



Addendum #1 to RFP #03-25/26

Question #1 - Does the city have a contract term in mind for this project or a goal for when this all needs to be completed by?

Related Question - What is the expected project duration (e.g., 6 months, 12 months)?

Answer #1 – The desired project duration is 6 months from execution of contract to deliverables. We intend to work with the selected respondent to finalize a scope and schedule that achieves the desired end result as quickly as is reasonable to ensure a high quality standard while keeping budget constraints in focus.

Question #2 – Will the routes included in the branding effort only include those local to Sumter or will they include commuter routes operating out of Sumter.

Answer #2 – The scope of the branding will cover the transportation services provided by Santee-Wateree Regional Transportation Authority (SWRTA) within the Sumter Metro Area. Services offered by SWRTA in other counties of their service area are considered separate.

Question #3 - Will the ADA paratransit service in Sumter also be included in the new identity?

Answer #3 – The scope of the branding initiative is envisioned to include all transportation services provided by SWRTA within the Sumter metro area, including ADA paratransit.

Question #4 - Is there a dedicated SWRTA fleet for the Sumter service?

Answer #4 – Yes, SWRTA's existing fleet includes separate dedicated vehicles for each area of fixed-route service, including Sumter.

Question #5 - How many different types of vehicles would need to be branded?

Answer #5 – This RFP contemplates 4 primary vehicle types for branding, including cutaway paratransit buses between 5-14 passenger capacity, shuttle buses between 20-40 passenger capacity, urban-style transit buses between 30-45 passenger capacity, and vanpool minivan vehicles

Question #6 - Have any community engagement activities relevant to this project already been undertaken?

Answer #6 – SWRTA conducts regular outreach efforts in compliance with FTA requirements, the results of which will be available as resources for this project. Further, a Regional Transit Needs Assessment and Framework was developed in 2018 which also contains survey and other relevant demographic data.

Question #7 - When was the last market research (e.g., rider survey) conducted?

Answer #7 – The last market research completed by SWRTA was in the form of a Needs Assessment and Transit Framework Plan completed in 2019.

Question #8 - Does the City or SWRTA have an existing body that could serve as the steering committee to guide the selection of design elements, or would the consultant be responsible for forming a steering committee?

Answer #8 - The City and SWRTA will form a project steering committee comprised of existing partners from the SUATS MPO Technical Committee and other established SWRTA partners.

Question #9 - Under Development of Collateral Identity Elements (RFP page 5) – will the City also be developing a website with the new brand identity?

Answer #9 - Yes, development of materials for branded web pages within the SWRTA website is contemplated within this project.

Question #10 - Has a date or date range been identified for potential proposer interviews? Would interviews be virtual or in-person?

Answer #10 – The review committee may elect to hold interviews with responding firms, with an option for in-person or virtual (Microsoft Teams) participation. However, that decision will be made after the committee's review of proposals, and may not be needed in order to make a decision on which consultant to recommend for contract negotiations.

Question #11 - When does the City expect to award a contract for this engagement?

Answer #11 – Subject to SCDOT approvals the City expects to enter into contract negotiations with a selected vendor in December/January 2026.

Question #12 - Has a not-to-exceed budget or budget range been identified for this project? If so, what is it?

Answer #12 - While contract and cost will be negotiated with the selected respondent following the completion of this RFP process, we realize that a general budget figure is helpful to respondents in developing proposals. To that end, we have identified a range of \$35,000 - \$55,000. While some printing of materials during the project is expected and

should be factored into the respondents' scope of work submission, mass printing of new branded materials is not contemplated within this project.

Question #13 – What is the City looking for bidders to provide with respect to pricing? The RFP (page 5) states that “vendors should propose a price or pricing methodology for the entire scope of services” but that vendors do not need to itemize pricing. How will pricing be assessed with respect to evaluation points?

Related Question - Should pricing be all-inclusive or broken down by categories (logo, community engagement, collateral, etc.)?

Answer #13 – No cost proposal is required or requested by this RFP, and cost is not an evaluation factor.

Question #14 - The RFP does not specify a contract DBE goal. How will DBE utilization be factored into the evaluation criteria? What is required to earn the full five evaluation points?

Answer #14 – DBE participation points will be earned based on the level of proposed project participation by certified DBE firms. If the proposed vendor is a certified DBE firm, 5 points will be awarded. If the vendor is not a certified DBE firm, but has identified a DBE firm as part of the proposed project team, up to 4 points will be awarded based on the percentage of project participation proposed for the DBE firm.

Question #15 - Which deliverables are non-negotiable vs. “nice to have” (especially given budget constraints)?

Answer #15 - We intend to work with the selected respondent to finalize a scope that achieves the desired end result as quickly as is reasonable to ensure a high quality standard while keeping budget constraints in focus.

Question #16 - Is the community engagement effort expected to include in-person events, surveys, or digital-only outreach?

Answer #16 - The community engagement process is intended to inform the development of the brand, and ensure that it is responsive to the overall objective. As part of the proposal review process, we look to the responding firms to outline a community engagement effort that will appropriately inform the design effort, while providing interested community members the opportunity to provide their input during data collection and feedback on draft design alternatives.

A responsive public engagement plan is expected to include a combination of virtual solicitation of input via web, social media and/or online survey and in-person focus group discussion. While there is no specified number of engagement sessions identified at this time, these details will be clarified at the time of contract negotiation with the respondent determined most qualified.

Question #17 - What is the scale of bus branding and signage (how many buses, stops, materials)?

Answer #17 - Our expectation is that the work product generated under this project will consist of design files and templates that allow SWRTA to physically produce the collateral identity elements (e.g. logos, bus wraps, schedules, signage, flyers, marketing tents) via separate purchase following the conclusion of this project in the quantities needed to meet agency needs. All material produced under this project should be digital in nature.

Question #18 - Are printing, production, and installation costs (bus wraps, signage, tents) included in scope or handled separately?

Answer #18 – Printing, production, and installation for bus wraps, signage, tents, and other physical materials will be purchased separately from this project.

Question #19 - How many review/approval rounds are anticipated for design deliverables?

Answer #19 - Between 1 and 3 review rounds are anticipated for design deliverables within this project.

Question #20 - What level of staff involvement and steering committee support can we expect?

Answer #20 – SWRTA, City of Sumter, and SUATS MPO staff will be available and involved in the project and supportive as needed by the Consultant, to include participating in regular update meetings, facilitating engagement with community partners, and conducting review of deliverables.

Question #21 - Will the consultant be responsible for copywriting or just design/visual identity?

Answer #21 – Copyrighting is envisioned as a necessary component to the design/visual identity in order to develop the full Sumter Transit brand desired as the product of this RFP.

Question #22 - Should the collateral (flyers, schedule templates, posters) be delivered as ready-to-print files or editable templates for in-house staff?

Answer #22 – Collateral materials should be delivered both as ready-to-print files and as editable templates using either a Microsoft Office or Adobe Creative Suite-compatible file format.

Question #23 - Is there a desire for digital-first deliverables (e.g., social media templates) beyond the listed items?

Answer #23 – Yes, digital-first deliverables such as social media templates are desired as a part of the branding effort.

Question #24 - The RFP mentions email marketing – is there an existing email list available to use for targeting?

Answer #24 – No, there is not an existing email list available.

Question #25 - What data is already available for target audiences, for example, neighborhoods/zip codes that over index for low-income families

Answer #25 – The City of Sumter and SUATS MPO will support this project with all required demographic data, sourced from the US Census and ESRI Community Analyst platform in addition to locally developed and managed datasets based on the City’s service delivery platforms (utilities, community programs, etc.)

Question #26 - Are there federal branding or accessibility guidelines (FTA/ADA standards) that must be incorporated into design?

Answer #26 – Yes, compliance with ADA website and document accessibility standards and civil rights regulations must be incorporated into deliverable products.

Question #27 - Who will be the primary decision-making body—City of Sumter, SUATS MPO, or SWRTA?

Answer #27 - While the contract for this project will be executed with the City of Sumter acting as fiduciary agent for SUATS MPO, the final decision-making body for this project’s deliverables will be the SWRTA Board of Directors.

Acknowledgement of Receipt of Addendum #1 to City of Sumter RFP 03 25/26

Printed Name

Signature

Organization

Date