



METRO

600 NE Grand Ave.
Portland, OR 97232-2736
(503) 797-1700

Addendum One / RFP 10-1580

RFP 10-1580 DEVELOP, IMPLEMENT AND EVALUATE A METRO RECYCLING INFORMATION PROMOTIONAL CAMPAIGN

Metro received a number of questions regarding this RFP and has attempted to address many of these through this addendum. Some questions that were posed would be more appropriate to address with the selected finalist(s) during contract selection and award.

Q: What does success look like?

A: Please see the RFP, which describes the project's goal and target audiences.

Q: Does the estimated project budget listed within Metro RFP 10-1580 include all costs?

A: Yes.

Q: Can we provide materials – in addition to our proposal – that would further explain our approach?

A: No. Please see the proposal instructions and requested contents within the RFP.

Q: Can we conduct an in-person presentation as part of our proposal?

A: Metro may request interviews with one or more proposers before final selection, but none are requested at this time.

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: We're not certified as a minority-owned business enterprise, a women-owned business enterprise or an emerging small business (MWESB). Does this disqualify us or otherwise affect our chances?

A: Please see the proposal instructions, evaluation procedure, evaluation criteria and requested contents within the RFP. MWESB certification accounts for 10 percent of each evaluated proposal's total possible score, but lack of certification does not disqualify proposers from consideration.

Q: What is the campaign's target demographic?

A: Please see the RFP, which describes the project's goal and target audiences.

Q: Will Metro hire more than one agency to effect the project?

A: Please see the RFP, which explains Metro's intentions.

Q: Can we include a cost disclaimer, for our work with third-party agencies or "middle men" could affect our final costs?

A: Please see the requested proposal contents within the RFP.

Issued January 8, 2010

Darin Matthews, CPPO, C.P.M.
Metro Procurement Officer