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Business Services

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**Q&A Addendum #1**

**Rebranding Campaign for Transit and Parking Operations**

**RFP No. 10302024**

**REMINDER:** It is the Respondent's responsibility to thoroughly read and examine the entire Bid document and any addenda to the Bid.

*Vendor Questions*

Please see answers in red.

Turbo Images

1. Our company provides fleet graphics (wraps and decals on vinyl material for student/public transportation vehicles). We have carefully studied the scope of work for this RFP and would like to know please if the University is anticipating a fleet graphics rebrand after this exercise is complete?
   1. It cannot be determined at this time if a rebranding of transit will occur

Stone Ward

1. On page 4 of the RFP document, under Phase 2, a website redesign is mentioned. Could you confirm if the expectation is for the redesign to be completed by May 2025 as well?
   1. The plan and outline of the redesign is expected to be completed by May 2025, however the full implementation will be dependent on internal factors
2. Generally speaking, university websites are restricted to the modules/components and asset libraries built for the university at large. How much control does the Transit and Parking have over its layouts, design, modules, snippets, and more?
   1. Transit and Parking has some flexibility within the University’s website templates
3. Will you require development assistance with the redesign of the website or will that be handled by in-house staff?
   1. The chosen vendor will be partnered with the University’s Marketing and Communications team to manage the redesign implementation and understand the design templates
4. Could you provide insight into the factors driving the May deadline? Additionally, is there any flexibility in this deadline to ensure the highest quality of work?
   1. The goal for this project is May 2025, however the University would be open to assessing recommendations on project plans/deadlines
   2. Key Transit and Parking dates to keep in mind:
      1. Parking Permit Issuance starts in July
      2. Classes for the 2025 Fall Semester start late-August
5. Is there a predetermined budget range for the entire project or each phase that respondents should consider when submitting proposals?
   1. Please submit your most competitive proposal and pricing structure for the entire project and by each phase
6. For Phase 1, how many focus groups and one-on-one interviews are anticipated, and will the university handle participant recruitment?
   1. The University is open to working collaboratively on identifying groups and assisting with scheduling
7. Are there existing teams or departments within the university that the vendor will be required to collaborate with, particularly for the implementation and website redesign? Additionally, who will be the key decision-makers or approvers for each phase of the project?
   1. Implementation and Website Redesign: Digital Development and Design Department
   2. Key decision-makers: Vice Chancellor for Finance and Administration, Transit and Parking, University Relations, ITS
8. What duration should the initial content calendar be designed for: 12 months?
   1. The initial calendar should be 12 months, however please also provide other key dates/recommendations beyond the first 12 months
9. What are minimum distribution channels required for promoting/publishing informative and engaging content (e.g., social media, blogs, email, television, radio, billboard, etc.)?
   1. Email, social media, website are the distribution channels currently utilized, however please provide recommendations for any distribution channels to best improve the messaging on campus (digital on-campus boards, student media/publications, athletic events, etc.)
10. Is social media management, publishing, and monitoring required by the vendor? If so, which social channels should be scoped?
    1. The chosen vendor is not expected to manage the social channels, however they are expected to monitor previous, current, and on-going content to provide assessments and recommendations
11. What are the expectations for the number of content assets to be produced on a weekly/monthly basis?
    1. Please provide your best assessment on ideal volume of content
12. How many staff members will need to be trained on the communication of the new messaging and recruited for the ambassador program?
    1. Training will most likely include a small group staff members in Vice Chancellor for Finance and Administration and Transit and Parking
13. When is the last time the Parking and Transit department underwent a rebrand?
    1. The department has not recently undergone a rebrand

Communications Group

1. Is the budget broken out into phases and is there a total budget that can be provided?
   1. Please see question #6 above
2. Does Parking and Transit have their own social media accounts or do they utilize U of A Campus service accounts?
   1. Transit and Parking utilizes the campus service accounts
3. Is there an incumbent agency?
   1. There is currently no incumbent agency
4. Is the target audience U of A students, faculty, and prospective students?
   1. The target audience includes anyone who uses or potentially would use the University’s Transit and Parking services, including University students, faculty, staff, general daily visitors

**Posted 11/21/2024**