



Livermore Amador Valley Transit Authority

March 6, 2017

To: All Interested Parties

From: Tamara Edwards
Procurement Officer

RE: RFP for LAVTA On-Call Graphic Design Services #2017-10

Addendum Number 2

This correspondence constitutes official record of the second alteration of a “Request for Proposals for Livermore Amador Valley Transit Authority (LAVTA) On-Call Graphic Design Services #2017-10” issued on February 1, 2016.

This Addendum responds to written questions as follows, which were inadvertently left off Addendum Number 1:

QUESTION	RESPONSE
1. What are your marketing goals and objectives?	The marketing goals and objectives can be found in the FY 2017 Marketing Plan. The plan can be found with this Addendum Number 2.
2. What re your marketing initiatives for 2017?	The marketing initiatives can be found in the FY 2017 Marketing Plan.
3. Do you have brand guidelines to share?	The agency is soon to participate in rebranding. Brand guidelines will be part of the rebranding effort.
4. Should we include a copywriter in our staffing plan or will LAVTA provide copy for all projects?	Yes, LAVTA does not have a copywriter on staff.
5. Do you have a library of photos and/or illustrations available? Are you open to expanding the library?	The LAVTA photo and illustrations library is very limited and the agency is open to expanding the library.
6. Who will be included in the approval process after the Task Order is issued? What is the approval process at LAVTA?	The approval process is managed by the agency’s Marketing Manager who will approve all work. When the Marketing Manager is absent approvals will be made by the Executive Director.
7. Is there an incumbent agency?	Yes, the incumbent agency is PAVLOV Advertising, LLC

Other than those specifically listed above, no other sections, terms or conditions of the above cited solicitation are being altered at this time. All other sections, conditions and language not specifically cited as altered in this document are still in full and original effect.

Submitted:

/s/ Tamara Edwards
Tamara Edwards, Procurement Officer

March 6, 2017
Date