

Northern New England Passenger Rail Authority

Addendum No. 1 – May 21, 2025

Request for Quotes 25-Marketing Support Services-001

Questions Received from Contractors and Responses from NNEPRA

1. Question: Will services primarily be performed within Maine, or might they extend beyond?

Response: Services will primarily be performed in Maine, NH and could require work in Boston, MA.

2. Question: The quote form lists only an hourly rate; does NNEPRA prefer all services (design, photography, event support) to be billed at the same hourly rate, or can different rates be proposed for each service type?

Response: NNEPRA is looking for a quoted flat blended fee. Contracted work will not exceed 350 hours per fiscal year.

3. Question: Can NNEPRA provide an estimated percentage or hours breakdown across the various services outlined in the Scope of Work? (Design, Photography, Tradeshow Support/Event Coverage, and Project Management/Coordination)

Response: NNEPRA estimates 200 hours for graphic design, 50 hours for Project Management, 36 hours for photography, and 64 hours for event support. However, NNEPRA cannot guarantee the breakdown across the services outline as these will change from month to month depending on needs and service programming.

4. Question: Is there an anticipated average number of hours per month, or will services be requested strictly on an as-needed basis?

Response: Strictly on as-needed basis.

5. Question: Could you confirm the specific types and coverage levels of insurance required upon award?

Response: NNEPRA requires the submission of a Certificate of Insurance upon award of a contract to verify that the contractor has obtained adequate insurance coverage, in compliance with applicable laws and contractual requirements.

6. Question: Will NNEPRA cover travel, lodging (if needed), and related expenses for in-person

event support?

Response: NNEPRA will reimburse allowable expenses using a federally established per diem rate.

7. Question: Is there an anticipated number of events per year where the contractor will be expected to provide on-site representation?

Response: NNEPRA estimates 4-8 events but could change based on needs and service programming.

8. Question: For photography sessions involving the public, will NNEPRA provide standard photo/video release forms, or is the contractor responsible for creating and managing these?

Response: NNEPRA can provide previously used release forms, however, the contractor will be responsible for updating, managing, and retaining copies of the forms.

9. Question: Will all photography captured under this contract, including RAW files and edited versions, become the sole property of NNEPRA with unrestricted usage rights?

Response: Yes.

10. Question: Is there an anticipated number of photoshoots / events would need photography coverage?

Response: At minimum, 4 shoots in community markets (1 per quarter to maintain seasonally relevant assets) 1-3 PR Events, but not limited to.

11. Question: Can NNEPRA clarify the primary intended uses for the photography assets? For example:

- a. Will assets be used primarily for social media, websites, and digital channels?

Response: All photos will become the sole property of NNEPRA and may be used with unrestricted rights. This includes but is not limited to: large-format print campaigns, outdoor advertising, kiosks, high-resolution public displays, and all owned channels such as social media, websites, digital advertising, e-newsletters, grassroots activations, and other promotional or marketing efforts.

- b. Or are they also intended for large-format print campaigns, outdoor advertising, kiosks, and other high-resolution public displays?

Response: All photos will become the sole property of NNEPRA and may be used with unrestricted rights across both digital and print media. This includes but is not limited to: large-format print campaigns, outdoor advertising, kiosks, high-resolution public displays, and all owned channels such as social media, websites, digital advertising, e-newsletters, grassroots activations, and other promotional or marketing efforts.

12. Question: Will licensing be needed for any ad buys/print or digital campaigns?

Response: No – all ad buys are managed by a third-party agency and will not be required within this scope.

13. Question: Will NNEPRA provide an existing brand style guide, templates, and approved assets for use?

Response: NNEPRA will provide existing style guides and approved assets for use, however, no templates will be provided.

14. Question: The RFQ mentions “unlimited revisions within reason”, can you clarify the typical number of revision rounds expected for key deliverables (e.g., major print ads, event signage, digital campaigns)?

Response: NNEPRA is unable to commit to a set number of revision rounds, as needs may vary based on the scope of the project, internal staffing, and stakeholder input. That said, we are committed to clear and effective communication to ensure that all revision requests are purposeful and constructive. Please note that changes may be requested at any point during the production process to accommodate evolving programmatic needs, and timely responses to such requests are expected.

15. Question: Does NNEPRA have specific final file delivery requirements (e.g., Canva, InDesign, Illustrator, PSD, high-res PDFs, web-optimized PNG/JPEG), and a preferred file storage platform or system?

Response: Final files must be delivered as specified on a case-by-case basis. In general, high-resolution PDFs, web-optimized PNGs, and fully editable working files (preferably in Adobe formats) are expected and preferred. Final deliverables must be transferred via a secure and mutually agreed-upon method, such as Dropbox, Google Drive, or WeTransfer Pro. All files should be clearly labeled and organized. Email may be used for files under 10MB. Password protection and folder organization may be required depending on the nature of the content.

16. Question: Will NNEPRA provide all written content and messaging, or will the contractor be expected to develop or refine copy for designed materials?

Response: The contractor may be asked to develop or refine copy on a case-by-case basis. Specific expectations will be clearly communicated with each project or deliverable request to ensure alignment and clarity

17. Question: Will the contractor be expected to coordinate all creative timelines, approvals, and deliverables with multiple NNEPRA departments?

Response: The contractor will work directly with NNEPRA’s Marketing Director, or with the Deputy Director in their absence. All creative timelines, approvals, and deadlines will be coordinated through a single point of contact at NNEPRA to ensure alignment, streamline communication, and support effective time management.

18. Question: Will the contractor manage vendors (e.g., print shops, event venues, signage providers), or will this be handled internally by NNEPRA?

Response: NNEPRA typically manages all vendor relationships internally. However, to streamline the delivery process, the contractor may be asked to submit files directly to print shops or signage providers when necessary.

Please note that all external vendors or contractors must meet NNEPRA's procurement requirements and be pre-approved in accordance with our internal policies. NNEPRA will only engage with vendors who have satisfied these requirements to ensure compliance with state and federal guidelines.

19. Question: Does NNEPRA require regular project status meetings, reports, or dashboards from the contractor to track progress, upcoming deliverables, and budgets?

Response: NNEPRA requires regular project status meetings—held via Zoom or an online conferencing platform—at a minimum of bi-weekly, and weekly when warranted by the volume or urgency of ongoing projects. These check-ins are essential for tracking progress, reviewing upcoming deliverables and deadlines, and monitoring budgets. Meeting duration is not expected to exceed 30 minutes to 1 hour, depending on the agenda. Access to project management dashboards is not required under this scope.

20. Question: Does NNEPRA typically provide project-specific schedules and milestones, or is the contractor expected to develop and manage these timelines proactively?

Response: NNEPRA will provide project-specific schedules and track milestones accordingly.

21. Question: On the bottom of page 2, the RFQ states: "Submissions must include a link to online portfolio". Would a link to the company website with work examples meet this requirement?

Response: Yes, this would be an efficient way to submit an online portfolio.

22. Question: Under the header *Total Price*: Does that mean total price for 1 hour?

Response: Yes

23. Question: Under *Total Quoted Price*: Should this reflect the total price per hour times the number of projected hours as shown on page 2? For example, (\$100 per total price per hour) x (350 projected hours) = \$35,000.

Response: Yes

24. Question: Are you looking for a flat fee, hourly rate(s) and/or do not exceed style quotes?

Response: NNEPRA is looking for a quoted flat blended fee. Contracted work will not exceed 350 hours per fiscal year.

25. Question: If you're looking for a flat fee, how will we scope out work that includes 'unlimited revisions'?

Response: When proposing a flat fee that includes 'unlimited revisions,' we typically define the project scope and initial deliverables very clearly upfront. While revisions are unlimited, they are expected to be reasonable and aligned with the original project goals. To manage this effectively, we prioritize ongoing communication and set clear expectations on what constitutes a revision versus a new scope request.

26. Question: Where do you expect photo shoots to take place?

Response: Photoshoots may be conducted at any of the 12 Amtrak Downeaster stations or within nearby community areas. Requests for photoshoots will be considered on a case-by-case basis, depending on budget availability, to provide coverage for various events and trade shows as requested by NNEPRA.

27. Question: What are your expectations about "Distributing brochures, promotional giveaways, and other marketing materials at event sites."? How often do these events take place? Where are they? How large are they? How many people would be needed to effectively do this work?

Response: Event support includes, but is not limited to, the responsibilities described herein. The contractor is expected to represent NNEPRA in a manner that upholds brand standards and exemplifies professionalism, respect, responsibility, and initiative. Typical duties may include staffing the booth, engaging with attendees, distributing marketing materials, answering questions about services, collecting contact information, and providing timely feedback to NNEPRA's Marketing Director.

This contract scope enables NNEPRA's Marketing Director to extend brand coverage and visibility across various markets, including instances where the NNEPRA team may be unavailable or attending multiple events simultaneously.

These events can take place in communities as far north as Bangor, ME and as far south as Boston, MA. Any event coverage outside of these territories will not be required unless agreed upon by contractor and NNEPRA.

28. Question: How is this work currently being done? Is there an incumbent vendor?

Response: Currently, NNEPRA facilitates coverage of these events internally, and with the support of an incumbent vendor.

29. Question: What is the budget for this work?

Response: To maintain fair and open competition, NNEPRA does not disclose the budget at the time of solicitation. All submissions will be reviewed in accordance with NNEPRA's Procurement Policy to ensure a transparent, competitive selection process that prioritizes both value and capability.

30. Question: Will this work be interfacing with any other outside agencies or just directly with the NNEPRA?

Response: The contractor may be required to collaborate with NNEPRA's current advertising agency of record, as needed and at the direction of NNEPRA's Marketing Director. This collaboration may include campaign alignment, joint planning, and file sharing to ensure cohesive and coordinated marketing efforts.

Changes to the Request for Quotes for Marketing Support Services to the Northern New England Passenger Rail Authority

*****The quote due date and Scope of Work specified in the original solicitation has not changed as a result of this addendum.*****

1. The Federal Clause, *Notice to FTA of Info Related to Fraud, Waste, Abuse or Other Legal Matters*, has been added to the RFQ.
2. The Quote Form has been updated to reflect FTA requirements.

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

Supplier Name: _____

Supplier Authorized Signature: _____

Printed Name & Title: _____

For any additional questions regarding this addendum please contact:

Belle Askinasi, Office Administrator
Northern New England Passenger Rail
Authority 75 West Commercial Street, Suite
#104
Portland, Maine 04101
belle@nneptra.com

Signed by: Belle Askinasi