



Purchasing Department
530 Water Street
Oakland, CA 94607

March 2, 2021

Addendum No. 1

RFP No.: 20-21/13, 'Everyone's Port' Public Education Campaign and Opinion Polling Services

This Addendum modifies the original RFP Documents for the above-mentioned RFP. **Acknowledge receipt of this addendum in the space provided on the RFP Acknowledgement and Signature Form (Attachment 3). Failure to do so may disqualify your Proposal.**

The following questions were submitted by the deadline and are answered in this addendum.

1. **Question:** Due to COVID and cost can the proposal be submitted electronically? Many public other agencies are allowing for electronic submission these days.

Answer: No electronic RFPs will be accepted. To protect the integrity of the RFP process, the Port must receive sealed RFPs (physical submittals only), delivered to the Port either in-person or by mail by the Due Date and Time indicated in the RFP. (Please note: Some physical deliveries have been intermittent/delayed in certain areas, so please plan accordingly and submit your RFP early to ensure timely receipt.) The Port of Oakland is open, and a hard copy can be dropped off at the security desk (9:00a.m. – 3:00p.m daily.) or call Nicklaus Sioson at 510-627-1140 to make an appointment when submitting the proposal before the due date in person.

2. **Question:** Is 'Everyone's Port' a final approved tagline?

Answer: Yes. No other tag lines will be accepted as part of this RFP.

3. **Question:** How does this relate to the recent RFP from the airport around creative and marketing (RFP No. 20-21/14)?

Answer: These two RFPs are separate and unrelated.

4. **Question:** Did you work with a consultant to develop the Everyone's Port tagline? Who was the consultant?

Answer: No, this tagline was developed by the Port's Communications Director and approved by the rest of Port management and accepted by the Port Board of Commissioners.

5. **Question:** Can you please expand on the 10 years' minimum experience requirement? e.g. does this mean that the firms bidding must have, individually, a minimum of 10 years of experience? Or can individuals bring this experience to bear on the proposal?

Answer: Each firm must be at least 10 years old. This does not apply to individuals.

6. **Question:** When developing the Everyone's Port tagline, did you conduct research? If so, can you please share the research with proposers?

Answer: No research conducted. This tagline was tested internally and then vetted with key Port employees, customers and business partners.

7. **Question:** Why do you prefer a house of brands vs a branded house approach to your visual identity for the three lines of business?

Answer: Oakland International Airport (OAK) is a global brand with its own significant and growing brand equity. The advertising strategy and objectives with both inbound and outbound audiences are unique and distinct from the Port's other revenue divisions. The clearest message, especially with inbound audiences and in aviation distribution channels, is one that clearly identifies OAK as the main airport for the main part of the San Francisco Bay Area.

8. **Question:** Which among the Port's Equity and Inclusion programs are you most proud of and why?

Answer: ALL of our Social Responsibility Division policies and programs promote diversity and inclusion in every Port-related business as well as the larger community.

Specifically, here are examples of Port policies and programs that work towards this goal for which we are most proud:

- **Non-Discrimination Small and Local Business Utilization Policy:** provides preferences to local and small businesses on Port projects
 - **Maritime Aviation Project Labor Agreement:** promotes local hiring and apprenticeship training and hiring on Port construction projects
 - **Oakland Army Base Jobs Policy:** requires our developers on the Port's side of the Oakland Army Base to hire locally with one of the strictest ban-the box policies in the country; it also provides funding to train local workers for the OAB jobs.
 - **2020 and Beyond Air Quality Planning Effort and Engagement:** developed and implementing plan to get to a zero emissions Port.
 - **Annual Paid Internships for High School and College Students:** provides work experience to local students and introduces them to Port business
 - **Quarterly grants** provided to community-based organizations in 3 areas: workforce/education, environmental stewardship and economic vitality.
9. **Question:** Was the pre-proposal recorded? If so, will the recording be available to the public?

Answer: The pre-proposal meeting was not recorded; therefore, it is not available.

10. **Question:** Does the Port have a planned budget amount, range, or not-to-exceed figure for this project and/or for any of its constituent phases?

Answer: Our budget range is \$250,000 to \$350,000

11. **Question:** Is there an incumbent firm that the Port of Oakland is working with or has worked with in developing the "Everyone's Port" motto?

Answer: No

12. Do the required forms and attachments count towards the 16 page limit or are they separate?

Answer: No, they will NOT count against the 16-page limit.

13. **Question:** Are there incumbents that the Port has worked with or is working with currently for any component of the work (e.g. polling, communications, marketing, branding, design, etc.)?

Answer: No, there are no incumbents.

14. **Question:** The RFP indicates that the research portion of this project will involve three annual public opinion polls, three annual employee satisfaction surveys, and a to-be-determined number of focus groups among Port customers and tenants. Is this accurate?

Answer: Yes.

There were no other questions to RFP No. 20-21/13.