

**EL PASO WATER
PURCHASING DEPARTMENT
P.O. BOX 511
EL PASO, TEXAS 79961**

EPWATER EDUCATION AND OUTREACH SERVICES

RFP27-17

ADDENDUM NUMBER 1

**Attention of all bidders is directed to the following addendum to this Bid Proposal:
To address changes and questions and answers.**

**Page 2 of 14 currently reads: *Services required by advertising agency...*
Change to read: *Services REQUESTED FROM THE advertising agency...***

Requestor revision to proposals additional language not released on original advertised RFP.

Add language to page 10 of 14 to this addendum –

TYPE AND TERM OF CONTRACT:

This is a Good(s) and/or Service(s) Contract, under which EPWATER shall order all of its requirements for the good(s) and/or service(s) described within this request for proposal Note: Good(s) and/or Service(s) will be ordered on “as-required” basis. The Contract to provide (EPWATER EDUCATION AND OUTREACH SERVICES) shall be from AWARD OF RFP for an initial one year period. If upon mutual consent between both parties the contract may be extended for an additional two years for a maximum of up to three years total. In the event EPWATER has not obtained another goods and/or services contractor by the expiration date of the existing contract term, the Contractor shall nonetheless continue for a period not to exceed six (6) months on a month-to-month basis after the end of its term, unless EPWATER has notified the Contractor that EPWATER has obtained another contractor.

Page 6 of 14 currently reads:

Submittal Evaluation

Submissions will be screened by EPWATER technical staff to determine compliance with submittal requirements of this RFP. Once screened, valid submissions will be evaluated for pre-qualification and short-listing purposes. Proposals short-listed will be submitted to an Evaluation & Selection Committee. All proposals received in response to this RFP will be screened and evaluated in the sole and absolute discretion of the EPWATER staff, and the Evaluation & Selection Committee. The Evaluation & Selection Committee will submit their ranking of the proposals and the selected proposal to EPWater for handling of fee negotiations and contract award. An agency short-list may be invited for a formal presentation of the Proposal to the Evaluation & Selection Committee.

Change to Read:

Submittal Evaluation

Submissions will be screened by EPWATER technical staff to determine compliance with submittal requirements of this RFP. Once screened, valid submissions will be evaluated for pre-qualification and short-listing purposes. Proposals short-listed will be submitted to an Evaluation & Selection Committee. All proposals received in response to this RFP will be screened and evaluated in the sole and absolute discretion of the EPWater staff, and the Evaluation & Selection Committee. The Evaluation & Selection Committee will submit their ranking of the proposals and the selected proposal to EPWater for handling of fee negotiations and contract award. An agency short-list may be invited for a formal presentation of the Proposal to the Evaluation & Selection Committee. The Selection Committee will include but not be limited to: Vice President of Technical and Operational Services, Chief Communications and Government Affairs Officer, Communications and Marketing Manager, Public Affairs Officer, Graphics Designer, Public Affairs Coordinator.

Question

Whether companies from Outside USA can apply for this?

ANSWER: Yes, all companies can provide proposals.

Question

Whether we need to come over there for meetings?

ANSWER: Pre-Proposal meeting not mandatory.

Question

Can we perform the tasks (related to RFP) outside USA?

ANSWER: Can be evaluated based on proposal submitted.

Question

Can we submit the proposals via email?

ANSWER: No. We cannot accept proposals via email from any source.

Question

Has EPWATER considered a preferred budget distribution, as far as the amounts allocated for media buys and advertisement production?

ANSWER: No, that depends on the vendor and what they estimate for quality produced content and maximum media exposure.

Question

Would EPWATER be open, once the marketing media plan has been presented and approved, to pay upfront (or have the contractor invoice earlier) each month's media buying budget allocation in order for the contractor to have cash on hand to pay media companies on time?

ANSWER: EPWATER payment terms unless otherwise expressly detailed and explained on their submission is otherwise net 30.

Question

Based on the objectives listed on the RFP (page 2), there are three distinct audiences and messages: The community at large (educating them on the fact that El Paso streets are designed to carry Stormwater), drivers and pedestrians (educating them on the dangers of driving and walking in floodwaters), and Parents (encouraging them to talk to their kids about the dangers of playing in or near the river, canals, drains and ponds)...

Are these three objectives to be considered of equal importance, or should one/some of them be prioritized. If so, to what extent?

ANSWER: Drivers and pedestrians first, community at large, then parents.

Question

Is EPWATER expecting three distinct campaigns, one per objective, or is it expecting one marketing campaign that includes all three objectives as part of its messaging?

ANSWER: One campaign with sub-messaging.

Question

Is EPWATER considering to have one of the objectives being the only/main theme during each of the three months (July-Aug-Sep) or should these objectives be included throughout the duration of the campaign?

ANSWER: All objectives should be addressed throughout time period.

Question

Under "Services required by advertising agency" (page 2), the second bullet point after the checkmark reads, "Digital materials for billboards and social media"...

-Please confirm if the "billboards" to which this section refers to are digital online billboards for online placement or does it refer to digital materials for printing vinyls for Out-of-Home billboards.

ANSWER: both

Question

Please confirm if EPWATER has any preferences regarding the social media outlets to be considered for this campaign (i.e. Facebook, Twitter, and Instagram).

ANSWER: We only have Facebook and Twitter accounts.

Question

Under "Services required by advertising agency" (page 2), the first bullet point after the checkmark reads, "Production of.... video PSA spots". Please confirm if EPWATER already has arrangements with local media for the airing of Public Service Announcements (PSAs) and would only need their production, or if the contractor needs to negotiate media buys with local movie theaters and/or TV media.

ANSWER: Negotiation needed, and buys and production should be included in budget.

Question

Under "Services required by advertising agency" (page 2), the third bullet point after the checkmark reads, "Media placement (radio, movie theaters and billboards)"...

Please confirm that by "billboards", EPWATER is referring to out-of-home billboards.

ANSWER: Yes, outdoor

Question

Please share if EPWATER has any preferences on the media outlets to be utilized and/or the budget percentage allocation per media outlet.

ANSWER: No, looking for recommendations on maximum exposure for target audiences in El Paso.

Question

Please let us know about EPWATER flexibility regarding the use of the listed media outlets; should the contractor limit its media buy to the ones listed or would the contractor have the opportunity to present/suggest alternate and/or additional media outlets for consideration.

ANSWER: Alternate media outlets can be considered.

Question

For the tentative 8-10 weeks (July-September 2017), that this campaign would last, does EPWATER consider a certain number of these weeks to be of higher danger/higher accident occurrence? This would help the contractor consider increasing budget investment during these period(s) of time.

ANSWER: The past two monsoons have shown heavier activity in August/September – but weather is highly unpredictable.

Question

Under Scope of Work (page 2), EPWATER indicated that it has obtained the rights to use the trademarked phrase, "Turn Around Don't Drown", from the NOAA. Would it also include the right for the Spanish version, "Dé la vuelta, no se ahogue."? Please advise.

ANSWER: Yes

Question

It is indicated that the contracted agency should develop a bilingual (English and Spanish) campaign. Does EPWATER have any specific instructions and/or guidance regarding the percentage of the campaign to be developed, produced and scheduled per language?

ANSWER: Media buys are suggested to be approximately 70% English, 30% Spanish.

Question

Is the CIQ required if no conflicts exist?

ANSWER: Yes, form is required, indicate no or N/A when filing out.

Question

Is the committee anticipating actual scripts and designs, or are they expecting concepts and creative direction?

ANSWER: Concepts and creative direction.

Question

Please confirm that Form 1295 is filled out once the project is awarded.

ANSWER: Yes form 1295 must be completed when project is awarded.

Question

Who would you describe as the primary target market?

ANSWER: Those individuals believed to be most receptive to these messages? Audiences are included in objectives.

Question

The checklist includes a reminder about signing the bid proposal? Does the signature on the cover page fulfill the requirement for that requested signature?

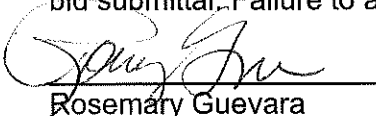
ANSWER: Yes

Question

During the pre-bid conference, it was mentioned that EPWATER has two billboard locations that can be used for advertising efforts. What are the locations of these billboards?


ANSWER: The current locations and if required change will be decided on during or after opportunity for selection committee to evaluate proposal(s) responsiveness.

Bidder shall acknowledge receipt of this addendum and submit this acknowledgment with their bid submittal. Failure to acknowledge addendum(s), may result in rejection of bid.



Rosemary Guevara
Senior Purchasing Agent

BIDDER'S ACKNOWLEDGEMENT OF RECEIPT



LJC