



Purchasing Department  
530 Water Street  
Oakland, CA 94607

February 22, 2021

### ADDENDUM No. 1

#### RFP No.: 20-21/14, Creative Design, Advertising and Media Planning

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:** Will the Port accept electronic submissions?

*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:** Will serious consideration be given to agencies not on the west coast?

*Answer: Yes, all qualified firms are welcome to submit a response to the RFP.*

3. **Question:** Given the scope and size of this project, is there any chance you would consider arranging for a pre-proposal conference call in the next few weeks?

*Answer: We've made an earlier decision not to include a pre-proposal call in the process.*

4. **Question:** In the first sentence of the first paragraph of the Project Overview, you write "...full-service creative design agency." What exactly is meant by that phrase? Are you looking for a single organization that provides all of the services requested under this RFP? Or are you referring to a prime who might bring in subs in order to accommodate all of the requirements?

*Answer: You can include sub-contractors in the proposal.*

5. **Question:** Another recently released proposal from the Port, “‘Everyone’s Port’ Public Education Campaign and Opinion Polling Services (RFP No. 20-21/13),” includes elements of branding, advertising, stakeholder engagement, focus groups and more. Is there any overlap between the two projects and can one firm submit for both projects?

*Answer: There is no overlap between the two projects and interested firms may submit proposal for each project separately.*

6. **Question:** Will the incumbent be proposing again?

*Answer: The incumbent is not precluded from submitting a proposal on this project.*

7. **Question:** If incumbent isn’t proposing, what is the reason?

*Answer: n/a*

8. **Question:** Do travel and “destination” promotion campaigns that utilize direct response and branding qualify for relevant case studies?

*Answer: You may submit any case studies you deem relevant.*

9. **Question:** RE: the existing contracts, besides the Cal Bears contract, are there any others that continue beyond the beginning of the new campaign?

*Answer: The other contracts to continue beyond the beginning of the new campaign besides Cal Athletics are listed in the RFP.*

10. **Question:** RE: the website design work, will this include a new web site or merely additional pages and adjustments, content, etc. for the existing one?

*Answer: Website design work may include a new website as well as designing additional pages to the existing website and web pages.*

11. **Question:** The site appears to be built in WordPress, are these pages locked down custom templates or will most of the pages be easily editable in Divi?

*Answer: The pages on our website are locked down custom templates in WordPress. It is not editable in Divi.*

12. **Question:** What is the reason for this RFP? Is it new or to replace one that is expiring?

*Answer: This RFP will replace one that is expiring.*

13. **Question:** Is there an incumbent agency? If yes, who is that?

*Answer: The incumbent is Circa Now.*

14. **Question:** What is current and desired market share of air passengers?

*Answer: We will share this information with the selected proposer after we have made our selection for award.*

15. **Question:** Is working with different transportation entities (train, large metro subway and bus services) acceptable experience or does our experience have to be specific to airports in order to be responsive?

*Answer: Working with different transportation entities is acceptable.*

16. **Question:** Are the listed contracts – Cal Bears, NPR, digital, etc. separate from the \$450,000 budget or included?

*Answer: The budget is separate from the listed contracts.*

17. **Question:** Does the \$450,000 include buying media?

*Answer: It could, depending on the nature of the project. The Port buys the bulk of the media itself. The budget could include media buys in the event that we need to have the agency handle the media buys.*

18. **Question:** What are the KPI's for campaign?

*Answer: It varies depending on the campaign.*

19. **Question:** Can you define what you mean by “promotional media”?

*Answer: Digital assets like commercials, videos for advertising purposes.*

20. **Question:** There's a significant increase in budget from previous years, how have goals and objectives changed?

*Answer: To allow additional potential bandwidth for projects that may be initiated within the time frame of the contract. We don't have specifics on projects budgeted at this time.*

21. **Question:** Please provide your strategic plan, 2020 marketing plan and budget allocations including media and agency services.

*Answer: This information will not be disclosed at this time.*

22. **Question:** Please breakdown past customer growth y. audience (per your RFP) and outline your specific growth objectives for these audiences to fall within this RFP.

*Answer: We will share this information with the selected proposer after we have made our selection for award.*

23. **Question:** Provide details on ideal market share growth?

*Answer: We will share this information with the selected proposer after we have made our selection for award.*

24. **Question:** Please confirm you are not looking to “rebrand”, the efforts will build upon the existing brand.

*Answer: There could be a possibility of a rebrand project within the limits of the contract.*

25. **Question:** What type of research exists and what type of research do you expect to be included in this contract.

*Answer: Some channels we use already provide us with demographics analysis. The proposer should assume that research is part of the project/campaign process.*

26. **Question:** What type of customer data will be provided and what type of data do you believe you need?

*Answer: Customer research is done inhouse, but we do receive analytics from certain projects that our agency completed.*

27. **Question:** Do you have a content strategy in place? Is this something you need?

*Answer: Yes, this will be something we need and expect to be provided with from the selected proposer.*

28. **Question:** What type of assets do you have (photography/video)? Will new assets be part of this scope of work?

*Answer: We have many types of existing assets both photography, video, print, social media, digital newsletter, and more. Creating new assets will be part of this contract and scope of work.*

29. **Question:** Please provide more details around “Website design” related to specific expectations under this contract. In addition, do you have analytics? What type of CMS do you use?

*Answer: Proposer is expected to provide web design and content development but not web development or programming. We use WordPress and Google analytics.*

30. **Question:** Have you ever worked with an outside firm?

*Answer: We always work with outside firms.*

31. **Question:** Related to your current marketing efforts, what is working and what is not working? How do you know?

*Answer: We will share this information with the selected proposer after we have made our selection for award.*

32. **Question:** Is reporting part of this scope of work?

*Answer: Yes, reporting is part of this scope of work.*

33. **Question:** Are local firms given preference?

*Answer: Preference points shall be awarded ONLY to small/local businesses that are certified with the Port of Oakland. However, Proposers do not have to be Port of Oakland certified to pursue this offering.*

34. **Question:** What percent of your budget in 2020 was spent on media buys? Please provide your media plan.

*Answer: We will share this information with the selected proposer after we have made our selection for award.*

35. **Question:** Do any of the required forms count towards the 16-page count? Will Bios of team members count?

*Answer: No, required forms will NOT count against the 16-page limit.*

36. **Question:** What is the Focus Split of this campaign across local residents using the airport for travel and tourists coming into the region via this airport.

*Answer: OAK is a heavily local outbound airport, but our current goal is to increase the inbound percentage.*

37. **Question:** Is there any partnership/co-op opportunity with Visit Oakland?

*Answer: Visit Oakland's marketing budget and funding is separate from that of the Aviation Division of the Port of Oakland. The two organizations function autonomously. Oakland International Airport serves the travel needs of the entire Bay Area.*

38. **Question:** Is the Port currently in contract with a creative design, advertising, or media planning agency in support of Airport marketing efforts?

*Answer: The Port is currently in contract with Circa Now.*

39. **Question:** Has the Port engaged the services of any creative design, advertising, or media planning agency within the past five years?

*Answer: Yes, with Circa Now.*

40. **Question:** If yes to either of the questions above, can you describe the nature of your relationship? Has the Port been satisfied with the services provided?

*Answer: We have a good working relationship with the current contractor and are satisfied with their service.*

41. **Question:** The RFP refers to "new and existing air service"; can you provide examples of new services that the Airport plans to implement? Would these new services benefit from a different approach to marketing and media?

*Answer: Each service is evaluated individually on how it's supported with advertising efforts. Frontier is the newest airline to begin new service at OAK. This new service would benefit from a different approach to marketing and media.*

42. **Question:** How does the Airport currently reach in-bound domestic and international travelers? Is it primarily through digital marketing?

*Answer: Primarily through digital marketing as well as social media advertising.*

43. **Question:** Does the Port envision any communications or brand strategy focused on building positive perception of the Airport among the broader community (i.e., in addition to potential customers)? Is equity a priority for future initiatives?

*Answer: Yes, we envision communications or brand strategy that focuses on positive perception of OAK among the broader community. Equity is a priority for all initiatives.*

44. **Question:** Could you confirm if the scope of work includes programming of the current website? It states only "...graphic design and content development for [oaklandairport.com](http://oaklandairport.com)."

*Answer: The scope does not include the programming of the current website. We have a separate contract with a web development agency that handles the programming and site maintenance of our website. The scope includes only designing and updating the website visually and graphically.*

45. **Question:** Is redesigning the website part of the scope?

*Answer: Yes, there could be a potential redesign project for our website.*

46. **Question:** Marketing outlets include OTT/Digital/Television Network - ABC, CBS, PBS. Does this include any broadcast commercial design such as video commercials or is it strictly digital ads?

*Answer: Yes, this includes broadcast commercial design.*

47. **Question:** Is it the desire for the media campaign to focus primarily on gaining Bay Area departing passengers? For inbound passengers? Both? Priority/percentage?

*Answer: The focus shifts depending on the market condition.*

48. **Question:** Is the Aviation Marketing and Communications Dept working with other marketing/advertising vendors and if so can you disclose who they are and for what services?

*Answer: We are currently working with Circa Now. We will share additional information with the selected proposer after we have made our selection for award.*

49. **Question:** Are we able to get access to the existing integrated marketing campaign strategy, so that we may assess and offer solutions.

*Answer: We will share this information with the selected proposer after we have made our selection for award. We are open to new ideas though.*

50. **Question:** How does the AMCD currently measure success of their campaigns?

*Answer: Each campaign is evaluated differently. In general, we evaluate efficiency in reaching our target audience.*

51. **Question:** Is the use of Google Analytics and website traffic one of the tools used to measure success?

*Answer: Yes.*

52. **Question:** Has the AMCD conducted any recent market awareness studies, airport usage or visitor profile studies that we can review to offer solutions for this RFP?

*Answer: We will share this information with the selected proposer after we have made our selection for award.*

53. **Question** How is this RFP different from the 2019 RFP which awarded a 3-year contract with a possible 2-year extension? Wouldn't that last at least through 2021?

*Answer: The contract arising from the 2019 RFP expires in June 2021.*

54. **Question** Will the Cover Letter be counted as one of the 16 maximum number of pages allowed?

*Answer: No.*

55. **Question** May we provide costs as a menu of services and rates from which the team will select post-customer discovery phase? (e.g. - Provide cost of key personnel, costs of materials, cost of printing, provide cost of various creative assets, cost of influencer campaign, cost of community event, etc.)

*Answer: The winning proposer will still submit estimates for each project prior to work beginning. For the proposal, please submit hourly rates as shown in the RFP so that we can compare more easily.*

56. **Question:** How far ‘downstream’ should the team plan to execute, especially as pertains to advertising? Is media buying a part of this scope (e.g. - billboard leasing, ad placement, etc)?

*Answer: In general, the Port will place the advertising, except in certain instances where procurement can only be accomplished via the agency.*

57. **Question:** Is it possible to see a breakdown of past annual cost? (Summary numbers are listed on page 7 in the “approximate actual expenditures over the past 3 years” portion of the RFP document.)

*Answer: We will share this information with the selected proposer after we have made our selection for award.*

58. **Question:** Who currently holds contracts for this work with Port of Oakland? Are you able to share a copy of their winning proposal?

*Answer: We currently hold a contract with Circa Now. Due to the current competitive process of this RFP project, the Port will not disclosure the current contract or winning proposal. The Port will release this information only after the RFP process closing date.*

59. **Question:** Can Port of Oakland share existing brand guidelines/materials?

*Answer: We will share this information with the selected proposer after we have made our selection for award.*

60. **Question:** Could you provide any existing public contracts (e.g. – CalBears contract, KQED contracts, social media, OTT, Clear Channel contracts, etc)?

*Answer: We will share this information with the selected proposer after we have made our selection for award.*

61. **Question:** How are travelers currently engaging with the OAK brand? Where do you hope to engage with travelers in the future?

- Public print advertising
- On-site signage at OAK
- Community events
- Local non-profit collaborations (i.e. - rotating Art exhibit in collaboration with Oakland Museum)
- Local food and retail integration
- OTT
- Radio, television commercials
- Digital streaming commercials
- Social Media
- Integrated brand design & passenger experience

*Answer: We use all of the above listed outlets to engage with our travelers and will continue using those channels.*

62. **Question:** How much does community engagement play a role in the current brand expression? How much does the Port of Oakland hope to have the community influence future brand evolution?

*Answer: This is a possible approach going forward, although historically, community involvement in brand evolution has been limited.*

63. **Question:** Is there a goal for Local Business participation in this solicitation, and if so, what is that please?

*Answer: There is not a goal for Small/Local business participation in this solicitation. However, the Port strongly encourages the utilization of small/local businesses within the Port's Local Impact Area and the Local Business Area, i.e. the City of Oakland, Alameda, San Leandro and Emeryville, and the County of Alameda and Contra Costa respectively.*

64. **Question:** If the prime proposer itself is not a small local business, can that prime proposer receive points for including local businesses from the Small Local Business Directory as subcontractors as part of the proposed services, and if so on what scoring basis, please?

*Answer: Preference points will be credited proportionately based on the percentage of work being performed by Port certified prime and subs (counting the whole team). Please refer to Attachment 5 "Non-Discrimination and Small Local Business Utilization Policy" for a description of how the Port awards preference points.*

65. **Question:** In the Scope of Work, item 3 lists Website Design, and includes graphic design and content development for oaklandairport.com and associated online websites, but it does not mention hosting, site maintenance and development/programming – are those items outside the scope of this solicitation?

*Answer: Hosting, site maintenance and development/programming are handled by a web development agency we are currently in contract with and is not part of this scope.*

66. **Question:** The RFP is titled "Creative Design, Advertising and Media Planning" but there is no mention of "Media Planning" in the scope of work. Will there be a need for Media Planning within the contract scope? Is the budget for Media Planning included in the budget stated within the RFP?

*Answer: See question #17.*

67. **Question:** For the hard copies, do we need to submit one original copy and four (4) copies of all the required forms in addition to the proposal?

*Answer: Yes*

68. **Question:** For the electronic file, do we need to include all the signed required forms as well and compile them into the same PDF file with the proposal?

*Answer: Yes, electronic .pdf version must be one complete file.*

69. **Question:** Will the cover/agenda/thank you slides be counted into the 16-page limit?

*Answer: No.*

70. **Question:** Do we need to include a signed & dated statement of who is authorized to submit the proposal on behalf of our company in our 16-page proposal? If yes, is there a template we should follow?

*Answer: Yes, there is no specific template for this.*

71. **Question:** Submittal Format - Plan and Approach - Does the “evidence” here refer to showcasing our services/ capabilities and past case studies we planned and executed that can fulfill the “scope of services” Port of Oakland is looking for?

*Answer: No, this is to showcase what your Plan and Approach is to fulfill for the scope of services we are looking for this RFP. The evidence will come from the detail you provide. Your past case studies/capabilities should be highlighted in your Knowledge and Experience section.*

72. **Question:** If our company has not been involved in any litigation, arbitration, or investigations, do we still need to write a statement, or can we remove the “Litigation and Other Information” section from our proposal?

*Answer: Provide a written statement that your firm has not been involved in any litigation, arbitration, or investigation.*

73. **Question:** Are we required to fill out the required forms by type or by hand, or both approaches are open to be selected?

*Answer: Both approaches are fine. Electronic signature is also acceptable.*

74. **Question:** Are we required to sign all the forms by hand? Can we use e-signatures (such as DocuSign) on the required statement and forms?

*Answer: Yes.*

75. **Question:** Attachment 4 - Are we allowed to add extended rows or columns based on the provided cost table, if needed?

*Answer: Yes*

76. **Question:** Does the Oakland Airport have any demographic research done on its customer base in the last 3 years that could be shared with the proposing agencies?

*Answer: We will share this information with the selected proposer after we have made our selection for award.*

77. **Question:** For media commitments that will extend into the new contract, will those come out of the budget?

*Answer: For already scheduled executions, no.*

78. **Question:** Any there any successes/misses from opportunities with marketing or media tactics you'd like to share?

*Answer: We will share this information with the selected proposer after we have made our selection for award.*

79. **Question:** Do you handle all social media content in house?

*Answer: We currently handle all social media content in-house.*

80. **Question:** Besides SFO, who do you see as your big competitors?

*Answer: In the airline business, aircraft are fungible and can be placed or moved anywhere, so for any given route decision, the airline may consider dozens of options. In the Bay Area, we compete clearly with SFO and SJC, and to some extent, SMF and STS (Santa Rosa). Most of our passenger leakage is to SFO though.*

81. **Question:** Who will be our main point(s) of contact in the review process and/or assignment of the product?

*Answer: The Port of Oakland Purchasing department will handle communication through the contracting process. The finalists will present to the Port of Oakland Aviation Division Marketing and Communications team, and the winning proposer will work with this group going forward.*

There are no other questions to RFP 20-21/14.