

REGIONAL TRANSIT AUTHORITY

PUBLIC NOTICE

RFP 2022-012 Advertising Campaigns

Addendum I

Acknowledge receipt of this addendum in the bid submission. This addendum is a part of the Contract Documents and shall be included in the Contract Documents. Changes made by the addenda take precedence over information published at an earlier date.

Request For Proposal No. 2022-012 has been amended as follows:

What is the budget for this campaign?

We are not authorized to release a budget before proposals are due.

2. Is there an incumbent agency? No

3. What is the current media buying commission?

N/A, most agency commissions are about 15%.

4. Can images be submitted as part of our previous work history? Yes

Please confirm that an audited overhead rate is required. Our CPA informed us that FAR audited overhead rates apply only to Architecture and Engineering firms. The calculations require advanced job cost systems. And the audits are prohibitively expensive for a Small Business Enterprise. Would unaudited hourly rates alone acceptable in response to this RFP?

We can accept unaudited overhead rates.

Does SBE certification meet the DBE goal?

Not applicable, there are no DBE goals required.

In the RFP and all supporting documents nothing was mentioned of proposal requirements, sections to include, etc. Is there anything in particular RTA would like us to address?

Capabilities as addressed on the grading criteria page.

What specifically are you looking for in terms of showing market familiarity?

Previous work in this market is helpful. Anything that shows that you understand the New Orleans market and that you understand New Orleanians, who they are, and are familiar with our audience, our riders.

Alex Wiggins

06/23/2022

**Chief Executive Officer
Regional Transit Authority**