

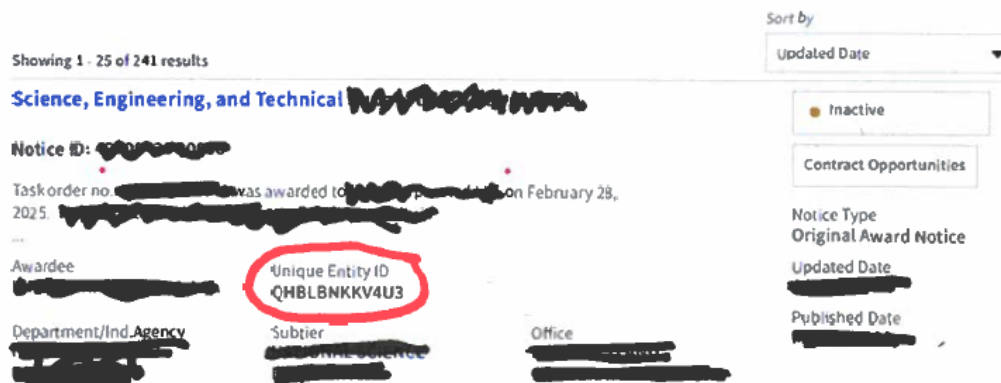
May 5, 2025

ADDENDUM #2
QUESTIONS/ANSWERS

PROPOSAL DUE DATE: 2PM ET, MAY 20, 2025

1. On the Attachment B - Anti Collusion and Debarment form it says: "Please provide the print out or screenshot of your SAM file attached to this form from <https://sam.gov>" Can you describe specifically what the screenshot should be of, or provide an example of the screenshot? Should it the place our UEI is listed? (Profile > My Roles?)

If your company is registered in SAM.gov provide your SAM identifier (circled in red)



2. Includes design and production of bus ads, transit shelters, print collateral, and digital ads (also covers printing of donated advertisements). \$70,000 What does "printing of donated advertisements" refer to?

COG typically receives free transit advertising space, most of it in the form of bus card slots, but also bus sides and bus backs. The transit agencies won't pay for the cost of printing/manufacturing physical ads, so COG typically sets aside some funds to cover those costs.

3. While the RFP notes a target of \$720,000 annually, are there maximum caps per task category that proposers must adhere to, or is flexibility allowed as long as the total does not exceed the \$720,000 ceiling?

The task budgets are advisory, not mandatory. Proposals may suggest spending more or less on particular line items. Only the total budget is mandatory. However, even the \$720,000 is not guaranteed. In the past the budget was \$820,000 but one of our funding agencies cut the grant amount to make room to fund other grant applications. Hence the need to be able to scale the project up or down.

4. Given that funding for FY 2026 has not been finalized and considering the broader political and economic climate, can COG/TPB provide any additional information regarding the stability of funding streams that will support the Street Smart Campaign, including expectations around DBE participation requirements?

There is no guarantee that any of the funding applications will be successful. However, \$720,000 is a realistic number. We'll know the actual grant amounts by the end of August.

COG anticipates new direction regarding DBE policy. At this time, there are no changes to the DBE requirements.

5. Could COG/TPB clarify whether the Fall 2025 and Spring 2026 campaign waves will primarily rely on existing Street Smart materials, or if significant new creative development is expected? Are any updates to slogans, visuals, or campaign themes anticipated?

Given that the new creative, "Life Ahead", debuted in Fall 2024, and given that it appears to be performing well based on the December 2024 evaluation survey, it is unlikely that we will be looking to create an all-new campaign creative for FY 2026. Typically, creative has a life expectancy of about five years, unless it's a notable flop. COG anticipates tweaks to some elements of the creative, such as adding new testimonials to the video wall, the digital toolkit, or flyers used in outreach events. but not all-new creative.