

Transportation Authority of Marin

Questions and Answers for the Transportation Demand Management (TDM) Program Management and Public Outreach RFP

1) Is there a ballpark budget for this contract we should be aware of?

There is no predetermined budget. TAM is seeking cost competitive proposals with hourly rates identified as described within the RFP.

2) Who is the incumbent for this contract?

There is no incumbent for this contract, however currently TAM contracts for TDM services through an on-call contract with the company CSW/Stuber-Stroeh.

3) Who is currently responsible for overseeing and managing Marin Commutes?

Currently TAM contracts for TDM services through an on-call contract with the company CSW/Stuber-Stroeh.

4) What is TAM's envisioned time commitment for the scope tasks (hours/week or month) given the history of Marin Commutes?

The contract will have a three-year term with two additional one-year extension options. Within the contract period, TAM is seeking proposals to include proposed hourly rates through a proposed fee schedule.

5) Does TAM require a consistent (i.e. every week) on-site consultant presence other than the meetings already outlined in the RFP?

This hasn't been an identified item in the RFP as anticipated.

6) What balance of public outreach does TAM anticipate in terms of on-site vs. virtual physical events (given the uncertainty of the COVID pandemic)?

Given the uncertainty of COVID pandemic this has not been identified in the RFP.

7) How has TAM previously allocated its funds among the various Marin Commutes measures?

There is no preestablished breakdown. Funding has been made available for Marin Commutes as a comprehensive TDM program.

8) Is there a budget available for the project (by fiscal year or total)?

There is no predetermined budget, TAM is seeking cost competitive proposals with hourly rates identified as described within the RFP.

- 9) Has TAM utilized experimental design to test the effectiveness of its TDM program as a whole or specific components of the program?**

To date, the program has not utilized these tools/strategies.

- 10) Has TAM done any user testing of its TDM tools, such as the MarinCommutes website or the CommuteTracker app?**

To date, the program has not utilized these tools/strategies.

- 11) Has TAM conducted survey, interview, or focus group research related to the Marin Commutes program?**

To date, the program has not utilized these tools/strategies.

- 12) General - Is the Ride Amigos contract separate from this contract?**

Yes.

- 13) General - Are day to day user/employer support needs and ongoing database management related to the Ride Amigos system within the scope of services on this contract? If so, which task should it fall under?**

Yes, within Scope Task 3 Manage and Administer Incentive Programs, Item a. Establish and administer an ongoing rewards program which will be offered through the trip logging software 'My Marin Commute' currently available on MarinCommutes.org.

- 14) Key Program Objectives - Will increase of mode shift and reduction of GHG's be measured through logging activity in the Ride Amigos database, or is TAM interested in using/developing an alternate methodology to measure these indicators?**

Trips logged are among other items noted in Scope Task 4 - The Program Evaluation will provide data on a wide variety of metrics related to program goals and objectives to demonstrate the effectiveness of Marin Commutes and program elements. These may include items such as program awareness, events attended, trips logged, website views, advertising reach, estimated VMT reduction, estimated GHG reduction, and mode shift as a result of program activities. Alternative methodologies to measure modes shift can be considered.

- 15) Task 1, d. - Does contractor management related to TAM contractors expand beyond those included on the proposal team? If so, can you expand on the anticipated scope of management needed and provide example scenario/s on when this may be needed?**

Based on the proposal, the TDM Program Management and Public Outreach Contractor may provide the following regarding separate contractors based on Task 1 d. Direct management of TAM contractors (as needed) to support the Marin Commutes TDM Program, such as IT, and software service providers.”

16) Task 2, General - Does photography related to program marketing needs fall within the scope of services for this contract?

While photography is not listed as required specifically, proposers may propose to provide photography as part of the development of marketing materials under Task 2 h.

- Update MarinCommutes.org website and other marketing materials including graphic design, flyers, public newsletters, employer newsletters, transit advertisements, testimonials, and other materials as needed.

17) Task 2, General, h. - Should website design or updating the design elements of the site be included in the proposal, or is this need limited to materials, content, and graphics?

Yes, website design and updating the design elements are to be incorporated under Task 2 h.

18) Task 2, General, h. - Should website support related to implementing updates and keeping the site optimized be included in this proposal? If so, which task should this fall under?

Yes, these items are to be provide as part of updating the website as listed under Task 2 h.