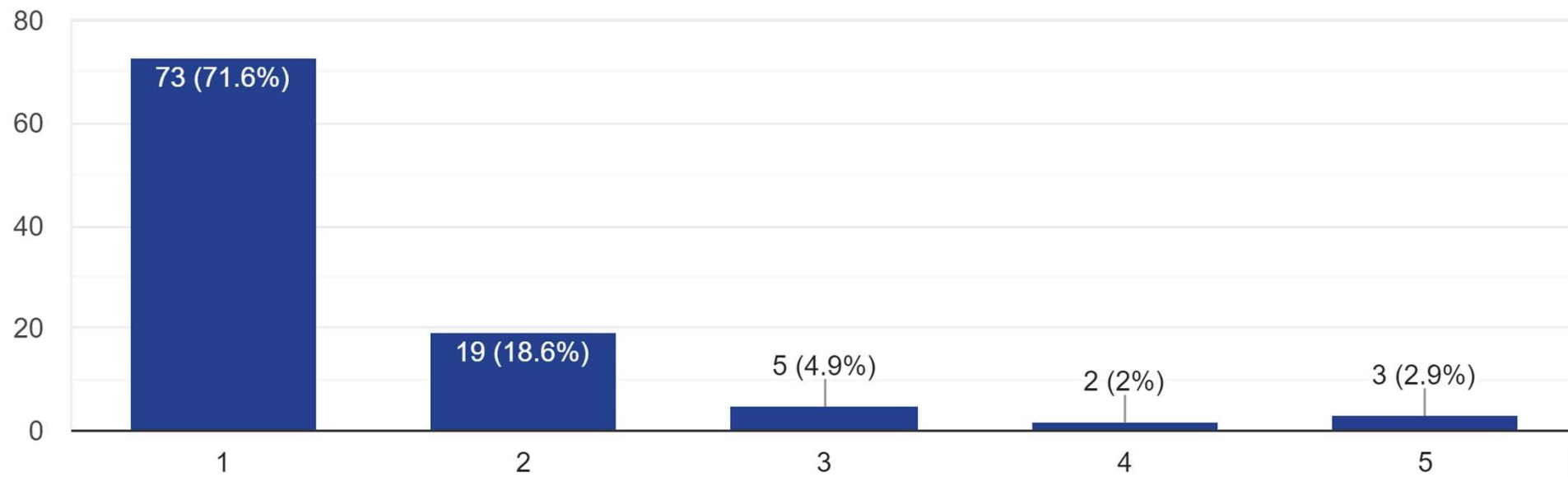
What BCRTA Services do you use?

102 responses



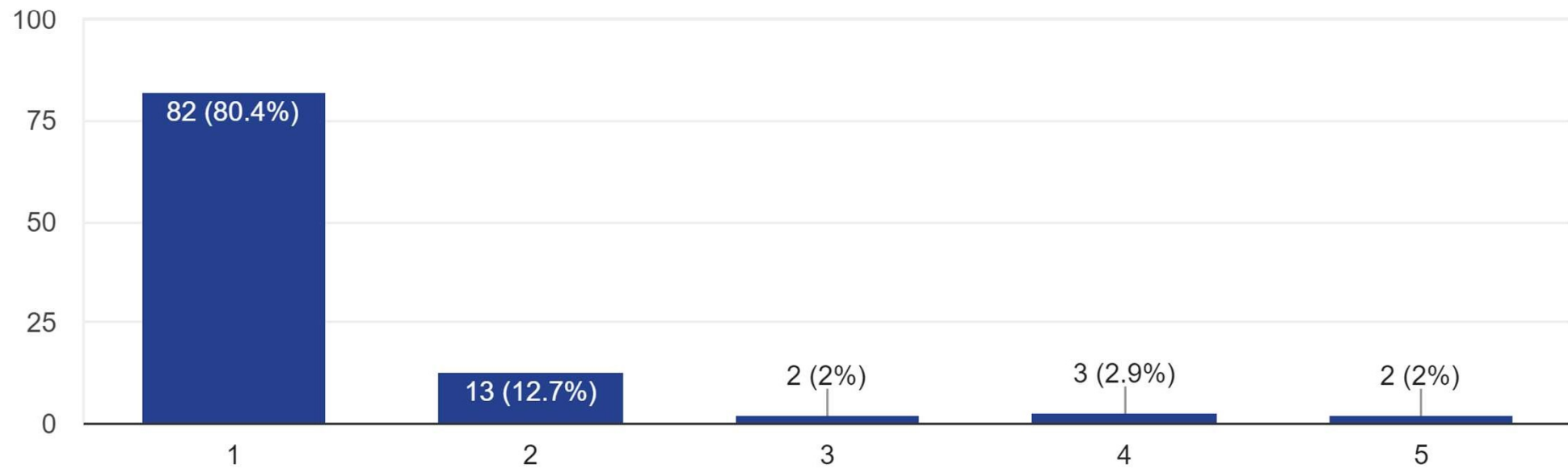
The vehicles are clean inside and out.

102 responses



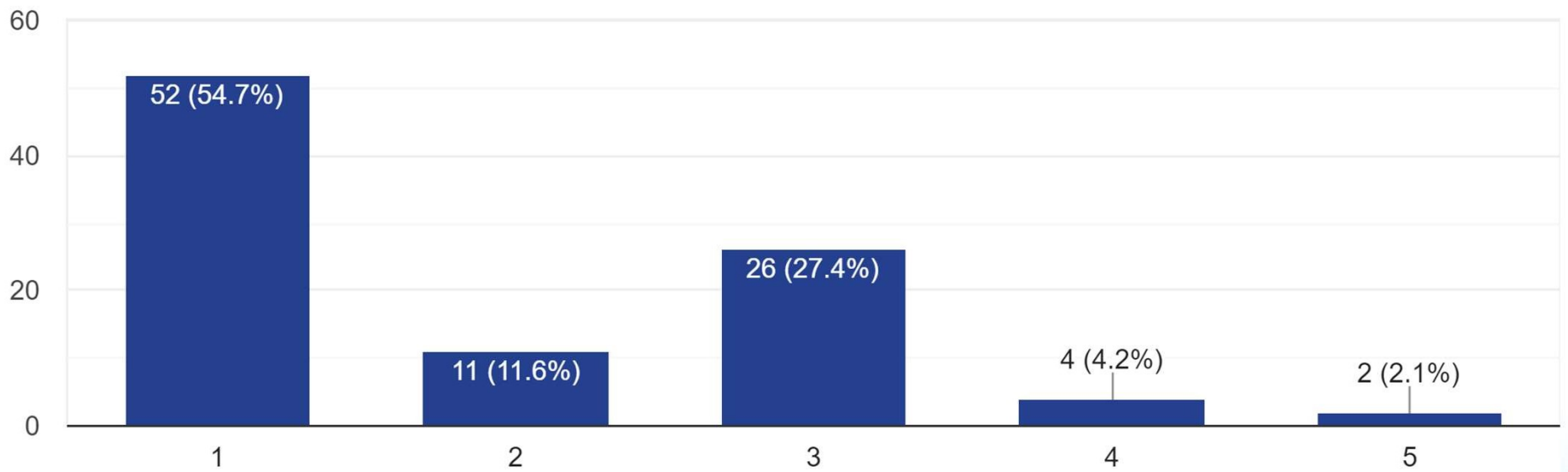
The drivers are friendly and professional

102 responses



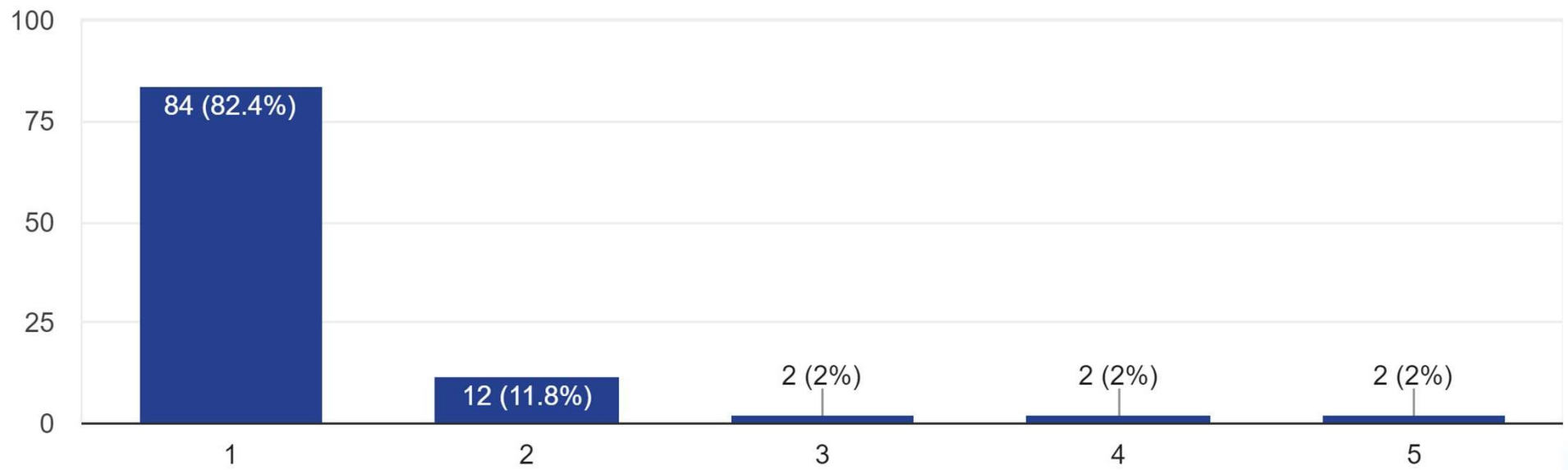
The call-takers are friendly and professional.

95 responses



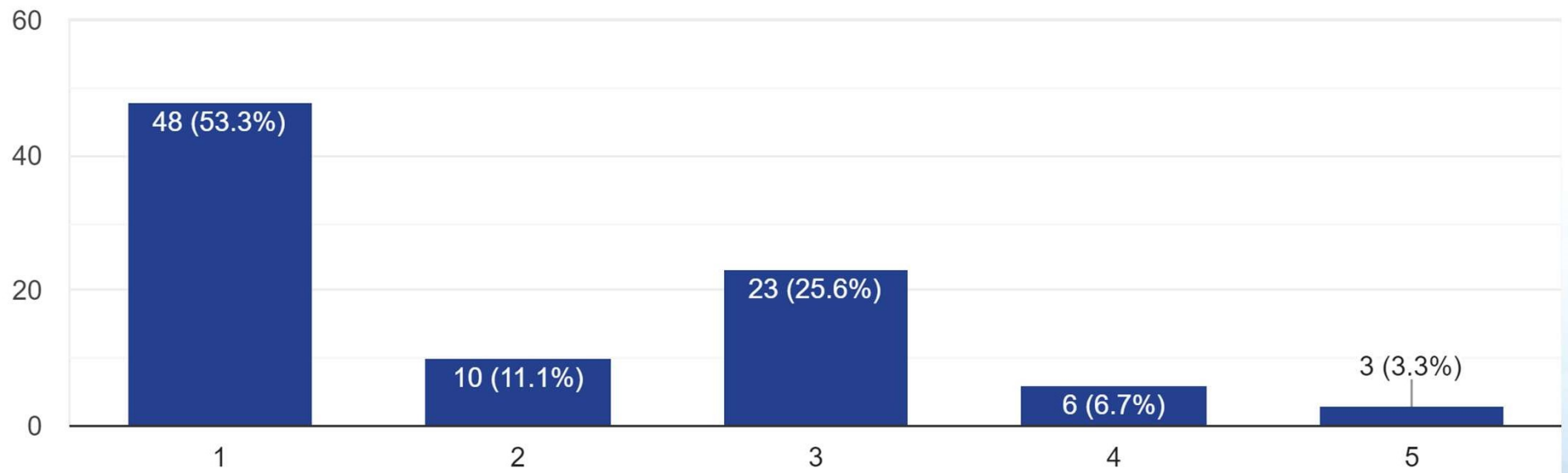
I feel the drivers are safe.

102 responses



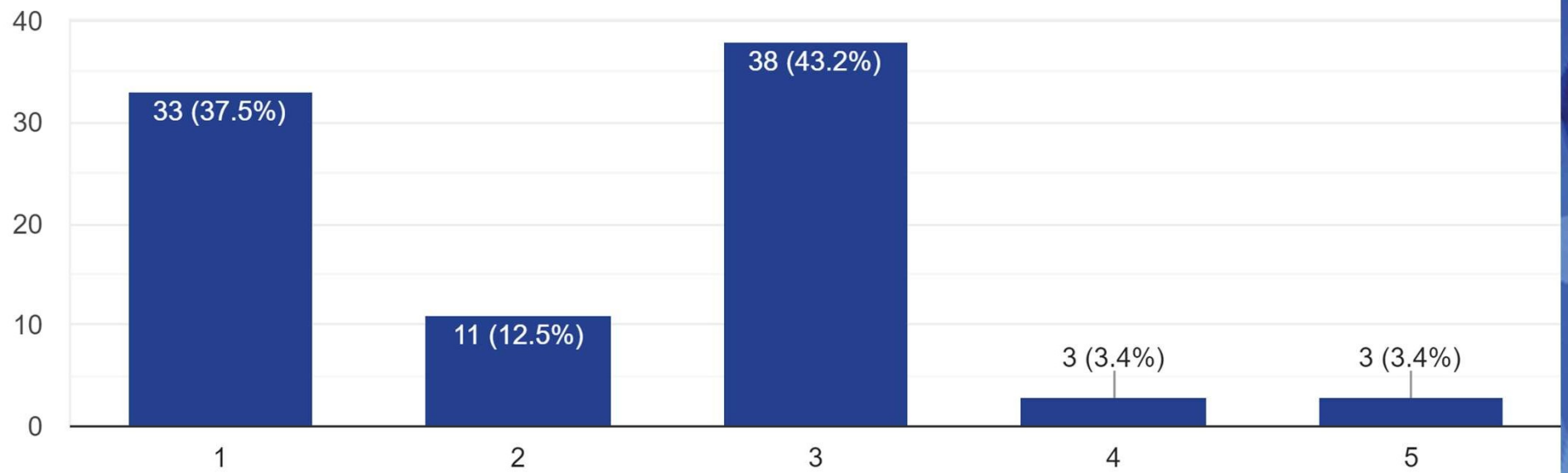
Scheduling a ride is easy (ADA and GPDR)

90 responses



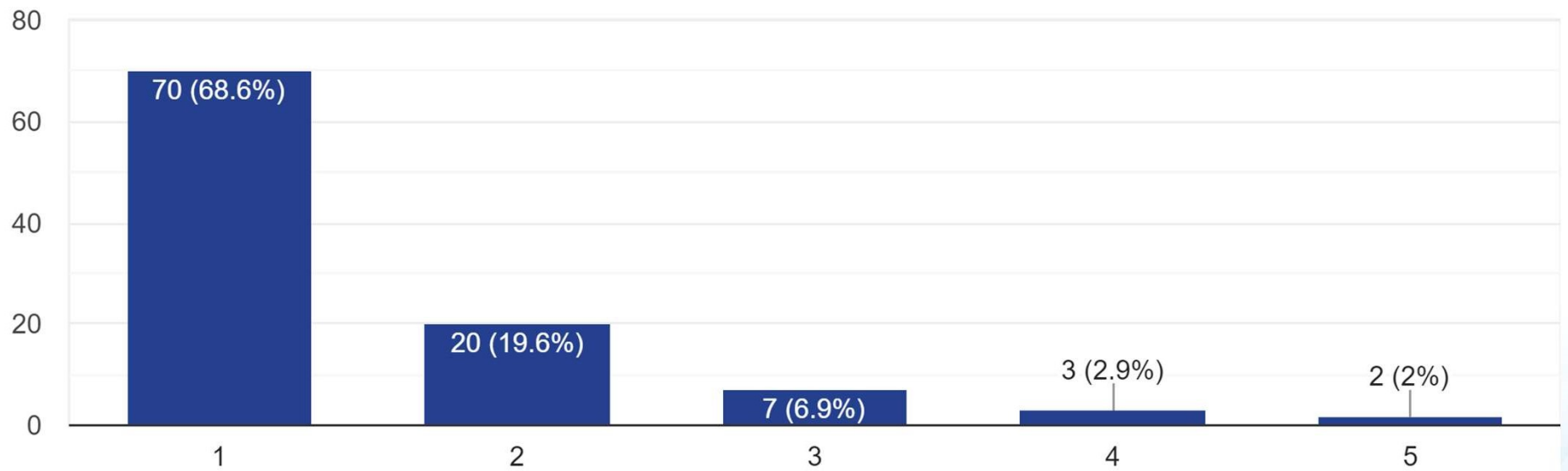
When I call, I am usually able to schedule a pick-up at the time I want.

88 responses



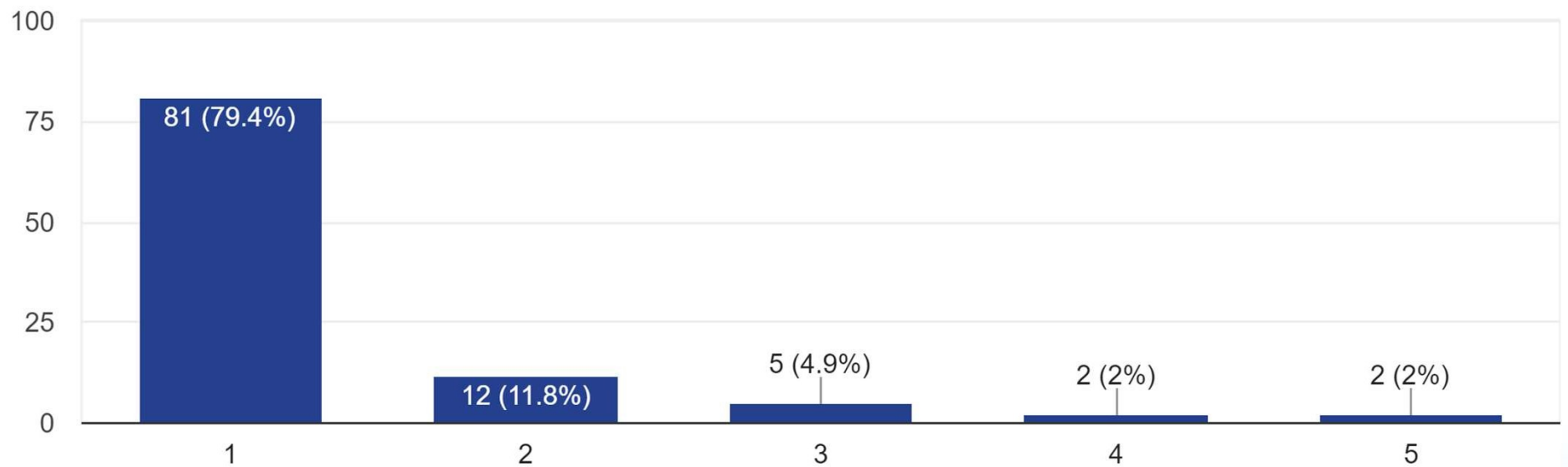
I arrive at my destination on time or the bus arrives on time.

102 responses



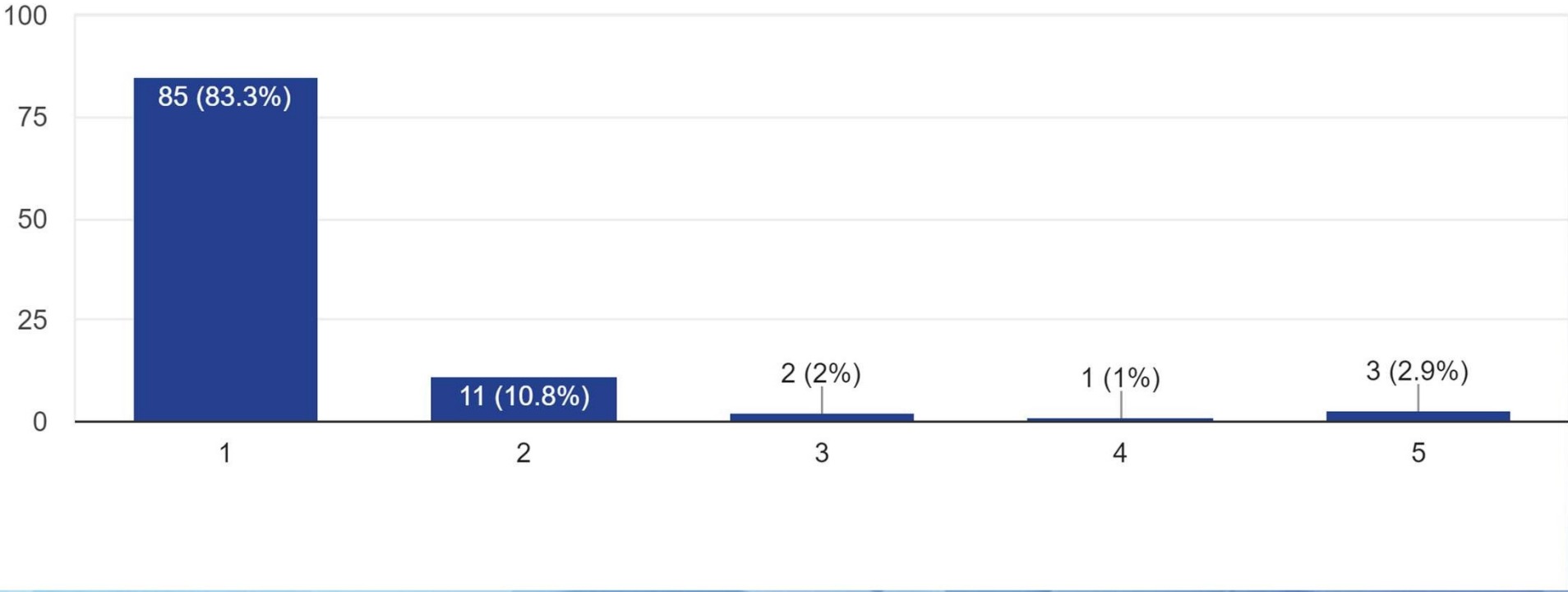
A language barrier does NOT prevent me or someone I know from being able to use BCRTA services.

102 responses



Overall, I am happy with the service.

102 responses





- Weekend services
- University service during breaks
- Connections to Dayton RTA
- Frequency of buses