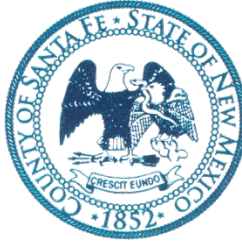


Henry P. Roybal
Commissioner, District 1

Anna Hansen
Commissioner, District 2

Robert A. Anaya
Commissioner, District 3



Anna T. Hamilton
Commissioner, District 4

Ed Moreno
Commissioner, District 5

Katherine Miller
County Manager

December 27, 2018

RFP# 2019-0053-CSD/CW
Design and Implementation of DWI Public Awareness Campaigns

ADDENDUM #1

*****ADDITIONAL INFORMATION *****

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.

Please note that the Community Services Department has provided additional information relating to the Scope of Work and Evaluation Criteria.

a. Questions and Responses

- a. "Whether companies from Outside USA can apply for this? (like, from India or Canada)" **If the company is registered and licensed to do business in the state of New Mexico, the company may submit a proposal.**
- b. "Whether we need to come over there for meetings?" **Yes. In-person meetings are necessary.**
- c. "Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)" **Yes.**
- d. "Can we submit the proposals via email?" **No. The proposal must be submitted in hard copy via mail, courier service, or hand-delivered to the address provided in the RFP.**
- e. "What is the budget for this RFP?" **Each Offeror must submit a budget based on the Offeror's proposed dollar amount to complete the scope of work outlined in the RFP.**

- f. “What is the goal of the department with this solicitation?” The department anticipated the reduction of incidents in DWI driving – impaired driving and increase the general public’s awareness of the dangers of driving under the influence.
- g. “What are the metrics used by the department?” The metrics used by the department tend to be the number of alcohol involved crashes, the number of alcohol involved fatalities, and the number of DWI arrests.
- h. “How does the department envision utilizing social media?” There is limited use of social media at this point and there is no separate website for addressing DWI; it is conceivable that more social media may be used as the contract work progresses.
- i. “What is the source for the solicitation’s funding?” Monies from the New Mexico state liquor excise tax fund this program.
- j. “Do you use the best practices recommended by the National Highway Traffic Safety?” Yes.

Please add this Addendum #1 to the original bid documents and refer to bid 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. Bidders are reminded that any questions or need for clarification must be addressed to Coralie Whitmore, Senior Procurement Specialist at cgwhitmore@sntafecountynm.gov