

April 24, 2018

To: All Interested Parties

From: Tamara Edwards
Procurement Officer

RE: RFP for LAVTA On-Call Creative, Design and Media Strategy Services #2018-05

Addendum Number 1

This correspondence constitutes official record of the first alteration of a “Request for Proposals for Livermore Amador Valley Transit Authority (LAVTA) On-Call Creative, Design and Media Strategy Services #2018-05” issued on April 3, 2018.

This Addendum responds to written questions as follows:

QUESTION	RESPONSE
1. Whether companies from Outside USA can apply for this? (like,from India or Canada)	Yes.
2. Whether we need to come over there for meetings?	Yes, as stated in the scope of work of the RFP, due to the complexity of several anticipated and planned projects, LAVTA requires that the successful firm be available for on-site meetings at LAVTA facilities on occasion.
3. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	Some of the tasks can be performed remotely, but the selected consultant will be required to meet in person with staff multiple times a year and be responsive to emails and phone calls.
4. Can we submit the proposals via email?	No, we need printed copies to review per the RFP.
5. Is there an incumbent for this contract?	No. For the past year, we have solicited estimates on a project by project basis.
6. We understand there is a limit of 20 pages total for section 1.5-Technical Proposal. Could you please clarify whether this limit is 20 double sided or single sided pages?	20 single sided pages.
7. Are there page limits for any other sections(s) of the proposal?	No. However, as stated in the RFP “Proposals should be limited to specific discussion of the elements outlined in this RFP. Responders are encouraged to avoid submissions that are poorly organized or in which important information is obscured by unnecessary promotional material. Short, succinct, and clear submittals are less likely to be marked down due to uncertainty as to meaning or misinterpretation.”

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8. Will the selected contractor be expected to provide printing and production services, or does LAVTA have separate funds to cover printing costs?	The selected contractor is not expected to provide printing and production services. Printing and production services are budgeted separately.
9. Will the selected contractor be expected to provide in-person support for outreach activities identified in the FY 2018 Marketing Plan, including but not limited to on campus outreach at Las Positas, tabling at BART stations, or on-site support for transit fairs for major employers?	That was not anticipated as part of the RFP.
10. It appears from the request that you are looking to reward the work to one agency. However, has there been any consideration for specialized portions to go to a small business?	It is our desire to contract with a single agency. As stated in the RFP, joint proposals from multiple agencies are permitted, "Where two or more firms desire to submit a single proposal in response to this RFP, they should do so on a prime-subcontractor basis rather than as a joint venture. The Authority intends to contract with a single firm rather than with multiple firms doing business as a joint venture."
11. Is this a new project or has LAVTA contracted for these services before? If so, who is the incumbent?	For the past year, we have solicited estimates on a project by project basis.
12. Will LAVTA be selecting only one firm or qualifying a bench of firms?	LAVTA intends to contract with a single firm.
13. Was the FY 2018 Marketing Plan developed in house? If not, who developed it?	The FY 2018 Marketing Plan was developed in house.
14. Will LAVTA staff be responsible for staffing all outreach activities? Or is LAVTA looking to the consultant to provide staffing assistance?	We do not anticipate the need for consultant staff for outreach activities.
15. The Proposal Cover Form (Appendix A) asks for the proposer's "business license number." Is this referring to the proposer's tax ID?	It is not the same as a tax ID number. If a business license is not required in the jurisdiction in which the business is located, simply indicate "Not applicable".
16. May we submit the items requested under 1.4.d (Financial Stability) in a separate, sealed envelope labeled "confidential"?	Yes.
17. How should direct expenses be provided on the Price Proposal Form?	The expenses associated with this contract will primarily be labor. The Price Proposal Form is where labor expenses are listed. Any other direct expenses, such as travel, would be discussed and agreed upon during the Task Order Process discussed in the Scope of Work of the RFP.

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.

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Submitted:

/s/ Tamara Edwards
Tamara Edwards, Procurement Officer

April 24, 2018
Date