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April 7, 2026

SANTA FE COUNTY
RFP No. 2026-0227-CSD
Public Awareness Campaign Services
ADDENDUM NO. 2

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. 2. This documentation shall become permanent and be made part of the departmental files.

RFP Questions and Answers

Question No. 1: What is the anticipated total and/or annual budget for these services, and what has been the historical budget for similar services?

Answer No. 1: The County does not have a specific budget for these services. This contract will be used County-wide, with project scopes and costs determined and negotiated with the awarded vendor on a project-by-project basis.

Question No. 2: Is there an estimated media placement budget separate from the agency's creative/service fees, or should Offerors include media costs within their proposed pricing?

Answer No. 2: Media placement costs, if applicable, should be included in the Offeror's proposed pricing. Specific project scopes and associated costs will be determined and negotiated with the awarded vendor on a project-by-project basis.

Question No. 3: Is there a current or previous contractor providing similar services? If so, is the incumbent expected to submit a proposal?

Answer No. 3: There is a current contractor providing similar services. The County anticipates that the incumbent may submit a proposal.

Question No. 4: Is this RFP being issued as a result of a contractual requirement, expiration, or a new service need?

Answer No. 4: This RFP is being issued to establish a contract for ongoing Public Awareness Campaign Services to support County-wide needs.

Question No. 5: Is there an anticipated flight length for this campaign (e.g., duration of campaigns)? Additionally, is there a preferred launch timeframe or time(s) of year, and will this involve a single campaign or multiple campaigns over the contract term?

Answer No. 5: The County has not established a specific campaign flight length or launch schedule. Campaign timing, duration, and frequency will depend on the needs of each requesting department and will be coordinated with the awarded vendor on a project-by-project basis.

Question No. 6: Please clarify the requirement for “two (2) primary countywide public awareness campaigns” and “two (2) ancillary campaigns annually.” How are these expected to differ in scope and deliverables?

Answer No. 6: The reference to two (2) primary countywide public awareness campaigns reflects the County’s intent to implement broader, comprehensive outreach efforts addressing key priority topics. The two (2) ancillary campaigns are intended to support and reinforce the primary campaigns through more targeted or supplemental messaging. Specific scope, deliverables, and level of effort will be further defined in coordination with the selected contractor.

Question No. 7: Is there an anticipated budget for this project? If not, can the County provide historical budget ranges and identify any media channels or approaches that were considered effective in prior campaigns?

Answer No. 7: A specific budget is not identified in the RFP. Offerors should propose a cost that is reasonable and appropriate for the scope of services. Information regarding historical budgets and prior campaign approaches is not provided in the RFP. Offerors are encouraged to leverage their experience and expertise in developing recommended strategies and media approaches.

Question No. 8: Is there an anticipated campaign schedule, including preferred launch timing and duration for one or multiple campaigns?

Answer No. 8: The RFP does not identify a specific campaign schedule, launch date, or duration. Timing and flight length of campaigns will be determined in coordination with the selected contractor based on project needs and priorities.

Question No. 9: Please confirm whether the Cost Proposal is included in the evaluation scoring criteria.

Answer No. 9: The evaluation criteria are outlined in the RFP. This procurement is qualifications-based, and cost is not included as a scored criterion. Cost will be considered during contract negotiations with the selected offeror.

Clarification No. 1: Scope of Services

The scope of services under this solicitation is intended to be countywide; however, specific services, deliverables, and the level of effort may vary by department based on programmatic needs.

The selected contractor must demonstrate the capacity and flexibility to support multiple campaigns and varying levels of effort across departments.

Revised Proposal Submission Deadline

The proposal submission deadline has been revised to April 21, 2026, at 2:00 PM (MDT). All proposals must be received by the County Purchasing Division on or before the date and time specified above. All other terms and conditions of the RFP remain unchanged.

Addendum No. 2 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.