

**Question #1:** Given the 5-week estimated timeframe for the FY 13 scope of services and budget (May 24 (estimated date of award) to June 30 (end of fiscal year)), is it safe to assume some of the preliminary scope of services noted for FY13 can bleed over into FY14? SRTA RFP (Event) Number: 92700-13-160426, Preliminary Scope of Services from Section 5 "Cost Proposal"

**Answer:** Yes. However SRTA will need a break out of costs per fiscal year, not by project.

**Question #2:** Should it be assumed that media compensation is budgeted at a later date, along with the media buy? SRTA RFP (Event) Number: 92700-13-160426, Cost Worksheet from Section 5 "Cost Proposal"

**Answer:** Yes.

**Question #3:** How are out-of-pocket costs such as market research and printing to be noted on the cost rate sheet? SRTA RFP (Event) Number: 92700-13-160426, Cost Worksheet from Section 5 "Cost Proposal"

**Answer:** Please refer to the updated Attachment H "Costs Worksheet" posted on the [www.georgiatolls.com](http://www.georgiatolls.com) website regarding printing.

**Question #4:** Can SRTA provide any guidance for estimating projects handouts and other printed materials? What type of quantities and specifications have past projects entailed, so that we may base our estimates for the cost rate sheet appropriately. SRTA RFP (Event) Number: 92700-13-160426, Preliminary Scope of Services from Section 5 "Cost Proposal"

**Answer:** Please refer to the updated Attachment H "Costs Worksheet" posted on the [www.georgiatolls.com](http://www.georgiatolls.com) website regarding printing.

**Question #5:** What level of website updates and support will SRTA need for this contract? Is it routine management of an existing site? Is it drafting updates and provided to an SRTA web person? Or perhaps overhauling or creating a new site? SRTA RFP (Event) Number: 92700-13-160426, Preliminary Scope of Services from Section 5 "Cost Proposal"

**Answer:** Website support will include but not limited to graphic design, content development, revamp of webpage(s), functionality changes, SEO, website mapping, self-help tools, etc. SRTA uses Expression Engine as its website content manager where minor content changes can be made in house. However the Consultant will be required to provide the necessary content, graphics and functionality, when needed, for various projects. This also includes Social Media page design and updating.

**Question #6:** Two line items requested in the cost proposal are for as-yet-undetermined tasks (i.e., under FY13 we are asked to cost "Other assignments – there may be various ad hoc assignments as it relates to messaging, PR, collaterals, and/or creative design, website, etc." For cost proposal evaluation purposes, could SRTA please provide either: (A) an estimate for all bidders to use on the number of hours allocated to this line item since there are no tasks we can estimate here or (B) will SRTA allow for an explanation/assumptions of our estimate for these line items? SRTA RFP (Event) Number: 92700-13-160426, Preliminary Scope of Services from Section 5 "Cost Proposal"

**Answer:** Please refer to the updated Attachment H "Costs Worksheet" posted on the [www.georgiatolls.com](http://www.georgiatolls.com) website.

**Question #7:** Would it be valuable to SRTA for the bidder to provide assumptions/further details for the cost worksheet, given the span of time and detailed scope of services? SRTA RFP (Event) Number: 92700-13-160426, Cost Rate Sheet from Section 5 "Cost Proposal"

**Answer:** Please refer to the updated Attachment H "Costs Worksheet" posted on the [www.georgiatolls.com](http://www.georgiatolls.com) website.