



ADDENDUM

ISSUE DATE **Thursday, January 15, 2015**

TO **All Prospective Bidders/Proposers**

FROM **Jim Meeks**

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PROJECT NO. **RFP 2014022**

ADDENDUM NO. **5**

ACTION NEEDED **The Bidder and/or Proposer shall acknowledge receipt of this Addendum and his acceptance of the conditions by checking, dating and initialing the spaces corresponding to the Addendum on the Bid/Proposal Cost Form.**

This addendum is part of the Contract Documents and modifies the work. Acknowledge receipt of this addendum must be so noted, as directed in the proposal packet. Failure to do so may result in the disqualification of the submitted proposal.

In Reference To Addendum 3

Q. Please define what is meant by "the creation of a brand identity."

A. ***The selected firm will assist in developing an identity that aligns with the community's aspirations and expectations for the streetcar, while at the same time, remain true to the mission of EMBARK and its family of services.***

As a member of the EMBARK team, the firm will come to understand the goals and expectations for the streetcar and will have a voice in shaping how EMBARK's family of services (including the streetcar) is perceived.

Q. Is it your assumption/intention that the name EMBARK apply as the overall brand for both the bus system and street car? If yes, then is the branding we are to develop more of a secondary name for each? For example, EMBARK bus and EMBARK tram? Or are you expecting the street car system to have its own standalone name? Please elaborate.

A. ***Generally, it is expected that the streetcar will have its own name and identity. Consider how other rail lines around the country are identified. Even so, the identity is expected to be complimentary to and fit nicely under the umbrella of the EMBARK brand while also adhering to the EMBARK brand standards.***

Q. What is the expected date of initial launch to public?

A. ***That is unknown at this time.***

Q. How many and what routes will it serve?

A. ***At this time, only one route with the goal to add connecting lines. The most recent route alignment may be viewed [online](#).***

Q. Will the winning Proposer have any input, operationally, during the formative phases of the final release? Are there additional advertising / media dollars allocated to this?

A. ***It is intended that the selected contractor will be a valued member of the communication team. Their input will be considered in all aspects of the launch and maintenance of the brand. A budget for promotion of the Streetcar and the new brand has not been developed.***

- Q. Is the task to brand with logo and name only? Or market the service for the course of the next 5 years?
- A. ***The firm will be an integral party of both the task of developing an identity for the streetcar and provide expert service and input in communicating the EMBARK family of services (including the streetcar) to the Greater Oklahoma City area.***
- Q. What percentage of overall project budget should be dedicated to the street car? How does this affect our scale for budgeting, per FY '14??
- A. ***For this portion of the scope of work, proposals could provide a cost based on the expert development and implementation of the brand as a member of the EMBARK family of services. The budgetary impacts are unknown at this time.***
- Q. What are the specific deliverables for the brand identity and branding system?
- A. ***Including but not limited to: discovery and concept development, naming, brand position, market testing, exterior rail car designs, website development, signage, communication plan, etc...***
- Q. What is the timeframe for those deliverables?
- A. ***It could be as soon as 30 days within finalization and approval of the contract, however, a timeline is unknown.***
- Q. Does the bid need to include communication to the public regarding the new brand or would that be included, by default, in the services originally requested by the RFP?
- A. ***Yes, and yes.***
- Q. What applications would be needed for the brand? Rail car identity placement? Signage? Maps? Website?
- A. ***Including but not limited to: discovery and concept development, naming, brand position, market testing, exterior rail car designs, website development, signage, communication plan, etc...***
- Q. Please define what is meant by a "branding system."
- A. ***Identity system (or family) is what was meant. The firm will assist in developing cohesive deliverables.***
- Q. Can you provide any additional information on the creative design development anticipated in the branding system versus the marketing/PR needed for the promotion of it?
- A. ***Firms should be prepared to lead the discovery process, which should include research, concept development, brand position, community engagement, exterior rail car designs, website development, signage, communication plan, etc...***



Forward Together

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