



## Addendum / RFP 12-2051

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### ADDENDUM NUMBER TWO

#### RFP 12-2051

### Marketing, Outreach and Creative Services: Metro Sustainable Living Programs, MetroPaint and Pioneer Cemeteries

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

Reference: RFP 12-2501, pages 13-47 of 47.

1. **Question:** Metro RFP 12-2501 allows proposers to present a list of exceptions to the terms and conditions. However, the RFP contains two sets of terms. On page 13 are terms for "PERSONAL SERVICES AGREEMENT EXAMPLE", and on page 17 are terms for "PERSONAL SERVICES AGREEMENT EXAMPLE FOR RTO\_PROJECTS." Which set of terms will apply to the services contract for this project?

**Answer:** Both sets should be considered. Projects using federal funds and/or grants will use the personal services agreement example for RTO projects. Non federal/grant funded projects will use the personal services agreement beginning on page 13.

Reference: RFP 12-2501, page 9 of 47, item G. Sustainable Business Practices, appears to have the bulleted list bolded labels for Economy and Environment transposed.

2. **Question:** Is this intentional?

**Answer:** This was not intentional, these two items are transposed. The correction is:

G. Sustainable Business Practices (one page):

- Environment: Describe your business practices to reduce environmental impacts of your operations. This may include energy efficiency, use of non-toxic products, alternative fuel vehicles, waste prevention and recycling, water conservation, green building practices, etc.
- Economy: Describe your support of local businesses and markets within the Portland Metro region. Include what steps your company has taken in the past to support local businesses, and what steps would be taken if selected for this project.
- Community: Describe the employee compensation structure of your organization. Include wage scales for employees, including trainee, probationary, entry level, journey level, and supervisory. Also include policies regarding annual cost of living adjustments (COLA) to employee wages. Details of the healthcare program (including, medical, dental, prescriptions, preventive care, etc.) as well as out of pocket and deductibles, and employee contributions for themselves and family members. All other employee benefits are to be including, such as vacation, sick leave, pension, disability insurance, profit sharing, childcare, health memberships, company vehicle, public transportation, etc.

Reference: RFP 12-2501, Section II, page 3 of 47, states, "The overall budget is approximately \$700,000, but the actual budget will be determined prior to the start of each fiscal year . . ." Addendum 1, page 2 of 2, states, "Over the next two fiscal years Metro staff anticipate close to \$300,000 in contract dollars for professional communications services in support of Sustainable Living, MetroPaint and Pioneer Cemetery programs."

3. **Question:** In Addendum 1, do you mean the budget is \$300,000 for the entire two-year contract period, or \$300,000 per year for the two year period, for a total budget amount of \$600,000 for the contract duration? Is the budget all-inclusive of consultant fees, direct costs, media buys, expenses, etc.?

**Answer:** Over the next two fiscal years Metro staff anticipate close to \$300,000 in contract services will be spent each year for professional communications services in support of Sustainable Living, MetroPaint and Pioneer Cemetery programs. Estimated budgets are inclusive of all fees, direct costs and expenses such as media buys and advertisement placements.

Reference: RFP 12-2501, page 3 of 47, Section III PROPOSED SCOPE OF WORK; Addendum 1, page 2 of 2, budget question at top of page 2.

4. **Question:** Historically, how much has Metro spent annually on advertising for the sustainable living, MetroPaint and pioneer cemeteries programs, and in what markets and types of paid media has Metro advertised annually for each program?

**Answer:** The approximate numbers below are based on previous years. These averages do not necessarily mean the same amount of money (either more or less) will be available for paid advertising once the contractor begins work.

Full budget is here: [http://library.oregonmetro.gov/files/fy10-11\\_adopted\\_vol3.pdf](http://library.oregonmetro.gov/files/fy10-11_adopted_vol3.pdf)

Average forecasted numbers for paid advertising for next year, based on previous years:

Recycling Information Center advertising geared to Spanish audience - 10-20k

RIC advertising (general market) - 40-60k

Natural gardening and toxics reduction (general market) - 10-20k

Metro Paint Advertising (general market) - 5-10k

Travel Options Advertising (general market) - 3-10k

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Tim Collier

Metro Finance and Regulatory Services Deputy Director