

**Responses to Media Services RFP Questions
Received Prior to Close of Business April 11, 2017**

<u>No.</u>	<u>Questions</u>
1	<p>May I submit a proposal as an independent consultant or will only PR firms/agencies be considered?</p> <p>Proposals from independent consultants will be considered, but there will likely be a need for the independent consultant to have additional resources available.</p>
2	<p>If so, is there any flexibility with the insurance requirement (Exhibit D, Section VIII) given that independent consultants don't carry that high-level of insurance?</p> <p>Requirements in the RFP shall apply.</p>
3	<p>Can you please let me know who the incumbent is for this solicitation?</p> <p>The current contract is with Cerrell Associates.</p>
4	<p>Does ACTA currently have a consulting firm helping ACTA with media relations and crisis communication services?</p> <p>Yes.</p>
5	<p>If yes, which consulting firm currently assists ACTA?</p> <p>Please refer to the answer for question #3.</p>
6	<p>How much money did ACTA spend last year with your consultant to assist ACTA with media relations and crisis communication services?</p> <p>The retainer is \$60,000 for FY2017</p>
7	<p>How many hours did the consulting firm spend last year assisting ACTA?</p> <p>Exact hours are uncertain, as payment was retainer based.</p>
8	<p>Are you able to approximate what portion of the work would be media story pitching, press events, writing and editing, etc.?</p> <p>The portion of the contract that requires story pitching and press events is small. As a Joint-Power Authority governed in part by the ports of Los Angeles and Long Beach, ACTA's in-house staff works closely with the media relations departments of both ports to promote the benefits of the San Pedro Bay Ports. This includes the Alameda Corridor.</p>

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9	<p>What tasks do you see as the greatest need/priority for ACTA for the next 1-3 yrs. under this work agreement?</p> <p>With an in-house staff of one full-time and one part-time employees, ACTA's need for support with regard to media relations is to:</p> <ul style="list-style-type: none"> - Build relationships with staff at media outlets; - Respond to media inquiries; - Assist with incidents that may occur on the Corridor on a 24/7 bases; - Prepare weekly industry clippings.
10	<p>Will you be needing other communications services, too, including, say, speech writing or social media or videos or website content?</p> <p>Those tasks are typically handled in-house, but the consultant may be asked to assist.</p>
11	<p>Who is the project supervisor to whom the media services contractor would report?</p> <p>Connie Rivera, Director of Government & Community Relations and/or Maria Melendres, Public Affairs, Events & Media Officer.</p>
12	<p>Would you recommend the proposer team include multicultural communications specialists or do you feel you have that need met in-house?</p> <p>Yes, that would be an asset.</p>
13	<p>Are the brief resumes included as part of the 10 page limit?</p> <p>No, resumes may be included in the appendices.</p>
14	<p>How many staff are part of the media relations team?</p> <p>ACTA's in-house staff includes one full-time and one part-time employee. This Public Affairs team handles the responsibilities of media relations, government and community relations, and special events.</p>
15	<p>What type of community relations efforts has ACTA executed in the past?</p> <p>ACTA's community relations efforts focus primarily on maintaining relationships in the harbor and Corridor communities. ACTA has a very limited sponsorship budget and partners often with the two ports in their respective and combined community efforts.</p>
16	<p>Has ACTA had an "as-needed" media relations contract in the past? If so, how often did you use the partner?</p> <p>Yes, on a retainer bases.</p>

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17	<p>Is there an incumbent to this contract?</p> <p>Please refer to the answer for question #3.</p>
18	<p>How does ACTA currently gather electronic press clippings?</p> <p>On-line databases.</p>
19	<p>Who are ACTA key stakeholders in order of priority?</p> <ul style="list-style-type: none"> • ACTA's Governing Board • The commissions and staff of the ports of Los Angeles and Long Beach • BNSF and Union Pacific railroads • Elected officials – Federal, state and local • Industry Partners • Emergency responders • Community groups
20	<p>Who are the currently approved spokespeople for ACTA?</p> <ul style="list-style-type: none"> • John Doherty, CEO • James Preusch, CFO • Connie Rivera, Director of Government & Community Relations • Maria Melendres, Public Affairs, Events & Media Officer
21	<p>What are the top stories/topics media covers about ACTA?</p> <p>The major topics that concern the media regarding ACTA include ACTA's bonds and finance structure, revenue performance, Corridor utilization, environmental benefits, and the role the Corridor plays in the Good Movement industry.</p>
22	<p>What media outlet does ACTA have a good relationship?</p> <p>ACTA has maintained a good relationship with local newspapers like the Los Angeles Times, Daily Breeze and Press Telegram, as well industry publications.</p>
23	<p>What media outlet does ACTA want to develop a relationship with or have a better relationship with?</p> <p>ACTA would like to keep the continued relationship with local media and industry publications. Staff will depend on the media consultant to nurture those relationships, especially as staffing and journalism companies change.</p>

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24	Are the out of pockets costs, such as printing and distribution of materials, part of another budget? <i>In general, printing and distribution of materials will come from the in-house budget.</i>
25	What type of collateral materials has ACTA developed in the past? <i>In additions to its website, ACTA has a fact sheet about the Alameda Corridor that is printed in-house. This allows staff to maintain the most updated cargo counts.</i>
26	Why is ACTA issuing this RFP? <i>As a public agency, ACTA is required to re-bid its contracts periodically.</i>