



Ventura County
Transportation
Commission

PUBLIC TRANSIT OUTREACH AND COMMUNITY OUTREACH PROGRAM

QUESTIONS/ANSWERS AND ADDENDUM TO RFP – April 3, 2026

1. What is the proposal due date?

4 p.m. Friday, April 10, 2026.

2. You mentioned existing campaigns. Is this a new initiative or is there an incumbent who created these? If so, is the incumbent eligible to bid?

These are existing campaigns. VCTC historically has relied on a consultant to provide transit outreach services. The incumbent is eligible to bid.

3. There's a 50-page limit. Would you like us to include all the forms within that 50-page limit and, if so, would you like us to include blank pages that don't require a signature?

The forms included in the RFP should be included in the proposal. However, the forms do not count against the 50-page proposal limit. This is a change from the response that was provided during the pre-proposal conference presentation. **Please see the RFP ADDENDUM below.**

4. Could you please share who the incumbent is?

The incumbent is Celtis Ventures Inc.

5. Within your area, how much of a demographic is the Spanish-speaking population that will be receiving this marketing?

It is a substantial population, which is why we created our existing Spanish-language campaign, Buenas con VCTC.

6. Is the incumbent doing the Spanish-language campaign doing this as a sole source? Is so, are they able to do transcreation into Spanish on their own or do they have subcontractors?

It is a combination. We do allow our consultants to have subconsultants if they need them.

7. For the purposes of VCTC's evaluation of cost proposals, is there a target budget or not-to-exceed amount we should use?

The contract not-to-exceed amount is expected to be in the range of \$500,000 to \$550,000 annually.

ADDENDUM NO. 1

ADDENDUM DATE: 04/03/26

RFP TITLE: Public Transit Outreach and Community Outreach Program

ADDENDUM SUMMARY

The purpose of the addendum is to provide additional information and clarity to the following RFP section:

A. PROPOSAL INFORMATION AND CONTENT

Proposals should be no more than 50 pages total. **The Certification of Federal Compliance forms do not count against the 50-page limit.** Proposals should be organized as follows:

1. **Title Page** - Indicate RFP subject, name of proposer's firm, address, telephone number, name of contact person, and date of proposal as well as the names and contact information of any subcontractors.

Provide the names and titles of individuals authorized to make representations for the proposer.

2. **Table of Contents** - Include a clear identification of the material in the RFP by section and page number.

3. **Letter of Transmittal** - Briefly state the proposer's understanding of the work to be done and make a positive commitment to perform the work within the specified time period.
4. **Profile of the Proposer** - State whether the firm is local or national and provide a summary of representative experience relevant to the work solicited by this RFP.
5. **Summary of Proposer's Qualifications** - Provide a brief statement of similar projects performed. Identify individuals who performed work on similar projects and individuals that will be assigned to this project.

Provide a list of references for whom similar work has been performed, as well as references for any proposed subcontractors.

6. **Description of Outreach Activity Program** - Describe what, how and by whom the different outreach activities will be implemented; when and by what method(s) the activities will be documented to verify the activity's success; and, how the different activities satisfy the needs expressed in the RFP.
7. **Fee Structure** - Identify and include a detailed fee structure for outreach activities.
8. **Certification of Federal Compliance** - Include all necessary federal regulatory compliance certifications in the proposal; see Section VI for certification information and forms.