



August 25, 2020

**Response to Questions regarding
“Request for Proposals for Public Relations and Community Outreach for the
US50/South Shore Community Revitalization Project”**

| Questions | Response |
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| <ul style="list-style-type: none"> Can please confirm the geographical area for the campaign (from Zephyr up to Incline)? | <p>Please see the US 50 project page on our website. The geographical area is the surrounding area influenced by the project and the political constituents that influence the Tahoe basin.</p> |
| <ul style="list-style-type: none"> We note the need for a lobbying certification – is there a government relations component to this contract | <p>Yes, the certification is required due to federal funding requirements. Public relations include government and community relations when appropriate.</p> |
| <ul style="list-style-type: none"> Can you please provide a budget or a range for this contract? Is there an incumbent who has done similar work for TDD in the | <p>There is no set budget and will be dependent upon proposed suggested scope and rates. TTD has used multiple entities for public relations and community outreach over the years.</p> |
| <ul style="list-style-type: none"> Would TDD be open to a firm conducting research of target communities to improve messaging? | <p>Yes, that can be proposed as part of the outreach plan.</p> |
| <ul style="list-style-type: none"> Are there preferred non-English languages for the campaign? | <p>In addition to English, Spanish and Tagalog are the most common languages spoken in the project area.</p> |
| <ul style="list-style-type: none"> Have there been any changes or amendments to this RFP? | <p>No, there have not.</p> |

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