

April 20, 2026

RE: RFP REG-BASE-26-2
ITEM: On-Call Marketing and Creative Agency Services
Closes: May 1, 2026

ADDENDUM #2
Questions and Answers

Addendum #2 for Valley Regional Transit Request for Proposal **REG-BASE-26-2, On-Call Marketing and Creative Agency Services** is hereby made part of the project requirements and contract documents for the referenced project. Please note, failure to acknowledge this Addendum does not relieve you from fulfilling the Addendum requirements.

The following questions have been addressed and now part of the procurement process:

Questions and Answers:

1. **Question:** The text box description cells in Exhibit B, Price Proposal are very small, would it be possible to expand or adjust the formatting to allow for a more comprehensive explanation of our project approach? We believe additional space would enable us to provide a clearer and more detailed response, ensuring our intentions and methodology are accurately represented.

Answer: Offerors may use up to one (1) full page if needed for each of the four scenarios outlined in Exhibit B.

2. **Question:** Has a budget been established for this procurement or the first year of the contract? Even a ballpark estimate would be helpful to us as we plan!

Answer: Based on past trends and current projections, the annual budget is \$200,000 or \$1 million over a five-year period. However, the final contract amount will be established during the contracting process, and each year's budget will be determined by VRT Board of Directors.

3. **Question:** On page 7 of the RFP question 6 says we are required to be a "DBE, Corporation, or Other" so is N/A an acceptable answer? Also, regarding page 7 question 6, please specify what "required licenses and numbers" is referring to as that is a standalone line.

Answer: Question 6 refers to business ownership classification. If your business is a Disadvantaged Business Enterprise (DBE) or a Corporation, please identify your business classification in this section. If your company is a Proprietorship, Partnership, or a Limited Liability Company please type "OTHER" in this section.

In response to question 6 concerning a business license. This solicitation does not require a business license. Therefore, it is acceptable to leave this section blank.

4. **Question:** Please confirm the awarded vendor won't be selling advertising space on VRT's vehicles for revenue generation.

Answer: Confirmed. Work may include projects that would include advertising-related deliverables, but advertising sales are managed internally at VRT.

5. **Question:** Submittal Process, page 1 indicates a preference for electronic submittals, but page 32 says that Materials developed for this RFP solicitation should be delivered via mail to VRT Administrative Office, 700 NE 2nd Street, Suite 100, Meridian, Idaho 83642. To confirm, can we submit this proposal via email instead of printing & mailing materials

Answer: Yes, proposals can be submitted via email.

**Send electronic submittals to Kevin Womack, Procurement/Contract Specialist:
procurement@ridevrt.org**

6. **Question:** Budget, we didn't see any information about annual budget stated within the RFP, but we were wondering if you could give any details about your standard budget allocation each year for on-call partner projects?

Answer: Refer to question 2

7. **Question:** Scenarios, in each pricing scenario requested, we are asked to "Please briefly describe your approach to this project and outline any cost justification needed." – Could you clarify if you're looking for how we would approach the project from a process perspective? Or, are you hoping for creative and strategic approach written in these sections at this point?

Answer: Please describe your approach from a process perspective.

8. **Question:** Resumes in Page Limits, Page 1 states that resumes won't be included in the 12-page limit, but page 39 states that "Project Manager and Key Personnel" should be part of the "Written Response" within the 12-page limit. Could you confirm what section those should be added to?

Answer: The coversheet, introductory letter and resumes will not count toward the 12-page limit. Project manager and key personnel information should be part of the introductory letter.

9. **Question:** Response Package, to confirm, should all submission requirements be in the same PDF, with sections detailing the different [new attachments]? Or, alternatively,

would you like separate PDFs, named accordingly, packaged into a single.zip file?

Answer: We prefer two separate PDF documents. The first PDF should include the coversheet, introductory letter, and all relevant resume information. The second PDF should contain your company's price proposal along with all required information specified in Exhibit B, Price Proposal.

10. Question: Does a table of contents count toward the 12-page limit?

Answer: No, a table of contents does not count toward the 12-page limit.

11. Question: Do section divider/intro pages count toward the 12-page limit?

Answer: Yes, any pages after the coversheet, introductory letter, resumes, and table of contents (see question 10) count toward the 12-page limit.

12. Question: May offerors provide URLs or links to work samples for online viewing, or do all work samples need to be contained within the Written Response?

Answer: Offerors may include URLs or links to work samples if referring to websites or online work. However, offerors should not link to links to online folders with additional documents.

13. Question: The RFP references resumes as not counting toward the page limit but also lists them as a required component of the Written Response. Should resumes be included as a separate attachment or embedded within the proposal response?

Answer: Resumes need to be included in your proposal response. Refer to question 8.

There are no other changes at this time.