



Date: January 10, 2023
To: All Vendors
Subject: Addendum #1

REFERENCE: P019-23 Marketing, Advertising and Crisis Communication Services

This Addendum forms part of the contract and clarifies, corrects or modifies original proposal document.

Question 1: In the “Format and Content of RFP” Section, it states that “proposal should be organized in the order in which the requirements are presented in this RFP”, does that refer to the Scope of Work requirements or the A - E response requirements on page 15. If it refers to the A – E requirements, where would you like the respondent to put their approach to services?

Answer 1: The proposal should follow the order set by the RFP beginning on page 15, section A General Information through Section E (3)-Information Relating to Respondent. Potential vendor needs to also submit and sign the cost sheet and additional required forms, which can be submitted in an organized manner. The response must include information related to the Evaluation Criteria on Pages 13-14. Relevant past experience shall be included as part of the RFP response.

Question 2: Where should the proposer include relevant past experience? Is there a preference for how many should be included?

Answer 2: Please see response to question 1. There is no preference on how many examples of relevant past experience should be submitted by potential vendor as part of the RFP. The examples submitted by potential vendor should show at least 10 years of experience conducting similar projects, preferably the utility industry.

Question 3: Does BPUB only want one reference to be submitted?

Answer 3: Potential vendor may include 1 to 3 references.

Question 4: Should the proposer include resumes for key staff?

Answer 4: Potential vendor may submit key staff resumes or short description of key personnel whom will be assigned to this contract. Potential vendor must demonstrate a minimum of 10 years’ experience conducting similar projects, preferably in the utility industry.

Question 5: In the pricing form you are asking for number hours, hourly rate and totals but in the Scope of Work section there are broad initiatives listed without any details regarding the number of months for the services, list of services, number of items, etc. Are you ok with us submitting our rate sheet for key staffers only? Without developing a flushed-out plan for each of the initiatives we can't get an estimate of hours. Or can you provide much more details for us to use for costing out?

Answer 5: The selected vendor will be contracted for a period of one year with the option to renew for an additional two one-year periods with the same terms and conditions of the contract contingent on mutual agreement by both parties. Respondent should include rate sheets for any staffers anticipated to be assigned to assist BPUB throughout the term of the contract. Since detailed scope of work is not fully determined, BPUB will use the hourly rate as a basis for the cost.

Question 6: In the Format and Content of RFP section of the RFP, it indicates we should follow the outline stated below to organize our proposal; however, it is not indicated where we should put the items requested in the Evaluation Criteria section (cover letter, firm overview, organizational chart and project team, project understanding and approach, schedule, cost, past performance, and references). Please advise where this information should be included.

Answer 6: Please see response to question 1. The potential vendor needs to submit the information in an organized manner. The order of the information submitted in the proposal is not part of the evaluation criteria and will not disqualify a vendor for this RFP.

Question 7: What information should be provided under Section B. Disclosure Requirements?

Answer 7: If any information provided in the RFP response is confidential, mark as such.

The signature of the company agent, for the acknowledgement of this addendum, shall be required. **Complete information below and return via e-mail to: dsolitaire@brownsville-pub.com.**

I hereby acknowledge receipt of this addendum.

Company: _____

Agent Name: _____

Agent Signature: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone Number: _____ **E-mail address:** _____

If you have any further questions about the Proposal, call 956-983-6366.

BY: *Diane Solitaire*
Purchasing