

Marketing & Advertising Services Q&A

RFP Number: SCRTD-2026-01

Issue Date: February 18, 2026

Addendum No.: 1

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Question 1: Does the RFP require proposers to be in New Mexico, or will agencies located in other states be considered?

Answer: Yes. Agencies located outside of New Mexico, including those in other states will be considered, provided they meet all RFP requirements, including in-person submission.

Question 2: Does the proposed \$175,000 budget represent total available project funding, inclusive of any paid advertising/media placement, or is paid media intended to be separate from agency professional fees? If inclusive, please clarify what portion SCRTD anticipates allocating to media placement versus agency services.

Answer: The \$175,000 budget represents the anticipated baseline project funding and is inclusive of both agency professional services and advertising/media-related activities. As outlined in the Proposed Budget Table in the RFP, SCRTD has identified an estimated allocation of \$40,000 for the Advertising Program, which includes advertising development and placement, with the remaining funds allocated across branding, digital services, community and public relations, marketing strategy, and internal communications.

The budget amounts provided in the RFP are planning estimates only. Proposers may submit budgets in excess of \$175,000 and are encouraged to propose the level of effort, scope, and budget they believe best meets the project objectives. Any proposed amounts above the baseline budget will be evaluated based on overall value, approach, and available funding. SCRTD reserves the right to negotiate scope, budget, and funding levels and is not obligated to award a contract at any proposed amount.

Question 3: Is the \$175,000 budget intended to cover the full three-year contract term, or is it an annual budget allocation?

Answer: The \$175,000 budget represents anticipated baseline project funding and planning estimates only and is intended to cover the entire anticipated contract term of up to three (3) years.

Question 4: Is there an incumbent marketing or branding firm currently under contract? If so, what services are they providing and when does their contract conclude?

Answer: SCRTD does not currently have an incumbent marketing or branding firm under contract.

Question 5: Within the “Website & Digital Presence” scope, is SCRTD seeking a full website rebuild, a redesign within the existing CMS, or strategic guidance with limited development support? To which of the provided budget line-items would you anticipate website work applied?

Answer: No website rebuild is planned. SCRTD anticipates a review of the current website, and recommendations for modifications may be provided. Any significant redevelopment or associated implementation costs would not be included within the scope or budget of this contract.

Question 6: For the Marketing Strategy & Ridership Growth Plan (Section H), is SCRTD expecting a research-intensive engagement including surveys and focus groups, and if so, should research costs be included within the proposed budget?

Answer: SCRTD is not expecting formal or research-intensive engagement such as surveys, focus groups, or structured data collection. The Marketing Strategy & Ridership Growth Plan does not require proposers to conduct independent research. Engagement insights are anticipated to be observed and evaluated through the implementation of the marketing and outreach efforts under this contract.

Question 7: For performance tracking dashboards listed in the Deliverables Summary, does SCRTD have preferred KPIs, reporting platforms, or required reporting formats?

Answer: The District has KPIs listed in its Ten-Year Plan and seven KPIs listed in the annual New Mexico Department of Transportation award. That information is included in the SCRTD Ten-Year Plan and on the NMDOT website.

Question 8: Is there a DBE participation goal associated with this procurement? (Exhibit language references DBE compliance, but no target percentage is specified.)

Answer: No DBE target is required for this procurement.

Question 9: Is there any local or regional preference applied in evaluation, or would SCRTD consider firms such as ours with significant national transit experience and demonstrated success in comparable regional systems?

Answer: No local or regional preference will be applied in the evaluation of proposals. SCRTD’s procurement process complies with applicable federal funding requirements, which prohibit geographic preferences.

Question 10: Evaluation Criteria & Proposal Weighting: The RFP does not specify how proposals will be evaluated or weighted across criteria such as relevant experience, technical approach, cost, and DBE participation. Can SCRTD provide the evaluation criteria and relative weighting that will be used to score submissions? Understanding these priorities will allow us to structure our proposal in direct alignment with what matters most to the District.

Answer:

Qualifications (20 points):

Proposer's demonstrated experience with comparable projects, particularly in public sector, transit, or transportation-related marketing, branding, and communications.

Approach (20 points):

Understanding of SCRTD's goals and challenges, and the proposed methodology, creativity, and strategy for meeting the objectives outlined in the RFP.

Technical Proposal (20 points):

Quality, feasibility, and clarity of the proposed work plan, deliverables, schedule, and technical execution.

Project Team (10 points):

Experience, roles, and availability of key personnel assigned to the project.

Past Performance (5 points):

Demonstrated success on similar projects, including references and documented outcomes.

Cost (15 points):

Reasonableness and clarity of the proposed budget in relation to the proposed scope of work and overall value to the District.

Responsiveness & Compliance (10 points):

Completeness of the proposal, adherence to RFP instructions, and compliance with applicable federal, state, and local requirements.

Question 11: Existing Brand Assets, Data & Incumbent Relationships: Is SCRTD currently working with a marketing or communications firm, and if so, what is the status of that relationship? Additionally, what existing brand assets, ridership data, analytics, audience research, or prior marketing materials will be made available to the selected firm to inform strategy development? Understanding what baseline information exists will help us propose realistic discovery timelines and avoid duplicating prior work.

Answer: SCRTD is not currently working with a marketing or communications firm. The District will make available relevant existing materials, including current and prior Ten-Year Planning documents, which contain applicable background information, ridership data, and planning context. Additional materials, if any, will be shared at SCRTD's discretion following contract award.

Question 12: Budget Flexibility, Structure & Subcontracting: The RFP outlines an estimated total budget of \$175,000 over the contract term and notes this may increase with additional grant funding. Can SCRTD clarify whether proposals should be structured as a retainer, project-based, or hybrid model — and whether there is flexibility in how budget is allocated across service categories (e.g., shifting funds between digital and community relations based on evolving priorities)? Additionally, is there a DBE participation goal or minimum subcontracting requirement we should plan around?

Answer: SCRTD does not intend for proposals to be structured as a retainer. Proposals should be structured on a project-based or hybrid basis, aligned with the scope of work and deliverables outlined in the RFP. The budget categories included in the RFP are provided for planning purposes. SCRTD anticipates some flexibility in allocating funds across service categories over the contract term, subject to evolving priorities and mutual agreement. No DBE target is required for this procurement.

Question 13: The RFP currently specifies "In-Person Delivery" for proposals. Would the District be willing to accept a secure PDF submission via email in lieu of physical hard copies?
If physical copies are strictly mandatory, would delivery via a common carrier (FedEx/UPS) to your office be accepted as "In-Person"?

Answer: Electronic proposal submissions via email will not be accepted. Proposals must be submitted in accordance with the RFP requirements for physical delivery. SCRTD will accept proposals submitted on a USB drive delivered by mail or common carrier to the following address:

South Central Regional Transit District
Attention: Liza Alonzo
2001 Futurity Drive
Sunland Park, NM 88063

Proposers are responsible for ensuring timely delivery of their submissions by the deadline specified in the RFP.

Question 14:

Strategic Scope - Micro-Transit Integration: We understand SCRTD is launching new Micro-Transit zones in Las Cruces and Sunland Park. Does the District view this as a sub-brand requiring a distinct identity (e.g., "SCRTD Connect"), or should the branding strategy focus on a unified "One Network" identity that seamlessly blends fixed-route and on-demand services?

Answer: SCRTD's objective is to strengthen and unify its overall brand identity across all services. At this time, the District does not anticipate creating a separate sub-brand for Micro-Transit services. The branding strategy should support a cohesive "one network" identity that integrates fixed-route and on-demand services under the SCRTD brand. Proposers may, however, recommend thoughtful service-level distinctions that maintain brand consistency while improving clarity for riders.

Question 15:

Data Readiness (GTFS): Scope Item H mentions "Ridership Growth Initiatives."

Question: Can the District confirm if your General Transit Feed Specification (GTFS) data is currently Real-Time (GTFS-RT) enabled?

Context: Our "Signal" methodology leverages real-time data to drive ridership via Google Maps/Apple Maps integration. Knowing the current status of your data infrastructure will help us scope the "Digital Modernization" section of our proposal accurately.

Answer: Yes. SCRTD's GTFS data is GTFS-Real Time (GTFS-RT) enabled and supported by a contracted service provider. GTFS data is updated as service changes occur, including route updates.

