

Addendum 1: CARTA Website Redesign

Please see below for answers to questions from potential proposers:

1. Is there a deadline for questions related to the Request for Proposals (RFP)? CARTA prefers to have all questions related to the RFP by end of business March 5, 2026.
2. Is there an established budget range for the full project build (build + first year hosting and maintenance)? CARTA has an estimated budget of \$45,000 for the full project build.
3. Does CARTA also provide GTFS-Real Time, or will “Near Me” countdown timers rely solely on static schedule data? CARTA does not have a GTFS-RT feed. CARTA provides a real-time bus tracker and API from Clever Devices (<https://bustracker.gocarta.org>)
4. API Ownership & Authentication – for the following integrations, could you confirm ownership, documentation availability, and authentication methods (API keys, OAuth 2.0, Ip allow listing, etc.).
 - CARTA ticketing API: CARTA currently uses Token Transit for Fixed Route but have not tested the API
 - CARTA Go SDK: CARTA currently uses Via for CARTA GO. Via has an API, but CARTA has not tested the API.
 - HR/Applicant Tracking System: CARTA is in the process of implementing ATS360.
 - Incline Railway ticketing API: Fareharbor – we are unsure about API access.
5. Is CARTA expecting the selected vendor to implement and manage the SMS/email infrastructure directly, or should we integrate with an existing provider? CARTA has a Twilio and Hubspot account. We also have a hybrid on-premise and cloud-based email account. We will consider proposals that recommend integration with a new or existing provider.
6. CMS Direction – The RFP mentions WordPress, Drupal, and Next.js as examples. Is CARTA mandating a specific CMS, or are proposer free to recommend an alternative platform (e.g. Webflow) provided it meets the outlined accessibility, hosting, and security requirements. CARTA is not mandating a specific CMS and proposers are free to recommend alternative platforms.

Annie Powell

Annie Powell, Director of Grants & Procurement, 2.26.26