

Marketing & Advertising Services Q&A

RFP Number: SCRTD-2026-01

Issue Date: February 27, 2026

Addendum No.: 3

Date of Q&A Posting: February 27, 2026

Question 20: Could SCRTD please provide a list of criteria that this RFP will be graded by?

Answer: Please refer to Addendum No. 1, Question 10, which provides the evaluation criteria and scoring breakdown for this procurement.

Question 21: Are there any formatting requirements/limitations? Is there any particular information SCRTD would like to see submitted in the proposal (besides the required Certifications and Assurances), such as a cost proposal?

Answer: No additional formatting requirements or limitations have been established beyond those outlined in the RFP. In addition to the required Certifications and Assurances, proposers should include a comprehensive technical proposal that clearly outlines their project approach, relevant qualifications, proposed project team, past performance references, and a detailed cost proposal aligned with the scope of work and budget structure identified in the RFP.

Question 22: Could SCRTD please provide copies of the 4 required Certifications and Assurances (Certification Regarding Lobbying, Certification Regarding Debarment, etc.)?

Answer: SCRTD will upload the required Certification and Assurance forms to the District's website by the end of the day on March 3, 2026.

Question 23: Are you expecting to wrap your buses with the new branding designs? If so, will you provide your bus measurements so we can add the required design hours in our budget?

Answer: No wrapping is expected.

Question 24: Does the agency currently have 200 buses? Is the contractor responsible for placing brand standard materials on bus advertising, specifically at the back of the bus and on interior digital shelter displays?

Answer: No. The contractor is responsible for developing design materials only and is not required to handle the physical installation or placement on buses.

Question 25: Will meetings with your staff and our team be virtual or in-person?

Answer: Meetings may be conducted virtually or in person, based on the selected consultant's preference and mutual agreement with SCRTD.

Question 26: Since the RFP states that you require the proposal documents to be dropped off in person, is it okay to using FedEx services or other services or is the contractor required to walk them in?

Answer: Please refer to Addendum No. 1, Question 13, which confirms that proposals may be delivered by mail or common carrier (e.g., FedEx, UPS) to the address provided in the RFP. Proposers are responsible for ensuring timely delivery by the stated deadline.

Question 27: I went to your website and there is no way to register with your agency as a vendor. Please advise on the process?

Answer: SCRTD does not require vendor registration prior to proposal submission for this procurement. Once a bidder is selected, SCRTD's Procurement Office will coordinate directly with the awarded firm to obtain all necessary vendor information and required documentation to complete the contracting process.

Question 28: Since the DBE program is currently at a standstill, are you willing to take our word for it that we will reapply? Or do we include a copy of our certification letter?

Answer: This procurement does not include a DBE participation goal, and proposers are not required to submit DBE certification documentation with their proposal. Proposers must complete the required Certification Regarding DBE Compliance included in Exhibit C of the RFP. Any additional documentation, if necessary, will be coordinated following contract award in accordance with applicable federal requirements.

Question 29: Is the budget \$175,000 per year or for the three years of the project? Since \$40,000 is allocated for Advertising, \$135,000 remains for fully loaded pay and staff pay, amounting to about \$22,000 per year for three years to conduct the tasks requested.

Answer: Please refer to Addendum No. 1, Question 3, which clarifies that the \$175,000 represents anticipated baseline project funding for the entire anticipated contract term of up to three (3) years, not an annual amount.

Question 30: What service completions are expected in Year 1, Year 2 and in Year 3?

Answer: The RFP does not prescribe specific service completions by contract year. The contract term is anticipated to be up to three (3) years, and the Deliverables Summary outlines the expected scope of work. Proposers are expected to recommend a phased implementation schedule and timeline for deliverables as part of their technical proposal, consistent with the overall project objectives and budget.

Question 31: How many bus stops are there?

Answer: SCRTD's total number of bus stops continues to evolve as the District expands service, including the recent addition of a ninth route. While the exact number may vary, this information is not required for the preparation of proposals under this RFP. The selected consultant will be provided with relevant operational details as needed following contract award.

Question 32: How many employees work for the agency?

Answer: SCRTD currently has 49 employees.

Question 33: Will the consultant team have direct access to your website to make approved changes?

Answer: Yes, the selected consultant may be granted appropriate access to the SCRTD website to implement approved changes, subject to coordination and oversight by the District. As noted in Addendum No. 2, Question 18, SCRTD has an in-house Marketing Coordinator who will collaborate with the selected consultant to support implementation and ongoing communications