

**Bidder Questions and Answers Matrix for
RFP No. 23-R10
STRATEGIC COMMUNICATIONS CAMPAIGN AND PUBLIC RELATIONS SERVICES**

No.	SEC & PG NO.	QUESTION/COMMENT	RESPONSE
1.		What is the available budget for this project?	<i>There is no specific budget for this project. We will review the submitted proposals to look at the reasonableness of the price/cost sheet to determine an appropriate budget.</i>
2.		What is the project timeline/timeline for services?	<i>The campaign is expected to run through November 2023 will some post-election work that will need to be completed. Other general tasks are in perpetuity as long as there is mutual interest from both parties. NVTA is looking at a three-year initial contract with the ability to extend if desired by both parties.</i>
3.		Are the DBE forms required if no DBE participation is proposed?	<i>Yes, please mark "n/a" on the forms (where applicable) if your firm, or sub-consultant, is not a certified DBE/SBE firm and sign.</i>
4.		A discussion of the scope of work is not listed as required information in the Technical Proposal. Was this intentionally omitted or should proposers include a discussion of their approach to the requested services?	<i>Proposers should discuss their approach to the requested services.</i>
5.		On page 15 of the RFP, Task 2 states that the selected consultant will "attend and present materials" at various meetings. Please clarify whether the consultant will be conducting the presentations or primarily preparing materials for NVTA staffers to present.	<i>It is unlikely that the vendor will present materials for the sales tax information campaign, however, there may be future events that additional hands-on support may be needed especially associated with the Vine Transit system. Proposers should submit based on the hourly rate per team member and the approximate hours that will be required for the first task – the sales tax information campaign.</i>

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6.		Does NVTA expect the vendor to code and develop the webpage or just do the content (text and design)?	<i>NVTA is looking for the vendor to initially develop the webpage and create content. However, staff will manage the webpage and make changes or updates as needed.</i>
7.		Will NVTA staff implement the social media campaign or is the vendor expected to have hands-on-keyboards actually posting on social media?	<i>Staff will post.</i>
8.		Without the exact number of materials to produce (for example, how many postcards, flyers, fact sheets, etc.) it is impossible to provide an accurate firm fixed price for the price proposal. Will NVTA change the price proposal to be based on hourly labor rates instead of total project value?	<i>NVTA will produce actual print materials and the consultant will be tasked with developing the content. Consultants should include the hourly rate of each member of the proposing team.</i>
9.		If hourly labor rates are not used as the cost proposal evaluation, will NVTA provide a not-to-exceed budget for the contract?	<i>Proposing teams should provide hourly rates for each team member and the number of hours estimated for the first task – sales tax information campaign.</i>
10.		Could you provide the approximate number of meetings/events described in Task 2.1 that will require support?	<i>It is unlikely that a proposer will be attending any meetings – the purpose of this proposal is to advise NVTA staff on informational campaign approach and to development content presentation materials.</i>
11.		<p>Since there is not a standalone DBE goal for this contract, are the following DBE forms required for all proposers even if a DBE subconsultant is not included in the proposal?</p> <ul style="list-style-type: none"> • RFP Page 33: Local Agency Proposal DBE Information • RFP Pages 35-37: DBE Good Faith Efforts 	<i>See question 3 above.</i>
12.		Should the Cost Proposal be included within the body of the proposal response, or as a separate document?	<i>Separate document.</i>
13.		Please confirm that proposers should use the provided Cost Proposal Cover Summary Sheet in addition to a full budget spreadsheet in the proposer's chosen format.	<i>You may provide both, but the requirement is to use the provided Cost Proposal Cover Summary Sheet.</i>

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14.		On the Cost Proposal Cover Summary Sheet, it looks like NVTA would like to see a single hourly rate used for each task. Is that correct, or is it ok for proposers to use separate hourly rates for each staff member?	<i>Proposers should use a separate hourly rate for each team member and that team member's area of expertise/responsibility.</i>
15.		Are subconsultants required to complete the forms provided in RFP Attachment B? If so, which forms are required for subconsultants?	No
16.		Is there a budget for this campaign? Or can you share a budget used for a similar campaign?	<i>A budget has not been established. NVTA staff will assess proposals based on hourly costs for each team member and the recommend approach for the initial task – sales tax information campaign.</i>
17.		Does NVTA know how many pop-up events and what type of venues NVTA would like to participate, host or be represented in?	<i>For the initial task sales tax informational campaign, it is not likely that the consultant team will be attending public outreach events, however, if staffing is insufficient, the consultant team may be asked to participate at some events such as the farmer's market, as example. Other campaigns may result in the need for consultant staffing to be determined.</i>
18.		Does NVTA envision the project timeline to go into the November campaign or possibly August with a transition with a political contract sunset around that timeline?	<i>Yes. However, there are other tasks that the vendor could be asked to perform, so the end of the campaign is not the end of the contract. This contract is specifically informational and not political. The Sales Tax Committee for the Measure has not convened yet but it will be the responsible party for guiding and funding that effort, not NVTA.</i>
19.		To what extent does NVTA already have focus work efforts for this project?	<i>NVTA has established several ad hoc steering committees: Policy Steering Committee (elected officials), Executive Steering Committee (City Managers/County CEO) and Technical Steering Committee (Public Works Directors). NVTA Staff have also presented to the NVTA-TA Board and established committees several times. NVTA has also reached out to the Napa Chamber, the Napa Downtown Association, Visit Napa Valley staff and a local Rotary Club.</i>

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20.		Can NVTA share who and the results of the poll?	<i>Yes, see Attachment 1 attached.</i>
21.		Can NVTA share two infrastructure projects?	<p><i>The likely projects that will move forward are:</i></p> <ul style="list-style-type: none"> ▪ <i>SR 29/SR 12 – Intersection Improvements at SR 29 and Jameson Canyon/Airport Road and SR 12/Kelly Road</i> ▪ <i>SR 29-American Canyon – Operational Improvements on SR 29 between Napa Junction and American Canyon Road</i> ▪ <i>SR 29-SR 12/121 – Intersection Improvements at SR 29/Carneros Highway</i> ▪ <i>Highway Operations and Emergency Evacuation Center – would allow proactive management of highway facilities to balance the capacity of the transportation system and prevailing demands such as emergency fire evacuation. Would include on system adaptive messaging signs and battery storage for Vine Transit emergency evacuation ops.</i>
22.		Is there any special creative within the messaging we must include? Or is there any special messaging to be included in the creative itself? Can NVTA share that in advance?	<i>We would defer to our consultant team for advice, and constraints associated with political messaging versus informational messaging as NVTA is not able to fund the former. We would further rely on the poll and respective voter interests in maintaining roads and improve traffic conditions. One issue that we're already aware of is that negative messaging about the proposed Measure has significant sway with the voters.</i>

Survey of Likely November 2024 Voters
Napa County, CA
Mixed-Mode Telephone/Email- and Text-to Web Survey
Conducted June 14–21, 2023
n=600; Margin of Error ±4.0 percentage points
EMC Research #23-8918

All numbers in this document represent percentage (%) values, unless otherwise noted.
Please note that due to rounding, percentages may not add up to exactly 100%.

INTRO: Your opinions are important! Thank you for participating in this survey about issues in Napa County. Your responses will remain completely confidential. Please try to answer every question even if you're not sure. If you need to, you may skip a question.

1.	Gender (Observed + Self-ID)	
	Male	48
	Female	52
2.	Are you registered to vote in Napa County?	
	Yes	100
	No	-
	(Don't Know/Refused)	-
3.	What would you say are the chances that you will vote in the November 2024 Election for President, Congress, and offices and measures – are you almost certain to vote, will you probably vote, are the chances fifty-fifty, or do you think that you will not vote?	
	Almost certain/(Definitely)	92
	Probably	5
	50/50 Chance	3
	Will not vote/(Don't Know/Refused)	-
4.	Do you feel that things in Napa County are generally going in the right direction or do you feel things are pretty seriously off on the wrong track?	
	Right direction	58
	Wrong track	38
	(Don't know/Refused)	4
	Net Right Direction	20

5INT. I'm going to read you a list of issues in Napa County. For each one, please tell me if that is a high, medium, or low priority for you.

SCALE:	High priority	Medium priority	Low priority	(Don't know/
(RANDOMIZE)				
5. Reducing crime	58	30	12	-
6. Reducing traffic congestion	50	39	11	0
7. Repairing local streets and roads	71	23	6	-
8. Protecting open space	57	31	12	0
9. Improving local public schools	58	30	11	1
10. Building more affordable housing	43	30	27	0
11. Addressing homelessness	63	24	12	-
12. Improving wildfire protection and response	70	24	6	0
13. Protecting the environment and combating climate change	53	26	21	0

(END RANDOMIZE)

14. Now thinking more specifically about transportation, what do you think is the most important transportation problem facing Napa County today?	
Traffic/congestion	27
Not enough public transit	14
Condition of roads	12
Public transit quality	6
Highway 29 traffic	4
City mismanagement of funds	3
Need car alternatives	3
More roads/connection in Napa	3
Speeding cars	2
Traffic lights/intersection congestion	2
Transit to airports	2
Other	10
Don't know/Unsure	4
None/Nothing	7

15. I'd like to read you a measure you may see on a future election ballot:

Without raising taxes, shall the Napa Valley Transportation Authority implement an updated Transportation Expenditure Plan to repair roads and improve highways; fix potholes; reduce traffic congestion; improve evacuation routes; make transit more affordable for veterans, seniors, students, and people with disabilities; and make biking and walking safer; by continuing its ½ cent transportation sales tax with no increase, providing \$25,000,000 annually for 30 years, with citizens oversight, and all funds dedicated to serving transportation needs in Napa County?

If the election were held today, would you vote yes to approve or no to reject this measure?

Yes	78
(Lean Yes)	0
No	20
(Lean No)	0
(Undecided/Don't Know/Not Sure)	0
Yes	79
No	21

16INT. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

SCALE:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	(DK/Ref)	Total agree	Total disagree	
(RANDOMIZE)								
16.	I will vote no on any tax increase, no matter what it is for.	29	21	26	24	0	50	50
17.	It is crucial to have high-quality local roads and transit, even if it means raising taxes.	24	33	18	25	0	58	42
18.	We need to make it easier and safer to get around Napa County, even if it means raising taxes.	20	29	23	28	0	49	51

(END RANDOMIZE)

19INT. Next, I'd like to read you items that may be included in the potential measure designed to improve transportation in Napa County. On a scale from one to seven, where one is not at all important and seven is extremely important, please tell me how important each of the following is to you.

	Not at all important			Extremely important					
SCALE:	1	2	3	4	5	6	7	(DK/ Ref)	Mean
(RANDOMIZE)									
19.	Reduce traffic congestion								
	5	3	6	14	20	16	35	0	5.3
20.	Repair roads and improve highways								
	3	2	4	9	20	17	44	0	5.7
21.	Fix potholes								
	2	1	5	9	14	15	53	0	5.9
22.	Improve evacuation routes								
	8	4	9	13	20	14	32	-	5.0
23.	Make transit more affordable for veterans, seniors, students, and people with disabilities								
	10	5	7	13	18	14	32	0	4.9
24.	Make biking and walking safer								
	9	5	8	11	17	11	38	0	5.1
25.	Reduce greenhouse gas emissions								
	20	5	6	11	15	11	30	-	4.5
26.	Improve safety on routes to schools for children and families								
	6	3	7	13	17	17	36	0	5.3
27.	Support new housing near transit stops and stations								
	22	8	11	15	18	10	15	0	3.9
28.	Improve public transit service throughout the county								
	14	8	10	16	16	12	23	1	4.4
29.	Redesign the intersection of Highway 29 and 12 and Airport Boulevard to improve traffic flow, increase safety, and enhance evacuation routes								
	8	3	5	15	20	15	33	0	5.1
30.	Redesign Highway 29 through American Canyon to improve traffic flow, increase safety, and enhance evacuation routes								
	8	3	5	13	18	13	40	-	5.3
31.	Redesign the intersection of Silverado Trail, Coombsville Road, Third Street, and East Avenue to improve traffic flow, increase safety, and enhance evacuation routes								
	15	6	11	18	19	12	19	0	4.3

(END RANDOMIZE)



32INT. Next I'd like to read you statements from people who **support** the proposed measure. After each one, please tell me how convincing that statement is as a reason to vote **for** the measure – very convincing, somewhat convincing, not too convincing, or not at all convincing.

SCALE:	Very convincing	Somewhat convincing	Not too convincing	Not at all convincing	(DK/Ref)	Total convincing	Total not convincing
(RANDOMIZE)							
32.	[TRAFFIC] This measure will fund local road and highway projects throughout the County that will reduce traffic congestion and make it easier for residents to get to school, work, and appointments.						
	26	43	17	13	0	69	30
33.	[ROAD REPAIR] This measure will fund pothole and road repair around the whole County, saving local residents time and money on flat tires, cracked windshields, and other car repairs.						
	35	37	15	13	0	72	28
34.	[TRANSIT] This measure will support public transit and reduce fares for seniors, veterans, people with disabilities, and students—the people who depend on it to get to the grocery store, doctors' appointments, school and work.						
	32	35	19	13	0	67	32
35.	[SAFETY] This measure will make our communities safer in emergencies by improving evacuation routes and installing electronic information signs along major routes to communicate real-time traffic and evacuation information.						
	30	38	17	14	1	68	31
36.	[CLIMATE CHANGE] This measure will reduce greenhouse gas emissions, improve air quality, and help combat climate change by redesigning our worst bottlenecks to reduce traffic congestion and unnecessary idling.						
	22	38	19	21	1	59	40
37.	[SCHOOLS] This measure will make routes to schools safer, making walking and cycling safer for kids and families by redesigning some of our most dangerous intersections.						
	32	39	16	12	1	72	28
38.	[IMPROVE NOW] This measure will allow local officials to make significant improvements to our streets and roads now, before they get any worse.						
	25	41	19	15	0	66	34
39.	[NO INCREASE] This measure will not increase taxes by one penny. This measure will just extend the existing sales tax while updating the plan to improve transportation across the County.						
	37	35	14	14	0	72	28
40.	[MATCHING AND CONTROLS] This measure will bring millions of dollars in state and federal matching funds to Napa County for critical transportation projects, and strong controls like citizen's oversight and independent audits will ensure all funds are spent as promised.						
	33	41	12	13	1	74	25

(END RANDOMIZE)

41. Now that you've heard more, I'll read you the measure again:

Without raising taxes, shall the Napa Valley Transportation Authority implement an updated Transportation Expenditure Plan to repair roads and improve highways; fix potholes; reduce traffic congestion; improve evacuation routes; make transit more affordable for veterans, seniors, students, and people with disabilities; and make biking and walking safer; by continuing its ½ cent transportation sales tax with no increase, providing \$25,000,000 annually for 30 years, with citizens oversight, and all funds dedicated to serving transportation needs in Napa County?

If the election were held today, would you vote yes to approve or no to reject this measure?

Yes	77
(Lean Yes)	0
No	22
(Lean No)	0
(Undecided/Don't Know/Not Sure)	1
<hr/>	
Yes	77
No	22

42. Some people say this measure just isn't necessary. We already have a tax for transportation in Napa County, this measure replaces that tax with a new one that allows the County to borrow against future tax dollars so they can spend more of our money faster. It also extends the tax all the way through 2054, which is just too long. With other tax measures likely to be on the upcoming ballot, and the cost of living constantly increasing, we should reject this unnecessary tax and send the message that the people have had enough.

Now, given everything you've heard, would you vote yes to approve or no to reject this measure?

Yes	53
(Lean Yes)	1
No	44
(Lean No)	1
(Undecided/Don't Know/Not Sure)	1
<hr/>	
Yes	54
No	45

DEMOS. My last questions are for statistical purposes only.

43INT. For each of the following methods of transportation you might use to get around, please tell me if you use that method frequently, occasionally, rarely, or not at all.

SCALE:	Frequently	Occasionally	Rarely	Not at all	(Don't know/ Refused)
(RANDOMIZE)					
43. Walk or ride a bike for transportation	17	25	23	35	1
44. Take public transit like a bus or train	3	7	22	67	1
45. Drive a car alone	75	15	4	5	0

(END RANDOMIZE)

46. Do you currently own the home or apartment where you live, do you rent, do you live with family, or do you not have stable housing?					
Own/buying					65
Rent/lease					21
Live with family					11
No stable housing					1
(Don't know/Refused)					3
47. What is the last grade you completed in school?					
Some grade school					0
Some high school					1
Graduated High School					15
Technical/Vocational					5
Some College/Less than 4 year degree					36
Graduated College/4 year degree (BA, Bachelor)					24
Graduate/Professional (MA, MS, Master's, PhD, MBA, Doctorate)					16
(Don't know/Refused)					3
48. In what year were you born? (YEARS CODED INTO CATEGORIES)					
18-29					12
30-39					14
40-49					14
50-64					25
65 or over					35
(Refused)					-

49. For this question, tell me all responses that apply to you. Do you consider yourself to be Hispanic or Latino, White or Caucasian, Black or African American, Asian or Pacific Islander American, or another race or ethnicity?

Hispanic or Latino	16
White or Caucasian	69
Black or African American	2
Asian or Pacific Islander American	6
Another race or ethnicity	4
(Refused)	10

THANK YOU!

SUPERVISORIAL DISTRICT

1	17
2	23
3	20
4	21
5	19

PARTY REGISTRATION

Democrat	52
Republican	22
NPP/Other	26

VOTE HISTORY (G18 PG20 S21 PG22)

New or Infrequent Voter (0-3/6)	33
Frequent Voter (4-5/6)	30
Perfect Voter (6/6)	37

LANGUAGE OF INTERVIEW

English	98
Spanish	2