

Transit Marketing Strategy and Educational Campaign RFP | Questions & Answers

September 12, 2022

- **Will coordinating the translations be a responsibility of the agency in the project? If so, how many (and which) languages?**
 - The City will coordinate the transition. English and Spanish will be the main languages. Other languages can be found on the www.bgky.org/transit website listed at the bottom of the landing page which lists:
 - Arabic, Bosnian (Latin-Croatian), Burmese, Karen, Karenni, Kiswahili, Spanish
- **Will copywriting on print pieces be part of the project needs as well, or will your team write the content for those?**
 - The selected agency will conduct the copywriting and the project team will consult the agency on final delivery.
- **The PSA budget lists “\$5k-\$10k each” – Is this for ad spend budget for each of the 7 listed videos or for the production?**
 - This is a general range the project team estimated per PSA, however, the agency should not be limited by these numbers. The actual costs per PSA will likely vary and may fall below or above these estimated values.
- **Are the budget numbers included in the \$80k, would we have some flexibility in making recommendations for effectively spending these dollars to tell your story with regard to public transportation?**
 - The total project budget is \$80,000 and all costs – staff time, ad spending, production, etc. – shall not exceed \$80,000. We encourage creativity and leadership in how best to spend the allocated budget.
- **Are you requesting both a :15 and :30 second PSA spot for each of the 7 topics? Or is that simply a range for each?**
 - The length listed is a range. We will heed to the advisement and discretion of the marketing firm as to what is best to convey the message/reach the public.