

**Transportation Options RFQ
Vendor Questions & Responses**

March 18, 2026

- Does ColPac have planning documents for the Transportation Options program?

Programmatic information for the Transportation Options program and the Get There Challenge can be found on ODOTs website. ColPac is new to the program and will be developing a long-term strategy while meeting the initial requirements of the program in this start-up period.

- What other planning documents, such as a ColPac strategic plan, should inform this project?

ColPac's Comprehensive Economic Development Strategy can be found at nworegon.org. This program supports our work with the NW Oregon Transit Alliance, a network of five transit providers that provide the NWConnector service. More information about this group is available at nwconnector.org

- What document review will be needed?

Document review would likely be under four hours.

- Has ColPac executed similar campaigns that you see as a model for this one?

No.

- What marketing strategies have been most successful in the past?

Marketing efforts for similar transit focused efforts have been sporadic. A successful firm will have experience in successful transit/multi-modal awareness and marketing campaigns including using a SMART metrics-based approach.