

ADDENDUM # 1 TO CATA RFP #2011-101
CAPITAL AREA TRANSPORTATION AUTHORITY
MARKETING SERVICES AGENCY

Attached are Questions received from interested vendors in regard to the above Request for Proposal (RFP). Below are CATA's official answers to those questions.

- 1) Q. Is it acceptable for proposers to submit hourly cost increases, for example the cost of inflation for the five years of the contract terms?**
 - A. Proposed hourly cost increases for each year of the contract may be submitted at the vendor's discretion.

- 2) Q. If not, would CATA be in a position to consider a cost increase for any years extending the contract?**
 - A. Proposed hourly cost increases for each year of the contract may be submitted at the vendor's discretion.

- 3) Q. May proposers submit work from clients and campaigns more than once in the proposal to demonstrate the breadth and depth of the agency's experience, creativity, and abilities?**
 - A. Yes, as long as the proposal does not exceed the requirements outlined in the Request for Proposals Section I-K.

- 4) Q. In Section I-K, the RFP indicates that the winning agency would be responsible for enduring the accuracy of the data file translations and will be required to reimburse CATA for any costs arising from any data file errors (i.e., staff time in proofing or reprinting materials). Could we please have examples of the types of data files that would be provided or may need to be translated?**
 - A. Examples of the types of data files that may need to be accurately translated include:
 - Excel spreadsheets of timepoints and schedule data as displayed at www.cata.org under Schedules & Route Maps, Service Directory, then select any Route number to see the schedule
 - Word Documents
 - PDFs of marked-up Google Maps

5) Q. It is noted in the RFP that the vast majority of CATA advertising and media buying is contracted to an advertising agency.

a. May we have the name of the CATA advertising agency and the length of their contract?

A. The contract for CATA's advertising agency is currently out for RFP as well. The RFP can be found on CATA's Website at www.cata.org. Pace & Partners, Inc. has the contract that will be expiring in January 2012.

b. Would the winning agency be working directly with the advertising agency or through a CATA intermediary?

A. Depending on the assigned project or task, the selected marketing services agency may work independently of or alongside CATA's designated project manager and staff, and advertising services agency. Current interaction between the marketing and advertising services agency reportedly amounts to the cooperative exchange of files, which comprises about 5 percent of the overall contract workload.

c. What content management system does the agency work within? Also, what software (if any) would be required?

A. CATA's core Web site is built on DotNetNuke, which includes a fairly robust CMS solution. The marketing services agency is authorized to edit content that is CMS-enabled within the site. CMS training is provided by Artemis (which also manages all other code) at your firm's expense. Changes to the code base are not part of this contract and are handled by CATA and Artemis.

Changes to the eCommerce pass sales area are made in a different product called AspDotNetStorefront. These CMS tools are Web-based and, therefore, do not require software installation. However, there are browser restrictions that impact editing. For example, one cannot edit the site in Internet Explorer, and the CMS is not compatible with the latest release of Firefox (6).

CATA maintains both a production and test Website, both of which are physically hosted on CATA servers in Lansing.