

**Questions/Answers for RFP 2012-13 Solano Napa Commuter Information Marketing Services
Posted 12/11/12**

Q: The selection/Notice to Proceed timeline is quite short (interviews on or about January 8 and contract start on January 14). Does STA feel that adhering to that timeline is achievable?

A: *Yes*

Q: Has STA identified any blackout dates during which market research activities should not take place?

A: *No*

Q: Please clarify the specific target populations for the marketing assessment, as well as the approximate size of each.

A: *The target groups are stated as employers, commuters, students/parents, high school students, general travelers. We don't know the size of each group. We leave that up to the marketing professionals to determine the proper sample size.*

Q: By "general travelers" (RFP page 2) are you referring to the general public?

A: *Yes*