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ADDENDUM 6 - 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 6 - The following questions were proposed by a bidder and the responses are below:

1. On-Call Availability and Responsiveness

The RFP describes the engagement as an on-call agreement and notes that routine assignments should be acknowledged within one business day. Could Mountain Line further clarify its expectations for contractor availability and responsiveness, including whether there are circumstances in which same-day or after-hours support may be required?

Routine assignments are expected to be acknowledged within one business day, as stated in Section 3.4. Mountain Line may occasionally have time-sensitive needs associated with service changes, events, or other urgent communications; however, the RFP does not establish a standing requirement for same-day or after-hours availability. Any assignment-specific deadline or special availability requirement would be communicated as part of the applicable work authorization.

2. Historical Workload and Peak Periods

To help us better understand the anticipated workload, approximately how much did Mountain Line spend on outside marketing support during the most recent fiscal or contract year? Are there particular times of year or recurring circumstances that typically create peak demand for outside marketing support?

Mountain Line estimates approximately \$50,000 per year in spending under this contract, exclusive of pass-through costs, as stated in Section 4. This estimate is not a guarantee, minimum, or maximum.

This will be the first year Mountain Line is working with an outside firm for this type of marketing support, so there is not an established historical workload under a comparable contract.

Outside support may be needed during peak periods, major service changes, special initiatives, events, or periods when additional staff capacity is needed. The timing and volume of assignments will vary based on Mountain Line's needs and available funding.

3. Work Authorization and Scoping Process

For individual work authorizations, does Mountain Line anticipate providing a predetermined scope, deadline, and not-to-exceed budget, or will the selected contractor generally be asked to recommend the scope, timeline, and estimated budget for approval? Additionally, what is Mountain Line's typical turnaround time for reviewing and approving proposed scopes, estimates, creative materials, and other deliverables?

Each written work authorization will identify the deliverable, deadline, and not-to-exceed amount before work begins, as stated in Section 4. Depending on the assignment, Mountain Line may provide a defined scope or may ask the selected Contractor to assist in developing the recommended scope, timeline, or budget for Mountain Line's review and approval.

The RFP does not establish a standard turnaround time for Mountain Line's review of scopes, estimates, creative materials, or deliverables. Review timing will depend on the nature and urgency of the assignment.

4. Revision and Approval Process

Will Mountain Line permit the contractor to establish a standard number of revision rounds and a defined review/approval process as part of each work authorization, with additional revisions or scope changes subject to further authorization?

Proposers may describe their standard revision and approval process in their proposal. Specific revision expectations, approval procedures, and any scope changes may be addressed as appropriate for individual work authorizations. Any additional work beyond an authorized scope would require Mountain Line's approval before billable work proceeds.

5. Campaign Development and Creative Direction

For campaign assignments, does Mountain Line anticipate that the selected contractor will typically develop the campaign concept and creative direction, or will Mountain Line's in-house Marketing Coordinator generally provide the strategic/creative direction for the contractor to execute? We recognize this may vary by assignment and are seeking to better understand the typical working relationship. The RFP indicates assignments may range from individual collateral pieces to complete campaign planning and execution.

The working relationship may vary by assignment. In some cases, Mountain Line's Marketing Coordinator may provide the strategic or creative direction and ask the Contractor to execute specific deliverables. In other cases, the Contractor may be asked to develop campaign concepts, creative direction, budget recommendations, production schedules, or broader campaign execution for Mountain Line's review and approval.

The selected Contractor should therefore be prepared both to support and execute Mountain Line's existing direction and to provide broader campaign development when requested.

6. Route and System Map Design

For route and system map design and updates, will Mountain Line provide existing editable/source files, templates, route data, schedules, and other materials from which the contractor will work? In what formats are route and schedule data currently maintained? Additionally, should proposers anticipate primarily updating existing maps, or could assignments include developing new maps or substantially redesigning existing materials?

Mountain Line will provide relevant existing editable/source files, templates, route data, schedules, and other available materials for assigned map work. Existing editable/source files, templates, and schedule maps are maintained in Adobe InDesign. Route and map data used for map creation are maintained in Remix.

Assignments may include updates to existing route and system maps, as well as the development of new maps or substantial redesigns of existing materials, depending on Mountain Line's needs.