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Addendum One / RFP 11-1775

RFP 11-1775 METRO RECYCLING INFORMATION RADIO AD BUYS

The following question was submitted on this solicitation. In the interest of fairness, this information is being provided to all interested proposers.

Q: Does the estimated project budget listed within Metro RFP 11-1775 include all costs?

A: Yes.

Q: Does this RFP apply to media outlets, too, or is it only for advertising agencies, marketing firms and the like?

A: Any qualified firm – whether a media outlet, an advertising agency, a marketing company or otherwise – is welcome to submit a proposal. The RFP describes the required experience and general proposal conditions.

Q: Do you have 30-second and 15-second creative available for value-added messages? If not, would you allow us to produce them for value-added messages while using your 60-second spot for paid messages?

A: Our past 15- and 30-second spots may or may not be appropriate for value-added opportunities within this project. Approval of value-added opportunities will depend on their fit with the project's scope, including audience, strategies, timeline, budget and the campaign's 60-second spot.

Q: Are you targeting new Portland metropolitan-area residents and new suburban residents of Washington, Clackamas and east Multnomah counties, or are you targeting new Portland metropolitan-area residents and existing suburban residents in Washington, Clackamas and east Multnomah counties?

A: The latter.

Q: Is there a preferred format or structure for the required monthly written progress reports and the final written report?

A: Metro does not provide a template, but the monthly reports at minimum must include the date, the period covered, a campaign summary, tactics and other major tasks completed to date, results and next steps. The RFP describes required contents for the final report.

Q: The RFP states that proposers may include biographies in the appendix. Does this include résumés, or are they to be submitted as part of the 10 pages?

A: As instructed in the RFP, please include applicable résumés within the proposal, which cannot exceed 10 pages, and keep any biographies to an appendix.

Q: What details do you require for the itemized statements? Do you want to see hours allocated by individuals?

A: Metro does not provide a template for contractor's invoices. As stated in the RFP, invoices shall include an itemized statement of the work done during the billing period. If the contractor charges by the hour, the statement shall describe the work done, the hours allotted and the applicable charges.

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