



ADDENDUM NO. 1 TO ALL BIDDERS

Issued: December 20, 2024

Reference – Request For Proposal: RFP # 83290

Title: On-Call Communications Strategy & Creative Services

Dated: December 6, 2024

Proposals Due: January 15, 2025 at 1:00 p.m.

The question(s) below were received for the referenced Request for Proposal (RFP):

	Questions	Answers
1	Can you please provide a scope of work on the events that you will require onsite support for?	Potentially stakeholder meetings, survey implementation, service launches, media creation, and other similar activities.
2	How many events per year will you require support on site for?	This will be driven by the strategy when developed.
3	Will you give priority to firms that have offices in state or within your local geography?	We will evaluate each proposal on whether they can be locally available on an as needed basis.
4	Will you consider an agency with expert staff to manage all aspects of the scope of work who is also willing to hire event support staff in your local market? Or will you require that the event staff are already on our team?	Subcontractors who are appropriately vetted and managed by successful bidders are acceptable.
5	Do you prefer that we team with another agency in market for event support instead of hiring staff?	This is entirely at the discretion of the successful bidders to determine whether locally specific knowledge and relationships will help them succeed.
6	Do you currently have a spokesperson?	The CEO generally acts as the spokesperson and there is not currently an established substitute on staff.
7	Will you require onsite support for crisis communications, or will most support be able to be provided virtually?	Based on the episodic nature of this service it is likely that a hybrid approach will work best.
8	Will you require our team to be a spokesperson?	That is not the vision at this time. The organization is evaluating through this process whether, and what, additional staff resources will best advance the mission.
9	Do you currently conduct market research? Do you have software systems currently in place to support ongoing market research such as SurveyMonkey?	Studies have been conducted that include market research but there has not been a sustained strategy in this area. Access to software is available and could be expanded.
10	Is there a budget for this contract? If there is no stated budget, what did you spend on similar services last year? Is there an estimated budget that you have for the project? What is the anticipated volume of work that might be requested during the agreement period or what is the typical volume of work awarded to similar vendors in the past? What is the expected budget for the on-call services?	There was virtually no spending in the past year. We have anticipated budget for staffing, marketing, advertising, and research that is generally available at roughly \$150,000-200,000 per fiscal year.

11	If you cannot provide information on your budget, can you confirm what your average vendor rate per hour was for your previous contract for similar services (specifically public relations, event support and graphic design)?	See question 10 above
12	Would you like us to outline our approach to working with your team to meet the "project approach" or other?	Yes
13	To meet "methodology" requirements, can you please define what you are seeking methodologies for in our proposal?	We are seeking information on how the offeror's methods and strategies are used to meet goals.
14	Do you have an incumbent agency for this work? Is the incumbent bidding on this contract? Are there any incumbents currently providing similar services to Jaunt? If so, with whom has Jaunt contracted to provide these services in the last five years? If similar services have been provided to Jaunt in the past, what was the total amount of funds paid to the contractor for said services, by year, over the last five years? Who is the incumbent agency or agencies with whom you are currently working?	There are firms who are on a bench contract, but all firms interested must bid at this time. There is no active work from members of the bench contract outside website maintenance and development.
15	Will a consulting rate by service outline meet all the requirements for Service Proposal and Fees? If not, what else are you seeking to see in the response?	This may be acceptable, however most work will be issued via specific task orders where pricing will be negotiated via scope of work based off the submitted fee structure/pricing.
16	It states on page 13, section 6a of the RFP, that the awarded agency is to work at your facility based in Charlottesville, VA. As an interested agency for this RFP, we'd like to know how often in-person work is expected or if this could be negotiated to work virtually with occasional in-person visits?	In person demands are expected to be episodic and infrequent. A hybrid approach is anticipated.
17	Specifically, can you confirm whether there are any evaluation criteria tied to SWaM or DBE participation? Additionally, can you confirm that businesses of all types, including those not certified as SWaM or DBE, are eligible to submit proposals and will not be penalized in the evaluation process?	There is no DBE or SWaM goals or evaluation criteria set for this RFP. All businesses are welcome to submit proposals. Jaunt does encourage DBE and SWaM participation and the use of subcontractors with these credentials for this project. Jaunt does document efforts to include SWaM and DBE participation as required by the Virginia Public Procurement Act.
18	Will media dollars be included in the budget or is there a separate budget for that?	There are budget resources allocated to media should the strategy call for those expenses to be prioritized.
19	Do you have any current market research?	The most recent research is embedded into the Rural Transit Needs Assessment and Transit Development Plans but is not considered to be comprehensive.
20	What are your priorities and goals for the project? Can you provide more detail on the types of projects that Jaunt anticipates needing assistance with in each of the service categories? If so, what are those details?	The strategy document and refresh of existing collateral along with Spanish translation are expected to be the initial priorities with others to follow.
21	How long will the contract be for? Can Jaunt advise the estimated period of performance of this contract?	3 years and 2 1-year renewals?

22	Can Jaunt confirm if the offer validity should be no less than 120 or 180 days after the date of submission?	120
23	Would Jaunt consider revising the requirements of D. Key Personnel to allow offerors to provide brief summaries of key personnel in a staffing table, and allowing offerors to submit full key personnel resumes as an appendix to the response that doesn't count toward the page limit?	Offerors can provide brief summaries of key personnel in a staffing table, but resumes will still count towards the 40 page limit.
24	On page 9, section IV. Contents of the Proposal; D. Key Personnel; i.; "[...] how they fit into the organization of the firm as a whole"; can Jaunt confirm if the information desired is an organization chart of the offerors firm structure and reporting lines of the organization at the firm's department level? Or, would Jaunt prefer to see the organization and reporting lines of the account team and personnel proposed to work on the Jaunt account?	We are seeking information to see how the accountable individuals that will be responsible for the Jaunt account are connected to the structure of the firm and how they fit into the organization.
25	Why are you looking for new submissions or contractors at this time? What spurred your interest?	The previous bench vendors procurement was completed in 2020 and did not address some of the items in Section II. Scope of Services such as the development of a communications strategy and marketing plan. We have also had an in-house marketing employees in the past and currently do not have anyone in that role.

Note: A signed acknowledgment of this addendum #1 must be received at the location indicated on the RFP either prior to the bid due date and hour or attached to your bid. Signature on this addendum does not substitute for your signature on the original bid document. The original bid document must be signed.

Very truly yours,

Mike Mills
Purchasing Specialist
Phone: 434-297-2604

Name of Firm

Signature/Title

Date