

## ADDENDUM NUMBER THREE

### RFP 12-2049

### Multicultural Communications and Marketing Services

The above listed solicitation is hereby amended and clarified through the issuance of this addendum. The following questions were submitted on this solicitation. Questions and answers are being provided to all potential proposers to ensure fairness and impartiality.

1. Will Metro be providing brochures to promote programs you discussed at the meeting i.e. drive less, use green cleaners, use recycled metro point etc. and visit Metro locations Blue Lake, The Zoo etc.?

**Response:** Yes, Metro currently produces several brochures to provide technical and informational support for sustainable living programs. It is expected for vendors to participate and at times lead efforts to re-envision existing brochures or create new materials for particular audiences and or events. At times vendors may be expected to provide the design work or partner with other design contractors and/or internal staff to complete the work. Metro would typically coordinate the printing of these brochures in partnership with vendors and maintain an inventory within the agency.

2. If Metro does not include brochures and handouts do you want us to create as many as we would recommend for our events etc.?

**Response:** Metro would look to vendors to provide strategies that effectively and measurably promote sustainable living programs to diverse and underserved populations. To that effect, if print materials are needed we would want ample inventory to meet an event or ongoing needs. All work conducted by the vendor is managed by Metro communications staff including approvals for producing new materials and coordinating with printers. Metro currently has several contractors to provide professional printing services. The majority of printing work would be provided by one or more of the vendors under contract and billed directly to the agency.

3. What dollar amount was spent on radio advertising by Metro over the last 36 months? Did you include web advertising and events into that? If not, what was spent on those items?

**Response:** It is estimated that the agency spent at least \$38,000 in the last 18 months on radio advertising (includes buys and production costs). Any information earlier to that time is difficult to specify within the constraints of the RFP question deadline but are likely equal to or slightly less than recent costs. Web advertising and event costs are not included in the above estimates. Web advertising was primarily in coordination with print efforts and exact costs are difficult to estimate. However, initial staff estimates summarize the costs between \$4,000 to \$6,500.

4. On the cost page you ask for vendors to provide hourly rates? We put together pricing in the media by radio, events, and web exposure how would you like us to submit price?

**Response:** In addition to requested rates, vendors are asked to list any additional rates that are applicable to their business. See Section VII. Proposal Contents, C. Cost.

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5. For those of us in large companies which work out of smaller offices in Portland would you like information on just our Portland office or our entire company?

**Response:** Vendors should provide information regarding the entire company and services and those specifically provided by a local office.

6. On page 7/45 under:

“ VII. PROPOSAL CONTENTS

The proposal should contain no more than twelve (12) pages of written material, describing the ability of the consultant to perform the work requested, as outlined below. “

Our Employee Handbook and Our Office Protocol documents provide evidence of our sustainability and diversity practices. Can we submit them as attachments or just quote the relevant pieces within the 12 page limit?

**Response:** All relevant sections must be addressed within the twelve page limit.

7. In the meeting of February 14, it was stated that Metro currently has service agreements with one or more translation agencies, and that such contracts are about to expire. Please provide expiration date(s) for any current translation contracts with Metro.

**Response:** The Communications department contracts for translation services expire April 30, 2012.

8. Will Metro be issuing a separate RFP or additional RFPs for translation services at any time in the coming year or two?

**Response:** At this time Metro staff does not anticipate issuing an additional RFP for translation services for the remainder of FY 2012 or 2013.

9. Will the winning bidders of RFP 12-2049 then become the preferred translation vendors for all of Metro?

**Response:** The majority of Communications’ work requiring translation services will be completed by vendors awarded contracts under RFP 12-2049. Other departments in the agency will also be able to access and use the contracts for their business needs. Metro reserves the right, if determined by a business or communication need, to conduct any procurement it deems necessary.

10. Will Metro allow any other translation vendors to bid on projects outside of the current RFP?

**Response:** Typically no, Metro has invested staff and resources on RFP 12-2049 in anticipation of meeting the majority of the agency’s translation and multicultural communications work. Unless determined by a strong business or communication need, the agency will most often use vendors awarded a contract and not seek additional bids. Special projects may occur that have funding requirements that disallow the use of existing contracts and require a new procurement. Metro staff has made every attempt to cover most, if not all special funding requirements within the agency in this procurement.

## Addendum

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All other terms, conditions, and requirements of the original solicitation remain in full force.

Issued February 21, 2012



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