



*Issued: May 3, 2021
#2021-006 Marketing Services*

ADDENDUM 3

Answers to Questions

1. On Attachment B, are proposers permitted to add any additional line items that we are recommending, or are we to complete only the existing line items?
 - A. If there are additional items that we have not considered in the attachment but are necessary for your recommendation, they are permitted to be added as line items to the attachment. However, BCRTA is unable to evaluate pricing for products or services not specified within the scope of the solicitation.
2. Similarly, if existing line items are strategies that we are not planning to recommend, is it permissible for proposers to leave those line items blank?
 - A. Yes.
3. On Attachment B, line 8 includes some inputs regarding Facebook impressions. Are those simply placeholders or examples, or are those to be accommodated directly in our pricing?
 - A. This is the proposed metric. Proposer may use other measurements but are encouraged to submit their recommendation for clarification in advance of submitting within a proposal.
4. Section G: Insurance includes the following statement: "Contractor shall issue certificates of insurance to BCRTA in advance of any contract execution naming Butler County Regional Transit Authority as Additional Insured." Does this mean that insurance certificates need to be provided following award of the contract, or are proposers to include certificates of insurance with their proposals?
 - A. Please include an example of your certificate of insurance in the proposal. Proposers must provide the correct certificate naming BCRTA in advance of us signing a contract.