



**REQUEST FOR PROPOSAL ADDENDUM
PURCHASING OFFICE
CITY OF AUSTIN, TEXAS**

**REQUEST FOR PROPOSAL: RMJ0302 ADDENDUM NO. 1
DATE OF ADDENDUM: August 13, 2015**

1. The sign-in sheets, agenda and questions from the Pre-proposal Meeting are attached:

Q1. Does Austin Energy (AE) have an annual budget in mind for each year of the contract?

A1. Austin Energy expects interested vendors to propose their best pricing in response to the RFP.

Q2. Has AE awarded a similar, on-call type contract for market research services in the past? If so, how recently did AE award such a contract and to what firm did AE award the contract?

A2. Yes, a contract was awarded to Creative Consumer Research in 2010.

Q3. Page 4 of the RFP states that, "The contractor shall be a full-service marketing research company, with its own on-site call center." However, we do not have an on-site call center. We work with qualified sub-consultants to handle all of our center needs. Will it be acceptable for us to subcontract out call center activities?

A3. AE prefers that the successful proposer have its own call center. This allows AE to maintain a level of quality and consistency across all phone surveys.

Q4. What is the project length for doing a survey?

A4. Normally between 12-16 weeks long.

Q5. Will we be allowed to call folks on their cell phone to perform the survey?

A5. Yes, if that is the authorized number given to us to contact them.

Q6. How the pricing for the proposal going to be utilized based that the quantity are estimated.

A6. The pricing are to be used throughout the Contract and any variations for each project will be negotiated between the parties in case-by-case basis. Also the pricing will be used to evaluate your cost proposal. The estimated annual quantities are just that estimated, they could go up or down depending on AE requirements.

All other terms and conditions remain the same.

BY THE SIGNATURES affixed below, this Addendum is hereby incorporated and made a part of the above-referenced Solicitation.

APPROVED BY:


Raymundo Moncada Jr., Senior Buyer Specialist Corporate
Purchasing Office, 512-322-6594

ACKNOWLEDGED BY:

SUPPLIER

AUTHORIZED SIGNATURE

DATE

RETURN ONE (1) COPY OF THIS ADDENDUM TO THE PURCHASING OFFICE, CITY OF AUSTIN, PRIOR TO PROPOSAL CLOSING OR WITH YOUR SEALED PROPOSAL. FAILURE TO DO SO MAY CONSTITUTE GROUNDS FOR REJECTION OF YOUR OFFER.

PRE-PROPOSAL CONFERENCE ATTENDANCE SHEET



Description: **MARKETING RESEARCH SERVICE STUDIES FOR AUSTIN ENERGY**

Solicitation: RFP RMJ0302

Date: August 13, 2015 Time: 10:00 AM

Company Name:	Representative:	Phone #:	E-Mail Address:
AE	Ray Moncada	512-322-6594	Ray.Moncada@AustinEnergy.com
Sue Ellen Jackson Mktng + Comm	Sue Ellen Jackson	512-345-5259	sejackson@austin.rr.com
MOSAK	Chris Love	512-374-2800	chris@mosak.com
Probit Research	Michael Patterson	832-265-1143	michael@probitresearch.com
Creative Consumer Research	Joy Durham	281-295-1609	joy.durham@ccr-surveys.com
CREATIVE CONSUMER RESEARCH	JOYCE WALTER	281-295-1603	jwalter@ccr-surveys.com
Go Green Squads	Susan Meredith	512-386-9300	susan@gogreensquads.com
Thills & Assoc.	Tracy Bills	512-923-8905	bills.tracy@johnco.com
MED STUDIO	MICHAEL NAWIK	512-450-0058	MIKE@THEMOSKOWSKI.COM
MED STUDIO	Andy Pyle	512 775 6398	andypyle@austin.rr.com
Virtum	Luis Martinez	310-730-3613	luis@virtumstrategy.com
HFC	Broke Goggers	512-344-2029	bgoggers@hfcpublic.com
AE	Sandy Calles	512-482-5363	Sandy.calles@austinenergy.com
COA	Gaye Loats	912-322-6251	gaye.loats@austinenergy.com

Conducted By: _____

PRE-PROPOSAL CONFERENCE ATTENDANCE SHEET



Solicitation: RFP RMJ0302

Description: MARKETING RESEARCH SERVICE STUDIES FOR AUSTIN ENERGY

Date: August 13, 2015

Time: 10:00 AM

Company Name:

Representative:

Phone #:

E-Mail Address:

AE	Janice Ellis	512-322-6253	janice.ellis@austinenergy.com
AZ	Rebecca Baise	512 322 6326	Rebecca.Baise@austinenergy.com
AE	BRIAN KENNEDY	322-6053	BRIAN.KENNEDY@AUSTINENERGY.COM
AE	Frank DiSiena	512-322-6343	Frank.DiSiena@austinenergy.com

Conducted By:

PRE-PROPOSAL CONFERENCE AGENDA

Date: August 13, 2015

Time: 10:00 AM

1. Opening/Welcomes:

Solicitation Number	RFP RMJ0302
Project Description:	Marketing Research Service Studies for Austin Energy

2. Sign-in: All attendees shall sign in.

3. Introductions: Introduction of City staff. Attendees shall identify themselves and the company they represent.

4. MBE/WBE Procurement Program, Section 0900. No Goals

5. Project Information: Explanation of Proposal closing date and time and the time for submission of the Compliance Plan, if applicable.

Closing Date	September 03, 2015
Time Proposals are Due	3:00 PM
Time Compliance Plans Due	NA
Buyer's Name	Ray Moncada

Submission of Offers: Review of Cover Sheet

- A. **Mailing:** Offers must be returned in a sealed envelope or container marked on the outside with the Offeror's name, address, solicitation number, and the closing date and time. Telegraphic or facsimile Offers **will not** be accepted. Address:

City of Austin
Purchasing Office
Municipal Building
124 W. 8th St., Rm. 308
Austin, Texas 78701
(512) 974-2500

Note: Proposals not submitted in a sealed envelope or container will not be considered. Proposal submitted late will not be considered. It is the responsibility of the Proposer to ensure that their Proposal is received before Proposal closing time. There are no exceptions.

6. General Solicitation Requirements: (Presented by Purchasing)

- A. Please remember that Sections 0100 (Definitions), 0200 Solicitation Instructions, and 0300 (Standard Purchase Provisions) are incorporated into this solicitation and subsequent contract by reference. These documents can be located on line at <http://www.austintexas.gov/department/standard-bid-documents>.

Section 0100, Purchase Definitions
Section 0200, Solicitation Instructions

- B. Section 0300 Standard Terms and Conditions and Section 0400, Supplemental Terms and Conditions:

These two sections comprise the basis of all City contracts. It is important that you are aware of these terms and conditions and discuss them with the necessary parties within your firm and identify in your response any exceptions to these terms and conditions. Should your firm be the recommended vendor and should you take exceptions that your response did not disclose, your response may be deemed non-responsive at that time.

- C. Supplemental Purchase Provisions, Section 0400, these augment the Standard Terms and Conditions; they will be incorporated into any resultant Contract.

- D. Non-Collusion, Non-Conflict of Interest, and Anti-Lobbying: From the moment that the solicitation was issued until the contract is executed, all communications regarding this solicitation must go to the Authorized Contact Person, Ray Moncada. This requirement is necessary to maintain the integrity of the solicitation process and ensure that

all proposers have the same opportunity. **Any representation to anyone else may result in the Offer being disqualified from consideration from award.**

E. Questions: All questions will be answered via an addendum posted on our website.

All requests for explanations or clarifications must be submitted in writing to the Purchasing Office no later than 8:00 AM on August 17, 2015. Submissions may be made via email to ray.moncada@austinenergy.com

7. **Scope of Work**

8. **Proposal Preparation Instructions and Evaluation Factors**

Proposal Preparation Instructions and Evaluation Factors (Section 0600) details exactly what the City expects a submitted Proposal to contain and the order in which the documents are to be presented. It also details evaluation criteria and weight.

We will go through this document in its entirety.

*** Please note that this is the base information that we need in order to evaluate. This proposal is your opportunity to show us why your company is the best to meet our needs. Do not assume that we know anything about your company. Be thorough. ***