



REQUEST FOR PROPOSALS (RFP) 26-01

CRYSTAL CITY METRO CONSTRUCTION MARKETING INITIATIVE QUESTION AND ANSWERS

Below are the questions received as of March 27, 2026 along with corresponding responses. Questions that are similar have been grouped together:

1. ***Please confirm the \$100k budget is inclusive of media spend.***

Does the \$100,000 budget include paid media/ad spend, or will media buying be funded separately by NVTC?

A: Yes, all costs, including media placements, must be \$100,000 or less.

2. ***Budget Range (if available): Is there an anticipated budget range for this initiative to help guide scope and channel allocation?***

What is the total media budget for the campaign?

A: The final media budget will be determined by the contractor and NVTC and is part of the \$100,000 limit for this RFP.

3. ***Is the contractor expected to handle all media planning and purchasing, or will NVTC provide any existing media buying contracts or partnerships?***

A: We expect the contractor to handle all media planning and purchasing, with NVTC approval.

4. ***What is our role: media planning and recommendations only, or full execution and placement as well?***

A: We expect the contractor to manage all aspects of planning, execution and placement for the marketing campaign.

5. ***Are copywriting and SEO updates included in this scope?***

A: We expect copywriting, with guidance from NVTC, and SEO updates to be part of the marketing campaign development.

6. ***Is there an incumbent agency that NVTC has worked with previously for similar campaigns?***

A: NVTC conducted campaigns in 2019, 2020-2021, 2022 and 2023 and worked with multiple broadcast and digital/social partners.

7. ***Has NVTC implemented other similar campaigns in the past? If so, what were the key KPIs tied to success?***

Primary Objective Prioritization: Is the primary goal to maintain current ridership levels during construction, increase ridership post-disruption, or improve awareness of alternate travel options?

What are the primary success metrics or key performance indicators (KPIs) for the campaign?

A: NVTC conducted campaigns in 2019, 2020-2021, 2022 and 2023. Key KPI's included click-thru's to novarides.org, reach, engagement and regional public transit ridership trends.

The campaign is intended to run once construction work finishes.

NVTC seeks to encourage ridership and awareness of public transit options post-construction.

8. ***Is NVTC able to more clearly define the audience's localities (by zip code)?***

A: We can provide zip codes as part of the strategy development process.

9. ***Target Audience Segmentation: Does NVTC have defined priority audiences (e.g., daily commuters, airport travelers, weekend riders), or should the selected vendor identify and segment these groups?***

A: NVTC's primary audience is current, lapsed and potential public transit riders. Further audience identification will be part of the strategy development.

10. ***Access to Data & Metrics: Will the selected contractor have access to ridership data, commuter behavior insights, or prior campaign performance to help guide targeting and measure effectiveness?***

Will data be provided to the offeror that indicates ridership trends during the period of closure?

Will you be providing aggregate rider data for the past year?

Will NVTC provide any existing audience data, prior campaign performance metrics, or research insights to inform campaign strategy?

A: We can provide ridership data as part of the strategy development process. It's also available on Metro's website: <https://www.wmata.com/initiatives/ridership-portal/>

We can also share prior campaign performance as part of the strategy development process.

11. ***Will NVTC provide a dedicated landing page for this activation? Or is it expected that the primary website/homepage is the destination for the campaign?***

A: The landing page is novarides.org.

12. ***What platform or CMS is novarides.org built on, and will the selected contractor receive direct access to implement website updates?***

What CMS platform is the website built in? Will the offeror be provided training in how website updates should be implemented as part of the onboarding phase?

A: The current iteration of novarides.org was built on WebFlow. It is not necessary to maintain this platform. The primary novatransit.org site is built on WordPress and NVTC will consider other platforms, as long as they are easily linkable to novatransit.org. NVTC will not provide training for WebFlow.

13. ***How extensive is the website refresh? Are we looking at light visual and content updates, or broader UX and design changes?***

A: Light visual and content updates to reflect the look and feel of the marketing campaign and to include updated logos for our partner transit agencies.

14. ***Communication Channels: Are there preferred or existing communication channels (e.g., email lists, SMS alerts, transit apps) that should be leveraged as part of the campaign?***

A: Per the RFP:

1. Offeror will secure advertising placements that include, at a minimum, the following channels:
 - a. Social Media
 - b. Online Display Advertising
 - c. Audio Streaming
 - d. Video Streaming (OTT)

Other channels may be suggested by the offeror and will be discussed as part of the strategy development.

15. ***Coordination with Metro / Other Agencies: Will messaging need to align with WMATA or other regional partners, and will coordination support be provided?***

A: NVTC will make Metro and regional partners aware of the campaign and handle all coordination.

16. ***Real-Time Communication Expectations: Is there an expectation for real-time or rapid-response messaging during service disruptions, and if so, what level of responsiveness is required?***

A: No. This campaign will run after the construction work finishes.

17. ***Will NVTC provide any existing brand guidelines, messaging frameworks, or prior campaign assets that the contractor should follow?***

Are there existing NoVaRides brand standards, style guides, or creative assets the contractor is expected to follow or build upon, or is the campaign creative beginning from scratch?

Do you have existing NoVaRides brand guidelines we should follow, or is developing the visual identity part of this scope?

A: The creative has varied for past NoVaRides campaigns. We can share these for inspiration, but there is freedom to develop new creative.

18. ***Should we develop multiple campaign concepts for you to choose from, or will you provide creative direction for us to execute?***

A: NVTC will work with the contractor during the Marketing Campaign Strategy Development and Marketing Campaign Design and Implementation phases to provide creative direction.

19. ***Does the campaign need multilingual content given the Northern Virginia audience?***

A: We plan to include English and Spanish language advertisements in this campaign.

20. ***For video, are you expecting original filming with talent and on-location shoots, or motion graphics and stock-based production? This has a significant impact on budget and timeline.***

A: We do not expect original filming. Past campaigns have relied on animation, stock video and photos, video and photos provided by regional transit agencies and static graphics.

21. ***Is SWaM or DBE business participation a scored evaluation factor, or is it informational only?***

A: The scored evaluation criteria are detailed in Section A, section 19B (page 14), which does not include SWAM or DBE. Section A, section 26 (page 16) states that SWAM participation is encouraged.

22. ***Section A, 11- What specific types of records would NVTC typically request to review, and how much advance notice would a contractor receive to set up the access to the records? Would NVTC be willing to enter into an NDA before accessing the records, if the contractor is a privately held entity?***

A: The question references E-11 (page 28) not the A-11 listed. However, NVTC does not typically request records to review.

NVTC would entertain an NDA, depending on the terms and conditions, with the understanding that NVTC is a public entity subject to FOIA and must comply with FOIA, so any NDA must contain a FOIA exception. In addition, since this project is partially funded by the Virginia Department of Rail and Public Transportation (DRPT), NVTC and the contractors shall permit the authorize representatives of the Department to inspect and audit their records related to the performance of the Agreement, as stated in Section 6.1 of the Master Agreement.

23. ***Section A, 15- Does this include aggregated data? Digital Marketing firms are required through agreements with Google and Meta to allow the platforms full rights to anonymized aggregated data for any services rendered through those platforms.***

A: We acknowledge, and expect, that the chosen firm will adhere to the data sharing and data rights policies of all third-party platforms that will be used during the marketing campaign (e.g. Google and Meta).

24. ***Section A, 18(D/E)- Two different work plans are outlined in these sections. If they must be described separately, how do they differ? Otherwise, can these requirements be combined into one work plan description?***

A: These can be combined.

25. ***Section A, 18(F)- Who all is included in the definition of “Key Personnel”, requiring a resume to be provided? Is every member of the internal team that would be working on this project considered key personnel, or just those in client-facing or management level roles?***

A: Project manager, deputy project manager, principal (or other senior executive who has high level supervisory role), and any task leads or subconsultant leads

26. ***Section A, 18(I) and 22- Can the acknowledgement of receipt of all addenda be included as a short written statement, or should all addenda be included in the RFP proposal document?***

A: This should be included in the RFP proposal.

27. ***Section A, 18(K- Price Proposal)- For the estimate of hours to be worked by named individuals- are general duties assigned per person enough to satisfy this requirement? How specific and lengthy should this information be?***

A: Yes, hours worked and general duties.

28. ***Section A, 20- What does “applicable federal implementing regulations and other implementing requirements” refer to in this section?***

A: All federal and Virginia state rules related to nondiscrimination.

29. ***Master Agreement, Article 16- Would NVTC be able to strike the following statement from this clause? “including the names of all contracting agencies with which the contractor has contracts over \$10,000.”***

A: No, the statement is a Virginia Department of Rail and Public Transportation requirement and NVTC cannot modify this language.