



October 5, 2023

Greenway Safety Campaign including Branding  
RFP #354-TR24-14  
Addendum No. 2

The purpose of this addendum is to answer questions received during the open question and answer period. All other terms and conditions given in this Request for Proposals are in full force and effect.

The following is a [link to a recording](#) of the pre-submittal conference held on September 29, 2023, at 3:30 PM virtually.

### QUESTIONS & ANSWERS

Vendor Question: Can you please clarify if (5) or (3) references are required for RFP submission? Page 4 of the RFP, under “Corporate Background & Experience” mentions (5) references but the form in Section 4: References - Page 11, only has room to provide (3) references.

Answer: Three (3) references are required.

Vendor Question: To confirm, a total of 6 to 9 video concepts will be required for the 3 educational videos to be developed and produced as part of the Cary Greenway marketing campaign.

Answer: Yes, assuming each video targets separate messaging, 2-3 concepts should be developed and discussed with staff for each prior to video development.

Vendor Question: Is there a page number limit for proposal submissions?

Answer: There is no page number limit though efforts should be made to keep proposals/pages efficient.

Vendor Question: When is the last time you did a safety campaign? What did and did not work?

Answer: This is the first official greenway safety campaign (at least in recent years). Educational components were included in an ebikes on greenways pilot that was conducted in 2022. On-pavement stickers and trail-side signs highlighting the greenway speed limit and pedaling requirement were used. These were temporary however and consideration of more permanent and visible messaging may be needed to embed positive trail behaviors in Cary greenway culture. Coupling educational efforts with technical efforts are also being explored with this campaign.

Vendor Question: Have you already identified your target audience? Can you provide a profile? Who is our target audience? Will previously conducted market research be available to the awarded team?

Answer: The target audience is all existing and potential greenway users (as well as businesses/groups that support trail use e.g. bike shops). Some estimated user volume information can be provided as well as survey and citizen feedback from a 2022 ebikes on greenways pilot that was conducted. Collecting more in-depth greenway user demographics will be a part of this campaign.

Vendor Question: What are the on-site requirements of the winning agency?

Answer: Firm should anticipate being on-site for kick off (and any analysis/background) meetings, for public engagement activities and events (see mentions in RFP), and for key meetings throughout project development.

Vendor Question: Is there an incumbent agency bidding?

Answer: No

Vendor Question: Is the assumption that all education materials will include the Cary branding and refer to the greenway system in a generic nature since branding work is being done concurrently?

Answer: Yes

Vendor Question: Do you have a budget range in mind for this campaign?

Answer: Budget has not been determined

Vendor Question: Is the educational campaign meant to be an ongoing, evergreen campaign? Or is it a short-term campaign meant to run only through Fall of 2024?

Answer: Campaign will end in 2024

Vendor Question: Is there a media budget that has been allocated for the educational campaign? If so, can you share that so we can accurately estimate media support based off this budget?

Answer: A media budget has not been determined

Vendor Question: Who would be responsible for the intercept surveys, mentioned as part of the greenway user census? Are you looking for the agency to oversee these/should we account for these in our proposal?

Answer: Yes, agency should include intercept survey design and implementation costs in their proposal

Vendor Question: What part of the branding work must be completed by 10/15 - does this mean having a final logo selected by this date, or does the "full set of assets for implementation" need to be designed and produced by this date?

Answer: Final logo/brand in place by Fall 2024 and will conclude as much as is possible. Additional time may be allotted for finalizing assets.

Vendor Question: Is there a max budget you wish to spend on this project?

Answer: Budget not yet determined

Vendor Question: Does the agency's fee proposal need to include estimates for greenway activations and engagements?

Answer: Yes

Vendor Question: Are you open to receiving estimated budget ranges? Many of the deliverables are quite broad at this stage and the full scope of support may not be determined until after the campaign strategy & creative concepts are established.

Answer: Yes, ranges / unit costs / additional services are acceptable.

Vendor Question: Do you have a PR partner who will help with public relations and earned media, or should we account for that as part of our proposal and fees?

Answer: No. Please include in proposal

Vendor Question: The RFP notes that the agency should identify campaign success measures, but are there any specific safety or educational goals that we should be aware of (ie: decrease safety complaints by x%, increase use of bikes by x%, decrease accidents, etc.)?

Answer: Will be determined once project kicks off

Vendor Question: Has any research been done before on perceived safety issues, real safety issues, or awareness of trail rules/etiquette?

Answer: We have past 311 comments from citizens as well as ebikes on greenways pilot survey results. No other formal research has been completed.

Vendor Question: Are there any issues/concerns with the existing Greenway in Cary that marketing could help overcome from a public sentiment standpoint? Perhaps any data you might have on how the public currently feels about the Greenway?

Answer: Primary concerns have been around bike speeds and safety related to that

Vendor Question: Will the chosen agency partner be creating an entirely new marketing campaign to promote Greenway safety/usage or will they be re-working an existing national campaign?

Answer: Cary is open to either

Vendor Question: In regard to the design materials to be outlined in the proposal, is there a list of specific assets \*and expected quantities) that will need to be designed and developed for this project?

Answer: Anticipated materials are indicated in RFP, but no quantities have been anticipated. Unit costs can be included in proposal.

Vendor Question: Should we include production options for these items as well?

Answer: Yes