



RFP #21-012

On-Call Community Outreach Services

Addendum 1: Clarifications

Is the \$100,000 maximum contract amount per firm or the total annual budget for on-call community outreach services?

The total FY 2021/22 budget for all contracts issued pursuant to this RFP is \$100,000. If WETA identifies needs greater than this amount, it may consider releasing an additional procurement for on-call community outreach services in FY 2021/22.

Is the on-call contract for a year or for the period June 2021 to October 2021?

The contract will run for a maximum period of one year. However, WETA expects all work will be completed and all funds will be expended by the end of October 2021. If funds and necessity extend beyond October 2021, WETA may work with contracted consultants to develop task orders for additional work under the existing total budget.

What is WETA's motivation for seeking on-call outreach services at this time? Are these services currently being provided by staff or consultants?

As a part of its Pandemic Recovery Program roll-out, WETA has identified a need for community outreach services beyond what its staff can provide. WETA frequently uses consultants to augment its outreach programs with a focus on passenger communication and regional marketing. This procurement is targeted specifically at firms especially experienced in community-level outreach as WETA does not currently have such firms under contract or staff resources to complete the work.

RE: Attachment D, Cost Proposal Form. As an on-call, we're not sure what level of effort might be required. Is WETA able to offer any guidance on what should be entered for estimated total hours?

We recommend basing the estimated hours in Attachment D on the scope of the proposal described in the response. For instance, if the firm proposes a type of outreach tactic in its response, the firm should provide estimated hours to implement that proposed tactic and include that in the total in Attachment D. We understand the difficult nature of estimating hours given

the wide variety of tasks potentially deployed in community outreach programs. Task orders assigned to contracted firms will offer additional clarity before work is undertaken.

Would you clarify what types of additional expenses might be incurred? Do you envision the consultant printing materials, developing displays, purchasing WETA-branded giveaways, etc.?

WETA will pay for the printing and production of collateral items including posters, signs, giveaway items and brochures under separate existing contracts. Such expenses should not be included in Attachment D, Cost Proposal Form. Additional expenses may include equipment costs to be used solely by the firm and all overhead costs such as insurance and office space.

How will the task order process work? Would firms be selected by WETA to undertake specific activities, or would selected firms prepare a response for each request?

After evaluation, WETA expects to enter into contract with one or more firms to develop and implement community outreach campaigns in each of the four target markets (Alameda, Oakland, Richmond, and Vallejo). One firm may be selected to cover multiple projects but we do not anticipate contracting with multiple firms to work in the same market. For example, one firm with expertise in both Alameda and Oakland could be offered a contract to develop and implement campaigns in both markets; in that case, it is unlikely any other firm would be offered a contract to work in Alameda or Oakland under this procurement. As such, WETA anticipates extending no fewer than one contract and no more than four contracts under this procurement. WETA maintains its right to withhold offering contracts to any respondents. Again, the total budget for all contracts offered pursuant to this RFP is \$100,000 and we expect all work will be completed by the end of October 2021.