

Kansas City Streetcar Authority Marketing & Graphic Design Services Request for Qualifications Questions & Answers

1. Is there a cutoff date to submit questions for this RFQ?
 - We would like to receive all questions one week prior to the response deadline.
2. Is there a contract term KCSA has in mind for this contract or timeline goals for each of the four tasks?
 - The timeline goal for the 1st three task items is around 6-9 months, with the start time being spring 2023. This contract also can turn into an on-call contract and working relationship.
3. How much market research does the KC Streetcar anticipate with this contract in the analysis/audit tasks for brand awareness?
 - The primary focus and budget will be targeting graphic design and brand development work. In order to grow our brand into new physical territories and ridership, we do want to better understand how we are perceived now. This also includes what works and what doesn't in terms of signage on the route and on board our streetcars. We conduct rider satisfaction surveys every two years. <https://kcstreetcar.org/rider-surveys/>
4. Has The KC Streetcar Authority allocated a budget for marketing and design support services?
 - We do have an initial budget for this work but that will be more refined during the negotiation stage. Right now, we are seeking information about qualifications and have an estimated year one budget of \$50,000.
5. Once the qualification round is complete, how soon after the January selection date is work expected to begin?
 - We anticipate work beginning spring 2023.
6. Does KC Streetcar have a current marketing or advertising agency partnership? What enhancements, if any, are you seeking that may not be getting fulfilled with current/past marketing partners?
 - The KC Streetcar Authority does not have a current marketing or advertising partnership. Currently, all marketing, advertising, PR work is completed in-house.
7. Have you identified a short list of marketing or advertising agencies that you seek to work with for this opportunity? Will one firm be selected for all the work, or are you potentially seeking multiple marketing partners for fulfillment?
 - The KC Streetcar Authority has not identified a short list of marketing or advertising firms we seek to work with for this opportunity. Currently, we are open to all possibilities of partnerships – one firm, freelancers, a collection of firms, etc.

8. How will diversity, equity & inclusion be weighted into your marketing partner selection?
 - Diversity, Equity, and Inclusion are extremely important to the KC Streetcar Authority and will be a factor in our selection process. Please see RFQ addendum for more information.
9. Following the January 2023 marketing firm selection, what is your desired timeline for implementation and execution of the assets mentioned in the RFQ?
 - It is estimated that tasks 1-3 may take about 6-9 months to complete with work starting in spring 2023. Work on task 4 will follow tasks 1-3 and may extend an additional 6-12 months.
10. Can you share the estimated budget for this assignment? What is the timeframe for this budget allocation?
 - A finalized budget will be determined during the negotiation and scope of work development process. An estimated budget for year 1 is \$50,000
11. Can you confirm that the complete Scope of Work includes all of the following?
 - Development and implementation of a strategic marketing plan – **Yes**
 - Development of annual social media campaign – **This should be included as part of the strategic marketing plan**
 - Creative asset development for large format & social media deliverables – **Yes**
 - Media planning, buying, trafficking and reporting for campaign launch – **No**
12. The RFQ requests respondents to provide a proposed process and SOW. Scope of Work is typically provided once we have a Discovery session with our client, in which we outline their overall KPIs and determine strategies for achieving these goals. What specifically are you seeking relative to providing a proposed SOW?
 - At this time, we are looking for qualified applicants/proposers who can demonstrate past work in the scope of work outlined in the RFQ which includes branding and signage audit activities, development of a brand extension strategy, and creation of design assets for social media, web, and large format printing. Experience in transit marketing and communication and well as familiarization with the current KC Streetcar system and future extensions is a plus.
13. The RFQ requests a proposed schedule broken down from start to finish. Since a schedule typically follows a Discovery meeting, would a general/sample timeline for projects like this request in the past suffice for responding to this question?
 - We will work with the selected contractor to develop a very specific timeline and schedule for this project. Submittal of sample timelines for projects in similar scope will be accepted for this RFQ.
14. The RFQ also asks for basic budget/contract terms/payment schedule of costs for the entire process. As stated above, these typically follow a Discovery meeting to uncover campaign goals and strategies. Would a generalized approach suffice for responding to this request?
 - Submittal of a basic budget, terms, and payment schedule for projects in similar scope will be accepted for this RFQ. Once selected, the KC Streetcar Authority will work with the contractor to develop a project budget, terms, and schedule.