



**ADDENDUM 1
May 13, 2022**

Questions/Answers

_ QUESTION 1

Page 14, Section O. Description of Services, 7. Market Research: Can you provide more clarification on the pre- and post-testing of advertisements? Is this for every marketing initiative or just for certain programs? If it's for certain programs, can you specify which ones?

We would be looking for testing of advertising messages for the overall regional TDM marketing campaign and it can be a mixture of the regional messages as well as some of the incentive program (incentTrip, 'Pool Rewards, etc) and/or special event messaging (Bike to Work Day, Car Free Day). The idea would be to test a past campaign message and then pre-campaign messaging in order to develop a roadmap of which messages would work best in the campaign(s). This would not be an on-going activity for each marketing campaign.

QUESTION 2

Page 18, C. Section 3. Costs proposals and DBE Plan for the Offeror and Subcontractors:

- a. How would you like the cost proposal to be submitted? Is there a form to fill out? Or is there an example you can provide?

A sample cost budget is attached. It should be inclusive of staff (by rate and position – no need to list the staff person's name), as well as an overhead percentage and any out-of-pocket costs.

- b. If the Prime is a DBE, then does that count towards any of the DBE goal?

Yes. A Prime with a current valid DBE certification would be awarded the maximum 15 Points.

It must be a DBE only. No other certifications are accepted. As per RFP, the certification documentation must be submitted with the proposal.

QUESTION 3

We are in the process of working on this proposal and feel we are going to need more than the 40MB of storage space based on our submission 4 years ago. Would it be possible to be allocated closer to 100MB of space? Please let me know if you can help with that request.

Current wording:

“The submission should be done in three or four separate files as follows:

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1. Section 1 (up to 10 MB) NAME: RFP 22-0013 {Firm Name} Technical Proposal
2. Section 2 (up to 10 MB) NAME: RFP 22-0013 {Firm Name} Key Personnel
3. Section 3 (up to 10 MB) NAME: RFP 22-0013 {Firm Name} Price Proposal
4. Section 4 (up to 10 MB) NAME: RFP 22-0013 {Firm Name} References

Revised wording

COG will increase the file size as follows:

The submission should be done in three or four separate files as follows:

- 1. Section 1 (up to 25 MB) NAME: RFP 22-013 {Firm Name} Technical Proposal**
- 2. Section 2 (up to 25 MB) NAME: RFP 22-013 {Firm Name} Key Personnel**
- 3. Section 3 (up to 25 MB) NAME: RFP 22-013 {Firm Name} Price Proposal**
- 4. Section 4 (up to 25 MB) NAME: RFP 22-013 {Firm Name} References”**