

## Addendum 2: CARTA Website Redesign

Please see below for answers to questions from potential proposers:

1. Please confirm and list any other domains within scope other than <https://www.gocarta.org> . Other domains include chattanoogaparking.org to be incorporated into the new gocarta.org website.
2. In order to properly quote hosting:
  - a. Can you provide the number of page views per month, currently, for the site(s)?
  - b. What is the average bandwidth usage per month?
  - c. Can you provide current storage requirements for both database and files?

CARTA does not currently have this information readily available.

3. What was last year's annual budget for website maintenance and hosting? CARTA's annual budget for website maintenance and hosting is approximately \$10,000.
4. How many people will be administering content? CARTA estimates that six people will be administering content.
5. Who provides the GTFS files and how are they provided? How often are they refreshed? GTFS files are generated by CARTA's CAD/AVL provider, Clever Devices. They are provided as .zip files for upload onto a github repository and then linked to CARTA's website. This occurs two to three times per year when CARTA adjusts its schedule information.
6. SMS and Email alerts: are these services already up or is that a new requirement? Email alerts would be a new requirement. Current SMS functionality is through Twilio, however, CARTA anticipates that SMS and email alerts will be available through HubSpot once implemented.
7. Will the ridetheincline.com website be brought into this website as a microsite that drives users to the ridetheincline.com website? Ridetheincline.com will not be part of CARTA's website but needs to be linked from the site.
8. CMS Preference – does CARTA have a preferred CMS platform or should vendors recommend options in their proposals? No, CARTA does not have a preferred CMS platform.
9. Hosting Requirements – the RFP specifies scalable cloud hosting with 99.9% uptime. Should vendors include hosting services in their proposals, or will CARTA procure hosting separately? CARTA prefers that the initial site be set up by the selected proposer and ownership then transferred to CARTA.
10. Compliance Standards – the RFP references ADA Title II and WCAG 2.1 AA compliance. Should vendors also anticipate WCAG 2.2 compliance or is 2.1 AA sufficient? Yes – vendors should anticipate WCAG 2.2 compliance.

11. Services Alerts & Notifications – Beyond SMS and email alerts, does CARTA expect integration with push notifications or mobile app alerts? CARTA is open to push notifications. CARTA does not anticipate mobile app alerts at this time. CARTA's website should be mobile friendly.
12. Incline Railway microsite – should vendors propose a fully independent microsite, or an integrated section with the main CARTA site? Ridetheincline.com will not be part of CARTA's website but needs to be linked from the site.
13. Budget Guidance – the RFP does not specify a budget range. Could CARTA provide guidance on anticipated budget or funding parameters to help vendors align proposals appropriately? CARTA has a budget of \$45,000 for redesign of the website.
14. Post-Launch Support – should vendors propose ongoing maintenance options beyond the initial one-year hosting and maintenance period outlined in the RFP? Yes, vendors should propose ongoing maintenance options.
15. Do you have an anticipated budget for ongoing support, strategic partnership (On Call support)? No.
16. Is there an attachment size limit we should be aware of? There is a 25MB attachment size limit.
17. Would you accept a Dropbox link within the body of the email as an acceptable submission format? Yes.
18. Will proposers receive confirmation of submission? Yes.
19. Can you provide a list of any required forms or additional documents that must be included in the proposal? Please return the Debarment & Suspension certification found on page 15 of the pdf.
20. What is your current process for ensuring ADA accessibility compliance? It is the responsibility of the vendor to ensure ADA accessibility compliance.
21. What tools do you use to monitor accessibility across websites, videos, and attached files? It is the responsibility of the vendor to ensure ADA accessibility compliance.
22. How do you engage with the accessibility community to continue evolving equitable access to your site and its information? CARTA currently receives feedback from the ADA advisory committee.
23. What are your expectations of the website vendor to ensure accessibility over the lifetime of the contract? Vendors should propose a solution for ensuring accessibility as part of its proposal response.
24. What expectations do you have of internal teams and external vendors (copywriters, videographers, designers, agency partners) to ensure accessible content

production? It is the responsibility of the vendor to ensure ADA accessibility compliance.

25. Would you consider establishing a website redesign advisory group that includes members of your accessibility community to assist during key review phases? CARTA will consider having website redesign as a topic for the advisory groups that CARTA administers.

26. UX Clarification

- a. The RFP references hover-based behaviors (e.g., showing a full route when hovering over a bus number). Because hover interactions are not accessible for many users and do not function consistently on touch devices, are these interaction requirements negotiable? What rider outcome are you ultimately trying to achieve with this behavior? These interaction requirements are negotiable. CARTA's preferred outcome is for a user-friendly way to navigate bus routes.

27. Do you maintain an asset library of images and videos (vehicles, stops, stations, customer imagery, etc.)? CARTA currently maintains an asset library of images and videos. Please provide a pricing option for professional imagery.

28. Do you have internal personnel responsible for creating new media on an ongoing basis? Yes.

29. Are you considering a rebrand in the near future? If so, would preview materials be available to vendors? No.

30. How many domains and subdomains are included in this RFP? Please provide a list. Gocarta.org, chattanoogaparking.org, and ridetheincline.com

31. Do you plan to offer payment options through the website? Any payment options will be embedded or provided as a third-party link.

32. How do most riders currently pay for rides (e.g., Go CARTA or other systems)? Cash and contactless smart cards.

33. What types of information will forms collect (text, file uploads, multi-step applications, etc.)? CARTA has a fillable pdf form at <https://www.gocarta.org/using-carta/services/care-a-van/>. CARTA will be implementing an applicant tracking system (ATS360) for employment application.

34. Are forms short inquiries, or do they include longer multi-page applications (careers, accessibility registration, event registration, etc.)? CARTA will determine final forms and workflows for forms during website redesign implementation.

35. Are forms department-specific, and will cross-departmental training be required? CARTA will determine final forms and workflows for forms during website redesign implementation.

36. What is the workflow after submission? Where does the information go? CARTA will determine final forms and workflows for forms during website redesign implementation.
37. Do you intend for submissions to route through a CRM for assignment to specific departments or contacts? Yes. CARTA is using Hubspot.
38. If so, which CRM platform are you using? Hubspot
39. What are your expectations for how website data integrates into your CRM? CARTA anticipates receiving a link from Hubspot for use on our website.
40. HubSpot-Specific Clarification
- You noted that HubSpot is currently in use. Can you confirm which HubSpot subscription tier (e.g., Starter, Professional, Enterprise) CARTA currently maintains? Professional.
  - Are website forms currently built and managed directly within HubSpot, or are they custom forms that push data into HubSpot? Not currently but will be within the new site.
  - Is your expectation that all website forms be native HubSpot forms, or are you open to hybrid approaches depending on workflow and integration needs? CARTA anticipates that all forms will be in Hubspot.
  - Are there any automation workflows, lead scoring models, or departmental routing rules currently configured in HubSpot that we should account for?  
No.
41. Are you currently using a platform to send SMS and/or email notifications? Yes.  
Twilio
42. Can riders subscribe to specific routes/services, or is there a single universal list?  
No.
43. What is your current process for collecting subscribers? Online form collections.
44. How often do you send notifications? Monthly
45. How many active subscribers do you currently have? CARTA estimates approximately 1,000 subscribers.
46. Are notifications tied to disruption management software? No.
47. Who is authorized to send notifications (Operations, Marketing, etc.)?  
Marketing/Communications
48. What is your current process for issuing service alerts? Text alerts and social media
49. How would you like this process to evolve as part of this website project? Push notifications and banner alerts.
50. What is your process for severe weather alerts? Text alerts and social media.
51. How are routes affected and communicated during major disruptions? Text alerts and social media.

52. Can you share examples or screenshots of recent SMS or email communications?  
Not at this time.
53. Twilio-Specific Clarification
- a. You noted that Twilio is currently used for SMS communications. Can you confirm which Twilio products and subscription levels are in place (e.g., Programmable SMS, Conversations, Notify, Messaging Services, etc.)? This is not known at this time.
  - b. Are subscriber lists managed directly within Twilio, through a connected CRM, or via another system? Twilio
  - c. Are there existing automation workflows or API integrations that must be preserved? No
  - d. Are there known limitations in your current Twilio configuration that this project is intended to address? No
54. What system generates your static GTFS files? GTFS files are generated by CARTA's CAD/AVL provider, Clever Devices. They are provided as .zip files for upload onto a github repository and then linked to CARTA's website. This occurs two to three times per year when CARTA adjusts its schedule information.
55. Who provides GTFS-RT or real-time vehicle and stop prediction data? CARTA does not currently offer GTFS-RT but does have real time vehicle and stop prediction data through Clever Devices API.
56. Does that vendor also publish disruption data? No
57. Where else is real-time data used (digital signage, onboard displays, etc.)? Digital signage and onboard displays. This is provided through Clever Devices bustracker product.
58. How often do you publish new GTFS files or update schedules? 2 to 3 times per year when service changes occur.
59. Do you have seasonal service updates? CARTA typically makes service changes in May and August
60. How many times per year do you implement service changes? 2 to 3
61. What is your current process and timeline for updating schedules on the website? Updated pdfs are uploaded through the CMS to the website. This is done two to three times per year.
62. Please describe your rider notification and marketing process leading up to new schedule implementation. Text alerts and social media.
63. Are you seeking to migrate the existing navigation and content structure, or fully redesign and reorganize it? Fully redesign and reorganize it.
64. Will the selected vendor be responsible for content migration? Yes.

65. Are there time-sensitive content requirements (public notices, board minutes, announcements, etc.) that must remain continuously accessible? Yes
66. For CARTA GO, how are zones defined and managed operationally? This is completed through Via SaaS
67. Is there a sample contract available for review?
68. Does the contract include piggybacking language? No.
69. Would you consider adding piggybacking language if not currently included? CARTA does not desire to add piggybacking language to this Request for Proposals.

*Annie Powell*

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Annie Powell, Director of Grants & Procurement, 3.5.26

Agreement

This Agreement, made this day of MONTH 2026 by and between the Chattanooga Area Regional Transportation Authority (CARTA), hereinafter called "OWNER" and VENDOR doing business as a limited liability corporation, hereinafter called "CONSULTANT."

Witnesseth: that for and in consideration of payments and agreements hereinafter mentioned:

1. The CONSULTANT will provide Website Redesign services as outlined in CARTA's Request for Proposals, dated February 23, 2026, from DATE through DATE, unless otherwise terminated as outlined in the Agreement.
2. The Contract Documents, except for Modifications issued after execution of this Agreement, are enumerated as follows:
  - a. CARTA Request for proposals, dated February 23, 2026
  - b. CARTA Addendum 1, dated February 26, 2026  
CARTA Addendum 2, dated March 5, 2026;  
CARTA Addendum 3, dated
  - c. Proposal submitted by CONSULTANT on March 12, 2026;
  - d. Agreement;
  - e. FTA Federal Clauses;
  - f. CARTA Contract Clauses
  - g. Tennessee State Contract Clauses; and
  - h. Intent to Award Letter dated ??
3. The CONSULTANT agrees to perform all WORK described in the CONTRACT DOCUMENTS in accordance with the rate structure outlined in CONSULTANT's price proposal for the contract period.
4. The OWNER shall pay to the CONSULTANT in the manner and at such times as set forth in the Contract Provisions such amounts as required by the CONTRACT DOCUMENT;
5. This Agreement shall be binding upon all parties and their respective heirs, executors, administrators, successors, and assigns;

IN WITNESS WHEREOF, the parties hereto have executed or caused to be executed by their duly authorized officials, this Agreement, which shall be deemed an original on the date first above written.

OWNER

Chattanooga Area Regional Transportation Authority

Name: \_\_\_\_\_  
Charles D. Frazier, Chief Executive Officer

CONSULTANT

\_\_\_\_\_

Name: \_\_\_\_\_  
(Please Type)

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

## ACCEPTABLE LOGO USES



Without Stripe



With Stripe



Reversed

## PRIMARY COLORS

### CARTA Red



C	8.02%
M	94.76%
Y	100%
K	.79%
R	220
G	48
B	29

PANTONE  
485C

### CARTA Blue



C	98.4%
M	98.57%
Y	25.82
K	13.68%
R	47
G	42
B	109

PANTONE  
273C

## SECONDARY COLORS

### CARTA Yellow



C	0%
M	31%
Y	90
K	0%
R	253
G	183
B	54

PANTONE  
124

### CARTA Grey



C	38%
M	25%
Y	16
K	0%
R	160
G	174
B	192

PANTONE  
429

## FONTS

### Body Text and Headlines

**Chattanooga Area Regional Transportation Authority** - *Futura PT Heavy*

Chattanooga Area Regional Transportation Authority - *Futura PT Book*

**Chattanooga Area Regional Transportation Authority** - *Helvetica Bold*

Chattanooga Area Regional Transportation Authority - *Helvetica Regular*