

RFP QUESTIONS/CLARIFICATIONS RESPONSES
SRTA Solicitation No. 22-009: Marketing and Customer Engagement Consulting Services

#	RFP document / Section	RFP page #	Question	Response
1	1.1 Scope of Services	7	Do all parts of the statement apply to marketing & communications vendors? "The Scope of Services consists of furnishing all labor, machinery, tools, means of transportation, supplies, equipment, materials, safety equipment, Services and incidentals required to deliver the Scope of Services beginning with Section 5 and to also include Section 3.6 of this RFP."	Yes, unless SRTA specifies otherwise in a negotiated Task Order under the final awarded contract.
2	1.1 Scope of Services	7	Are there stipulations outlining what expenses are classified as "out of scope" or "additional?" For example: If SRTA requests agency shoot a commercial spot with 10 locations and 15 actors, are all of these costs factored into the \$350K year 1 budget, or are there circumstances where production expenses are additional?	Questions of this specificity, especially for more complex projects, are often addressed at the Task Order level, as each project has varying circumstances or requirements. That said, SRTA anticipates that the contractor will be reasonably compensated for all labor, supply, and allowable travel costs, but expects transparency when quoting such costs. See also section 11.13 of the sample contract. \$350,000 is the budget disclosed for Year 1 as these are the projects that SRTA is aware of (generally) in the pipeline at this time.
3	1.1 Scope of Services	7	Is the total spend the amount SRTA would spend on the services of the agency, creative costs and media dollars?	Yes.
5	2.10 Disadvantaged Business Enterprises	13	Will the Issuing Officer only consider DBE participation percentage if a Proposer is certified by USDOT as a DBE, or will other certifications (such as MBE certification status issued by NWBOC or other private certification entity) be accepted, given that many or most Proposers are not businesses within the transportation or construction industries, and cannot complete the industry-specific DBE application before the submission deadline?	Those that submit proof of registration as a DBE with the Georgia Department of Transportation will be considered valid DBEs.
6	5.5 Task Orders	27	"Design and production of any and all collateral materials including online/social media, mailers, handouts, post cards, brochures, etc." Is "production" classified as printing of graphically designed collateral materials? Are these costs included in the overall budget figure? If yes, will SRTA share with Agency participants previous annual expenditures on agency produced printed materials?	This does not include printing costs, just design.
7	2.22 SRTA's Right to Request	16	Liabilities and Insurance: What level of Business Liability Insurance will the agency need to hold?	Please see Attachment 3 of the RFP, which contains a sample contract. The insurance coverage levels are stated in Section 13.