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ADDENDUM 3 - REQUEST FOR PROPOSALS

Marketing Support Services

Mountain Line Transit Authority

Monongalia County Urban Mass Transit Authority

420 DuPont Road, Morgantown, WV 26501

Submit proposals electronically to: Loring Danielson, Finance Officer, danielson@busride.org

Direct all questions in writing to: Loring Danielson, Finance Officer, danielson@busride.org

ADDENDUM 3 - The following questions were proposed by a bidder and the responses are below:

1. On Attachment A, the RFP number is required but i don't see one in the document?

No RFP number has been assigned to this solicitation. Proposers may enter N/A in any field requesting an RFP number.

2. Can the Authority share the approximate breakdown of recent marketing spend across the service categories in Section 3.1, or identify the assignment types expected to be most frequent in the first year?

Mountain Line does not guarantee a particular distribution of work among the service categories. The services identified in Section 3.1 are expected to make up the majority of assignments, but actual assignments will depend on the Authority's needs and available funding. As stated in Section 4, Mountain Line estimates approximately \$50,000 per year in contract spending, exclusive of pass-through costs; this estimate is not a guarantee, minimum or maximum.

3. In what software and file formats are the current system and route maps maintained (for example, Adobe Illustrator or GIS-based files)? Will native files be provided to the Contractor?

Mountain Line's current system and route map files are maintained in Adobe InDesign. Relevant native files will be provided to the selected Contractor as needed for assigned work.

4. Attachment C.3 addresses mileage only. For authorized on-site assignments, are airfare, lodging, and per diem reimbursable at federal rates, or should proposers build those costs into fixed prices?

If travel expenses are necessary for a proposed project, Mountain Line Transit Authority will be asking for an estimate ahead of the project so that we are aware prior to proceeding. We do not want you to build these costs into your RFP response.

5. Is there a page limit or preferred length for the proposal, and do linked work samples count toward any limit?

There is no page limit or preferred proposal length stated in the RFP. Proposers should provide the information required in Section 6 in the order specified. Work samples may either be embedded in the proposal PDF or provided by link. Because there is no stated page limit, linked work samples are not subject to a separate page-count restriction

6. Which languages does the Authority anticipate for translation assignments under Section 3.2?

Mountain Line has not identified specific languages for anticipated translation assignments at this time. Translation needs may include any language, depending on the applicable assignment. Proposers may use qualified third-party providers or subcontractors for translation services, provided those arrangements are disclosed in accordance with the RFP. As stated in Section 3.2, machine translation alone is not acceptable.