ADDENDUM NO. 1

TO: All Vendors

FROM: Jason McGarry, Procurement/Contracts Administrator

SUBJECT: CARTA2021-03: Re-Branding

DATE: January 10, 2022

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?
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

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