



Addendum #1

Request for Qualifications for On-Call Strategic Communications, Media and Community Relations Professional Services

Date Issued	Date Addendum #1 Issued	Responses Due	Contact
April 18, 2025	May 6, 2025	May 23, 2025 at 2:00 p.m. [electronically]	Ron Leong Management Analyst 415.522.4817 Ronald.Leong@sfcta.org

SECTION I – ADDENDUM #1

Proposers/Respondents are hereby notified of the following redline revisions to the Request for Qualifications for On-Call Strategic Communications, Media and Community Relations Professional Services (RFQ 24/25-06) issued on May 6, 2025.

Proposers/Respondents shall include in their response acknowledgement of this addendum in their cover letter.

The following deleted text is indicated by and new text is underlined in red per the following table to Addendum #1:

SECTION V – RFQ RESPONSE REQUIREMENTS: CONTENT AND FORMAT

Interested parties responding to this RFQ are expected to submit one SOQ that responds to the specific activities described in this section for both Agencies' scopes of services. The process, terms and conditions will be in strict accordance with the requirements and guidance contained herein.

All SOQs should be clear, concise, and provide sufficient information to minimize questions and assumptions. SOQs should be limited to **20 pages** (no smaller than 12-point font shall be used and all page sizes greater than the letter size of 8.5" x 11" will be counted as two pages), excluding cover letter, table of contents, the cost proposal, and the following items, which should be included as attachments: résumés, Disadvantaged Business Enterprise (DBE) certifications, and required exhibits. The 20-page limit is inclusive of the maximum ~~104~~-page response to the hypothetical scenarios discussed below. The Agencies accept no financial responsibility for any costs incurred in the preparation of SOQs. Upon receipt by the Transportation Authority, all accepted SOQs submitted in response to this RFQ will become the property of the Agencies.