

September 22, 2023

SUBJECT: ADDENDUM NO. 1 TO REQUEST FOR PROPOSAL (RFP) 23-1002995 PUBLIC OUTREACH SUPPORT FOR SBCTA PROJECTS AND PROGRAMS

This letter and attachments comprise Addendum No. 1 to the above subject RFP issued by the San Bernardino County Transportation Authority, (hereinafter referred to as “Authority”). Proposers are advised of the following changes:

1. Attachment C, Proposed Contract, Section 21.1.3. Commercial General Liability, has been revised to \$3,000,000 each occurrence. All other limits in this section remain unchanged.
2. Attachment A, Scope of Work, has been revised and replaced with Attachment A attached herein.

Proposers are reminded to acknowledge receipt of this Addendum No. 1 in their cover letter, which must accompany the proposal package. Not acknowledging the addendum will result in your proposal being non-responsive.

All other terms and conditions remain unchanged.

Please direct all questions regarding this Addendum No. 1 in writing to Satasia Brown, Procurement Analyst II, at SBrown@gosbcta.com.

Respectfully,

Satasia Brown

Satasia Brown
Procurement Analyst II

ATTACHMENT A

Scope of Work General Public Outreach/Event Management

SBCTA seeks to identify and select a Consultant(s) team that demonstrates the experience, knowledge, and capacity to provide agency-wide Public Outreach and Event Management Services for the Transportation Authority and the Council of Governments.

The desired firm will develop a public outreach and messaging work plan for each capital improvement project, and coordinate with SBCTA Media Services to provide consistent thematic messaging for all projects. Additionally, the firm will develop and provide the graphic design support for all outreach related activities, as needed. The firm will be responsible for continuing any project-related public outreach and sustaining marketing efforts for the first six months of SB Express Lanes on Interstate 10.

In addition, the successful firm will provide polling services to better understand the public's disposition to key concerns and initiatives of the agency. Examples may include:

- Awareness levels of Measure I and its impact on San Bernardino County
- Transit services and how the public seeks to use transit in San Bernardino County
- Equity in transportation and the impact of transportation solutions to communities

The successful Consultant(s) will demonstrate experience in the following areas:

- Developing agency messaging materials and talking points for briefing documents
- Facilitating multilingual public meetings and public hearings and recording of meeting minutes
- Coordination with Construction teams and Public Outreach staff for development and delivery of project specific construction alerts and mitigation messaging
- Develop advertisement and marketing campaigns (including print, radio, and television)
- General Event Management services:
 - Public Outreach Meetings/Ground Breaking/Ribbon Cutting
 - Other SBCTA Special Events (i.e. Business to Business Expo)
 - Coordinating Community Advisory Groups
 - Website content development and updating
 - Coordination with professional and industry associations
 - Developing a strategic plan for the use of digital and social media for public outreach