

**GWTA-5303-24**  
**Questions and Answers**  
**May 25, 2024**

<u>QUESTION</u>	<u>RESPONSE</u>
Will companies from out of state be considered? What about the encumbent?	Yes. Current company is from out of state. Review criteria does not include firm location.
Please provide a budget	Proposed cost is one of the three competitive factors identified by the RFP. GWTA has not yet set a firm budget for the contract. However, it is expected that the final budget will be in a similar range to the last contract, which was approved by Goldsboro City Council at their meeting at their July 2019 meeting.
Is a performance bond required?	No
Do you have a marketing director or staff?	No. Firm will work closely with Executive Director on work products.
What elements should be included in our proposal?	RFP provides guidance regarding the elements of the scope of work expected to be included.
Does the GWTA have a preferred order in which this information should be presented?	RFP provides guidance regarding the elements to be included.
Will it be acceptable to submit previous work samples versus strategies specific to GWTA?	RFP provides a scope of work to be completed. One of the three competitive factors identified in the RFP includes experience and qualifications of the proposer.
What should be included in the project and production schedule? How should costs be addressed?	RFP provides guidance on the scope of work expected. Cost is one of three factors in selecting a successful company. Respondent should develop an annual schedule to produce the work and thoroughly identify the associated costs to execute the scope of work identified within the RFP. The project and production schedule should reveal respondent's creative approaches to implement the scope, within a cost effective budget, and following timelines as proposed by the respondent.
What are the promotional items you need and in what quantities?	Respondent should propose effective promotional items and quantities.
What is your current ridership and do you future have ridership goals?	Bus and van ridership have not fully recovered since COVID. Annual bus trips are approximately 165,000. Annual van trips are approximately 60,000. The goal for ridership is to better meet the needs of those who are able to ride. There is not a specific number goal. However, ridership was growing annually before COVID and it seems reasonable to use this as a benchmark for the future.
Is there recent past research that you can share from existing or occasional riders?	Information is produced for Board of Director meetings, and can be viewed on the current website: <a href="http://ridegwta.com">ridegwta.com</a>
Does GWTA want a new Website? How often is it updated?	RFP states an updated website that reflects more modern designs. Information should be current.
Please confirm GWTA wants annual customer surveys? How many?	Yes. GWTA would like as many survey responses as possible from customers with insightful information about what is working and what needs improving.
Please clarify what is expected regarding Ridership Counts?	RFP states the "...selected firm may be requested to develop, maintain and/or create..." Ridership Counts are presently produced by conducting on board sampling manually three days a year.
Please confirm GWTA is looking for an annual update to its bus stop inventory	Yes
How often will there be meetings requiring attendance?	All Board meeting minutes are posted on our website and may be used to estimate frequency of past participation from successful past respondent as a minimum.
Can proposals be submitted by electronic copy?	Responses should be provided consistent with the direction given in the RFP
Should the proposal include actual printing, distribution, etc., of graphics or simply the digital creation of them?	Digital creation. However, vendor may be asked to produce items separately.
Is it correct that the respondent needs to provide the "Experience and Qualifications of the proposer and the staff dedicated to the project, a detailed Work Plan and Cost" in the proposal. Is it correct?	Yes.