

Questions & Responses to RFP2611: Go Santa Cruz County Marketing Services

1. What is the budget for the current contract?
 - The maximum budget allocated for this RFP is \$50,000.
2. Who is the incumbent consultant for the current contract?
 - The incumbent consultant for the current contract is Miller Maxfield, Inc.
3. Are travel costs (airfare, ground transportation, and lodging) reimbursable above the \$50,000 contract ceiling, or must they be included within that \$50,000 maximum?
 - All travel and transportation costs must be included within the \$50,000 maximum contract budget.
4. For out-of-area contractors, would SCCRTC consider alternating in-person and virtual meetings for Task 6 Strategic Council check-ins to help direct more of the contract budget toward program delivery?
 - The RFP requires in-person meetings at a minimum of once a month or as needed. Proposers may suggest alternating formats in their work plan, which will be evaluated during the review process.
5. Is paid media spend (Google Ads, social advertising, print production) included within the \$50,000 contractor budget, or is it a separate RTC-managed budget?
 - A separate budget can be used to cover costs associated with paid media spend and print production.
6. What is the anticipated paid media/advertising budget for GO Santa Cruz County in FY2026-27?
 - There is no separate anticipated paid media budget. Proposers should recommend an appropriate media budget allocation within their \$50,000 cost proposal.
7. Will website maintenance, landing page work, or website hosting be within the scope and budget of this contract?
 - The consultant will collaborate with design and development teams to create landing pages and digital assets. General website maintenance and hosting of Cruz511.org or the GO Santa Cruz County platform are outside the scope of this contract.
8. What is the current GO Santa Cruz County registered user base and monthly active user count on the RideAmigos platform?
 - This information is not provided during the proposal phase but will be shared with the selected consultant to help establish baselines.
9. What does "incorporate the RTC Equity Outreach Toolkit" require operationally? Are there mandated formats, frequencies, or specific deliverables tied to the Toolkit?

- There are no strictly mandated formats or frequencies. Proposers should propose how they intend to best integrate the Toolkit's principles into the overall strategy and campaign deliverables.
10. Can you provide the current GO Santa Cruz County brand standards/style guides for review and the current outreach materials?
- Brand standards, style guides, and past materials will be provided to the selected consultant upon contract award.
11. What key performance indicators and success metrics will SCCRTC use to evaluate contractor performance under this contract? Are historical program KPI benchmarks available for the consultant's reference?
- The core goals are increasing awareness, generating interest, and driving participation. Specific KPIs will be collaboratively finalized with the selected consultant. Historical benchmarks will be shared upon contract award.
12. For the April 27 interviews, what is the expected format (in-person or virtual), approximate duration, and who from SCCRTC will be on the evaluation panel?
- Interviews are typically 45-60 minutes. The exact format (in-person or virtual) and the panel composition (which will include RTC staff and potentially other relevant partners) will be confirmed directly with short-listed consultants.
13. What primary metrics and quantifiable goals will the RTC use to evaluate success for this contract? Does the RTC have target growth expectations?
- Target growth expectations and primary metrics will be determined collaboratively with the selected consultant during the initial strategy and planning phase (Task 1).
14. Per the Equity Outreach Toolkit, are there specific priority communities and geographic areas that should received heightened focus during the first contract year?
- Specific priority communities and geographic areas will be identified collaboratively with RTC staff during the Task 1 campaign planning process. The [Equity Action Plan](#) defines Transportation Equity Priority Communities on page 21.
15. How does the Commission envision balancing strategic leadership versus day-to-day execution?
- The selected partner is expected to provide both strategic leadership and function as a hands-on execution team, working in close collaboration with RTC staff.
16. At the end of year one, what specific outcomes would define success for the Commission—particularly in terms of measurable behavior change versus awareness?

- Success will be defined by a combination of both measurable increases in active participation on the GO Santa Cruz County platform as well as broader program awareness. Outcomes will be prioritized during the campaign planning phase.

17. To what extent is local presence or prior work within Santa Cruz County a factor in selection?

- The demonstrated experience in stakeholder and public outreach, particularly with diverse communities and employers in Santa Cruz County, is a key part of the "Minimum Qualifications" and is highly weighted (40 points) under the "Key Staff's Relevant Experience/Qualifications" evaluation criterion.