

RideShare Marketing RFQ Q&A

1. Is there a required minimum percentage of DBE work for this RFQ?

No

2. Are the SOQ packets allowed to be delivered prior to Tuesday, April 7th?

Yes

3. Are there prequalification requirements for this RFQ? If so, what fields?

No. Prequalification only applies to the category Engineering Services, Transportation Planning/Corridor Planning.

4. For firms working/domiciled outside of Kentucky are they required to carry workers compensation under Kentucky's Revised Statutes Chapter 342?

The award of the contract does not require the firm to have a person physically working in KY and as long as the firm does not have staff physically working in KY, then this would not be applicable.

5. In the event our SAM registration/TIN is still processing at the submittal date, are we still able to respond to your RFQ?

Yes, however the SAM Registration/TIN information must be provided prior to executing a contract.

6. Can you please clarify/explain what exactly you're looking for in a "current media packet"? What should it consist of?

Stations, publications, etc. must submit an up-to-date media packet which should include their demographics, coverage and any other pertinent information the submitter feels we should know. This information will be used to determine which media outlet(s) best meet the needs and the audience of the RideShare program.

7. Does this qualify as an applicable category that would then require pre-qualification from KYTC?

**Office of Transportation Delivery
(502-564-7433)**

Transit Technical Studies, Management, and Marketing/Advertising

A firm must reflect experience and/or knowledge (listing current or past projects) in the area of public transportation and/or mass transit operations such as fixed/deviated fixed or demand route systems (rural and urban populations) general public and specialized; technical transit planning, transit advertising/marketing, transit management, planning onboard and intercept surveys, scheduling/modeling; area wide and route planning, transit environmental assessments, transit studies. The firm must demonstrate financial capacity and identify key staff who will work on transit projects.

(REVISED 1/17)

No. Prequalification only applies to the category Engineering Services, Transportation Planning/Corridor Planning.

8. Is there an established budget for the advertising campaign?
9. Are there any tax benefits for carpooling, or are there only benefits for vanpooling?
10. Is there an existing RideShare app or will one be developed?
11. Is there a percentage goal that needs to be met, or just an increase in participation?
How would this be tracked?
12. Where are the majority of vanpooling and carpooling vehicles commuting to and from?
13. Is there a possibility to do a "Ride & Drive" style event / carpool test for testimonial purposes?
14. Is there any one county that is being targeted as a "case study" for increasing rideshares?
15. Would there be a booth sponsorship/activation interest in any of the following regional/local events?
 - a. Hamilton Country Pride - June 13th
 - b. Taps, Tastes & Tunes Fest - June 19-21
 - c. Oxford Wine & Beer Festival - May 30th
 - d. Flying Pig Marathon - May 3rd
 - e. Cincinnati Pride - June 27th
 - f. Cincinnati Asian Food Fest - May 9-10
 - g. Bunbury Music Festival - June 5 - 7
 - h. Sprouts & Stouts Festival - May 8, 2020 to May 9, 2020
16. Do you tend to like print or digital more or open to everything?

The above questions #8-#16 are not related to the RFQ and will therefore be addressed in the negotiation phase of the procurement process.