



**Department of Administration / Division of Purchases
One Capitol Hill, Providence, Rhode Island 02908-5855
Web Site: www.purchasing.ri.gov
15 March 10**

Addendum # 2

RFP# 7323457

Title: Public Relations / Advertising Services

Submission Deadline: 30 March 10 @ 2:30 PM (Eastern Time)

- The pre-proposal meeting summary is compiled and released, in this addendum. The summary also includes the bidder questions that were submitted via email.
- No further questions shall be entertained.

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Questions Regarding RFP 7323457 / RFP - PUBLIC RELATIONS/ADVERTISING SERVICES

Vendor A:

1. Are out-of-state companies eligible to apply and to do business with RI under the MPA?
Answer: Yes
2. Does being a SOWMBA-certified business (minority owned) in MA make us eligible for MBE status in Rhode Island?
Answer: No.

Vendor B:

1. Referencing paragraph 3 on page 2 of the RFP: "Rates will be provided within the purchase order(s)" and paragraph 4 on page 3 of the RFP: "All pricing submitted will be considered firm and fixed unless otherwise indicated herein", will the State confirm that the Purchase Orders related to this MPA be required to utilize the vendor's submitted rates if that vendor is selected for that scope of work?
Answer: The state reserves the right to negotiate lower rates, but the rates will be capped at the rates submitted in the proposal.
2. Referencing the second to last paragraph on page 2 of the RFP, once vendor(s) are selected for this MPA, will potential clients be able to select a vendor to work with off that MPA without seeking multiple vendor quotes or is a bidding process still required?
Answer: If multiple vendors are selected for the MPA, state agencies are strongly encouraged to seek multiple quotes.
 - a. *If multiple vendors are listed on the MPA and potential clients are therefore required to obtain bids from multiple vendors prior to selecting a vendor, this bidding process could represent a considerable investment of time and money for both the state and the vendor, given the sheer number of projects and campaigns that potentially could occur through this MPA and the complex nature of this comprehensive communication services MPA (i.e. unlike bidding for translations, for example, a bid for a comprehensive communication job will take considerable effort to put together and considerable time for review). Is the State willing to set a price threshold for the bidding process to streamline the process for both the potential client and the state? For example, for PO's under \$25,000, a potential client can select a vendor off the MPA without a bidding process and for PO's over \$25,000, three bids would be required.*
Answer: Agreed. \$25,000 would be the threshold for bidding (getting competitive quotes from the qualified vendors listed on the MPA)
 - b. *If multiple vendors are listed on the MPA and potential clients are therefore required to obtain bids from multiple vendors prior to selecting a vendor, is there a standard process for bid review with established criteria (cost, availability, capacity, qualifications in a certain area, etc.)?*
Answer: Price and availability will be considered in selecting a vendor from the MPA.
3. Referencing the second to last paragraph on page 2 of the RFP, is the first sentence ("Master Price Agreements can be utilized by any State Agency, quasi-public organization, and, at their discretion, Rhode Island municipalities") referring to MPA's in general or does this mean that agencies beyond the RFP's identified Health and Human Service Agencies may utilize this particular MPA once established?
Answer: Agencies beyond those referenced in the RFP will be able to utilize the MPA.

4. Referencing the second to last paragraph on page 2 of the RFP, what is the timeline for renewal and re-bid of this MPA once established? Referencing the last paragraph on page 15 of the RFP, the State references providing information for budget years 1-5. Does this mean that the MPA lasts 5 years? If so, are yearly renewals required?
Answer: The MPA will be set up for an initial three years with the option to renew for an additional two years.
5. Referencing the first full paragraph on page 4 of the RFP, is it possible to use different subcontractors from those originally listed in the proposal over the duration of the contract in response to specific client needs? If different subcontracts are allowed, can their rates fall outside the range specified in the proposal with client approval?
Answer: Different subcontracts are allowed with prior client approval.
6. Referencing the third full paragraph on page 4 of the RFP, can the State clarify the use of ARRA funding with regards to this MPA? Can potential clients with ARRA funding utilize the MPA or do they have to go through a separate RFP process to secure a vendor?
Answer: See page four of RFP 7323457 regarding ARRA funds.
 - a. *What is the process for utilizing ARRA funds through the MPA?*
Answer: See page four of RFP 7323457 regarding ARRA funds.
7. Referencing the Category 1: Strategic Marketing Consultation on page 8 of the RFP, will the State allow subcontractors / vendors to be used for some of the services as needed (for example, graphic design services)?
Answer: Yes, with prior approval from the state agency.
8. Referencing the Category 2: Technical Services on pages 8-9 of the RFP, will the State confirm that print production is included under technical services?
Answer: Yes, although the state has an MPA for printing services, which may be used if the MPA printing vendor is able to perform the work required in a timely manner.
 - a. *Are there particular criteria for determining if materials should be printed in-house, by the print MPA, or through this communications MPA?*
Answer: The decision is based on a project by project basis depending on the technical requirements of the job and the turnaround time required.
9. Referencing the listing of "media production" under Category 2: Technical Services on pages 8-9 of the RFP, is the vendor required to utilize the State's MPA vendor for media buying for print production of media or is the vendor at liberty to have media pieces printed via another vendor?
Answer: The MPA vendor for media buys is limited to the purchasing of media time/space. That vendor is not required to do the production.
10. Referencing paragraph 2 on page 10 of the RFP, is the vendor required to solicit the three competitive quotes for technical services from an approved list of technical service providers (for example, another State MPA), or is the vendor at liberty to select those technical service providers in consultation with the client? If the latter, are all potential technical service providers required to be listed on the proposal as subcontractors?
Answer: The vendor and the client can consult to choose technical service providers, therefore, they are not all required on the proposal.
11. Referencing the last paragraph on page 10 of the RFP, will the vendor be given the reimbursement rates for technical service providers when contracting to re-print previously produced materials, or is the vendor expected to negotiate new reimbursement rates with the service provider?
Answer: The vendor will negotiate reimbursement rates.
12. Referencing Additional Requirement 2 on page 11 of the RFP, does this statement mean the vendor will not

be reimbursed for travel expenses related to a project, or that the vendor is required to arrange for its own travel and it is still reimbursable?

Answer: The vendor will not be reimbursed for travel costs.

13. Referencing number 1 on page 12, does the R.I.V.I.P bidder certification cover form replace a transmittal letter or cover letter? Can the vendor include an additional cover letter with the proposal?

Answer: The vendor has the option to include an additional cover letter, which may provide information not included in the bidder certification cover form.

14. Referencing number 5 on page 12, should the electronic format version include copies of all the submitted sample print and production materials as well as the main proposal? If so, are there preferred formats for radio and television samples? If radio and television samples cannot be included in the electronic format version due to format issues, should additional copies (beyond the 1 original and 6 copies) be submitted?

Answer: Electronic samples of print and production materials are not required. Hard copies are sufficient. Additional copies are also not required.

15. Referencing the first bullet on the top of page 13 of the RFP, what information should be included in the proposal if the bidder does not have an annual report?

Answer: Financial statements from the previous three years can substitute for an annual report.

16. Referencing the fifth bullet under Client Profile on page 13 of the RFP, will the State clarify what is meant by "secure partnerships with agencies to underwrite costs of materials production"?

Answer: The State is looking for evidence that the agency is able to secure partnerships with organizations that can offset the costs of printing, media buys (e.g. earned media), events, etc.

17. Referencing Section III requirements on page 14 of the RFP, due to the economy in the last three years, comprehensive campaigns including all of the required elements are rare among public sector clients and even some of the larger campaigns rarely include high-priced elements like high-quality TV media. Given this, will the State accept:

- a. Multiple campaigns to cover most or all of the required components; and
- b. Campaigns previous to 3 years if certain media components have not been developed in the last 3 years.

Answer: Both a and b are acceptable if a comprehensive campaign is not available.

18. Referencing Section 1 Hourly Rate Cost Proposal on page 15 of the RFP, will the State clarify where vendors should indicate "the percent of staff salary that will be devoted to overhead, benefits, and profit" on Budget Form 1? Will the State also clarify whether a percentage alone is sufficient or if more details concerning the percentages are preferable?

Answer: Please add to the bottom of Budget Form 1 the percentages requested. Provide any additional information you think might be helpful.

19. Referencing the first sentence of the last paragraph on page 15 of the RFP, will the State accept a blended hourly rate or a rate range for each service, understanding that more than one vendor staff member will perform the services requested?

Answer: A rate range will be accepted if one rate is not available.

20. Referencing the last sentence on page 15 of the RFP, how will contract management hours be reimbursed through the MPA structure?

Answer: Up to 10% of the cost of each project can be billed for contract management services.

a. *Given that contract management tasks will be handled on each PO, is it possible to provide a rate range for this service on the proposal and then work with the potential client when developing the PO / scope of work to determine the number of hours necessary?*

Answer: No. A fixed amount will be required for each project within the Master PO. The contract management fee can be up to 10% of the cost of each project.

Additional Follow-up Questions:

○ *Will the list of bidders be posted online after all the bids are submitted (after the 30th) or will it only be available after the awards are made?*

Answer: The list of bidders will be posted shortly after all bids are submitted.

○ *Will the technical review committee review both the technical proposal and the cost proposal in their review?*

Answer: Yes

○ *The State mentioned that they reserve the right to call in any bidder for clarification. Is this separate from the oral presentation for qualified bidders?*

Answer: The oral presentation and calling in a bidder for clarification are the same.

○ *Who determines how many vendors will be put on the MPA? The technical review committee or DOA?*

Answer: The technical review committee makes a recommendation to DOA.

○ *Will a PO associated with this MPA be able to cover multiple campaigns for a specific program, team, division or department? For example, one PO for a series of chronic disease campaigns?*

Answer: Yes

○ *Will a PO associated with this MPA be able to cover a certain time period of services for a particular program, team, division or department? For example, a year's worth of communication services for the cancer program?*

Answer: Yes

○ *Will the numerical and narrative review for all bidders be made available post award or will a bidder only receive their own review?*

Answer: The reviews of the technical review committee are public information.

○ *Are all the communications vendors that are currently working for the state through contracts being asked to rebid (i.e. so that all those services will then come through this MPA)?*

Answer: No, these contracts will remain in place until the contract terms end.

○ *How will over-lapping components in existing communications contracts be addressed? For example, the state has contracts with research vendors and some of those vendors also provide some of the communication services specified in this MPA. Will those services be required to go through the MPA vendor once established?*

Answer: No, these contracts will remain in place until the contract terms end.

END