

## ADDENDUM NO. 1

**TO:** All Vendors  
**FROM:** Jason McGarry, Procurement/Contracts Administrator  
**SUBJECT:** CARTA2021-03: Re-Branding  
**DATE:** January 10, 2022

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This Addendum No. 1 modifies the Request for Proposal (RFP) only in the manner and to the extent as stated herein.

### QUESTIONS AND ANSWERS

1. What is the proposed budget for this project?
  - a. Not provided
2. Are there any preferences for selection of an in-state vs. out-of-state vendor?
  - a. No
3. What is the CARTA's preferred timeline of this project (including start and end dates)?
  - a. ASAP
4. Can the nature of the work for this project, in its entirety, be done off-site and via digital channels (i.e. Zoom calls)?
  - a. No
5. Will a dedicated OneDrive folder suffice for the delivery of art files and style guides?
  - a. Yes
6. After initial templates have been delivered, will there be room for ongoing needs?
  - a. Possibly
7. Would CARTA/BCDCOG accept a video-only proposal to combat elements of the SOW? We have some creative options for the agency to consider.
  - a. No
8. Do you expect to have user research and/or interviews (either internally or externally) be part of the discovery for this project? –
  - a. TBD
9. Is there any other discovery you are hoping for or expecting?
  - a. Work with our Transit Rider Advocacy Committee as a de factor focus group
10. Do you have a comprehensive list of the number of designs or design templates you are expecting to need for physical collateral?
  - a. No
11. Do you have a budget and/or timeline in mind for this project?

- a. No
  - 12. Are you expecting a website refresh to match the new branding to be part of this project, or as a subsequent phase?
    - a. No
  - 13. Are you asking for spec creative work as part of this RFP?
    - a. No
  - 14. Is there a contract period CARTA has in mind for this project to be completed in?
    - a. Complete in Q3 2022 at latest
  - 15. Is there an incumbent from the LCRT rebrand?
    - a. Yes
  - 16. Please clarify the nature of the “Additional Questions” in Section 8. Would you like each of those five questions addressed in the proposal as well?
    - a. Yes
  - 17. Is there a DBE requirement for this proposal or will there just be bonus points to those proposers who qualify as a DBE?
    - a. No Requirement
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Offeror shall acknowledge receipt of Addendum No. 1 in the space provided below and return with their proposal. Failure to do so will subject the proposal to rejection.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Date