



June 28, 2023

To: All Interested Parties

From: Tamara Edwards  
Director of Finance

**RE: RFP for PUBLIC OUTREACH SERVICES #2023-05**

**Addendum Number 1**

This correspondence constitutes official record of the FIRST alteration of “RFP for PUBLIC OUTREACH SERVICES #2023-05” issued on June 14, 2023.

This Addendum covers the written questions received.

This Addendum responds to written questions as follows:

QUESTION	RESPONSE
<p><b>Q1.</b> We recognize that time is of the essence for this work, with a notice to proceed on or around 7/26/23 and the BART service chance on 9/11/23. We see that this is a one-year contract, but does LAVTA have a targeted desired completion date or milestone for the public outreach work?</p>	<p><b>A1.</b> We would like to have Board approval on the new network at their December 2023 meeting; meaning the outreach would need to wrap up by the end of October. We recognize this is a short turnaround.</p>
<p><b>Q2.</b> Pertaining to item 2.2, will the “infographics that detail each of the service scenarios” be used within the “three high-level network summaries” or are these two different things?</p>	<p><b>A2.</b> Infographics wanted: 1) High-level scenario summary (3) 2) Specific route proposal for each scenario (up to 15 routes per scenario) Also open to consultant feedback.</p>
<p><b>Q3.</b> Will the service scenarios encompass changes to all of LAVTA’s routes? Or will the changes be focused on the Rapid routes?</p>	<p><b>A3.</b> The changes will be proposed to all of LAVTA’s non-school routes (including Rapid, Local, Express, etc.). Specific scope of changes will be based on rider feedback garnered during public outreach phase.</p>
<p><b>Q4.</b> Can LAVTA provide a rough idea of the overall budget allocated for this project?</p>	<p><b>A4.</b> Project budget is approximately \$40,000.</p>

QUESTION	RESPONSE
<p><b>Q5.</b> LAVTA is requesting “hourly rates and/or fixed fees for specific types of services and outreach options” AND “packaged or tiered pricing based on a number of in-person and virtual events.” Can you provide some clarification on the difference between these two items and/or provide a table format for how you’d like to see the numbers?</p>	<p><b>A5.</b> Please disregard “packaged/tiered pricing based on a number of in-person and virtual events”</p> <p>The Authority is seeking options for different types of outreach (pop-ups, in-person community meetings, etc.)</p>
<p><b>Q6.</b> What is LAVTA's budget for this work?</p>	<p><b>A6.</b> See question 4, above.</p>
<p><b>Q7.</b> Does LAVTA have a preferred print vendor?</p>	<p><b>A7.</b> No preferred vendor but can make a recommendation for local vendors based on printed materials needed.</p>
<p><b>Q8.</b> Is LAVTA committed to print and digital surveys?</p>	<p><b>A8.</b> We definitely want digital at a minimum but also need a way to solicit input from passengers who do not have access to the internet. Open to training call center staff on filling out surveys for folks calling in.</p>
<p><b>Q9.</b> Does LAVTA have a preference between the development of a microsite or webpage on the existing Wheels website? Does LAVTA defer to consultant recommendations?</p>	<p><b>A9.</b> We are open to recommendations but suspect a page on our existing website might suffice for this project.</p>
<p><b>Q10.</b> Does LAVTA require translation services in any other language, aside from Spanish?</p>	<p><b>A10.</b> All materials and the webpage need to be translated into Spanish and should be available in Korean and Chinese (Simplified) upon request.</p>
<p><b>Q11.</b> Does LAVTA have a preference of virtual or in-person meetings?</p>	<p><b>A11.</b> We are open to recommendations but would like to include at least 1 in-person meeting.</p>
<p><b>Q12.</b> What is LAVTA's definition of communication success for this initiative?</p>	<p><b>A12.</b> We want to make sure we are reaching and getting feedback from our non-student riders who are typically lower income and may not speak English.</p>

QUESTION	RESPONSE
<p><b>Q13.</b> Is LAVTA currently working with a consultant for outreach?</p> <p>If so, which firm(s)?</p>	<p><b>A13.</b> Not at this time</p>
<p><b>Q14.</b> For a fixed fee budget are lump sum costs by subtask adequate? As requested in the RFP, these costs would include all labor, shipping, postage, materials, supplies, taxes, overhead, insurance, profit, and all other costs necessary to perform the work.</p>	<p><b>A14.</b> Yes, as long as sufficient detail is provided as to the inputs for each subtask so that staff can make comparisons across proposers.</p>

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:

*Tamara Edwards*  
Tamara Edwards, Director of Finance

April 4, 2023  
Date