

**ADDENDUM NO. 1**

**TO:** All Vendors  
**FROM:** Jason McGarry, Procurement/Contracts Administrator  
**SUBJECT:** COG2020-01: Marketing, Advertising, & Public Relations  
**DATE:** January 28, 2020

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This Addendum No. 1 modifies the Request for Proposal (RFP) only in the manner and to the extent as stated herein.

QUESTIONS AND ANSWERS

- 1) **What is the typical or anticipated media mix?**
  - a. Radio, newspaper, billboards
- 2) **Please provide the typical or proposed media budget.**
  - a. No budget specified at this time
- 3) **How many hours per week would you estimate for the account executive as the base for the retainer?**
  - a. 25-30 hrs per week
- 4) **The RFP mentions market research. Depending on the methodology and audience, there are sometimes out-of-pocket costs related to the purchase of sample and data collection. How would these costs be covered under the proposed cost data form?**
  - a. They would be an additional cost passed down to the COG
- 5) **Approximately how many special events would the firm need to staff?**
  - a. Approximately 10 per year
- 6) **Please expand on "Serve as liaison for public information during emergencies and disasters?"**
  - a. The BCDCOG runs both transit systems in the region. In the event a hurricane is approaching, the marketing team works with the Executive Staff to send messages to riders regarding the status of running service
- 7) **Does the hourly rate for Broadcast production refer to outside broadcast production costs?**
  - a. Yes, those are costs incurred by a third party vendor
- 8) **What is the expectation for the agency to "post, monitor and respond to various multi-media (i.e., Facebook, Twitter, etc.) as required by BCDCOG ?**
  - a. The consultant will serve as the social media point of contact for posting and responding to posts on all social media
- 9) **Does the BCDCOG have or plan to hire internal resources for these services?**

- a. The internal marketing team can assist, when needed, but it's the responsibility of the consultant to be the point of contact

**10) Page 18 of the RFP, item 12, states "perform duties of public information officer." As envisioned by BCDCOG, would the account exec assigned to the account possess many of these skills (while being supported by a larger team) or would the account exec play a more traditional account exec role while members of the team perform the duties of public information officer?**

- a. The consultant will work with the internal marketing team to serve as the public information officer

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Offeror shall acknowledge receipt of Addendum No. 1 in the space provided below and return with their proposal. Failure to do so will subject the proposal to rejection,

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Date