

Addendum One

ADDENDUM ONE
RFP 2475
Professional Marketing and Communications Services

Note: The following additions/clarifications to Request for Proposals 2475 hereby become part of the Request for Proposals. It is essential that all prospective Proposers note the content of the Addendum.

In the interest of fairness, this information is being provided to all interested bidders.

QUESTIONS AND ANSWERS:

Q1: Understanding that there will be a wide array of project types from this contract, can you give us a general range of what the project budgets might be? \$2,000 - \$3,000? \$12,000 - \$18,000? \$35,000 - \$45,000? \$80,000 - \$100,000?

A1: In general, projects will likely range between \$12,000 to \$25,000. However, staff do anticipate many smaller projects closer to \$3,000 to \$5,000 and while likely fewer in number, several larger projects more than \$50,000.

Q2: Who is the Zoo's agency of record?

A2: Metro owns and operates the Oregon Zoo and is legally the agency of record. However, in terms of an agency of record for marketing and advertising representation the Zoo has no agreement with any firm for media or marketing representation at this time.

Q3: Are you open to working with firms in Seattle?

A3: Yes.

Q4: What was the Zoo's media buy last year?

A4: Approximately \$450,000 was spent in the last 12 months on various media.

Q5: Where would project assignments come from? A single point of contact or a number of different individuals?

A5: Contract(s) awarded will be managed by the Zoo marketing manager Stephanie Cameron. Individual projects may be managed by Stephanie or assigned to marketing staff member.

Q6: What is the process for design/project approval? In other words, how many parties will be involved in the decision-making process for each project?

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- A6: While the review process and number of reviews will vary from project to project, reviews at concept or 30%, 60% completion and 90% completion will be required for design projects.
- Some projects will require review and/or approval by more than one program area and staff will be assigned to represent that program in the review process. Other projects will require approval by marketing staff only.
- At the beginning of each project the assigned Zoo project manager and contractor will identify stakeholders, roles, number of reviews and other specifics prior to the project beginning.
- Q7: Are you able share any of the following with us: Zoo marketing plan, Brand Standards/guidelines, any information on the zoo's audiences?
- A7: Guiding documents will be provided to contractors on a project-to-project basis but have not been determined as a necessary for vendors to propose on this series of contract opportunities.
- Q8: What is the number of internal marketing staff at the zoo that we would be working with?
- A8: Approximately four project managers will be assigned to individually coordinate work with the selected contractor(s).
- Q9: Are there any major initiatives that the Zoo will be focused on during the contract period?
- A9: Major initiatives within the contract period include ZooLights (with the return of the zoo train in 2014), Summer Concerts, and the grand opening for Elephant Lands in 2015 -- the largest of the zoo bond projects and one of the most significant projects undertaken. The zoo will also break ground on a new education center in 2015 with a grand opening expected in 2016.
- Q10: Is there a specific reason this RFP was issued?
- A10: For the last seven years Metro has conducted competitive procurements and established flexible service contracts to increase project capacity or provide specific expertise required. This procurement effort will likely expand the existing pool of contractors and does increase the contract dollars available for these services
- Q11: Is there an incumbent firm currently providing these services?
- A11: Several firms and independent contractors who competed for, and were thus awarded contracts in prior procurements currently perform some of the services specified in this RFP. Whether those firms shall apply for this opportunity is unknown.
- Q12: Under proposal content section B. staffing; it says the limit is one page. Do you want complete resumes or can we simply address the key people assigned for each service category and include bios? If so can the RFP be amended so that we have at least 2 pages for staffing.

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

Or would you prefer that we list just the project manager name, responsibilities and bio on the "one" page and attach all the additional staff members on a separate page?

A12: Bios or resumes can be included as attachments to the RFP and not be counted in the total page count for staffing. The RFP will not be amended to add additional pages.

Q13: For Experience and Samples, can we include more than 3 samples or are we limited to the three that have references? Can any of them be projects that are ongoing or still under contract?

A13: Please limit your examples presented to the 3 that best represent your ability to perform the services outlined in the RFP. Similarly please provide 3 references that can best speak to your firms performance and quality of deliverables for the project.

Firms are welcome to submit projects that have been completed or are ongoing/under contract.

All other terms and conditions of this solicitation remain the same.

Issued October 23, 2013

Gabriele Schuster
Procurement Manager