

THE PORT AUTHORITY OF NY & NJ
PROCUREMENT DEPARTMENT
4 WORLD TRADE CENTER
150 GREENWICH STREET, 21ST FL.
NEW YORK, NY 10007

2/27/2018

ADDENDUM # 7

To prospective Proposer(s) on RFP # 52170 – Marketing Communications Services to the Port Authority of New York & New Jersey’s Marketing Department:

RFP due March 27, 2018 at 2:00PM

I. PROPOSER'S QUESTIONS AND ANSWERS

The following information is available in response to questions submitted by prospective Proposers. The responses should not be deemed to answer all questions, which have been submitted by Proposers to the Port Authority. It addresses only those questions, which the Port Authority has deemed to require additional information and/or clarification. The fact that information has not been supplied with respect to any questions asked by a Proposers does not mean or imply, nor should it be deemed to mean or imply, any meaning, construction, or implication with respect to the terms.

The Port Authority makes no representations, warranties or guarantees that the information contained herein is accurate, complete or timely or that such information accurately represents the conditions that would be encountered during the performance of the Contract. The furnishing of such information by the Port Authority shall not create or be deemed to create any obligation or liability upon it for any reason whatsoever and each Proposer, by submitting its Proposal, expressly agrees that it has not relied upon the foregoing information, and that it shall not hold the Port Authority liable or responsible therefor in any manner whatsoever. Accordingly, nothing contained herein and no representation, statement or promise, of the Port Authority, its Commissioners, officers, agents, representatives, or employees, oral or in writing, shall impair or limit the effect of the warranties of the Proposer required by this Proposal or Contract and the Proposer agrees that it shall not hold the Port Authority liable or responsible therefor in any manner whatsoever.

The Questions and Answers numbering sequence will be continued sequentially in any forthcoming Addenda that may be issued.

Q7. What is prompting the Port Authority’s search for a new marketing communications (“marcomms”) partner? Will the incumbent participate in the review process?

Addendum # 7

A7. Contract expiration is prompting the search for a new advertising agency of record. The current advertising agency will not participate in the review process.

Q8. Can you please further define your expectations for the proposal due on March 27? The requirements listed in the RFP focus mainly on the Proposer's experience and capabilities. Does the Port Authority expect strategic and creative recommendations as well? If so, please provide further direction on the main strategic issue the Port Authority is trying to solve.

A8. The Port Authority expects strategic recommendations regarding either one of its business lines or its corporate brand but not creative in response to the RFP. Creative may eventually be required of certain selected firms. Refer to the Section 2, entitled "Scope of Work," subsection 8, entitled "Proposal Submission Requirements," Letter G, entitled "Proposal;" Number 3, entitled "Technical Expertise and Experience." For insights into our business, refer to our 2016 Annual Report which can be found at www.panynj.gov.

Q9. What are the main initiatives, programs, events or moments that the Port Authority would like to see addressed in a proposal?

A9. See Section 2, entitled "Scope of Work," subsection A(ii), entitled "Line Business and Customer Communications," and refer to the "Typical Communications Programs" included for each line department listed. For further insights on our business, refer to our 2016 Annual Report which can be found at www.panynj.gov.

Q10. How would the Port Authority define its key audiences/stakeholders? Is there any additional data on them that the Port Authority can provide?

A10. The Port Authority's audiences vary by business line and represent a diverse mix, from airport passengers to PATH riders, to bridge and tunnel customers to shipping companies, as well as civic and elected officials. While the Port Authority is not providing any proprietary research on them as a part of this RFP, respondents are free to conduct their own or consult the considerable amount of information that's publicly available (e.g. airport rankings). See Section 2, entitled "Scope of Work," subsection A(ii), entitled "Line Business and Customer Communications," and refer to the "Typical Communications Programs" included for each line department listed. For further insights on our business, refer to our 2016 Annual Report.

Q11. Following the submission of the written proposals on March 27, what is the selection process? How many agencies will be invited in for live presentations, and will they receive a creative assignment to respond to?

A11. The number of agencies the Port Authority invites back for presentations is not pre-determined. Specific requirements, including a potential creative assignment, will be included in the request for a presentation.

Q12. Who are the primary decision makers that will make the final selection?

A12. The RFP selection committee will make the final recommendation.

Q13. Can the Port Authority share what its agency partner solution looks like now? What would the Port Authority keep the same and what would the Port Authority do differently with a new marcomms partner?

A13. The Port Authority cannot share what current partner solution looks like. Proposers should refer to the RFP and Submission Requirements when preparing their proposal.

Q14. What does success look like? Do you have specific KPIs? What would a “home run” result be?

A14. Refer to Section 2, entitled “Scope of Work.”

Q15. What is the Port Authority’s total annual budget? Can the Port Authority provide budget parameters for each function?

A15. This will be addressed with the successful firm. Refer to Attachment G, entitled “Cost Proposal Form.” Please also see <http://corpinfo.panynj.gov/documents/Proposed-2018-Budget/>.

Q16. Must a Proposer be a full services ad agency offering broad marketing services?

A16. Yes, the Port Authority is seeking a full services ad agency. Refer to Section 3, entitled “Proposer Prerequisites.”

Q17. Will The Port Authority consider firms who are headquartered out of state, yet have a satellite office in New York or New Jersey?

A17. Yes.

Q18. Will preference be given to agencies headquartered in New York or New Jersey?

A18. Recommendation for Award of the contract will be made to the most qualified firm based on the requirements of the RFP.

Q19. Who is the incumbent agency and how long has The Port Authority worked with them and/or does the Port Authority have multiple firms servicing its facilities?

A19. Young & Rubicam has been the incumbent agency for the past six years. The Port Authority has one ad agency of record supplemented with other professional services providers for specific projects.

Q20. Is the Port Authority seeking one firm to handle all marketing and communications services listed in RFP or will the Port Authority be awarding to multiple firms?

A20. Refer to Section 9.L, entitled “Multiple Contract Awards.”

Q21. Is this RFP mandated by a contract expiration?

A21. Contract expiration of the current marketing communications contract is prompting the search for a new advertising agency of record.

Q22. What is the current structure of The Port Authority’s Marketing/Advertising/Communications departments?

A22. Refer to Section 2, entitled “Scope of Work,” subsection A, entitled “Background,” paragraph two.

Q23. In Attachment G, Cost Proposal Form, the Port Authority lists a \$1.5 million media budget per year, and \$700,000 average out of pocket expenses per year. Can the Port Authority provide an overall marketing budget for the next three years?

A23. This information is not currently available.

Q24. Can the Port Authority provide a due date for the Letter of Transmittal?

A24. Proposals, in their entirety, are due at 2pm on March 27th.

Q25. Will a proposing firm still qualify if it is not on the New York State approved vendor list?

A25. Refer to the “Contractor’s Integrity Provisions,” included in Attachment B, Part III entitled, “Standard Contract Terms and Conditions” of the RFP.

Q26. Does the Port Authority anticipate a rebranding / repositioning of the Authority as a whole?

A26. That has not yet been determined but is under consideration. This will be addressed with the successful firm.

Q27. Can the Port Authority provide a prioritized list of “the Authority’s corporate and business objectives,” as mentioned on Page 4, Section B, entitled “Brief Summary of Scope of Work,” paragraph 1?

A27. While the Port Authority is not providing a prioritized list, for further insights into its business refer to the Port Authority’s proposed 2018 Budget (<http://corpinfo.panynj.gov/pages/budget/>); Capital plan 2017-2026 (<http://corpinfo.panynj.gov/documents/Capital-Plan-2017-2026/>); the Port Authority’s Annual Reports (<http://corpinfo.panynj.gov/pages/annual-reports/>); Port Authority/ PATH Board Meeting Information (<http://corpinfo.panynj.gov/pages/board-meeting-information/>).

Q28. How is the work prioritized or divided by lines of business?

A28. Each line of business is to be prioritized equally, but one may demand more attention over others at various points of the Contract. Refer to the second paragraph in the Background section of the Scope of Work.

Q29. Can the Port Authority elaborate on what will be needed for “media research,” as mentioned on Page 4, Section B, entitled “Brief Summary of Scope of Work,” subsection i?

A29. The Port Authority expects research, or at least data, to back up all media buy recommendations for performance in reaching our target audience. Port Authority Media Relations handles all press contacts/inquiries, press conferences, and press releases. Refer to Page 8, Section 2, subsection A, entitled “Background.”

Q30. Can the Port Authority elaborate on media and traditional public relations activities which are managed by Port Authority Media Relations and are not included in the scope of this Contract (i.e. provide examples), as mentioned on Page 8?

A30. Media Relations handles all press contacts/inquiries, press conferences, and press releases.

Q31. Can the Port Authority elaborate on the Contractor's anticipated involvement with Port podcasts, as mentioned on Page 10?

A31. This will be addressed with the successful firm.

Q32. Can the Port Authority provide a prioritized list of the "core challenges facing the Port Authority," as mentioned on Page 24?

A32. Refer to the 2016 Annual Report and the Proposed 2018 Capital Plan, both of which can be found on the Port Authority's website.

Q33. Should the in-house studio work charges be presented as an hourly billing rate or a set fee per task?

A33. Refer to Attachment G, Section B, entitled "Out of Pocket Expenses," subsection 2, entitled "In House Studio Charges."

Q34. As to M/WBE subcontracting, does the Authority recognize a NYS Certified M/WBE business as acceptable in achieving the M/WBE goals?

A34. Vendors must be certified by the Port Authority. Refer to page 16, Section 6, entitled "MBE/WBE Subcontracting Provisions."

Q35. Will the Port Authority be able to provide the estimated media expenditures (\$4,500,000) delineated by medium?

A35. Media expenditures will vary by medium from year to year depending on need.

Q36. Can the Port Authority elaborate on the expectation for developing mobile and social applications?

A36. This will be addressed with the successful firm.

Q37. Can the Port Authority provide a list and contact information of vendors who submitted questions and identify which are MBE/WBE's?

A37. Please refer to Addendum #1, Answer #1.

Q38. How does the Port Authority expect the successful firm to work with the Port Authority Media Relations and Government and Community Relations departments?

A38. The agency awarded this agreement will work only with the Marketing Department and the Office of the Chief Communications Officer on a regular basis. There may be select circumstances (e.g., events) where coordination with other departments is beneficial, but that will be facilitated by the Marketing Department.

Q39. Are crisis communications part of the scope?

A39. It is not specifically included but may be required.

Q40. Can the Port Authority provide an estimate of what it has spent in the past on the type of services required under this Contract?

A40. Refer to <http://corpinfo.panynj.gov/pages/budget/>.

Q41. How does the Port Authority measure the effectiveness of marketing communications programs? What are the metrics the Port Authority has tracked in recent years? Are there others the Port Authority has not implemented but would be interested in implementing going forward?

A41. The Port Authority cannot provide any additional information on this topic, but looks forward to reviewing Proposers' recommendations on measurement best practices.

Q42. What is the single most important characteristic the Port Authority seeks in its agency partner?

A42. Please see the evaluation criteria which will be utilized in the evaluation of your proposal. See Section 5, entitled "Evaluation Criteria and Ranking."

Q43. What is the Port Authority's budget for 2018?

A43. Refer to Attachment G, Cost Proposal Form.

Q44. Is a budget breakdown according to business line and corporate available?

A44. This information is not currently available.

Q45. Of agencies similar to the Port Authority, what marketing efforts does the Port Authority admire?

A45. This will be addressed with the successful firm.

Q46. What are the Port Authority's objective(s) in this rebrand and campaign effort? What impact is the Port Authority looking for this to have on its brand and/or business? Is the Port Authority looking for a full rebrand or a brand refresh?

A46. This will be addressed with the successful firm.

Q47. What does the Port Authority know about its audiences and can research/analytics be provided?

A47. See Section 2, entitled "Scope of Work," subsection A(ii), entitled "Line Business and Customer Communications," and refer to the "Typical Communications Programs" included for each line department listed.

Q48. What are the known/key drivers in the decision making process?

A48. Please see the evaluation criteria which will be utilized in the evaluation of your proposal. See Section 5, entitled "Evaluation Criteria and Ranking."

Q49. What research is available for corporate brand vs. line business units?

A49. The Port Authority is not providing any additional information on this topic other than what is included in the RFP. See Section 2, entitled "Scope of Work," subsection

A(ii), entitled “Line Business and Customer Communications,” and refer to the “Typical Communications Programs” included for each line department listed.

Q50. Is there branding architecture available on how the individual line business units support the corporate brand?

A50. This will be addressed with the successful firm.

Q51. What is unique about the Port Authority that sets it apart from any other public transit system?

A51. Refer to the 2016 Annual Report and other publicly available resources.

Q52. What are the goals for each business line?

A52. The Port Authority is not providing any additional information on this topic other than what is included in the RFP. See Section 2, entitled “Scope of Work,” subsection A(ii), entitled “Line Business and Customer Communications,” and refer to the “Typical Communications Programs” included for each line department listed.

Q53. What is the most revenue generating business line?

A53. The Port Authority is not providing any additional information on this topic other than what is included in the RFP. However, you may refer to the Port Authority’s proposed 2018 Budget (<http://corpinfo.panynj.gov/pages/budget/>); Capital plan 2017-2026 (<http://corpinfo.panynj.gov/documents/Capital-Plan-2017-2026/>); the Port Authority’s Annual Reports (<http://corpinfo.panynj.gov/pages/annual-reports/>); Port Authority/ PATH Board Meeting Information (<http://corpinfo.panynj.gov/pages/board-meeting-information/>).

Q54. What is the business line that needs the most help?

A54. The Port Authority is not providing any additional information on this topic other than what is included in the RFP. See Section 2, entitled “Scope of Work,” subsection A(ii), entitled “Line Business and Customer Communications,” and refer to the “Typical Communications Programs” included for each line department listed.

Q55. What was the overall performance of the current firm under the current contract? Did they meet, exceed or miss goals?

A55. The Port Authority is not providing any additional information on this topic.

Q56. What does the Port Authority prefer and what is acceptable for the Port Authority’s current creative campaign? What does the Port Authority dislike and what would the Port Authority change about the current creative campaign?

A56. The Port Authority is not providing any additional information on this topic.

Q57. What does the current customer journey look like? What is the ideal customer journey/path to one of the business lines?

A57. The Port Authority is not providing any additional information on this topic other than what is included in the RFP. See Section 2, entitled "Scope of Work," subsection A(ii), entitled "Line Business and Customer Communications," and refer to the "Typical Communications Programs" included for each line department listed.

Q58. What media channels and tactics is the Port Authority currently using? What has been successful and what has not been successful?

A58. These topics are to be addressed with the successful firm.

This communication should be initialed by you and annexed to your Proposal upon submission.

In case any Proposer fails to conform to these instructions, its Proposal will nevertheless be construed as though this communication had been so physically annexed and initialed.

THE PORT AUTHORITY OF NY & NJ
Selene Ortega, Manager
Commodities and Service Division

PROPOSER'S FIRM NAME: _____

INITIALED: _____

DATE: _____

QUESTIONS CONCERNING THIS ADDENDUM MAY BE ADDRESSED TO Richard Grehl, WHO CAN BE REACHED AT (212) 435-4633 or at rgrehl@panynj.gov.