ADDENDUM 1 – ATTACHMENT H
QUESTIONS AND ANSWERS

1. **Question:** Please advise, how, as a SDB approved with the Pa. DGS, does one get on a team as a sub without the Commonwealth scheduling a mandatory pre-proposal meeting?

   **Answer:** This solicitation is against an ITQ. As such, all vendors are publicly listed on the ITQ website. Please go to [http://www.dgs.internet.state.pa.us/ITQ/Default.aspx](http://www.dgs.internet.state.pa.us/ITQ/Default.aspx) and click “Search Suppliers”. Select “Creative/AV/Production SRVCS ITQ” from the list. Next, select “Creative Services Marketing Services” and “Production Services Web Services”. Click “Search”. A list of all vendors solicited will be displayed along with contact information with each.

2. **Question:** Can your office schedule a mandatory pre-proposal meeting for this job so that there can be a way for SDB’s to reach out a get on a team?

   **Answer:** A mandatory pre-proposal meeting will not be scheduled at this time.

3. **Question:** Would you please provide your annual media budget, as well as the previous three years media budgets and plans.

   **Answer:** Future media budget is not defined and will be discussed with the commonwealth media buyer once tactics are agreed to with selected vendor.

4. **Question:** Is the target audience for the campaign(s) Pennsylvania residents along the lines, or should we be considering marketing to the New York audiences as well.

   **Answer:** The target audience is those taking the train for work and pleasure, with a primary focus on commuters. This includes Pennsylvania residents and may include residents in adjacent states with a connection to the Keystone.

5. **Question:** Based on Attachment A - Overview, it sounds like the campaign focus for the Keystone line is commuter ridership, while the campaign focus for the Pennsylvanian line is still excursion travel. Is this accurate?

   **Answer:** Due to the Pennsylvanian’s frequency of service the current users largely aren’t identified as commuters but we’re open to all suggestions to attract riders.

6. **Question:** Is there an incumbent agency bidding on the project? If so, are you happy with their work and services?

   **Answer:** Due to the nature of this RFQ, PennDOT has no way of knowing if the incumbent will be providing a quote. It is a possibility. We cannot comment on any current contracted vendor’s performance.

7. **Question:** Are there brand standards in place for this campaign/PA Ride campaign?


8. **Question:** What internal resources will be available to support a campaign? Staff support (i.e. social media) or should the agency plan to service all aspects of the campaign?
**Answer:** Beyond the delineations outlined in the statement of work, the department will manage any social media, media materials or opportunities, and interaction with state agencies or elected officials, if proposed.

9. **Question:** What is the budget for the campaign concepts and strategy?

**Answer:** This project is not to exceed $150,000.

10. **Question:** What is the budget for the video/interactive project?

**Answer:** A “do not exceed” threshold has been established for the total project only.

11. **Question:** Who will be the point of contact on the account if our agency wins?

**Answer:** The point of contact is listed in “RFQ – Trips by Train” under section 13 as the Project Manager. Please see the RFQ for more information.

12. **Question:** For “hosting and maintenance” – should our support include services outside of this campaign on the website, or only relating to the campaign?

**Answer:** Only provide a quote based on this solicitation/campaign. Any additional support is not identified at this time.

13. **Question:** What platform is your site built on?

**Answer:** Joomla.

14. **Question:** Must the hosting and maintenance costs be inclusive of any digital advertising or hard costs?

**Answer:** These costs should only include the cost to host and maintain the website.

15. **Question:** May we submit approaches not included in the outlined services (specifically public relations and SEO)?

**Answer:** We would expect that SEO best practices would be considered in building and maintaining the website. Vendors are permitted to submit proposed services outside of the defined services in their proposals.

16. **Question:** Do you currently have an advertising spend? If so, what is it?

**Answer:** The advertising spend is not identified at this time as PennDOT will work with the commonwealth’s media buyer on advertising recommendations once a vendor/campaign is selected.

17. **Question:** Are there other marketing efforts that will run in line with this campaign? If so, what are they?

**Answer:** PennDOT will continue its earned and social media efforts related to the Keystone and Pennsylvanian services. Amtrak markets its national brand as well as route-specific advertising for the Keystone and Pennsylvanian.
18. **Question:** Should our proposal include ongoing Google AdWords or SEO as part of the strategy or is this covered under your media buyer?

**Answer:** We would expect that SEO best practices would be considered in building and maintaining the website. Any specific advertising recommendations will be covered by our media buyer but vendors may recommend certain advertising strategies to use. (Attachment A, page 2)

19. **Question:** Do you have specific metric goals by which this campaign’s success will be measured?

**Answer:** The goal is to increase ridership and revenue to reduce PennDOT’s operating subsidy. As PennDOT is not the service operator we do not have specific service goals. Results of implemented tactics will be reviewed with Commonwealth Media Services and the Governor’s Communications Office to discern success on a case-by-case basis.

20. **Question:** Can you please share the goals by campaign type – Keystone services goals and PA services goals?

**Answer:** The goal is to increase ridership and revenue to reduce PennDOT’s operating subsidy. As PennDOT is not the service operator we do not have specific service goals. Results of implemented tactics will be reviewed with Commonwealth Media Services and the Governor’s Communications Office to discern success on a case-by-case basis.

21. **Question:** Is the vendor being selected on lowest bid?

**Answer:** The vendor will be selected based on best value determination as set forth in “RFQ – Trips by Train”. Please see “Quote Requirements and Best Value Criteria” for more information.

22. **Question:** Under Solicitation Information, the Opening Location is listed as Not a Public Opening. Are we eligible to compete for this work as a PA registered vendor?

**Answer:** The Opening Location is the place the Purchasing Agent will be opening the quotes. In certain circumstances, vendors will be invited to view the opening in a public fashion. This is not one of those circumstances and the opening will take place on the designated time in private. Only those contractors qualified in categories “Creative Services – Marketing Services” and “Production Services – Web Services” under Contract #4400008677 known as the Commonwealth of Pennsylvania’s Creative Advertising and Audio Visual – Interactive Production Services Invitation to Qualify (ITQ), may be eligible.

23. **Question:** Can companies from Outside the USA apply for this? (like from India or Canada)

**Answer:** Yes. The primary company must be a registered vendor in categories “Creative Services – Marketing Services” and “Production Services – Web Services” under Contract #4400008677 known as the Commonwealth of Pennsylvania’s Creative Advertising and Audio Visual – Interactive Production Services Invitation to Qualify (ITQ). Sub-contractors do not need to be a qualified vendor on the ITQ.
ADDENDUM 1 – ATTACHMENT H
QUESTIONS AND ANSWERS

However, Domestic Workforce Utilization is a best value criteria for this RFQ and the quote will be evaluated as such.

24. **Question:** Do we need to come over there for meetings?
   
   **Answer:** In-person meetings will be conducted in the Commonwealth Keystone Building unless arranged otherwise on a by-meeting basis.

25. **Question:** Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
   
   **Answer:** Yes. See the answer for question 23 for more details.

26. **Question:** Can we submit the proposals via email?
   
   **Answer:** Yes. Quotes may be sent to erlewis@pa.gov.

27. **Question:** Has a campaign launch date, even aspirational, been determined?
   
   **Answer:** Website timing requirements are outlined in Attachment A. Timing of activities beyond those referenced in Attachment A’s Tasks are not currently proscribed.

28. **Question:** In what format is the current email list? Are the names on the list a result of your commuter or leisure excursion marketing efforts? When was the list last used? Are you able to share how was it established?
   
   **Answer:** Subscribers are solicited on the current website and in past marketing activities. The list is expected to be used for an eblast this month.

29. **Question:** Is there a "not to exceed” budget we should respect?
   
   **Answer:** This project is not to exceed $150,000.

30. **Question:** Regarding translation services noted on page four under “Requirements,” are there expectations that all items including the website, e-blasts, etc. are translated to present a Spanish language option? (What we’re trying to discern is if messages are in Spanish, is there a call to action that guides these individuals to a Spanish language resource?)
   
   **Answer:** At this time there is not an expectation that there will be alternative language resources to which the public would be directed.

31. **Question:** Has PennDOT secured all intellectual property rights to the “PA Trips By Train” name, its branding and the campaign URL?
   
   **Answer:** Based upon its contractual arrangements and common understanding, PennDOT is in the process of adding its proprietary mark to the campaign.

32. **Question:** Are there any mechanisms or metrics linking the Hersheypark sponsorship to train travel, or is this viewed more as a visibility, awareness or goodwill investment?
Answer: There are currently no metrics identified but suggestions on including such mechanisms or metrics are permitted.

33. **Question:** Regarding the train "wrap" deliverable, are you expecting our proposal to include a wrap production estimate or just a projection for the wrap design? Are specifications available for this idea that include sizes and number of train cars that are included in this?

**Answer:** We're requesting only a wrap design concept.

34. **Question:** If we use a third party for the actual web hosting, do you need the firm’s name or specific credentials noted within our proposal, or just the associated cost?

**Answer:** Vendors may provide the name of the hosting service in the proposal.

35. **Question:** Is Keystone shifting to commuter service?

**Answer:** The majority of Keystone Service users are commuters.

36. **Question:** Is Pennsylvania continuing to focus on leisure?

**Answer:** The primary focus of the campaign is on commuters.

37. **Question:** What are the specific, measurable objectives for this campaign? If possible, please break out current benchmarks vs. goals for the following:
   a. Keystone service
      i. Total trips
         1. Capacity vs. occupancy
            (when trains are full vs. when trains have empty seats)
      ii. City pairs
         1. Capacity vs. occupancy
            (when trains are full vs. when trains have empty seats)
   b. Pennsylvania service
      i. Total trips
         1. Capacity vs. occupancy
            (when trains are full vs. when trains have empty seats)
      ii. City pairs
         1. Capacity vs. occupancy
            (when trains are full vs. when trains have empty seats)
   c. Other

**Answer:** The information being requested is confidential and requires an executed Nondisclosure Agreement with Amtrak as outlined in the Attachment A – Statement of Work.

38. **Question:** Is there an established scorecard to gauge success? If so, can we see it?

**Answer:** The goal is to increase ridership and revenue to reduce PennDOT’s operating subsidy. As PennDOT is not the service operator we do not have specific service goals.

39. **Question:** What current tracking/measurement plans are in place to evaluate performance that we should be aware of?
ADDENDUM 1 – ATTACHMENT H
QUESTIONS AND ANSWERS

**Answer:** The goal is to increase ridership and revenue to reduce PennDOT’s operating subsidy. As PennDOT is not the service operator we do not have specific service goals. Results of implemented tactics will be reviewed with Commonwealth Media Services and the Governor’s Communications Office to discern success on a case-by-case basis.

40. **Question:** What are the biggest barriers (perhaps your research answers this) that inhibit your ability to reach the desired objectives?

**Answer:** We have no research on barriers to increasing commuter use of the Keystone Service. Past surveys regarding the Pennsylvanian have identified frequency and length of trip as barriers.

41. **Question:** A year from now, how will you measure the success of the marketing program?

**Answer:** The goal is to increase ridership and revenue to reduce PennDOT’s operating subsidy. As PennDOT is not the service operator we do not have specific service goals. Results of implemented tactics will be reviewed with Commonwealth Media Services and the Governor’s Communications Office to discern success on a case-by-case basis.

42. **Question:** Do the research results parse the data by: Reasons to train travel? (Keystone riders, Pennsylvania riders, Non-riders) Aversions to train travel? (Keystone riders, Pennsylvania riders, Non-riders) Evaluation of current service? (Keystone riders, Pennsylvania riders, Lapsed riders)

**Answer:** Vendors may inquire to Amtrak as to what data is available as outlined in Attachment A – Statement of Work.

43. **Question:** Who are the most likely prospective riders, broken down by demographics and/or psychographics, if possible?

**Answer:** Vendors may inquire to Amtrak as to what data is available as outlined in Attachment A – Statement of Work.

44. **Question:** Is “I’ll drive myself” the primary competition, or are other transportation services (Uber or carpooling, for example) a source of competition? If so, how large are those threats?

**Answer:** Other transportation modes can be seen as competitors but we have no research or quantifiable data on this.

45. **Question:** What information gaps do you currently have that research could help fill?

**Answer:** Vendors should submit any applicable supporting information for their recommendations.

46. **Question:** Does the Commonwealth’s media partner have previous or current plans that we could have access to? For example, radio, digital and social media are the only mediums referenced in the document itself. As such, should our strategies and
tactics be limited to those mediums? Or can others be considered? (Part of this will be contingent upon budget).

**Answer:** Vendors may recommend whatever tactics they identify as beneficial to meet the goal of increased ridership and revenue.

47. **Question:** How are the media plans currently targeting prospective riders? Please elaborate on how Spanish-speaking consumers are targeted, since translation services are requested.

**Answer:** Spanish speakers are not currently targeted with Spanish-language ads.

48. **Question:** When are the media plans currently targeting prospective riders?

**Answer:** Communications with prospective riders have generally been excursion, season or location-specific.

49. **Question:** Where are the media plans currently targeting prospective riders?

**Answer:** Past paid media primarily targeted potential riders in the proximity of Keystone Service stations, Pittsburgh and New York.

50. **Question:** Are there any existing partnerships/relationships with large employers as potential sources of commuters?

**Answer:** The most recent partnership examples were AAA and Elizabethtown College.

51. **Question:** How do you prioritize media spending currently?

**Answer:** There is not an active media buy at this time for this program. The Commonwealth Media Buyer will manage recommendations and executions of media buys.

52. **Question:** Can we have access to current Google Analytics of PATripsByTrain.com to properly assess and evaluate site traffic, referring sites, views by page, bounce a

**Answer:** No. See Attachment I – Dashboard Report for a high-level dashboard report.

53. **Question:** How do you currently determine excursion packages? Are there any existing or future partnerships/agreements we should be aware of or take into consideration?

**Answer:** The most recent partnership examples were AAA and Elizabethtown College. Existing excursion partners are listed on the website. Vendors may propose partnerships or agreements that meet their recommendations.

54. **Question:** What details can you provide (demographic, geographic, etc.) regarding your e-mail list?

**Answer:** This question will be addressed in a future addendum. If no addendum is released, the answer is that we cannot provide details.
55. **Question:** Do you have a specific time frame in mind, or are you looking for us to advise? For example: Is there seasonality for train travel? Is there seasonality for train travel by service?

**Answer:** The project goal is to increase commuter ridership and revenue. Vendors may contact Amtrak regarding service questions.

56. **Question:** Do you have an established budget? Do we need to remain under $250,000?

**Answer:** This project is not to exceed $150,000

57. **Question:** Can you tell us what the media spend is for the year?

**Answer:** The advertising spend is not identified at this time as PennDOT will work with the commonwealth’s media buyer on advertising recommendations once a vendor/campaign is selected.

58. **Question:** What percentage of the proposal is the Small Diversified Business participation worth?

**Answer:** This procurement process does not require a weight to be associated with criteria. Criteria is listed in order of importance. Small Diversified Business is listed 6 out of 7.

59. **Question:** Is there any specific way you’d like us to break out the different strategic approaches to Keystone vs. Pennsylvanian services?

**Answer:** No.

60. **Question:** Can agencies outside the state participate?

**Answer:** Yes. See the answer for question 23 for more information.

61. **Question:** Is there an annual budget?

**Answer:** This project is not to exceed $150,000