



**ADDENDUM NO. 1
Issued September 26, 2008**

TO

**“REQUEST FOR QUALIFICATIONS (“RFQ”)
FOR
PUBLIC RELATIONS SERVICES (RFQ Number FY09-PA-001)”
(RFB Issued September 17, 2008)**

Note: Bidders are required to acknowledge this and all Addenda in Section 6(a) of the Statement of Qualifications Form.

This Addendum includes the following components:

PART 1 – Responses To Bidder Questions

PART 1 – CRRA RESPONSES TO BIDDER QUESTIONS:

The following questions (Q) were asked by a bidder(s) and CRRA's written responses (R) are as follows:

Q: Following the RFQ process, will the CRRA put out an RFP? If so when can that be expected?

A: ***CRRA does not expect to put out a Request for Proposals (RFP) after the RFQ process.***

Q: Will presentations be required during the interview process?

A: ***Firms selected for interviews are encouraged to make presentations as part of their interviews.***

Q: What is the budget (if any as of yet) for PR services over the course of the awarded contract? What are the overall budgets for each category of service? We need to have some way of evaluating what the overall service requirements might be.

A: ***CRRA's budgets for marketing, advertising, public relations and related services total \$481,500 in the current fiscal year. Money will be spent according to needs.***

Q: Why are you looking for a new agency? What have you found lacking in your past agencies? Why is CRRA issuing an RFQ for public relations services?

A: ***CRRA's procurement policy requires it to go through an open procurement process every three years. This is simply to comply with that policy. This in no way reflects on CRRA's level of satisfaction with its current contractors.***

Q: What is the budget for this three-year contract?

A: ***CRRA's budgets for marketing, advertising, public relations and related services total \$481,500 in the current fiscal year. The budgets for the remaining two years of the three-year contract will be made by the CRRA Board of Directors in their future budgets.***

Q: Who are the decision makers at each point in the RFQ process?

A: ***The CRRA Board of Directors makes all selections in this RFQ process.***

Q: Can you please prioritize your key stakeholders, from your perspective?

A: ***CRRA's key stakeholders are the municipal governments that make up its customer base, the citizens of Connecticut and the General Assembly.***

Q: Can you please identify the top three challenges you see the CRRA facing in the next two years?

A: ***Completing siting and development of a new ash landfill; increasing the state's recycling rate; and providing long-term disposal options for communities whose current disposal contracts are expiring.***

Q: It appears that this is a blanket contract, much like the State of Connecticut contract, which entitles the supplier to be considered for actual work, but with no assurance that work would ever be requested. Is this correct? And if so, will multiple suppliers be selected for each category? And if so, how would the decision to assign specific projects be made?

A: ***CRRA intends to award contracts to one or more firms, but contracts are no assurance that any work will actually be performed. CRRA may select no firms, one firm or more for each service category listed in the RFQ. Work will be assigned according to CRRA's needs and which contractor is best able to achieve CRRA's needs.***

Q: How is the work currently being handled? That is, are there incumbent agencies? How many, and who are they?

A: ***CRRA currently has contracts with two firms – Pita Communications LLC and Strategic Persuasion Group LLC.***

Q: Is the incumbent being considered for the new public relations services contract?

A: ***Both incumbent firms have been invited to participate in the process.***

Q: Much of the documentation required is a duplicate of what we supplied to the State of Connecticut to become a Media, Marketing, Advertising and Public Relations contract awardee and a certified Small Business supplier. Do you require these documents again even though we are already certified and awarded? Don't those qualifications and rates apply?

A: ***Yes, all bidders need to provide CRRA with this documentation.***

Q: How much of the current budget is designated for agency fees and expenses?

A: ***Money will be spent according to needs.***

- Q: What is the anticipated budget for the public relations services procurement?
- A: **CRRA in-house staff performs all work associated with the procurement process.**
- Q: When is the last time CRRA issued an RFQ for public relations services?
- A: ***CRRA last issued an RFQ for public relations services in 2005.***
- Q: We would like to know more about the distribution of the public relations services RFQ. Was it distributed nationally, regionally, or only to agencies in the state of Connecticut?
- A: ***Advertisements for this RFQ were published in the following newspapers: (i) Connecticut Post; (ii) Hartford Courant; (iii) New Haven Register; (iv) The Day of New London; (v) Waterbury Republican-American; (vi) LaVoz Hispana; and (vii) North-east Minority News. This RFQ was also posted on the State of Connecticut Department of Administrative Services Web site as well as the CRRA Web site.***
- Q: Must firms answering the RFQ be headquartered in the state of Connecticut or will consideration be given to a firm with waste management industry experience regardless of location?
- A: ***CRRA will consider out-of-state firms.***
- Q: Is there a preferred method of contracting with public relations agencies? For instance, would you prefer a contract that includes time and materials; one that is a flat fee; one that is a combination of the two; or another arrangement?
- A: ***Please refer to the contract included in the RFQ package.***
- Q: If we are interested in providing all of the services listed in the RFQ, may we submit one SOQ that encompasses all services, or are we required to submit a SOQ for each service?
- A: ***Section 4 of the Statement of Qualifications Form includes a checklist on which firms can indicate the services for which they wish to be considered. It is not necessary to submit an SOQ for each service.***
- Q: In terms of “photography and related services,” must the photographer be a member of our staff, or are we allowed to subcontract with a local photographer to be named at a later date?
- A: ***CRRA will consider firms who subcontract photographic services. Please note that CRRA requires information about subcontractors as part of interested firms’ submittals.***
- Q: Will a comprehensive list of all questions asked be sent to the entire group of interested firms for review?

A: *Yes.*

Q: Our firm is responding to this RFQ in several categories, including Graphic Design Services and Advertising Services. Can you tell us what types of materials you anticipate including in the Graphic Design Services contract? Brochures and collateral materials? Web sites and other digital media? Logo design and image enhancement? Posters, signs, and outdoor advertising? Any other design projects?

A: *CRRA may require any or all of those services.*

Q: In the schedule of Payment Rates, what information are you seeking in regard to "Staff Level"?

A: **"Staff Level" refers whatever staff positions the bidder currently has in its business structure.**

Q: Under Ancillary Services Rates, do you want us to include charges not only for creative services and media recommendations, but for media buying (issuing insertion orders, verifying publication, and invoicing CRRA for ads, commercials etc.) as well?

A: *Yes.*

End of Addendum No. 1.