

Henry P. Roybal
Commissioner, District 1



Kathleen Holian
Commissioner, District 4

Miguel M. Chavez
Commissioner, District 2

Liz Stefanics
Commissioner, District 5

Robert A. Anaya
Commissioner, District 3

Katherine Miller
County Manager

November 20, 2015

SANTA FE COUNTY
RFP# 2016-0156-CM/BT
Consulting & Marketing Services for County Rebranding

ADDENDUM #1

Dear Proponents,

This addendum is issued to reflect the following immediately. It shall be the responsibility of interested Offerors to adhere to any changes or revisions to the RFP as identified in this Addendum No. 1. This documentation shall become permanent and made part of the departmental files.

ATTACHMENT A: PRE-PROPOSAL SIGN IN SHEET
ATTACHMENT B: PRE-PROPOSAL TELECONFERENCE LIST

Listed below are clarifications of the RFP and questions received via email concerning the above referenced RFP.

Question 1: Are the mandatory specifications in "Response to Mandatory Specifications" the same as the requirements that appear under evaluation factors?

Answer 1: *Yes, the evaluation factors that will be scored are the mandatory specifications that must be included in your proposal.*

Question 2: The RFP mentions that pricing will be addressed in the cost response form, just confirming that this will be after we submit this proposal given that on the call the county stated that you will not be looking at prices at this point.

Answer 2: *Clarification: Disregard last sentence, fourth paragraph on page 20 that reads, "All discussion of proposed costs, rates or expenses must occur only in the cost response form." Cost will be part of the contract negotiations with the awarded vendor only.*

Question 3: Just reconfirming that we plan to send all correspondence and the bids to your attention not Bill's per the call.

Answer 3: *Please send all emails regarding this RFP to Rose Moya at rmoya@santafecountynm.gov. All proposals should still be submitted to Bill Taylor at the address listed on page 8 of the RFP.*

Question 4: Page 20 - On “other supporting material” is this segment in addition to the 15 page limit?
And does this include Previous Work Performed (Sample illustrations) and or References

Answer 4: *The 15 pages is your current proposal. Supporting material, samples of previous work and references are not part of the 15 page limit.*

Question 5: Can you share all the attendees of the teleconference with me?

Answer 5: *See Attachment B.*

Question 6: Has research been done for the city of Santa Fe, and if there is collaborative work with the city can the selected vendor have access to that research to compliment their own?

Answer 6: *This question can be researched and discussed further with the awarded vendor.*

Question 7: Would you encourage partnering with local vendors for vendors outside of the state?

Answer 7: *See page 14, #3 Prime Contractor Responsibility and #4 Subcontractors*

Question 8: Will any of the evaluation score advantages for in state or in county certified business extend to vendors working in partnership with a local agency?

Answer 8: *No. Preferences will only be extended to the Prime Offeror/Firm.*

Question 9: Is there a budget or a range that has been discussed for this project?

Answer 9: *The funding has been appropriated and the maximum budget amount will be discussed with the awarded vendor.*

Question 10: Regarding 15 page limit; how do double-sided pages get counted?

Answer 10: *Front and back count as 2 pages; fold out counts as 2 pages.*

Please add this Addendum #1 to the original RFP documents and refer to proposal documents, hereto as such. This and all subsequent addenda will become part of any resulting contract documents and have effects as if original issued. All other unaffected sections will have their original interpretation and remain in full force and effect.

Responders are reminded that any questions or need for clarification must be addressed to Rose Moya, Senior Procurement Specialist at rmoya@santafecountnm.gov.

Attachment A

PRE-PROPOSAL SIGN-IN SHEET
 COUNTY MANAGER'S OFFICE, COUNTY REBRANDING
 RFP# 2016-0156-CM/BT
 FRIDAY, NOVEMBER 13, 2015 @ 2:00 PM

| NAME | COMPANY | TELEPHONE | E-MAIL ADDRESS |
|-------------------|----------------------|--------------|-------------------------------|
| Cheryl Shurtan | Desert Elements | 505-434-8090 | info@deserthelements.com |
| Jim Glover | IDEA GROUP | 505-501-1330 | glover@ideasgroup.com |
| Ben Matthews | HK Advertising | 505-788-9299 | ben@hkadu.com |
| Tony Flores | SF County | 505 986 6216 | tflores@santofecountynm.gov |
| Kristine Mibeusic | " | 505 986 6200 | kmlhelsic@santofecountynm.gov |
| Bill Taylor | SFC | 505-986-6373 | WTAYCOR@SANTAFECOUNTYNM.GOV |
| Cathy Hatcher | Resource Advertising | 85.0291 | cat@resourceadvertising.com |
| ADAM POKRASSO | IZFPS | 415 948 5936 | ADAMC@IZFPS.COM |
| NILVE RASMIYAN | RASMIYAN DESIGN | 505 603 5266 | nilve@rasmiyandesign.com |
| CHRIS CUREDOVA | SOUTHWEST PLANNING | 505-989-8530 | CITRUS@SOUTHWESTPLANNING.CO |
| ROSE MOYA | SFC/Purchasing | 992-6753 | rmoya@santafecountynm.gov |
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Attachment B

**PRE-PROPOSAL TELECONFERENCE LIST
 COUNTY MANAGER'S OFFICE, COUNTY REBRANDING
 RFP# 2016-0156-CM/BT
 FRIDAY, NOVEMBER 13, 2015 @ 2:00 PM**

| NAME | COMPANY | TELEPHONE | E-MAIL ADDRESS |
|----------------|-------------------|-------------------|-----------------------------|
| Steve Driggs | Gumco | 801-505-9997 | steve.driggs@gumco.com |
| Matt Neeman | Stratfix | 720-270-2291 | matt@stratfix.com |
| Anthony Domine | North Star | 615-335-0607 cell | Anthony@northstarideas.com |
| Radia Funna | Build n Blaze | 732-207-0777 cell | rfunna@buildnblaze.com |
| Jessica McGurn | Adrenalin Inc. | 847-373-7422 cell | jmcgurn@goadrenalin.com |
| Polo Willman | Atlas Advertising | 303-292-3300 x220 | polow@atlas-advertising.com |
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