

IMPERIAL COUNTY TRANSPORTATION COMMISSION (ICTC)

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Date: May 27, 2022
To: Prospective Respondents
From: David Aguirre, Interim Executive Director
REF: Request for Proposal (RFP) for IVT Ride – Public Outreach and Marketing Services
ADDENDUM #1

The following are clarifications to date based upon questions posed by potential respondents.

1. Are you able to share past and current ridership stats by city for IVT Ride? Are there specific cities that historically require more marketing and/or outreach than others for IVT Ride?

ICTC is able to share ridership data for each of the cities. The information for the current year is as follows:

El Centro: 953 passengers
Calexico: 578 passengers
Brawley: 272 passengers
Heber: 145 passengers
Imperial: 194 passengers
Westshores: 40 passengers

Please note that each service has a different fee and different service hours that may impact ridership values.

ICTC would like to incorporate equal marketing approaches for all cities. Outreach opportunities vary by city, but ICTC would like to conduct outreach for the service as a whole when possible.

2. In general, are there specific expectations for public engagement by the contractor, such as direct contractor participation at events or for the contractor to plan and host events?

It is anticipated that the contractor may prepare specific marketing materials for specific events. ICTC will take the lead pertaining to direct staffing for the event. It is not anticipated that the contractor will need to provide staff support outside of perhaps media coverage if required.

Thank you for your interest in the bid process. Should there be any further questions, please email davidaguirre@imperialctc.org.