

Justin S. Greene
Commissioner, District 1

Lisa Cacari Stone
Commissioner, District 2

Camilla Bustamante
Commissioner, District 3



Adam Fulton Johnson
Commissioner, District 4

Hank Hughes
Commissioner, District 5

Gregory S. Shaffer
County Manager

April 1, 2026

SANTA FE COUNTY
RFP No. 2026-0227-CSD
Public Awareness Campaign Services
ADDENDUM NO. 1

Dear Offerors,

This addendum is issued to reflect the following changes, effective 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 be made part of the departmental files.

ATTACHMENT A: PRE-PROPOSAL SIGN IN SHEET
ATTACHMENT B: PRE PROPOSAL CONFERENCE SHEET

Santa Fe County acknowledges receipt of questions related to the above-referenced Request for Proposals.

The County is currently reviewing the submitted questions and coordinating responses with the requesting department.

Responses will be issued as soon as they are finalized and approved. An additional addendum will be released with formal responses.

All other terms and conditions of the RFP remain unchanged.

Addendum No. 1 is hereby incorporated into the original proposal documents, which will now be referenced accordingly. This addendum, along with any subsequent addenda, will be considered an integral part of any resulting contract documents and shall have the same effect as if originally issued. All sections not modified by this addendum will remain as originally stated and in full force and effect. Offerors are reminded to direct any questions or requests for clarification to Jack Love, Procurement Specialist Senior at jalove@santafecountynm.gov.



PRE PROPOSAL CONFERENCE
RFP No. 2026-0227-CSD/JL
Public Awareness Campaign Services
March 24, 2026, at 10:00 AM

Contracting Agency: Santa Fe County

- | | | |
|----------------------------|-------------------------------|---------------------|
| • Jack Love | Procurement Specialist Senior | Purchasing Division |
| • Amanda Patterson-Sanchez | Procurement Planner Analyst | Purchasing Division |
| • LeAnne Rodriguez | Operations Manager | CSD |
| • Chanelle Delgado | Youth Services Admin Prog Mgr | CSD |

Project Information

Santa Fe County is seeking proposals from qualified firms to develop and implement comprehensive public awareness campaigns to support County initiatives and programs. The selected Contractor will provide strategic communication services designed to inform, educate, and engage the public on a variety of County priorities.

Proposal Information

- Carefully read the Request for Proposal for requirements, terms & conditions including the sample contract.
- Sequence of Events is listed on page 9. Please note that dates are subject to change by written addendum.
- Proposal Organization – Proposal should be organized as outlined in the RFP on page 19.
- Selection of finalist(s) – the most qualified proposal received based on the evaluation factors outlined in the RFP (pages 21-23) will be scored by an evaluation committee.
- Preferences –
 - 1) N.M. In-State Resident/Native American In-State Preference Certificate 80 points total of all evaluation factors added to the score.
OR
 - 2) N.M. Resident/Native American Veterans Preference Certificate, 100 points total of all evaluation factors added to the score. For more information on State Preference visit www.tax.newmexico.gov
AND
 - 3) Santa Fe County Preference, 50 points total of all evaluation factors added to the score. For more information on County Preference visit <https://www.santafecountynm.gov/finance/purchasing-division>
- Please submit all questions via email to Jack Love at jalove@santafecountynm.gov. The last day for questions will be March 26, 2026. *(Any contact with any other County staff member or persons other than the Procurement Specialist Senior may be grounds for disqualification.)*

- Addendum will be issued on **March 31, 2026**. (*Only questions answered by formal written addenda will be binding. Oral and other interpretations or clarifications will be without legal effect.*)
- **Proposal Submittal Due Date: Wednesday, April 10, 2026 @ Time: 2:00 PM**
**Electronic submission also available via Dropbox utilizing
Dropbox link:**
<https://www.dropbox.com/request/Y5sMkTxIP8ikFvgWqG4d>



SANTA FE COUNTY

PRE-PROPOSAL CONFERENCE

RFP No. 2026-0227-CSD/JL

Public Awareness

March 24, 2026, AT 10:00 AM

NAME	COMPANY	TELEPHONE	E-MAIL ADDRESS
Jack Love	Santa Fe County Purchasing	505-986-6209	jalove@santafecountynm.gov
Amanda Patterson-Sanchez	Santa Fe County Purchasing	505-992-6753	apatterson-sanchez@santafecountynm.gov
LeAnne M. Rodriguez	Santa Fe County Operations Manager CSD	505-992-9830	lrodriguez@santafecountynm.gov
Chanelle G. Delgado	Santa Fe County Youth Services Admin Prog Mgr • CSD	505-992-9875	cdelgado@santafecountynm.gov
Rebecca Hahs	RK Venture,		becky@rkventure.com
Eric Lucero	Five Arrows Consulting, LLC		nick@rkventure.com
Alexis Trevino	Nueva Obscure LLC		alexis@nuevaobscure.com