



**Northern New England Passenger Rail Authority**

**Addendum No. 1 – April 7, 2023**

**Request for Proposals 23-AD**

ALL VENDORS SUBMITTING A PROPOSAL ARE REQUIRED TO ACKNOWLEDGE RECEIPT OF THIS ADDENDUM NO. 1 AS PART OF THEIR PROPSAL. PLEASE SIGN BELOW ACKNOWLEDGING RECEIPT OF THIS ADDENDUM AND RETURN WITH THE FINAL PROPOSAL.

Supplier Name: \_\_\_\_\_

Supplier Authorized Signature: \_\_\_\_\_

Supplier Name & Title: \_\_\_\_\_

**Questions Received from Vendors and Responses from NNEPRA**

1. Question: NNEPRA issued a similar RFP a year ago. Can you share some key learnings from that relationship that would be important as you evaluate your next agency?

*Response: NNEPRA has identified that experience in the New England media market place, a digital strategists highly competent in data analytics, and a collaborative client agency partnership are essential. Additional expectations and qualifications are outlined in the RFP.*

2. Question: To what extent does specific railroad industry experience weigh into the agency selection criteria as opposed to a Maine-based agency that may not have as much transportation experience, but is far more adept at communicating with Maine consumers?

*Response: Proposals will be evaluated as outlined on page 6 of the RFP.*

3. Question: Are you only looking for agencies that can do everything listed or are you open to having agencies that specialize in a specific area?

*Response: NNEPRA is seeking a full-service agency that can perform duties outlined in the Scope on pages 3-4 either in house or through a subcontracted vendor.*

4. Question: Please confirm the breakdown of the \$350,000 budget:

- a. Paid Media spend (payment for ad placement and distribution) = \$225,000
- b. Creative Design & Production = \$125,000

*Response: Correct.*

5. Question: Does the offeror need to submit an intention to bid?

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*Response: No.*

6. Question: Will you consider out-of-state proposals?

*Response: Yes, out-of-state proposals will be reviewed, considered, and evaluated based on the criteria outlined on page 6.*

7. Question: We understand that the Authority has adopted a Disadvantaged Business Enterprise (DBE) and Women’s Business Enterprise (WBE) Policy. Does this policy require that the contracted agency utilize a certain percentage of the budget to sub-contract with DBE or WBE businesses in order to see the Authority’s goals?

*Response: There is no requirement that the contracted agency utilize a certain percentage of the budget to sub-contract with DBE or WBE businesses to achieve NNEPRA’s goals.*

8. Question: Does the Authority currently have an agency of record? If so, is the RFP being issued because it has to be every 4 years or so or is the Authority specifically looking for another advertising agency with which to partner?

*Response: Yes. NNEPRA currently has an agency of record that held a one-year contract that will expire on June 30<sup>th</sup>, 2023. While it has been an effective partnership, NNEPRA is interested in exploring options.*

9. Question: How often do you predict you’ll require in-person meetings?

*Response: Once per month.*

10. Question: How often is the website updated with new information?

*Response: Information is regularly updated by the NNEPRA staff.*

11. Question: What platform is your website built in?

*Response: WordPress*

12. Question: How many pages is the website?

*Response: Approximately 45*

13. Question: What is the current process for design changes on the website?

*Response: The website was migrated to WordPress in November of 2022. Major design changes are not anticipated in the immediate future.*

14. Question: Who are your competitors?

*Response: The personal vehicle, intercity bus, commuter rail and other transportation options.*

15. Who is your target audience?

*Response: To date, more than 8.9 million riders have taken the Downeaster to get to work or school, do some shopping, attend a medical appointment, see a sporting or cultural event, visit friends, or just have a day of fun. Our target audience is vast and ever evolving post covid.*

16. Do you have a library of photography that can be used for deliverables.

*Response: Yes, NNEPRA does have a photo library but may look to the selected agency to provide a refresh of content assets as needed to execute the creative elements of the new campaign.*

17. Question: Is there any market research you can share?

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*Response: Some market research is available.*

18. Can you please expand on the website maintenance needs – content creation, technical support, etc.?

*Response: The website was migrated to WordPress in November of 2022. An agency will provide management of all support services outlined in Section G on page 4 including the maintenance of technology plugins, unique programming and actions that require advance knowledge of WordPress systems.*

19. Question: Is your website still built in Drupal, and is it currently managed by the incumbent agency?

*Response: The WordPress website is currently managed by the agency of record and NNEPRA Staff.*

20. Question: Is it expected that the awarded agency would host the website for AmtrakDowneaster.com, and transition the host from the previous agency?

*Response: Yes*

21. Question: For the trade show and event support – is the need for personnel/staffing for events or the development of creative materials and exhibit collateral or both?

*Response: NNEPRA seeks an agency that can supplement trade show/ event staff on a limited basis 2-4 times per calendar year.*

22. Question: On trade shows and events – are there a number of events NNEPRA is committed to for 2023/2024?

*Response: NNEPRA is committed to exhibiting at 5 events/shows in 2023 and would look for the selected agency to participate in 2 of the currently committed events.*

23. Question: Are there preferred markets you'd like to focus on for traditional media buys (radio/TV/OOH, etc)?

*Response: Yes, and NNEPRA is also open to the selected agency's expertise and suggestions in the media marketplace.*

24. Question: Are there any additional forms that we are required to submit outside of the Q/A Addendum and the two forms within the original RFP documents?

*Response: The additional forms to be submitted are signed copies of the Addendum, Certification of Restrictions on Lobbying, and the Certification regarding Debarment, Suspension, and Other responsibility Matters.*

25. Question: Is the incumbent agency eligible for bidding again this year?

*Response: Yes, the incumbent agency is eligible to participate in the RFP.*

26. Question: Regarding creative – do you have assets (images/video, etc.) or will you require or request live photo shoots/video/drone shoots?

*Response: NNEPRA does have a photo library with some video assets however, we will look to the selected agency to provide a refresh of content assets as needed to execute the creative elements of the new campaign.*

27. Question: Is the current agency eligible for renewal? Why or why not? What is the basis of determining that eligibility?

*Response: Yes, the incumbent agency is eligible to participate in the RFP.*

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28. Question: Does it make sense to switch hosting and management of the web site from vendor to vendor in one year increments?

*Response: NNEPRA is open to agency suggestions on how to best manage the website and its hosting moving forward.*

29. Question: The scope is larger than your RFP in 2022 yet the budget has not increased. Is that reasonable given inflation?

*Response: NNEPRA's budget is \$350,000. The scope of services and deliverables in 2023 are not the same.*

30. Question: Can we learn what our score was in the 2022 RFP process so as to improve our response in this proposal?

*Response: If you would like to request your score on a previous RFP, please send an email to [william@nnepra.com](mailto:william@nnepra.com).*

31. Question: Is this RFP the result of NNEPRA not renewing the contract with the previous agency (that won the previous RFP Request for Proposals 22-AD)? Or is evaluating other agencies' proposals part of your renewal process?

*Response: The incumbent agency is eligible to participate in the RFP.*

32. Question: Is the website still on Drupal and are the answers to 'Request for Proposals 22-AD Addendum No. 1 – March 25, 2022' still relevant in regards to the website?

*Response: The website was migrated to WordPress in November of 2022.*

33. Question: Is the NNEPRA targeting specifically Maine travelers inbound to Boston and points South or are they looking to increase ridership on both inbound and outbound services?

*Response: NNEPRA is tasking the selected agency to increase ridership and revenue in both southbound and northbound markets. This includes identifying untapped ridership potential and developing effective marketing strategies to reach ridership and sales goals.*

34. Question: Are there any major changes to answers that were given in 'Request for Proposals 22-AD Addendum No. 1 – March 25, 2022'?

*Response: Responses given to the Request for Proposals 22-AD Addendum No. 1 – March 25, 2022 are not relevant to the 2023 RFP.*

**\*\*\*The time and date specified in the original solicitation has not changed as a result of this addendum.\*\*\***

For any questions regarding this addendum please contact:

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Signed by:

