



RFP 304404
Data Mining & Customer Intelligence Monitoring
Questions & Answers #2

August 14, 2018

Questions and Answers are provided for informational purposes.

Q.1	Please help me understand any SBE requirements. Are there any mandates to use an SBE on this project? We're a SBE looking to partner with a larger firm with marketing experience. Our experience is in utilizing ML/AI for business operations not marketing.
A.1	SBE participation is encouraged through a race and gender-neutral way. There is no SBE goal assigned to this project and no mandate to use an SBE on this project.
Q.2	Since the pre-proposal call was recorded, can we please have it made available?
A.2	Yes. An audio recording of the Pre-Proposal Conference has been posted to DemandStar.
Q.3	Can we please have a listing of all attendees to the pre-proposal call?
A.3	A Pre-Proposal Attendance List has been posted to DemandStar.
Q.4	Will Capital Metro consider an electronically submitted bid (either via portal or via email) instead of via post or courier in the interest of green paper-saving practices?
A.4	At this point, we request one original hard copy, two copies and one electronic copy on CD or USB drive. We are considering accepting electronically submitted proposals in the future.
Q.5	Is there a current incumbent providing these services? If so, what is the current spend on these services?
A.5	No.
Q.6	Is there a general budget Capital Metro can make proposers aware of for this project, in order to understand the types of resources we can put towards this requirement?
A.6	Unfortunately, we cannot provide any budget expectations for an RFP solicitation.

Q.7	<p>A. Who will be the end users of this service?</p> <p>B. Follow-on question: can you please provide a breakdown of the number of users within each division or department?</p>
A.7	<p>A. The end users of the service will include executive leadership, the community engagement manager, the marketing V.P. and director, the government relations manager and the communications team.</p> <p>B. Executive leadership (3) Community engagement (1) Marketing (2) Government relations (1) Communications (3).</p>
Q.8	Is it Capital Metro's intention to have access to software platform that gives them access to this information? Or rather, would Capital Metro only like to receive this information in the form of reports delivered by an analyst? Or a combination of both?
A.8	A combination of these options would be ideal.
Q.9	<p>"The Contractor shall provide reports and analytics weekly. However, there will be times that reports, and analytics will be required daily."</p> <p>Is it Cap Metro's desire to receive reports or rather, have access to a platform that enables Cap Metro to pull reports on an as-needed basis (which would include a single-click button to get a weekly report delivered)?</p>
A.9	A platform to access reports is acceptable, provided that we will have access to an analyst who can help interpret them on an as needed basis.
Q.10	What are the general topics and keywords Capital Metro would like to monitor for?
A.10	At this point, we are looking for conversations that mention Capital Metro and transportations issues in Central Texas.
Q.11	<p>"The Contractor shall generate reports offering strategic messaging counsel to Capital Metro."</p> <p>A. Can you provide an example of what Capital Metro would consider strategic messaging advice?</p> <p>B. How many stakeholders would need access to these reports?</p>
A.11	<p>A. We would like an analyst to interpret the collected data, identify trends in community sentiment, discern values from online conversations and identify issues of concern.</p> <p>B. 5</p>

Q.12	(f) – Can you define what is meant by “entities” in this requirement? Is this external entities or which of Cap Metro’s social properties are effective?
A.12	We are interested in conversations happening on external entities.
Q.13	(c) – What are the “pertinent discussion topics” that will be requested?
A.13	These will vary, but primarily we are interest in conversations and mentions of Capital Metro.
Q.14	Can you please expand on requirement (h)? Are you hoping for data to help inform future strategy? What do you consider “maximizing community engagement”?
A.14	Yes, we are hoping for the data to inform our strategies in engaging with community.
Q.15	Will Capital Metro need to link up its social properties into the software system for publishing/management/analysis?
A.15	No, this is not a requirement.
Q.16	(i) Is this a security incident response plan on if our systems which manage your social profiles are breached? Or if not, can you please further elaborate what this is in reference to?
A.16	Yes, this refers to security breaches in the contractor’s systems.

END OF QUESTIONS AND ANSWERS #2