

# Transportation Demand Management (TDM) Media Management Services RFP

## SPC's Response to Questions

On Wednesday, March 4, 2026, SPC released a Request for Proposals (RFP) for *Transportation Demand Management (TDM) Media Management Services*. Interested firms were given the opportunity to submit written questions to SPC concerning the RFP. The deadline for submitting questions was 2:00 PM EST on Monday, March 16, 2026.

The RFP stated that SPC would provide written answers, including any amendments to the RFP, if necessary, no later than close of business on Friday, March 20, 2026. The questions and SPC's answers would be posted on the SPC website (<https://www.spcregion.org/about/rfps-and-rfqs/>) and e-mailed to each firm that requested a copy of the RFP.

The 16 questions that SPC received, and SPC's answers, are presented in the report below. No amendments to the RFP were necessary.

On Friday, March 20, 2026, this report was posted on the SPC website and e-mailed to those who requested a copy of the RFP.

**Q1: Can you please clarify whether media buying is expected to be included within the anticipated contract budget?**

**A1: All media buys are expected to fall within the contract budget.**

**Q2: Can you please confirm the anticipated contract duration?**

**A2: The contract will cover an initial three-year period with two additional one-year option years at SPC's discretion. The total contract term will not exceed five years.**

**Q3: Should we assume that television/radio media buys will be included as part of the scope of work?**

**A3: The selected contractor will be encouraged to pursue whichever media formats best present the content and advance the goals of the contract while remaining within the project budget. All media buys should be selected in conjunction with SPC.**

**Q4: Has TDM set a budget for this project?**

**A4: SPC does not release project budget information and requests that contractors submit their best price cost estimates.**

**Q5: What access will the selected contractor have to surveys, evaluation materials, and CRM content from the previous effort and existing CommuteInfo Program?**

**A5: All SPC-owned materials may be shared with the selected contractor at SPC's discretion.**

**Q6: Does the scope of this project include new market research and/or stakeholder engagement *prior to* and *in the vetting of* marketing content or has that work already been completed by SPC?**

- A6:** Some stakeholder engagement has already been completed by SPC. The project scope includes any additional market research and/or stakeholder engagement necessary to complete the project.
- Q7:** To what extent will the TDM Media Management Services contractor interface with or work within the CommuteInfo platform versus working exclusively outside of that platform?
- A7:** The selected contractor will primarily operate outside of the CommuteInfo platform. Upon award of the contract, the contractor is expected to gain a working familiarity with the CommuteInfo platform’s user interface, as well as a general understanding of the platform’s back-end capabilities.
- Q8:** The emphasis of the CommuteInfo program and RFP appears to be squarely on employers, worksites, and workforce commuters. To what extent will this effort aspire to expand the market for CommuteInfo to other traveler markets?
- A8:** The primary focus of this RFP is employers, worksites, and work/school commuting, as these are the trips eligible for vanpool subsidies and other incentives through the CommuteInfo program.
- Q9:** What is the budget for the 3-year contract? Is there an expected percentage of the budget expected for media buys versus other strategy and support?
- A9:** SPC does not release project budget information and requests that contractors submit their best price cost estimates. SPC has not allocated a specific percentage of the project budget to media buys versus other strategy and support. The selected contractor should propose the budget distribution that best accomplishes the goals of the contract.
- Q10:** Can you please clarify: On page 6, it states: “... the contractor shall continue to develop the TDM program brand by representing the value of the program and creating content to inspire and motivate various audiences to act.” - Is this specific to CommuteInfo, or is this a call-out that you also want to continue to share overarching messaging about SPC’s full TDM program? (We understand that CommuteInfo is a part of your larger TDM program.)
- A10:** CommuteInfo is the highest-profile initiative of SPC’s TDM program; as such, the majority of this contract’s efforts should be focused on CommuteInfo. The selected contractor should, however, make efforts to highlight the overall TDM program when appropriate.
- Q11:** For your success metrics, can you please give us the following baselines:
- a. Current number of active vanpools
  - b. Current average occupancy and max occupancy of vanpools
  - c. Existing number of vanpool groups that are a) registered with CommuteInfo and b) record their trips with CommuteInfo
  - d. Existing number of non-vanpool users registered with CommuteInfo that currently record their trips
  - e. The most updated list of regional TDM partners
- A11:**
- a. As of March 2026, there are 16 active vanpools.
  - b. The average occupancy among the 16 active vanpools is 6 passengers. Maximum occupancy depends on vehicle type—for the SUV/minivan class, it is 8, whereas for full-size vans it is 15.
  - c. There are 104 participants between the 16 active vanpools, of which 40 are not registered on the CommuteInfo platform. Of the 64 registered active participants, 49 have never recorded a trip on the platform.
  - d. In February 2026, 136 registered non-vanpool users recorded their trips.
  - e. SPC will share the most up-to-date Regional TDM Partners list with the selected contractor upon award of the contract.

**Q12:** There is also a goal to increase the number of employer/property manager/developer requests for assistance. Can you describe how those requests are tracked?

**A12:** Currently, all requests for TDM assistance are documented as part of SPC's monthly reporting. Suggestions are welcome.

**Q13:** Is there an opportunity to update messaging in alignment with the campaign on the CommuteInfo App?

**A13:** Yes. The software provider for the CommuteInfo platform can customize messaging on the website/mobile app upon request.

**Q14:** How will performance data from the app be supplied (number of visits, number of signups)?

**A14:** For the commuteinfo.org website, SPC's Communications team can provide the Google Analytics dashboard with site visits, document downloads, and other relevant metrics. Metrics for the commuteinfo.agilemile.com website are available through the software provider, Agile Mile. The number of signups is available upon request from program staff through the Agile Mile Dashboard.

**Q15:** We understand engaging employers is a priority and this contract included developing messages and materials to get in the "front door." Who will be using the materials to get in that door?

**A15:** SPC's TDM Program Manager will be using the materials created during this campaign for employer outreach.

**Q16:** Do you plan to continue the annual commute challenge, and are you planning any other commuter, employer, or modal contests or challenges? If yes, could special incentives be added for these?

**A16:** Yes, SPC plans to continue the May Commuter Challenge on a yearly basis. There may be opportunities for additional competitions and incentives, depending on available funding.

-----END-----