

SAN FRANCISCO BAY AREA WATER EMERGENCY TRANSPORTATION AUTHORITY

Request for Qualifications for On-Call Marketing

ADDENDUM NO. 1

January 26, 2012

Pre-Submittal Meeting attendees
Q&As

SCOPE

This Addendum No. 1 consists of 4 pages and a one page attachment. It does the following:

1. Provides a list of questions and answers asked to date.
2. Provides a list of the attendees to the Pre-Submittal meeting held on January 24, 2012.

ATTENDEE LIST

See attached for the attendance list of the January 24, 2012 pre-submittal meeting held at WETA.

QUESTIONS AND ANSWERS

Q: Would consider a proposal from a firm based in Canada?

A: Yes.

Q: Will the new East Bay/South San Francisco service include service to PacBell Park?

A: No.

Q: Please clarify the name of the organization as it relates to the RFQ.

A: The "Water Emergency Transportation Authority" (WETA) is the name of the government organization tasked with consolidating ferry services, planning new

services, and providing emergency response capabilities during a catastrophic event. “San Francisco Bay Ferry” is the customer facing brand name for the WETA’s ferry service, which includes the former Alameda/Oakland Ferry Service, the former Alameda Harbor Bay Ferry, and the upcoming East Bay to South San Francisco service. The “San Francisco Bay Ferry” brand will also cover any additional new routes implemented by WETA as well as the Vallejo Baylink ferry once it has transitioned to WETA.

Q: Do you want us to include proposals regarding web and social media services?

A: Yes. This RFQ will be used to create an on-call list of service providers who can perform the tasks listed in the RFQ. Your submission must specify which services you will be able to provide.

Q: Can we submit for more than one task area?

A: Yes. Again, please specify the areas in which your firm is qualified. This RFQ is intended to establish a list of qualified firms that WETA may call upon to complete specific tasks and work scopes. Timeline and rates discussions will take place at the time a task is to be assigned.

Q: Could a project be split between firms (could two or more firms work together on a project)?

A: It would be preferable to WETA that any firms wishing to team do so as part of the response to the RFQ.

Q: Are there existing contracts covering or overlapping tasks included in the RFQ?

A: WETA has contracted Shirley Douglas Consulting for assistance with the launch of South San Francisco service, specifically for the launch event scheduled for April 30, 2012, and for rider and employer outreach. WETA also contracts with Robert Anthony Strategic Marketing and Design for various services.

Q: Is this RFQ a rebid of existing work?

A: Each of these tasks are new for WETA, and most are focused toward the launch of the South San Francisco service and the introduction of the San Francisco Bay Ferry brand.

Q: What is the length of the contract term? Are assignments based on time or on project?

A: Term is at WETA’s discretion. The length of task assignments will depend on the evolution of the service and future tasks may be based on a firm’s previous performance on a given project. Again, please keep in mind that many of the tasks are specific to the launch of the South San Francisco project and the coming out party for the San Francisco Bay Ferry brand, and qualified firms will need to be available for time constrained work immediately following contract execution.

Q: What is the origin of the “San Francisco Bay Ferry” brand name?

A: The M-Line was tasked with developing a customer-facing name and branding identity for WETA’s ferry service, and the WETA Board of Directors approved the name “San Francisco Bay Ferry”. The current focus of work outlined in the RFQ is for tasks related to “San Francisco Bay Ferry”, but there could be potential work related to the WETA as a governmental entity at a later date.

Q: Will any of the marketing work involve partnering with the Golden Gate Ferry services?

A: It is possible but historically very rare. It is likely that there will be some partnering with Pier 39 and possibly with the Ferry Building or other public attractions near terminal locations.

Q: Does the RFQ involve branding work?

A: No. Branding work has been completed.

Q: Task #1 in the RFQ requires materials to be provided by Task #4. Do you intend for the tasks to be completed concurrently?

A: Yes. A quick turnaround time will be required for all tasks South San Francisco service including the rebranding of boats, promotional events, etc.

Q: Does outreach work include the Bicycle Coalition?

A: Sure. WETA has done work with various cycling groups in the past, including recently the Pedalfest in Jack London Square. The Alameda/Oakland Ferry Service historically performed outreach to local libraries and unions as well, for example.

Q: Do you currently hold rider appreciation days?

A: No. The Alameda/Oakland Ferry Service historically had continental breakfasts on Thursdays and catering on the 4:10 Friday run. They were successful but not financially sustainable.

Q: Do you have a calendar for assigning task orders?

A: No. We hope to see calendars included in your submissions based on the quick turnaround times that will be required for services related to the San Francisco Bay Ferry launch.

Q: Do you have Title VI concerns as you expand the service?

A: Staff engages in Title VI issues but we don't anticipate Title VI issues under the immediate scope of work in the RFQ.

Q: Is implementation of Berkeley service on schedule?

A: Planning work continues on Berkeley service, there is no firm date for service implementation.

Q: Will the work involve Red & White or Blue & Gold Fleet?

A: Blue & Gold Fleet operate WETA's ferry services under contract for all of San Francisco Bay Ferry routes, including the upcoming South San Francisco service. Red & White Fleet operate services unrelated to WETA.

Q: Will the current WETA website be merged with a San Francisco Bay Ferry site? What is the current status of the website?

A: The future sanfranciscobayferry.com site was created by The M-Line and some minimal work remains prior to launch. WETA's content currently existing on the watertransit.org site will be incorporated as an element of the customer-facing sanfranciscobayferry.com.

ACKNOWLEDGMENT BY OFFERER

Each Offeror is required to acknowledge receipt of all Addenda, including this Addenda No.1 as specified in the Instructions to Offerors.

ISSUED BY:



Ernest Sanchez
Manager, Transportation Services

Date 1/26/12

San Francisco Bay Area Water Emergency Transportation Authority

Pre-submittal Conference, On-Call Marketing RFQ

WETA, Pier 9, Suite 111, San Francisco, CA - Tuesday, January 24, 2012, 10:00 a.m.

Register of Visitors

Please check box if you are not already on our list and would like to receive RFQ/RFP notices via email. ▼

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