



# ADDENDUM

ISSUE DATE [Monday, December 22, 2014](#)

TO **All Prospective Bidders/Proposers**

FROM Jim Meeks

[Jim.meeks@okc.gov](mailto:Jim.meeks@okc.gov) | 405-297-2777

PROJECT NO. [RFP 2014022](#)

ADDENDUM NO. 1

ACTION NEEDED **The Bidder and/or Proposer shall acknowledge receipt of this Addendum and his acceptance of the conditions by checking, dating and initialing the spaces corresponding to the Addendum on the Bid/Proposal Cost Form.**

This addendum is part of the Contract Documents and modifies the work. Acknowledge receipt of this addendum must be so noted, as directed in the proposal packet. Failure to do so may result in the disqualification of the submitted proposal.

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## In reference to Article 5

- Q. Are we to have six copies of the proposal response, but only three copies of forms? Or six copies of everything? Or three copies of everything?
- A. ***Six complete proposals, as they will go to the committee for evaluations.***
- Q. On page 13, there is a section labeled “The Proposer’s Contact Information” – do we need to complete this form and include it in the response? It seems like we’d be providing that information with the “Contact Information” form on page 59. If we do need to include the contact information from page 13, where should this appear in the proposal response?
- A. ***Yes, the contact information for the agency/person submitting the proposal must be submitted as outlined on page 13. Additionally, the corporate contact information requested on page 59 shall also be provided. Forms may be submitted as part of Article 8.1 on page 19.***

## In reference to Article 7

- Q. “9. (Copies of all such licenses, insurance and or permits are to be submitted with your response to this proposal.)” What specific licenses and permits would you like to see submitted?
- A. ***Insurance is all that is required for this project.***

## In reference to Article 8

- Q. The Cost Proposal Form included as page 52 of this RFP does not allow any space for entering cost. Where/how are we to display cost proposals?
- A. ***Along with a completed cost proposal form, the costs must be submitted as part of the proposal or on company letterhead. The costs must meet the requirement as stated on page 52 of the proposal.***

- Q. ARTICLE 8:3 – Can you please be more specific about to what we should provide a point-by-point response? Should every ARTICLE (1-21) be acknowledged and/or answered? Or should points 1-12 in ARTICLE 8 be answered and/or acknowledged? Currently, we have organized the RFP response to follow the points in ARTICLE 8. Is this correct?
- A. ***Every article should be acknowledged and detailed responses should be provided where appropriate. All/Any questions should be answered.***
- Q. ARTICLE 8:5 – Can we provide the most recent tax returns instead of the income statement and balance sheet? As we are a privately held company, the IS and BS contain personal information that we do not share with anyone outside the company.
- A. ***Documents must be provided as stated in the RFP. Any confidential information/documents should be marked as such.***
- Q. “Personnel” – “State ... the percentage of time each person will devote to this work.” Are you asking
1. Art Director will spend 20% of his overall time working on COTPA Marketing, 10% on Client B, 30% on Client C, etc.? OR
  2. Of all the personnel on this project, the breakdown is thus: Art Direction: 20%, Copywriter: 20%, Quality Assurance: 5%, Project Management: 10%, Account Service: 20%, etc.?
- A. ***Proposers shall indicate what proposer staff will work with COTPA. Proposer shall identify their staff’s roles as related to this contract, and the estimated amount of time they will spend servicing this account.***
- Q. Are you looking for resumes with explicit detail of previous jobs/length held/duties completed, or will a paragraph biography explaining skills and experience be appropriate?
- A. ***The proposer shall provide evidence of the qualifications of the staff performing the duties necessary to fulfill the scope of this contract.***
- Q. “Personnel” – If personnel need to change/be added throughout the course of the project, what is the procedure?
- A. ***Personnel changes must be reported to COTPA immediately in writing. The contractor will provide to COTPA a proposed replacement, along with evidence of their qualifications to perform the duties necessary to fulfill the vacated role.***

In reference to Article 10

- Q. “COTPA will allow at least five (5) business days from the last addendum issued to the proposal submitted date.” With the holidays, what date would that be? Considering Jan. 1 is a holiday, would answers/addendum be distributed on 12/26 at the latest?
- A. ***As evidence of this addendum, answers to the questions have been provided on Embarkok.com on Monday, December 22, 2014.***



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2000 S May  
Oklahoma City, OK 73108

300 SW 7  
Oklahoma City, OK 73109

Customer Care  
405.235.RIDE (7433)

Administration  
405.297.1331

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[okriverscruises.com](http://okriverscruises.com)  
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In reference to Article 11

Q. Can you clarify? Is the minimum three references or six?

A. *As shown on page 64 of the RFP, the required number of references is six (6).*

In reference to Article 17

Q. "Insurance and Indemnity" – "The insurance certificate must be accepted and approved by COTPA prior to Pre Award Meeting. "When will the pre-award meeting be held?"

A. *Insurance shall be provided once a contract has been finalized and is presented to the COTPA Board of Trustees. It is anticipated that the award will take place in February, 2015.*

General Questions

Q. Does COTPA have an annual budget or budget range in mind for this contract? If so, what is that budget/range? Does COTPA anticipate the budget being similar for all three years of the contract?

A. *The annual budget is dependent on the availability of local, state and federal funding and may change from year to year. The following history represents the funding for each year of the current contract.*

<i>FY 10</i>	<i>\$41,774.15</i>
<i>FY 11</i>	<i>\$88,015.74</i>
<i>FY 12</i>	<i>\$31,197.75</i>
<i>FY 13</i>	<i>\$37,704.95</i>
<i>FY 14</i>	<i>\$91,890.57</i>

Q. Does the budget include media buys and other costs such as printing or promotional items?

A. *Yes, and no. COTPA's current media buyer of record is Monarch Marketing, Inc. and maintains a separate budget (that also fluctuates). The proposer will work with COTPA's media buyer to recommend media plans. Other costs such as printing, etc...may occur as part of this contract.*

*Additionally, social media is currently handled as a separate contract with Staplegun. The proposer will work with COTPA's social media agency to recommend, develop, and recommend creative/messaging plans.*

Q. Is speculative work expected as part of the proposal or prior to award of the contract?

A. *No, speculative work is not a required component of this proposal. However, the proposal should outline in detail how the proposer plans to fulfill the scope of work. Additionally, the proposer is encouraged to communicate the merits of their ability to perform the required duties both from a marketing/creative and a public relations perspective.*



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- Q. Finally, throughout the RFP, “firm fixed price” and statements such as “price to be quoted shall include all labor, materials, tools, equipment, and other costs necessary to fully complete work ...” exist; however, the Scope of Work begins with a Situational Analysis and has the contractor identifying “communication opportunities, structure and resources needed ...”.

Please clarify how a responder can reply in terms of a cost bid, when so many costs are variable and will be determined along the way based on the communication audit and resulting strategy, as well as the changing needs of EMBARK throughout the next three years?

- A. ***On page 8 of the RFP the Scope of Work outlines specific areas in which the contractor will partner. Because this is a multi-year contract, the scope of work will remain fluid in order to be responsive to the needs of the agency. For specific deliverables, proposers are encouraged to concisely outline a plan for successful fulfillment of said deliverable. The plan should estimate an allotment of time for that project. Non-specific deliverables such as photographic services, or design copy, a competitive firm fixed price rate card should be provided.***

***All final costs will be approved and/or negotiated and agreed upon. Final rates shall endure throughout the life of the contract.***

- Q. We do not specialize in media relations or crisis planning. We plan on responding to the RFP with a list of PR firms with whom we have successfully worked but not with a designated PR sub-contractor. Is this OK?

- A. ***No, any subcontractor must be named along with the applicable documentation (as found in Article 8) must be included as part of the proposal.***

- Q. We want to make sure we understand which forms need to be included with the RFP response and which forms can wait until the contract is awarded. It is our understanding that we will provide completed forms from ARTICLE 19 with the RFP response and that the forms in ARTICLE 20 are not required to be completed until after the contract has been awarded. Can you please confirm that we understand this correctly? If not, can you please clarify which forms are to be included with the RFP response?

- A. ***All forms included in Article 19 must be submitted with the initial proposal.***

- Q. Is this contract for bus transit only?

- A. ***No. The majority of time will be spent on public transit initiatives (i.e., bus transit, ferry transit, bike share, and possibly streetcar). The contract will also include work for Downtown Parking. The contract will benefit all of COTPA’s family of services.***



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