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**Marketing and Communications**

**Solicitation No. 25-002 – Addendum #1**

**May 24, 2024**

From: Lisa Randle, SRTA Issuing Officer

To: Potential Qualifying Respondents

This Addendum #1 to SRTA Solicitation No. 25-002 is being issued in accordance with Section 2.5 of the Request for Proposals document. The purpose of this Addendum is to respond to the questions that were received during the question and answer period and add clarifying information for the RFP.

**New Proposal Submission Deadline – June 5, 2024, 2:00 PM EST**

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| Schedule of Events |  | New Proposal Submission Deadline – June 5, 2024, 2PM EST |
| Schedule of Events |  | Notice of Contract Award (Target) - June 21, 2024 |
| Project Team and Project Approach | Section 3.7 of Part 1 in the RFP | ***Proposer shall submit in response*** |
| Scoring of Proposals by the Evaluation Committee | Section 4.2.3 of Part 1 in the RFP | Scoring to include optional interviews |
| Total Combined Score | Section 4.2.4  of Part 1 in the RFP |  |
| Best and Final Offer | Section 4.2.5 Best and Final Offer |  |

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| **RFP QUESTIONS/CLARIFICATIONS TEMPLATE SRTA Solicitation No. 25-002: Marketing and Communications** | | | |
| **#** | **RFP document / Section** | **RFP page #** | **Additional Wording** |
| 1 | Section 3.7 of Part 1 in the RFP | 15 | Sample Printed Materials – These documents shall be provided by the Proposer. Proposer shall submit samples of the following documents:  o Annual Reports  o Brochure  o PowerPoint Presentations  o Press Releases  o Print Advertising  o Newsletters  o Op-Ed  o Graphic Design  o Short Video (30 seconds to 2 minute maximum) |
| 2 | Section 4.2.3 of Part 1 in the RFP | 19 | ***Interviews-Optional – (5 point maximum)***  The Evaluation Committee may choose to invite the top-scored proposers to make presentations and participate in interviews with the committee prior to completing its ranking of proposals. It shall be at the discretion of the Evaluation Committee as to whether it will conduct interviews and as to how many and which Proposers will be invited to make presentations and participate in interviews with the committee. Proposers that are invited for interviews may earn up to 5 points based on the quality of the interview. |
| 3 | Section 4.2.4  of Part 1 in the RFP | 19 | Total Combined Score Upon completion of the scoring by the Evaluation Committee, each Proposer will be assigned a Total Combined Score, consisting of the Proposer’s scores from the Qualifications and Experience, Approach, Interview (Optional), and Price Proposal submissions. |
| 4 | Section 4.2.5 Best and Final Offer | 20 | If a BAFO is not requested, the final Contract award will be based on the highest point total using the following formula: (Qualifications and Experience score) + (Approach score) + (Interview {Optional}) + (Price Proposal Score)  = Total Combined Score |

All other terms and conditions of SRTA Solicitation No. 25-002 not specifically addressed in this Addendum #1 remain in full force and effect.

**A signed acknowledgment of this addendum (this page) should be attached to your RFP response.**

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Contractor’s Name

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Signature

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Printed Name and Title

**END OF ADDENDUM NUMBER 1**