



Request for Proposals

PURCHASING OFFICE CITY OF AUSTIN, TEXAS

Media Public Education Campaign to Inform Business Establishments and Citizens of the City Ordinance
Regulating the use of Single-Use Carryout Bag

IFBBV No.: SDC0006

Addendum No. 3

Date of Addendum: July 25, 2012

1.0 The following clarifications are provided in response to questions from potential respondents:

1. Can we get a better definition of "pooled media"?

A limited number of news media who represent a larger number of news media organizations for purposes of news gathering and sharing of material during a specified activity.

2. Can we have a list of approved vendors? The RFP states we are prohibited from making a representation to anyone other than the Authorized Contact Person in the Solicitation. Otherwise, we would contact SMBR's Contract Compliance Division. The vendor search provided on SMBR's site states the information provided is not intended to replace the official availability list of a solicitation. *The City does not have a list of approved vendors, only a list of vendors that are registered under the commodity code used for this RFP. The "No Contact" does not apply to a vendor contacting SMBR to request information about subcontracting.*

3. Is there a Good Faith Efforts form from the City, or another type of form to ensure minority compliance? Or are we expected to maintain a database with contact efforts? *The 0900 "No Goals" form is the document used for this.*

4. Are there compliance goals for the contract? *No.*

5. The evaluation factors state that 40% of the points are dedicated to "High Level Media Plan Considerations." Is that referring only to a paid media plan? If so, how will you evaluate our approach to other deliverables related to

your scope of work (such as messaging & materials, research, media relations, etc)? On page 1 of the Proposal Preparation Instructions, you ask us to respond to each of the details as required in the SOW.

No. That evaluation factor will take into account all media (i.e. not solely paid media).

4.0 All other terms and conditions will remain the same

BY THE SIGNATURES affixed below, Addendum No. 3 is hereby incorporated and made a part of the above-referenced Request for Proposal.

APPROVED BY: Steve Cocke

Steve Cocke, Buyer II
Finance and Administrative Services Department

ACKNOWLEDGED BY: _____
Bidder Authorized Signature Date

RETURN ONE (1) COPY TO THE PURCHASING OFFICE, CITY OF AUSTIN, TEXAS PRIOR TO BID OPENING OR WITH YOUR BID. FAILURE TO DO SO MAY CONSTITUTE GROUNDS FOR REJECTION OF YOUR BID.